



Hoddle Street Study

(it's part of the plan)

Project Scope

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1. Purpose

The purpose of this document is to outline the broad scope of the Hoddle Street Study and provide a clear understanding of the objectives, funding, extent of the study, timing, consultation and communications methodology, project deliverables and project governance arrangements.

2. Background

In December 2008, the Government released its \$38 billion Victorian Transport Plan (VