NOOSA COUNCIL

NOOSA INTEGRATED LOCAL TRANSPORT PLAN 2016

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Version with Graphs

Contents

From the Mayor

Council is pleased to present its Integrated Local Transport Plan for the period from 2006 to 2016. Council has made a commitment to provide for a range of transport needs that is both fair and efficient. It is Council's intention to improve the choice and accessibility of transport whilst balancing the environmental, social and economic needs of everyone.

Noosa Council is dedicated to tackling the problem of ever increasing private car usage. If left unchecked this will seriously erode our quality of life by forcing the construction of more and wider roads, traffic lights to control intersections and increased numbers of car parks.

This transport plan seeks to provide the community with viable and efficient transport options that will support our aims of a healthy, environmentally friendly, safe and accessible Noosa.

To achieve these aims Council has developed a transport vision that is backed up by a framework of strategic transport aims and linked to a set of policy objectives that represent Noosa's vision for local transport.

Some of these strategies are already being implemented, such as the Free Holiday Bus and Travel Behaviour Change Programs in schools. Noosa hopes to build on the success of these transport strategies and move forward to a more accessible and sustainable Noosa. I look forward in anticipation to an increasingly environmentally friendly future.

Acknowledgements

The draft Integrated Local Transport Plan was developed with the support and assistance of the Noosa Transport Reference Group. This Group was created under the Noosa Council Community Governance Framework and included the following group members:

Peter Butt — Representative of the Business Community

Trevor Coad — Resident's and Ratepayers Association

Ric Cooper — Community Tourism Board

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PART 1
Plan Definition

Explanation of the Plan

What is an Integrated Local Transport Plan (ILTP)?

Integrated Transport Planning is a process that identifies current and future access needs for people, places, goods and services. The Noosa Integrated Local Transport Plan (ILTP) aims to do this in a way that conserves Noosa's unique environment, sustains economic growth and supports the quality of life for current and future generations.

Integration is needed across sectors, at various levels of planning, at specific locations and between decision makers. This includes integrating transport with planning for the economic, social and physical environment. Decisions made in one sector should complement decisions and interests in another.

A primary focus is to achieve multiple desired outcomes by planning transport and land use concurrently. Noosa is renowned Australia wide as successfully maintaining a strong environmental focus. The 2016 transport plan aims to seek integrated transport solutions to conserve and enhance Noosa's natural environment. To achieve this will require a package of measures that considers the needs of future generations.

A key principle is to pursue an interconnected transport system that capitalises on the strengths of each mode whilst influencing and managing the demands on the transport system. A strong focus on community based and environmentally sensitive transport initiatives is a key feature of the Plan.

How does the Noosa ILTP fit into the broader transport planning frame-work?

A structured process for developing the ILTP was undertaken, closely following Queensland State Government Guidelines for the development of Transport Plans – "Integrated Transport Planning Framework". The Noosa ILTP is part of a suite of Transport Planning documents as indicated in Figure 1.

The primary reference documents for the identification of Transport Strategies contained within this plan are the Integrated Regional Transport Plan for South East Queensland and Transport 2007 (An Action Plan for South East Queensland). The background document providing local analytical input for the development of the ILTP strategies is the Noosa Coastal Area Traffic and Transport 2016 report and the asso-ciated Public Comments document.

How will the ILTP be implemented?

It is intended that one or more transport strategies will be developed for each transport policy objective as part of the overall integrated transport approach in pursuit of achieving Council's higher level Corporate Objectives and Goals. Some of these strategies have already been completed and they provide a detailed approach as to how Council intends to implement each individual strategy.

It is intended that transport strategies developed as a result of this policy document will be implemented at various stages during the lifetime of the plan. Strategies will be developed which are focused on meeting the stated Corporate Policy outcomes.

How will the ILTP be reviewed?

The ILTP incorporates a number of indicative mode change targets and goals. The development and implementation of the Noosa ILTP, its transport strategies and associated Action and Implementation Plans will be reviewed annually.

Contextual Framework

If Noosa's valued lifestyle and environment are to be maintained, there are limited physical opportunities for delivering future transport requirements through increased road capacity. In simple terms this would require the creation of four lane roads, resumption of properties, introduction of traffic lights, construction of multi storey car parks and loss of roadside bushland.

In 2002 a report was presented to Council entitled "Coastal Area Traffic and Transport to 2016". The report identified that the proposed Arterial Roads of Eenie Creek Road and Walter Hay Drive will provide additional network capacity supplying similar levels of service in the year 2016 as previously occurred on the 1998 Noosa road network.

However, it is important to note that this forecast of future road capacity was established on the basis of introducing an effective travel demand management (TDM) facility based primarily around public transport.

"it will be necessary to have that facility in place and operational for several years before it is critically required. This is necessary to change the culture within the permanent and visitor community."

"this facility is assumed to accommodate 10 percent of all trips and up to 20 percent of trips to and from the primary destinations during peak hours of annual peak days. These targets are considered to be both achievable and necessary."
-CATT 2016 Section 13.3

For these reasons, Behaviour Change, Managing Travel Demand and Community Transport are a primary focus of the Noosa ILTP. Many transport problems are virtually unsolvable without some form of Demand Management. Conventional solutions, such as increasing roadway and car parking capacity are unsustainable and often reduce one problem but exacerbate others, particularly if they increase total vehicle travel. When all costs and benefits are considered, an integrated Travel Demand Management (TDM) program that includes an appropriate set of complementary strategies is the most cost effective way to improve transportation.

Increasing road capacity for the private motor car has declining marginal benefits. Once a basic roadway system exists in a region, there are only modest benefits from further increasing road capacity and the derived marginal benefits are disproportionate to the substantial costs. This plan aims at developing policy objectives that provide significantly greater benefits of meeting Noosa Shire's Transport needs by increasing the efficiency of the transport system at considerably lower costs.

Transport (15.5 per cent) is second only to food (18.2 per cent) as the largest item of household expenditure in Australia. Owning and running a motor vehicle for private purposes is expensive. The running costs include fuel, tyres, services and repairs, registration, insurance and licence fees.

As a comparison the running costs of a bicycle are about 1c/km as opposed to over 50c/km for a car. This equates to a saving of approximately $1M for every 1,000 people who ride 5km to work for 40 weeks over a 12 month period.

Cycling 10km each way to work can save an individual $1,700 per year in transport costs (including all running costs and depreciation).

TDM strategies often require behavioural change solutions. Given suitable options and incentives people are often willing to change their behavioural patterns. Traffic safety programs, smoking reduction and consumer recycling are all examples of successful programs that require individuals to change their behaviour in order to achieve specific objectives. Behaviour change is challenging and therefore adequate and skilled resources will be required to facilitate these sophisticated strategies.

Noosa is Part of the South East Queensland Region

The Integrated Regional Transport Plan for South East Queensland (IRTPSEQ) was originally published in 1997. A major review of this plan is proposed for release in 2007. The IRTPSEQ covers an area that includes the 18 Local Government Authorities from Noosa to the New South Wales border and west to Toowoomba. One of the primary purposes of the IRTPSEQ is to complement the forward planning of all Local Government Authorities contained within the South East Queensland Region.

There is currently a high and sustained level of population growth in South-East Queensland which is placing increasing demands on the transport system. By 2021, the population of southeast Queensland will constitute about 68 per cent of Queensland's total population. The IRTPSEQ focuses on the need to reduce car dependency, reduce the length and number of vehicle trips and increase the proportion of trips made by walking, cycling and public transport.

The following statistics indicates the magnitude of the challenge. It is estimated that by 2011:

- The population of south-east Queensland will increase from 2 million (1991) to over 3 million, this is an extra 600,000 people going to work each day;
- The number of trips made by road-based transport each working day will increase by 70 per cent, to 11.8 million;
- Trips to work (the major cause of peak hour congestion) will increase by 110 per cent, to 2.4 million trips each day;
- The number of trips by car will increase by 71 per cent, or more than 3.85 million, to 9.3 million each day;
- The proportion of all trips made by walking and cycling will remain at a relatively low 15%;
- Average vehicle occupancy will decline from 1.3 to 1.2 persons;

- The total amount of motorised travel will increase by nearly 100 per cent, to around 93 million kilometres each day;

- Average trip time will double from 17 to 34 minutes.

On top of these disturbing predictions, other impacts must be considered, such as:

- Motor vehicles currently contribute 72 per cent, by mass, of major air pollutants in south-east Queensland, with nitrogen dioxide and sulphur dioxide from vehicle emissions causing pulmonary and respiratory diseases;

- One litre of petrol produces 2.3kg of Carbon Dioxide (CO_2) the main gas responsible for the greenhouse effect.

The inevitability of these cold hard facts presents a major challenge to transport planners - how to move increasing numbers of people in ways that minimise impacts on local communities and the regional environment.

The answer, not only lies in the provision of a better transport system, but also in the commitment of the community that wishes to maintain a lifestyle - and an environment - that can be inherited by future generations.

The IRTPSEQ recommends:

- Integrating and co-ordinating land use and transport planning, promoting more compact and better designed communities that make it easier to walk, cycle and use public transport;

- Implementing initiatives that will see more effective and efficient public transport systems throughout the region, and public transport that will provide an attractive and often preferred alternative to the car with associated infrastructure such as shelters at bus stops to improve the comfort, convenience and safety for commuters;

- Improving walking and cycling facilities: providing new paths, cycle ways and bicycle lanes;

- Restraining travel growth through promotion of initiatives such as car pooling, and giving priority to public transport and vehicles carrying more than three people;

The IRTPSEQ aims to achieve the following targets by the year 2011

- Decrease the proportion of trips by private vehicle by 11.5%;
- Increase the proportion of trips by walking and cycling from 15% to 23%;
- Increase average vehicle occupancy from 1.3 to 1.4 persons;

Increase proportion of trips by public transport by 50% - from 7% to 10.5% of all trips.

Translink Network Plan

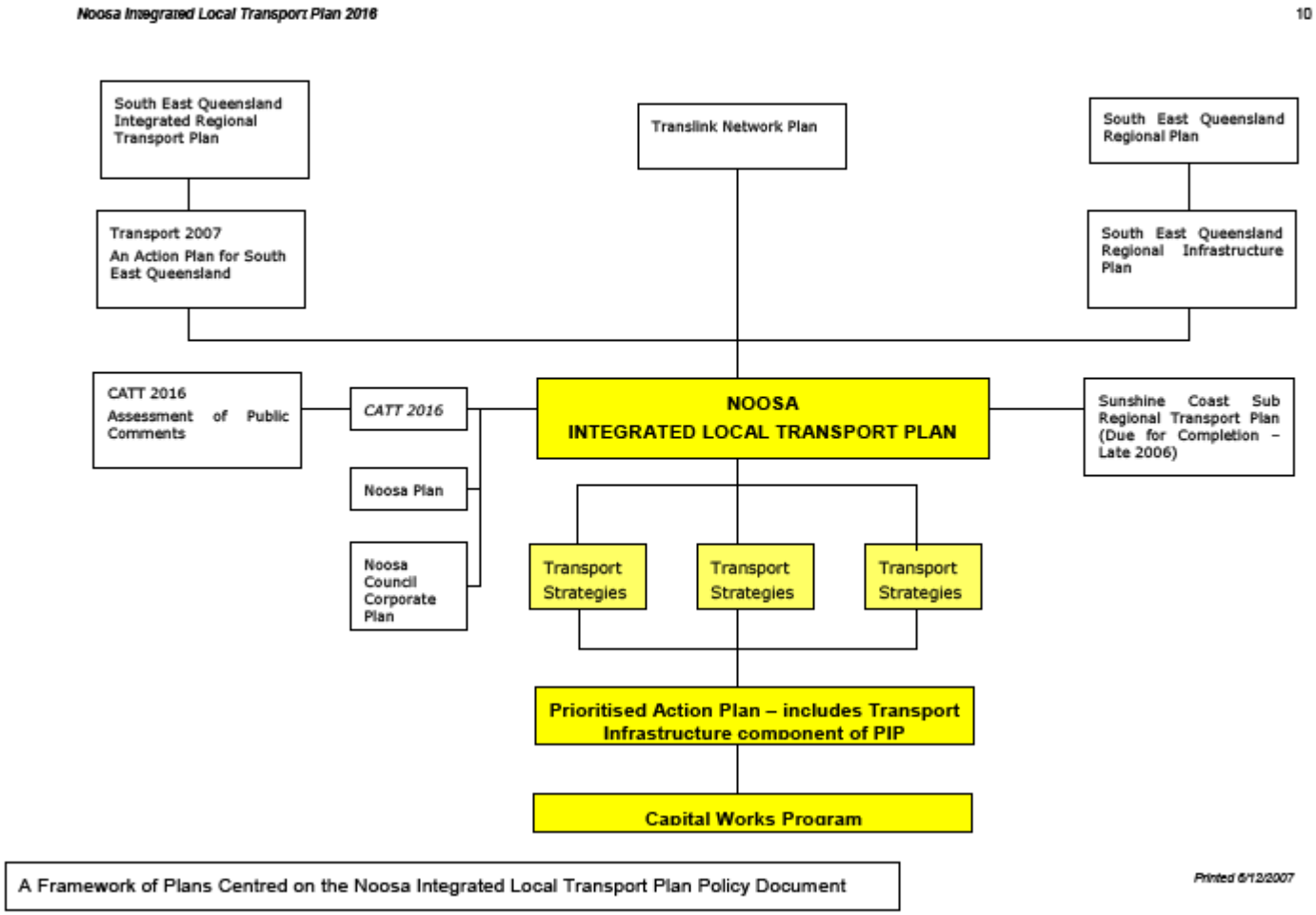
The Queensland State Government Draft Translink Network Plan was released in 2005 and maps out public transport services and infrastructure planning to 2016 and outlines a specific 3 year program of actions. It concentrates on developing public transport within its area of responsibility, Greater Brisbane, Gold Coast and Sunshine Coast.

The strategic priorities of the plan are:

- Making services connect by integrating the network and coordinating timetables to make it easier to travel in SEQ.
- Making services fast, frequent and reliable and delivering public transport infrastructure to attract and cater for growth
- Filling the gaps in the network to provide fair access to public transport, including regular services, longer operating hours and services to growing suburbs
- Making it easy, comfortable and safe to use public transport by improving passenger information and delivering quality buses, trains, ferries, stations and stops.

Noosa Council has expressed strong support and commitment to work closely with Translink in seeking and developing mode change to public transport.

FIGURE 1—Noosa Integrated Local Transport Plan—Contextual Framework



Noosa Travel Statistics

Data from The Australian Bureau of Statistics provides valuable information as to the current travel to work patterns for residents of Noosa Shire. A series of comparison charts have been prepared between the two census years of 1996 and 2001. Further comparison data will be available following the 2006 Census. This data is further sub divided into four separate divisions each one of which is a general representation of the four Noosa Council divisions. These being:

Census Category	Noosa Council Division
• Noosa Hinterland	Division 1
• Tewantin	Division 2
• Noosaville & Noosa Heads	Division 3
• Eastern Beaches	Division 4

During the time period between the two census dates there was a significant increase in the overall population of Noosa Shire, whilst there was a disproportionately lower increase in the working population - as can be seen by the following values:

	Total Population	Working Population
1996	41171	17027
2001	47321	17354
% Increase	15%	2%

The travel to work mode choice for these two census years is indicated in table 1 and table 2 by division. This clearly illustrates a travel mode trend towards the private motor vehicle and away from most other travel modes.

Travel Mode	1996 (%)	2001 (%)	Actual Change (%)
Private Motor Vehicle	73.5	75.8	+2.3
Public Transport	2.1	2.1	0
Bicycle	1.6	1.4	-0.2
Walking	5.3	4.4	-0.9
Motorbike or Scooter	0.8	0.7	-0.1
Worked at Home	11.1	11.3	+0.2
Not Stated or Other Mode	5.6	4.3	-1.3

Table 1 - Comparison of Travel to Work Transport Modes for whole of Noosa Shire for 1996 and 2001 in % age.

Travel to Work Mode	Hinterland		Tewantin		Noosa Heads Noosaville		Sunshine Beach Peregian	
	1996	2001	1996	2001	1996	2001	1996	2001
Public Transport	1.3	0.9	2.1	2.5	2.1	2.6	3.1	3.0
Private Motor Vehicle	71.8	76.5	80.4	81.0	65.5	67.1	78.3	78.4
Motorbike or Scooter	1.0	1.0	1.2	0.8	0.3	0.4	0.7	0.6
Bicycle	0.6	0.5	2.3	1.8	2.3	2.1	1.6	1.4
Walk	5.1	3.8	2.8	3.2	10.2	8.1	2.6	2.5
Other	3.0	1.6	2.9	2.1	3.0	2.4	2.0	1.5
Worked at Home	14.2	13.2	6.5	5.9	12.6	14.6	9.4	10.5
Not Stated	3.1	2.6	1.9	2.8	3.9	2.6	2.4	2.0

Table 2—Comparison of Travel to Work Transport Modes by Division for 1996 and 2001 in %age.

These apparent small percentage changes in mode choice disguise an underlying statistic that provides an alarming trend. For example the actual change in private motor vehicle use between 1996 and 2001 equates to an additional 2,200 motor vehicles on the Noosa road network much of which occurs during the morning peak hour. The following graphs illustrate travel to work mode share. Figure 3 indicates in the form of a pie chart, the relative proportions of each travel to work mode choice in 2001. Figures 4 and 5 indicate the difference in mode choice between the years 1996 and 2001.

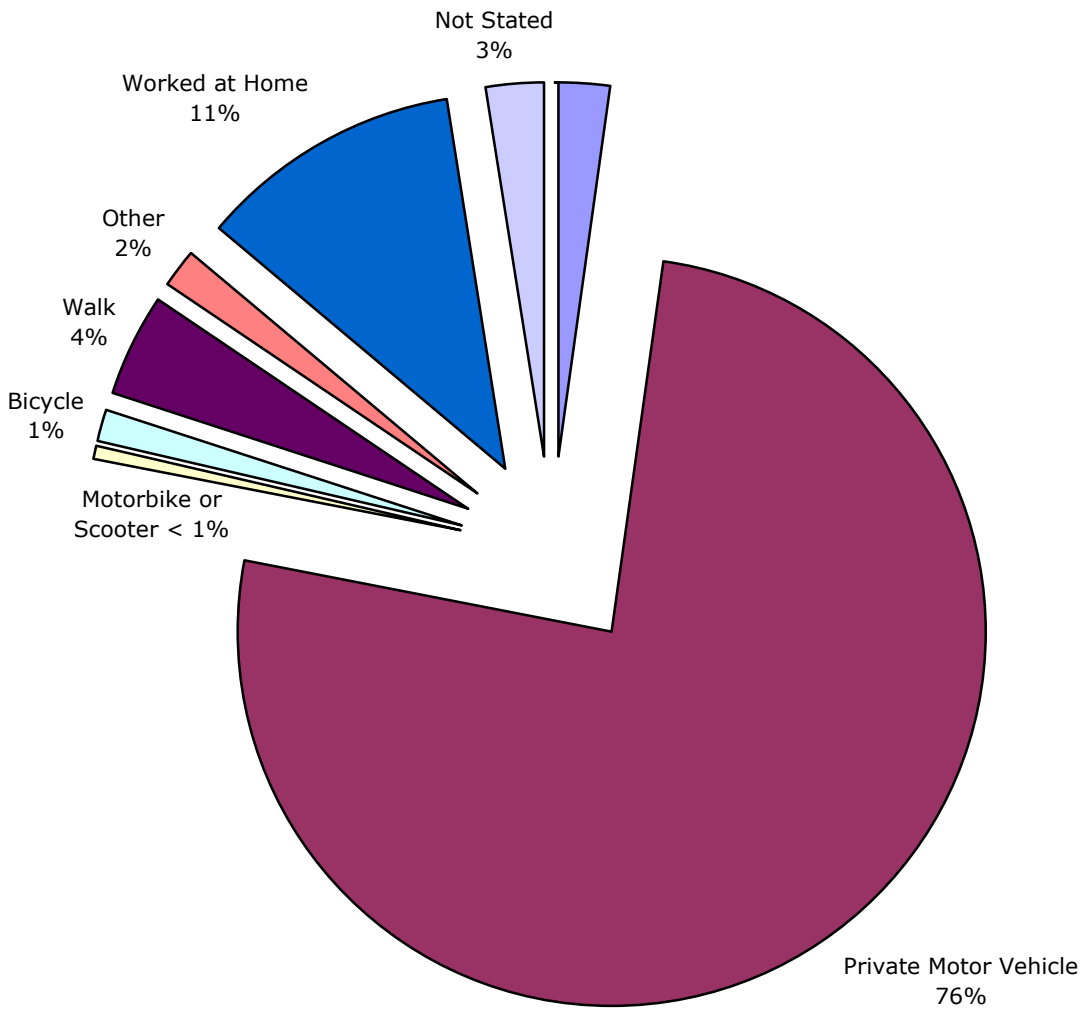


Figure 3—Mode Share 2001—Travel to Work

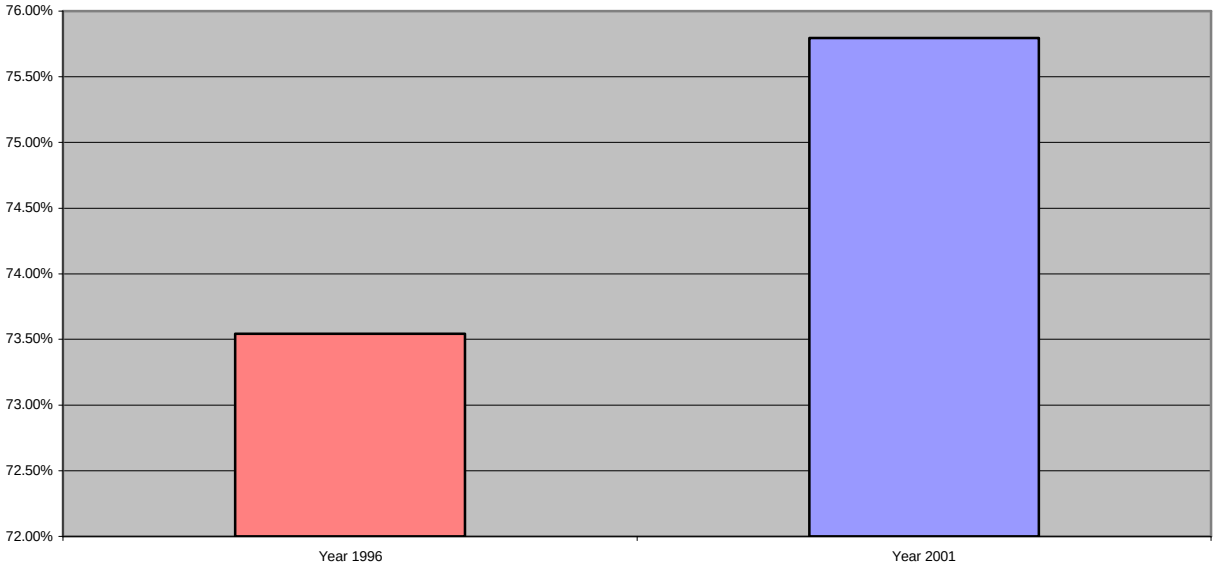


Figure 4—Percentage in Private Motor Vehicles Travel to Work 1996 and 2001

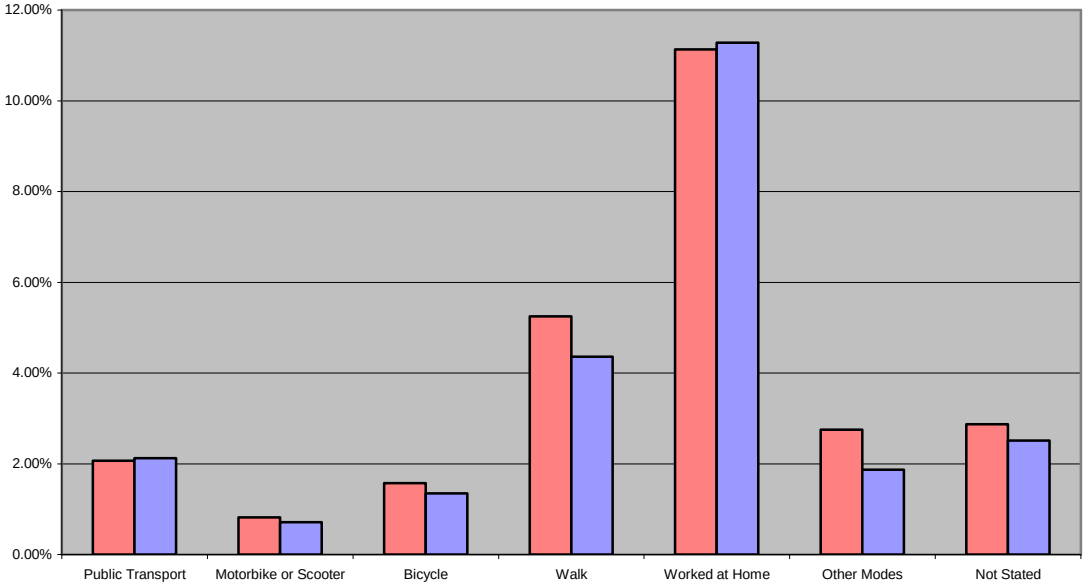


Figure 5—Percentage Share in Other Transport Modes Travel to Work 1996 and 2001

Travel to Work Trends

Trend patterns within each mode reveal some concerning statistics. These trends are illustrated in Figure 6. There have been relative proportional decreases of 17% in walking, 14% in cycling and 13% in Motorbike/scooter travel during the intervening 5 year period between 1996 and 2001. This clearly illustrates that appropriate strategies are required to reverse these trends.

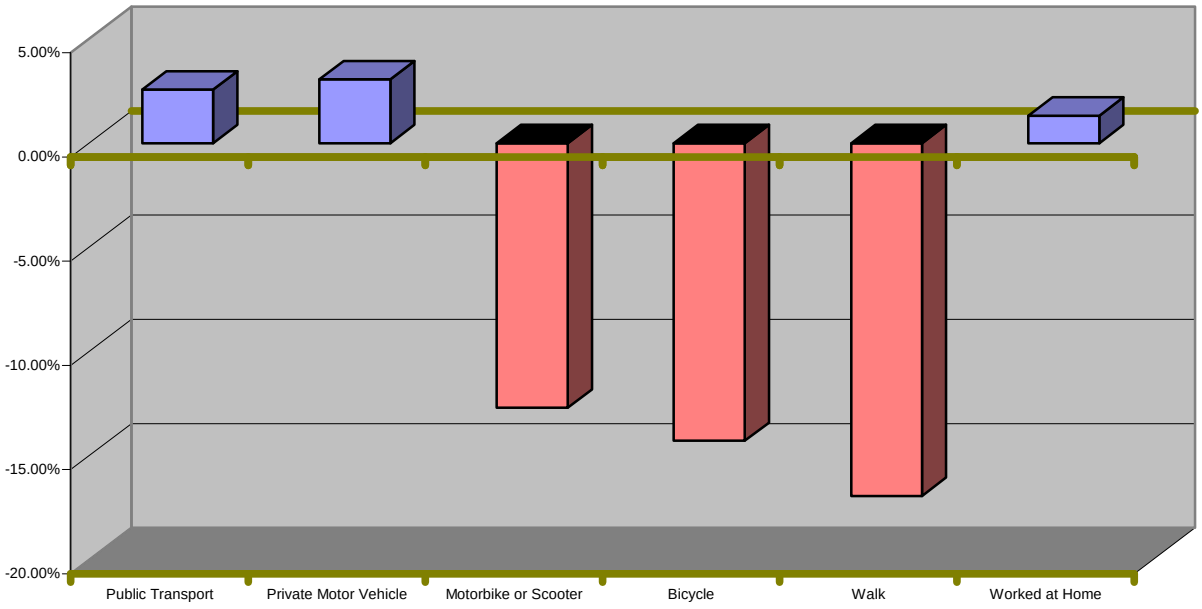


Figure 6—Indicates the Relative Trends of each Travel to Work Mode Between 1996 and 2001

A Transport Vision For Noosa

Vision Statement

"Noosa is renowned as a community for residents and visitors alike where local streets are vibrant public spaces, whose road network is low key and whose transport options provide an attractive, enjoyable alternative to the private car"

In developing Noosa's Transport Vision a process was undertaken that articulated the key transport values that are important to the residents, business operators and visitors of Noosa Shire.

These values are:

- **Inclusive**
  It is considered of primary importance that the transport needs of all geographic and demographic areas of the Shire are considered. Residents and visitors shall have real alternative choices for their transport options, including affordable community transport, cycling and walking.

- **Socially Equitable**
  Social equity can be significantly improved by providing access enhancements to a variety of transport options. This is particularly important to those without ready access to a private car.

- **Accessible**
  Availability and proximity of transport options for all users with special regard for the frail, aged and special needs groups, as well as transport options that cater for people travelling with wheeled recreational devices.

- **Environmentally Sensitive**
  Council will seek to minimise vegetation clearing, environmental impacts, green-house gas emissions and other environmental and social pollutants including noise pollution by facilitating alternatives to the private motor vehicle.

- **Attractive**
  Council and the Noosa community consider visual impacts to be an important de-sign criteria requiring a design standard that reflects a commitment to a low-key coastal and rural feel, incorporating predominantly 2 lane roads, roundabouts rather than traffic signals, and a high quality landscaping finish.

- **Innovative**
  There will be a readiness to explore innovative options that best fit with the Noosa environment and lifestyle.

- **Cost effective**
  Efficient and cost effective outcomes will be explored whilst acknowledging that quality should not be compromised unless it can be demonstrated that doing so provides a better overall transport outcome.

- **Outcomes focussed**
  The expected outcomes from each transport strategy are to be clearly defined and information is to be available that provides appropriate evidence and research to justify it as the most cost effective option on the basis of a triple bottom line assessment.

- **Beneficial to the Economy**
  It is anticipated that this Plan will contribute positively to the Noosa economy by positioning Noosa as a leader in creating liveable transport solutions.

- **Safe**
  Planning for safety and safe travel is of the highest importance, ensuring that physical risk to transport users is minimised.

Objectives and Outcomes

STRATEGIC TRANSPORT OUTCOMES

It is important to define outcomes that respond to the needs of the Noosa Community.

Strategic Transport Outcomes include:

- Reductions in traffic congestion and volume
- Reducing the adverse environmental impacts of traffic
- Improvements in road safety
- Reductions in Greenhouse Gas Emissions
- Enhancing economic vitality and viability
- Improving the visual quality of the urban streetscape
- Increasing the availability of alternative transport modes
- Improving provision for all transport users, including those with special needs

Objectives of the Plan

The primary objective of the Noosa Integrated Local Transport Plan is to ensure that by the year 2016 there are a variety of safe, efficient and effective transport options available that meet or exceeds Noosa Council's Transport objectives and targets. The new arterial routes of Eenie Creek Road and Walter Hay Drive will provide significant opportunities to develop multi mode use transport corridors on the existing road network that support environmentally sustainable transport options.

The Transport Objectives may be broadly grouped into three Phases:

SHORT TERM OBJECTIVES BY 2007

- Complete the new Arterial Road Network
- Alter the existing road corridors by progressively introducing relatively low cost improvement measures to support safe on road passage of bicycles and safe crossing for pedestrians
- Commence planning of innovative community transport options
- Complete the planning of Pathways Infrastructure
- Commence implementation of Pathways Infrastructure Program
- Commence behavioural change programs
- Commence implementation of innovative community transport initiatives

MEDIUM TERM OBJECTIVES BY 2010

- Further modify existing road corridors to promote and encourage cycling and walking
- Continue implementation of innovative community transport options
- Continue the program of pathways upgrades
- Continue and expand behavioural change programs

LONGER TERM OBJECTIVES BY 2016

- Behavioural change should become a cultural norm
- Mode change targets should have been met or exceeded – programs to sustain and further develop mode change will be necessary
- Noosa's innovative community transport system will be in operation
- All road corridors will support safe and efficient multi modal transport
- The pathways program will have been completed
- A new generation of transport innovation will be under development

Defining The Future

Measuring, monitoring and evaluating objectives is critical in determining the success of each strategy and for setting specific targets and performance levels.

The desired future state of transport in Noosa is defined by a visionary-outcomes led approach. This is one of increasing mode share to public transport, cycling and walking in all market segments. The priorities for defining this approach are articulated in section 4 "Working Towards Noosa's Transport Vision".

By engaging Noosa's Transport Reference Group, Goals and Desired outcomes have been developed that have produced a series of transport targets for mode change. During this process innovative thinking has been encouraged whilst at the same time avoiding unrealistic expectations.

During the strategic planning phase of the Noosa Integrated Local Transport Plan the Goals and Desired Outcomes are relatively unconstrained by funding or technical considerations. It is wholly anticipated that this plan will be regularly reviewed and adjusted to take account of developing issues and constraints that occur in the future.

The Goals and Targets that are identified in this section of the plan will also demonstrate the shift required to reach the desired future state. The 2016 targets (Table 4) are also an effective way of encouraging action and monitoring performance. The targets identified by the Noosa Transport Reference Group are purposely ambitious to encourage performance.

The consequences of not reaching the goals and targets are increasing traffic congestion and delays stretching over longer periods and throughout more days of the year. Pedestrian severance will deter more and more pedestrians from walking and increasing traffic volumes will introduce more hazards for cyclists. Greater volumes of private motor vehicles on Noosa's road network will create further greenhouse gases and toxic exhaust emissions.

Tables 3 and 4 indicates two alternative futures. If the current trend continues (Figure 7) then private car usage will increase to unacceptable levels creating congestion and delays, with increasing levels of social and environmental impact. However, with appropriate intervention strategies developed through the Noosa Integrated Local Transport Plan a more balanced and sustainable transport future can be achieved.

Travel Mode	Year 1996	Year 2001	Year 2006	Year 2011*	Year 2016*
Public Transport					
Percentage	2.07%	2.12%	2.18%	2.23%	2.28%
Volume	241	301	364	429	454
Private Motor Vehicle					
Percentage	73.54%	75.80%	78.05%	80.30%	82.56%
Volume	8561	10744	13041	15453	16409
Motorbike or Scooter					
Percentage	0.82%	0.71%	0.61%	0.51%	0.40%
Volume	95	101	102	97	80
Bicycle					
Percentage	1.57%	1.35%	1.12%	0.90%	0.67%
Volume	183	191	188	173	135
Walk					
Percentage	5.25%	4.36%	3.47%	2.58%	1.69%
Volume	611	618	580	497	339

Table 3 — Alternative Futures
Current Trends 2006

Travel Mode	Year 1996	Year 2001	Year 2006	Year 2011*	Year 2016*
Public Transport					
Percentage	2.07%	2.12%	3.00%	6.50%	10.00%
Volume	241	301	501	1250	1987
Private Motor Vehicle					
Percentage	73.54%	75.80%	73.50%	63.75%	54.00%
Volume	8561	10801	12281	12267	10733
Motorbike or Scooter					
Percentage	0.82%	0.71%	1.00%	2.00%	3.00%
Volume	95	101	167	385	600
Bicycle					
Percentage	1.57%	1.35%	1.50%	4.25%	7.00%
Volume	183	191	251	818	1400
Walk					
Percentage	5.25%	4.36%	5.00%	7.50%	10.00%
Volume	611	618	835	1443	2000

Table 4 —Alternative Futures
Implementing Behavioural & Modal Change Strategies

Alternative Futures—Private Vehicle Usage

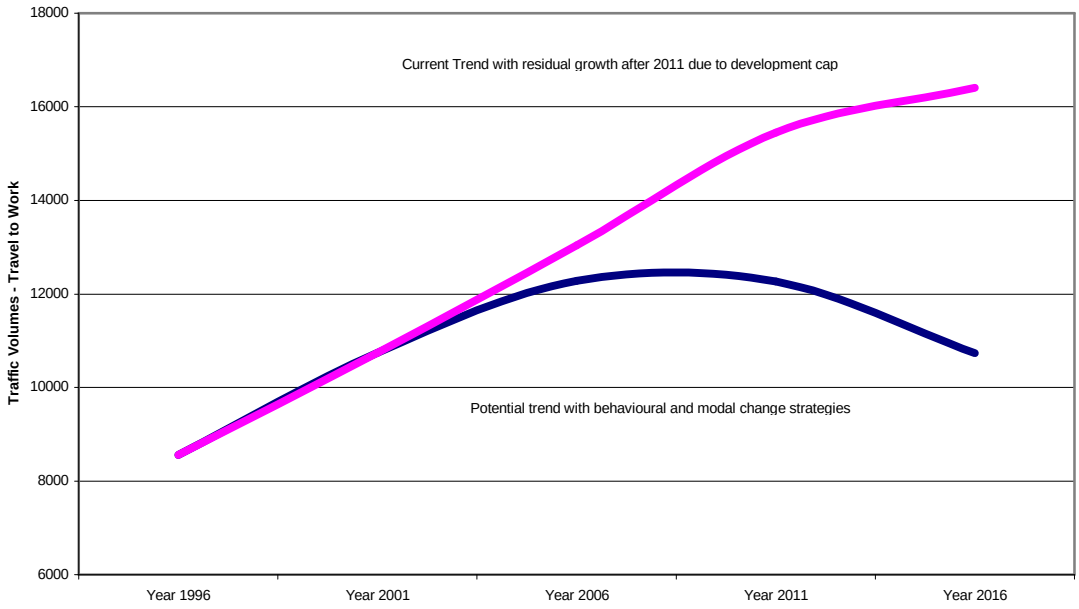


Figure 7

PART 2
Policy Objectives

Policy Objective Number 1
Integrate Transport and Land Use

Introduction
This objective aims to improve the integration between transport and land use within Noosa Shire. The primary benefits of co-coordinating transport and land use are to improve transport integration, reduce the need to travel, lessen the distance travelled, diminish the growth in private vehicle travel, decrease the reliance on the use of private cars and encourage alternative means of travel that have less environmental sensitive travel options, primarily walking, cycling and public transport.

Key Issues
The pattern of residential development over the past 50 years has generally had the biggest impact on increasing reliance on private motor vehicles. The desire to live in impermeable, low density suburban streets with limited access has imposed a car based culture on Noosa. It is fair to say, however, that in recent years there has been a significant increase in higher density living in inner urban areas, this is particularly true of Noosa Heads and parts of Noosaville. However, low density suburban residential development planning with an impermeable cul-de-sac street pattern is still enshrined as a general standard.

In Noosa there will be limited opportunity for greenfield residential development. However, all major new developments should incorporate a transport plan to identify how the development can be accessed safely and efficiently by all valid transport modes. This transport plan should include Travel Reduction Plans as part of the development approvals process. These Plans should embrace transit friendly development values such as New Urbanism and provide high quality facilities for alternative transport modes e.g. End of Trip facilities for cyclists.

In many instances it may be possible to retrofit existing developments with modern transport infrastructure to facilitate the use of more sustainable transport modes. It is intended to develop Local Transport Plans that identifies transport opportunities with a view to implementing new infrastructure and facilities to support alternative transport modes.

Medium to large scale new developments should incorporate a Public Transport Plan as part of their development submission. Noosa Council will as a primary objective prepare a strategy that identifies new community transport initiatives that provide suburban centres with high quality facilities.

Whilst encouraging and planning for sustainable transport modes, it is acknowledged that there will be significant economic growth areas that require appropriate road access albeit separated as much as possible from sensitive land uses.

The implementation of transport policy at the local authority level has traditionally been executed within a number of varied departments including urban design, community services, development assessment and the works/transport/traffic department. This often leads to mis interpretation and non standard application of transport policies. The assessment of development schemes is one primary area where significant benefits can be gained by implementing a coordination initiative. It is essential that a holistic **Noosa Transport Code** is developed for the Noosa Plan as an important instrument in conveying the policy requirements of the Noosa ILTP.

Target
It is anticipated that the Transport Code for the Noosa Plan and its associated transport strategies will be substantially complete by December 2007.

Integrate Transport and Land Use Key Initiatives

No.	Description
1.1	Develop a Transport Code for the Noosa Plan.
1.2	New Developments to include an Infrastructure Charging Component that incorporates improvements to multi modal transport infrastructure and end of trip facilities.
1.3	Develop local transport plans to retro fit transport friendly initiatives to existing land use in tandem with Council's retail strategy.
1.4	Review major new developments for provision of community transport facilities. Consider community transport during the planning of new areas and developments to support community transport needs including improved access.
1.5	All new developments exceeding a pre determined size to submit Workplace Travel Plans.
1.6	Noosa Council to commit to a new development assessment process that reviews all new developments to determine their observance with ILTP principles.
1.7	Consider the impact of developments on our borders and mechanisms to mitigate these impacts e.g. collection of contributions from developers.

Policy Objective Number 2
Facilitate or Provide Attractive Community Transport

Introduction

Noosa Council has shown a willingness to innovate and invest in community transport with the provision of its successful free holiday bus service. This has been widely acknowledged as being an extremely successful initiative. However, Noosa is not an environment where bus use is currently seen as a natural transport alternative to the use of the private car. There is entrenched behaviour amongst the local population that sees the car as the most obvious and, in most cases, the only choice for travel. Visitors to Noosa also perceive the current public transport offer as unsuitable for their needs.

The development of comprehensive and achievable Community Transport Strategies is seen as a major factor in achieving successful transport integration. To achieve this vision will require a significant change from the present situation, both in the nature of existing community transport services, and in community attitudes towards these services. Noosa Council has begun work to encourage attitudinal, behavioural and cultural change with the introduction of programs which include the Queensland State Government's TravelSmart programs.

It will be necessary for an integrated community transport system to have excellent community use and support. Such a system will have to be affordable, equitable and be both environmentally and economically sustainable.

In Australian terms, an integrated community transport strategy at this local level will be unique and require innovative funding models. It will represent a bold and fresh approach to community transport practices in Noosa, and make Noosa a leader in the field of community transport.

An integrated community transport system that meets or exceeds the ILTP objectives will significantly contribute to the health and well-being of Noosa, its residents and visitors.

Key Issues

Community Transport includes catering for public transport user needs and those needs not met directly by public transport but providing essential access needs. The strategy must be cognisant of the Noosa situation. Noosa is a relatively small community, and is an internationally recognised tourist destination that caters for a wide range of visitors including the upper end of the tourist market. The transport system must be within the size, scale and scope of Noosa and the image it wishes to portray.

It is also recognised that supply strategies alone will not be enough to achieve the shift from the private motor vehicle which is necessary to deliver the goals of the community transport strategy. It will also require demand management strategies, of which one of the most relevant will be supply and price of car parking.
The Noosa Community Transport Strategy should consider:

- a high proportion of users who are visitors and not familiar with the area,
- peak flows that are not associated with work commuting trips,
- relatively high all-day demands,
- no one central core (CBD),
- significant seasonal peaks associated with holiday times,
- an extensive school bus system overlaying the regular system,
- dispersed small hinterland townships well separated from the major coastal urban area
- demand management strategies
- associated infrastructure, facilities and services

Noosa forms the northern boundary of the existing region-wide State TransLink operated system, thereby raising the possibility of a separate system for Noosa. However, being a relatively small community the solution is most unlikely to be one that incorporates expensive infrastructure such as light rail, heavy rail, or monorail.

These issues, together with the current levels of congestion in the coastal strip, impending travel changes associated with the development of the Shire Business Centre, and the inappropriate location of the main bus interchange at Hastings Street, mean it is now appropriate to develop a comprehensive Community Transport Strategy for Noosa.

Target

A comprehensive Community Transport Strategy was adopted by Council in March 2006. It is anticipated that the first stage in the implementation of the Community Transport Strategy will be:

- **Partnership agreement with Translink and SunBus**
- **Concepts and Business Plan for a new Coastal Transit Centre**
- **Concepts and Business Plan for a new Hinterland Transit Centre**
- **Development planning of a stylised and user friendly Noosa Bus**
- **Commencement of the introduction of new Bus Shelters and associated infrastructure**

Target date for the completion of Stage 1 is 30 June 2007

Facilitate or Provide Attractive Community Transport—Key Initiatives

2.1	Operate closely with Translink to encourage routes and opportunities that take advantage of the new road infrastructure including; an increase in the frequency of services and bus priority measures.
2.2	Encourage the operator to implement modern bus fleets to meet appropriate user expectations.
2.3	Promote the use of low pollution vehicles.
2.4	Investigate whether a 'bike racks on buses' program can be successfully implemented in Noosa.
2.5	Encourage a friendly driver program for all modes of transport.
2.6	Improve bus stop information including the provision of real time Global Positioning System information at bus stops.
2.7	Investigate funding options for expansion of free or low cost community transport.
2.8	Improve pedestrian access to bus stops by providing links to pathways and improved pedestrian crossings.
2.9	Maximise State funding to erect new bus shelters and associated infrastructure.
2.10	Improve and provide a consistent image in the provision of related infrastructure such as lighting, seats, rubbish bins, signage and paving.
2.11	Introduce secure cycle facilities at key bus stops.
2.12	Investigate bus priority at key intersections and investigate/implement opportunities along strategic corridors.
2.13	Develop a strategy for the provision of an improved Transit Interchange and Transit Hubs.
2.14	Investigate transport options for ferries.
2.15	Investigate transport options for connections to rail infrastructure.
2.16	Investigate use of taxis as flexible transport options.
2.17	Investigate innovative forms of community transport and people mover concepts to meet identified needs.
2.18	Investigate Demand Responsive Transport options.
2.19	Undertake research to identify community requirements.
2.20	Investigate Council's capability of providing a bus service.
2.21	Investigate alternative revenue streams to facilitate improved community transport e.g. Sponsorships.
2.22	Encourage Translink to improve linkages between Noosa and the Sunshine Coast University.
2.23	Investigate methods of Branding and Marketing.
2.24	Encourage innovation and technology e.g. introduction of SmartCards.
2.25	Encourage close links with Noosa's Retail Strategy and the possibility of public transport user discounts on retail goods.

Policy Objective Number 3
Manage Travel Demand

Introduction

There is a growing awareness within the community that a continuation of current trends of increasing private vehicle use is fundamentally in conflict with the aim of achieving a sustainable and environmentally friendly urban transport system. Society is also increasingly becoming aware of health concerns because of the reduced use of 'active transport' modes such as walking and cycling compounded by the effect of increasingly sedentary lifestyles.

Key Issues

There are a variety of approaches that can be adopted to address ever increasing transport demand; however, they can be broadly grouped into two categories:

- Supply Based which traditionally means building more or larger roads to accommodate forecast traffic volumes.
- Demand Based which involves a variety of approaches designed to influence the transport demand and reduce or eliminate the need to expand the road network.

Managing travel demand involves the modification of travel decisions so that more desirable transport, social, economic and/or environmental objectives can be achieved, and the adverse impacts of travel can be reduced. There are a variety of travel demand management measures ranging from "Soft" voluntary initiatives to "Hard" legislative pricing measures and enforcement.

Managing travel demand can sometimes be a difficult concept to grasp. However, a successful analogy of recent years has happened in the field of water supply and demand. The traditional approach to increased water consumption was to expand the capacity of the system by building more dams. Now there is a greater emphasis on managing the demand by encouraging users to avoid waste and by introducing pricing schemes which provide a disincentive to increasing use. This 'water demand management strategy' has reduced the need to construct expensive infrastructure whilst at the same time offering more environmentally sustainable solutions.

It is intended that during the course of the ILTP, Council will introduce a variety of Travel Demand Management Initiatives. The primary initiative will be to encourage changes in travel behaviour through community information, awareness and education. A Travel Behaviour Change program can be defined as a 'public engagement campaign' designed to enable individuals to become more aware of their travel options and where possible exercise choices which reduce use of the private motor vehicle.

The TravelSmart Noosa programs will mean less congestion, better air quality, I mproved health and fitness, safer communities and streets, a better quality of life and reduced greenhouse gas emissions.

TravelSmart Noosa is essentially a voluntary program that aims to inform and motivate people to change their traveling behaviour through personal choice. It does not involve any form of regulations, fees or taxes directed at compelling changes in travel behaviour. Research indicates that it is important to embrace the active transport concept at an early age to prevent increasing sedentary lifestyles and childhood obesity. Many car trips are less than 2km, and can be easily replaced by using walking or cycling, helping to save time and costs by combining needs for exercise with needs for travel.

Noosa Council will also be managing travel demand by a variety of other 'soft' methods including investing in free fare public transport during peak holiday periods, parking management strategies, travel guides and investing in quality cycling, walking and public transport related infrastructure.

A strategy to redress the use of, and parking imbalance, between the private car and more sustainable modes of transport will also be implemented – these include encouraging the use of Scooters and Motorbikes and the provision of bicycle rails and secure bicycle parking.

Throughout the life of the Noosa ILTP it is likely that more and more environmentally friendlier vehicles will be introduced into the Australian Market. Ways of rewarding the use of these vehicles for example include defined parking spaces for hybrid fuel vehicles or all electric vehicles. All electric vehicles parking spaces could be fitted with electric docking stations to recharge batteries.

TDM does not require that motorists completely give up their cars; rather, it requires changes under certain conditions, resulting primarily from positive incentives which reward people who change modes, however, it is acknowledged that negative levers may also be necessary to encourage behaviour change in components of the entrenched car user market.

Whilst a solid focus of the TravelSmart Noosa program will be on voluntary travel change strategies, it is acknowledged that harder TDM measures will be necessary in some instances to encourage modal change within the entrenched car user market. It is Council's intention to investigate strategies to facilitate change within this market segment. These initiatives are generally categorised as 'pricing strategies'. It is Council's intention to review the demand for car parking and mechanisms to manage parking demand.

Target

Five year voluntary behavioural change TravelSmart Noosa Plan to be completed by February 2007.

Strategy for complementary pricing demand management measures to be completed by December 2007.

Strategy for 2 wheeled low emission vehicles to be completed by November 2006.

Manage Travel Demand Key Initatives

3.1 Implement the Queensland State Government TravelSmart Program in association with Queensland Transport.

3.2 Implement TravelSmart Noosa Programs including – Schools, Workplaces, Communities and Destinations

3.3 Develop Travel Demand Management Kits for distribution to Activity Centres and Businesses to encourage work place travel programs.

3.4 Develop visitor travel demand management programs.

3.5 Implement safe bicycle and walking infrastructure to encourage mode change.

3.6 Investigate opportunities for the use of more environmentally and space sensitive vehicles e.g. Scooters.

3.7 Develop a transport and travel communications, marketing and participation strategy—brochures, radio, newspapers, internet.

3.8 Prepare a parking demand management strategy.

3.9 Investigate bicycle hire and sharing schemes.

3.10 Investigate park and ride opportunities - develop and implement complementary parking policies to support public transport where appropriate.

3.11 Investigate resourcing strategies for funding primary objective strategies.

3.12 Investigate road use and pricing concepts.

3.13 Investigate Intelligent Transport Systems strategies appropriate to Noosa.

3.14 Develop a Council Fleet Travelsmart Noosa branding program for energy efficient vehicles.

3.15 Investigate an information and interpretation program for people to learn and comprehend public transport systems and timetabling.

Policy Objective Number 4
Provide an Enjoyable, Attractive Walking Environment

Introduction

Pedestrian movement is one of the most common and basic forms of transportation. We combine walking with almost every other mode of transport and trip making, whether it is to complete a trip made by car, to walk to and from a bus stop, or to make a full trip by walking. Walking is the most sustainable and environmentally friendly mode of transport. Considerable numbers of short trips occur daily that could easily be undertaken by walking.

Walking is an indispensable part of the transport system in Noosa. Unfortunately, walking as an integral form of transport has suffered over the years due to real and perceived risks posed by the increasing use of motor vehicles. Increasingly this has affected social activities and a generation of road design based primarily around the motorcar. Communities and neighbourhoods have become socially threatened by the severance effect of the motorcar and activity centres such as shopping precincts have become very car-centric.

It is a challenge for the current generation to reverse this trend and strengthen social bonds by developing a walking based culture. It is vital to enhance the quality of the walking environment within Noosa by providing high standard pedestrian facilities. This recognizes the vulnerability of pedestrians and the special needs of the young, the elderly and people with disabilities. Walking is an essential part of a wide variety of activities and the freedom with which a person can walk about is indicative of the civilized quality of an area.

Key Issues

In Noosa, walking needs to grow as a key transport option in the future. There are many and varied reasons for this including:

- Moves in urban planning to encourage higher density communities in areas surrounding selected suburban areas, which facilitates and relies on increased walking activity.
- An increase in the older population - for whom walking is especially important and beneficial.
- The continued existence of households with limited access to cars.
- Concerns about the sustainability of our urban transport system and increasing local traffic congestion.
- Walking as part of 'multi mode' trips e.g. part of the motor vehicle or public transport journey.
- The benefits of walking for increased levels of health and fitness.

The historical development of Noosa's road network as a car friendly roundabout culture has led to significant challenges for pedestrians. With the completion of Eenie Creek Road and Walter Hay Drive there will be opportunities for implementing major pedestrian improvements that provide safe and convenient crossing locations throughout the network.

The quality of the pathways infrastructure and complete connectivity of paved areas are important components of embellishing and ensuring the success of the transport plan and behavioural change programs such as TravelSmart.

In some instances where there are high volumes of both pedestrians and motor vehicles it will be necessary to grade separate facilities for pedestrians providing infrastructure such as well designed, security conscious and spacious underpasses.

It should also be remembered that there are a range of other legitimate users of pedestrian space, other than just walking, these include:

- Electric vehicles
- Wheelchairs
- Pushchairs
- Skateboarding and skating
- Cycling
- Jogging and running.
- Social activities e.g. social gatherings
- Entertainment e.g. buskers
- Retail e.g. temporary stalls

Pedestrian areas as public spaces need to provide for these other uses, while ensuring that the pedestrian needs are still maintained.

Because walking is most commonly undertaken for short distance trips or as a part of a multi modal trip (where a variety of modes of transport are used to make a journey e.g. walk to the bus), it is important to acknowledge and provide for pedestrian needs associated with other modes of transport.

The links between pedestrians and cyclists/ recreational modes are particularly strong, as these users often share the same spaces and are often thought a natural pairing. However it is important to acknowledge that each separate mode of transport has different needs and there will be an emphasis on designing for these needs to ensure that safety and comfort is maintained when pedestrians and cyclists/ skateboarders/ inline skaters share spaces. While the intention of this strategy is to encourage more people to walk more often, there needs to be a balance between the needs of pedestrians and the needs of all road users.

Whilst the focus of this plan remains on developing accessible and user friendly transport networks, an inter related activity is the increase in the use and demand for recreational trails and greenways. Trails and greenways are becoming very popular among off road cyclists and walkers. Visitors appreciate and often return to areas that provide places for bicycling and walking safely removed from busy roads and streets.

Trails offer scenic recreation opportunities suitable for a wide range of ages and a bilities. Noosa's hinterland offers many kilometres of trails and provides increased opportunities to experience Noosa's diverse scenery and environment for both locals and tourists.

Target
Noosa Walking and Cycling Strategy was adopted by Council in 2005.

Noosa Walking and Cycling Action Plan to be completed by June 2007.

Provide an Enjoyable, Attractive Walking Environment

Key Initiatives

4.1	Ensure safe access is available to footpaths at all times.
4.2	Expand and improve the existing pedestrian pathway network.
4.3	Develop a Pedestrian Friendly Design Guide that includes safe pedestrian crossing locations and planning for special needs users.
4.4	Develop local area maps and tourist guides for walkers.
4.5	Undertake pedestrian audits of existing road corridors and intersections.
4.6	Prepare a Pathways Infrastructure Charges Schedule.
4.7	Improve 'on trip' and 'end of trip' facilities to encourage walking.
4.8	Develop a 'Safe Pathways to School' Strategy.
4.9	Implement an effective pedestrian signage strategy.
4.10	Develop participation and marketing strategies in partnership with Councils Recreation Development Officer.
4.11	Investigate the development of safe walking plans for Vision Impaired persons.

Policy Objective Number 5
Develop a Quality Cycling Network

Introduction
Cycling is an integral component of a sustainable transport strategy. Noosa's target is to achieve a 7% 'travel to work' mode share by bicycle in the year 2016. Along with walking and public transport, it is an essential ingredient for an approach that seeks to encourage a more energy efficient and less resource consuming means of transport.

Increased cycle use can help achieve key transport objectives and fits well into the plans for Noosa's future transport framework. It offers a widely accessible, convenient and environmentally-friendly means of making local journeys and it is a healthy, enjoyable, economic and efficient means of travelling.

Many more people will be encouraged to cycle if we provide the infrastructure and facilities that support cycling. Much of the considerable potential for cycling in Noosa is the recognition that a large proportion of all trips are less than five kilometres in length and half of these are less than 2 kilometres in length. With a fully connected and safe network of bicycle friendly roads and off road pathways, cycling can become a major transport choice in Noosa and deliver the benefits and successes associated with it as a viable transport alternative.

Key Issues
The needs of a diverse range of bicycle user skills require recognition. Roads should be designed to be bicycle friendly, however, not all bicycle users are confident or competent to use on road facilities and many that are, choose to cycle off road.

All traffic management schemes and new roads will take into account the needs of cyclists. This process may well involve the reallocation of road space on existing roads to create convenient and safe access for cyclists.

The identification and development of a hierarchy of off-road dual use pathways will be an important strategy. This will recognise the value of cycling in all its different forms for a wide range of age groups. With planning and co-ordination, it is believed that a significant improvement in the quality of the safe cycling environment can be achieved that will encourage a considerable mode shift. Encouraging more people to cycle will reduce pollution, enhance local environments and improve health.

Examples of environmental benefits to be gained by cycling include:

- For each kilometre cycled instead of driven, greenhouse gas emissions are reduced by up to 1/3 kg.
- Cycling 10km each way to work saves 1.3 tonnes of greenhouse gas emissions per year.

In addition to providing infrastructure, key themes to target within the cycling strategy are the need to address the primary areas where there is the greatest potential to achieve a transfer from the car to cycling, such as trips to work, to school and tourism. End of trip facilities will be a recurring theme in the push to encourage people to make this mode choice. Physical barriers that do not allow safe movement for cyclists along the network will be progressively eliminated. It is essential that people can cycle safely and conveniently.

An increase in 'safe school cycling' is also a focus of this strategy. Education and encouragement programs will be undertaken in schools targeting both students and parents.

Primarily the benefits of cycling are directed at the shorter urban based trips. However, ILTP strategies will also address ways of increasing choice, such as combining public transport and cycling. For longer journeys, bicycles can combine with public transport if appropriate provision is provided. This may include secure lockable cycle storage facilities at bus stations or even bicycle racks on buses. Combining cycling with public transport opens up a new range of options to further enhance sustainable transport options. The benefits of cycling should also be linked to other local strategies, including development plans, health, recreation, tourism and car parking.

Target

Noosa Walking and Cycling Strategy was adopted by Council in 2005.
Noosa Walking and Cycling Action Plan to be completed by June 2007.

Develop a Quality Cycling Network

Key Initiatives

5.1	Develop cycling friendly road design standards for proposed new roads, road widening schemes and traffic management schemes.
5.2	Develop local area maps and guides for cyclists.
5.3	Undertake an audit of existing road corridors, pathways and intersections to improve cyclists safety.
5.4	Review connectivity and efficiency of the cycling network both on road and off road.
5.5	Develop an integrated network of dual use pathways that encourages and facilitates bicycle and pedestrian travel.
5.6	Improve facilities to encourage cycling, identify the needs of cyclist in particular "end of trip facilities" and implement a safe and secure bicycle parking program.
5.7	Ensure that Noosa Council takes the lead in promoting cycling and works closely with other commercial, educational and business establishments.
5.8	Develop a Safe Cycle Routes to School Strategy.
5.9	Examine options for secure bicycle parking at key destinations.
5.10	Implement an effective route signage strategy.
5.11	Examine options for community bicycle share or hire facilities.
5.12	Examine options for partnerships with Government Agencies, External Agencies and the Community to promote and facilitate cycling.
5.13	Examine options for Council donated bicycle parking at specific destinations.
5.14	Implement a local marketing and communications strategy that promotes cycling and walking.
5.15	Investigate and trial alternative cost effective durable pathway treatments e.g. Compacted gravel.

Policy Objective Number 6
Ensure That Roads and Streets Are Safe and Amenable

Introduction
This objective is one of the basic principles of transport planning and has been included as a primary policy objective of the Noosa ILTP as so often the focus of safety, functionality, amenity and quality design gets overlooked or neglected during the application of planning strategies.

Planning for safety will be a theme that permeates through all strategies ensuring that physical risk to transport users will be minimised. Creating conditions that minimise conflicts and are conducive to safe sharing of the road and street environment will provide significantly improved accessibility that supports Noosa's primary transport policy of encouraging mode change away from the private motor vehicle to more environmentally sustainable forms of transport.

Key Issues
Encouraging lower speeds is a key initiative particularly in areas where pedestrians and cyclists are likely to be encountered on a regular basis. Pedestrian risk is directly related to the number of roads they are required to negotiate and the number of vehicles that cross their travel path. A range of safety measures together with modern quality design techniques are necessary to create a safe and amenable road and street environment.

A range of design techniques can be used to provide significantly improved road user safety whilst at the same time maintaining and improving on the Noosa Style of a 'low key' road system. The new arterial road network (Eenie Creek Road, Walter Hay Drive and the Tewantin Bypass) will provide excellent opportunities to create this integrated transport environment as non local traffic will be diverted away from many of the local roads and streets. Improvement measures such as - reducing the number of traffic lanes, reducing lane widths whilst maintaining safe space for on road cyclists and reducing two lane roundabouts to single lane roundabouts. This strategy is referred to as 'Road Diet'.

Security for the more vulnerable road users is an important element in encouraging mode change. Modern design techniques will be utilised to ensure that pathways are safe and convenient places to walk and cycle and that public transport passenger infrastructure encourages safe and efficient use.

Environmental issues are considered to be an extremely important transport design component. All efforts will be made to minimise and mitigate environmental impacts.
The visual qualities of transport planning schemes will be an integral factor in each and every project. Landscaping and streetscaping will be accommodated where possible and the visual streetscape will be improved by the removal of unnecessary road signage and linemarkings.

Target

Completion of the corridor improvements program by June 2008.
Development of a Noosa Streetscapes Plan by December 2007.
Continuous upskilling in modern design techniques.
Ensure that Roads and Streets are Safe and Amenable

Key Initiatives

6.1	Ensure residential streets are designed to deliver traffic speeds appropriate to the local environment.
6.2	Define a road and street hierarchy based on best practice.
6.3	Road Diet – Develop a strategy to reallocate road space away from the private motor vehicle in favour of community transport, pedestrian and cycling.
6.4	Implement safe pedestrian and cyclist friendly intersections.
6.5	Review the design of traffic corridors including intersections with a view to creating modern integrated transport corridors.
6.6	Continue to update design standards to meet the changing needs of the community.
6.7	Develop good planning and design practice guidelines for the needs of 'Special Needs Users'.
6.8	Progressively implement pedestrian friendly local business areas.
6.9	Investigate strategies for reducing the impact of road traffic noise.
6.10	Develop a program that seeks to improve the aesthetic qualities of transport corridors and facilities.
6.11	Retrofit existing roundabouts with safer 'Continental Style' Geometric Design techniques.

Policy Objective Number 7
Provide Inclusive Visitor Transport

Introduction
Noosa is recognised within Australia and internationally as an outstanding holiday destination. In 2001 on Census Night (off season August), visitors made up 16.2% per cent of the total population, 24% of this total were from overseas.

Visitors to Noosa have specific transport requirements and needs. A Visitor Transport Management Plan can preserve and enhance the amenities that attract visitors to Noosa whilst at the same time providing an increased Noosa experience by improving transport options. Strategies will be developed that integrate alternative transportation into tourist activities, reducing the need for visitors to drive.

Key Issues
Visitor travel within Noosa generally exhibits relatively predictable patterns. Because much of Noosa has unique environmental and social features, it is particularly sensitive to degradation by excessive motor vehicle traffic. Noosa Council has already indicated its willingness to lead the way in alternative transport options by providing 'free to the user' public transport, during the peak holiday periods. This has proven to be an extremely successful strategy benefiting both visitors and locals with in excess of 80,000 free trips being undertaken during the two week Christmas and New Year period in 2004/05.

Many visitors will use alternative modes if they are convenient, enjoyable and affordable. It is intended to further develop car-free travel options and packages. This will require coordination to insure that visitors' mobility needs are served, and that such travel options are well marketed. When planning a trip, potential visitors must be assured that they can arrive at their accommodations, access local activities and attractions, and carry any baggage they need, reliably and in comfort with or without a car.

Traffic management programs for tourists are commonly implemented in many tourist locations to deal with specific problems (such as inadequate parking or traffic congestion during peak periods). However, a Comprehensive Visitor Transport Plan that deals with a broader range of problems and objectives will be beneficial to all.

For this strategy to be successful it will be important that Noosa Council operates in close partnership with Tourism Noosa and other Key Stakeholders such as the Hastings Street Association and organisers of the many special events that occur in Noosa throughout the year.

Benefits will include reduced traffic congestion and parking problems, improved community livability, support for strategic land use objectives such as preservation of environmental resources, greenspace, cleaner air, reduced traffic noise, improved walking and cycling conditions, increased road safety, reduced impacts of tourist travel on residents, and a more enjoyable and unique experience for visitors.

Target
Development of a Visitor Transport Plan by December 2007.

Provide Inclusive Visitor Transport
Key Initiatives

7.1 Investigate transport options for visitors in Noosa that provide improved access to the coast and hinterland.

7.2 Provide a visitor friendly guide with detailed information on the use of community transport and other travel choices within Noosa Shire and how to use them. Develop the concept of marketing through 'Agents'.

7.3 Improve visitor information to encourage an increase in walking and cycling along safe shared pathway facilities.

7.4 Promote cycling as a fun and safe visitor activity for all the family and publicise bicycle hire establishments.

7.5 Develop transport options that support improved accessibility for visitors to experience hinterland towns and the many kilometres of walking/off road cycling / horse riding tracks and trails.

7.6 Develop the internet site to promote and encourage walking and cycling in Noosa. Use downloadable maps and brochures to allow visitors to prepare their holiday activities prior to arriving. Create links between Tourism Noosa and the Noosa Council website with a direct link to Transinfo Journey Planner.

7.7 Facilitate an affordable, convenient and enjoyable visit to Noosa without using the private car.

7.8 Take into account visitors' transport needs and preferences, including baggage requirements and the need to accommodate changing schedules.

7.9 Provide benefits to visitors who arrive without a car, such as free or discounted tickets for alternative transport modes. Investigate option for Translink SmartCards.

7.10 Develop trip reduction incentive programs to reduce employee trips.

7.11 Offer training sessions for Unit Managers and the hospitality industry on the TravelSmart Noosa Program.

Policy Objective Number 8
Ensure That Hinterland Transport Is Responsive and Accessible

Introduction
Noosa's hinterland is a unique feature of the Shire with hinterland villages proud of their heritage and protective of their attractive bushland surrounds. Unfortunately most of the hinterland is currently inaccessible without a private motor vehicle. It is important to develop a number of strategies which provides improved accessibility for people within the hinterland and to gain access to the hinterland without recourse to using the private car.

Key Issues
Community transport between the hinterland and the coastal townships is currently lacking and requires considerable development. With the expected population growth in the hinterland, improved community transport services are considered to be an important component of achieving improved levels of accessibility. A key feature of this strategy will be convenient and direct access to information on services and times with the possibility of developing a Hinterland Transit Centre.

Unlike many other local authorities, freight transport is generally not considered to have high level impacts on roads within Noosa Shire. An exception to this is the township of Cooroy where heavy commercial vehicles have to travel through the main shopping street on a daily basis to gain access to and from the Bruce Highway and other arterial roads.

The principal reason for this is the poorly defined road hierarchy within Cooroy and its associated linkages with the surrounding State road network. Options should be investigated that define an appropriate road hierarchy.

Hinterland towns including Cooroy, Pomona and Cooran all lie adjacent to the main Queensland North South Rail corridor. This transport corridor should be investigated to determine its potential for developing hinterland linkages. There is also the underdeveloped potential for rail interchange facilities at Cooroy. This may include the establishment of community transport facilities and improvements to the rail bus interchange. Potential also exists to develop rail/bicycle and rail/walking recreational activities.

Noosa has long been established as a centre for on road recreational and sports cycling. The internationally acclaimed Noosa Triathlon is but one testament to this. Noosa's Hinterland is a favourite area for sports and recreational cyclists particularly at weekends. Investigations should be undertaken to identify safe cycling facilities for both on road and off road users.

Pedestrian facilities in the townships, around schools and other community facilities and areas of current or potential future demand should be investigated.

Target

Adoption of the Cooroy Transport Plan by December 2006.
Development of a Hinterland Transport Plan by December 2007.
Ensure that Hinterland Transport is Responsive and Accessible

Key Initiatives

8.1	Investigate options for community transport in the hinterland including connectivity between rail and bus transport.
8.2	Investigate solutions for dealing with freight transport.
8.3	Create a safe and accessible Hinterland Cycling Network.
8.4	Continue to improve the connectivity and facilities for walking in the hinterland townships.
8.5	Continue to improve the connectivity and facilities for walking in the hinterland townships.
8.6	Develop a strategy for accessible community transport information.
8.7	Investigate a service centre for Hinterland Community Transport.

Policy Objective Number 9
Complete the Planning, Design and Construction of the Noosa Arterial Road Network

Introduction
The 2002 Noosa Council report entitled "Coastal Area Traffic and Transport to 2016" proposed the framework of an integrated transport system, fundamental to which was the construction of a new Arterial Road Network to bypass the congested higher density urban centres of Tewantin, Noosaville and Noosa Heads.

Key Issues
The East-West Arterial Road is planned to connect Cooroy-Noosa Road, Eumundi-Noosa Road, Walter Hay Drive and David Low Way providing much relief to the congested coastal roads between Tewantin and Noosa Heads. The construction of this new arterial road will provide significant opportunities for implementing many of the walking, cycling and public transport strategies identified within the ILTP.

The final section of Eenie Creek Road – Stage 3 is due for completion in the latter part of 2007. A duplication or upgrade of the Beckmans Road Corridor is being planned. This section of road will complete the east west arterial corridor between Cooroy-Noosa Road and Eumundi Road.

Investigations are underway to provide a suitable link between McKinnon Drive and Cooroy Noosa Road. The current situation where all arterial traffic has to travel along roads adjacent to Tewantin State School is inappropriate.

There have also been a number of proposals for a future upgrade of the Boreen Point to Tin Can Bay Road. Such a proposal has the potential to attract additional traffic volumes through the centre of Tewantin. It will be necessary to undertake appropriate planning works to ensure that solutions are available to mitigate this impact.

Target

Completion of the Eenie Creek Road Arterial by December 2007.
Completion of the Beckmans Road Duplication (Tewantin Bypass Stage 1) by 2009.
Completion of the McKinnon Drive Link Road (Tewantin Bypass Stage 2) planning study by June 2008.
Complete the Planning, Design and Construction of the Noosa Arterial Road Network

Key Initiatives

9.1 Complete construction of the Eenie Creek Road Arterial Stage 3.

9.2 Complete the Planning, Design and Construction of the Tewantin Bypass Stage 1 upgrade of Beckman's Road.

9.3 Completion of the Planning, Design and Construction of the Tewantin Bypass Stage 2 McKinnon Drive.

9.4 Ensure that any future upgrade of the Boreen Point to Tin Can Bay Road does not negatively impact on the safety and amenity of Tewantin Centre.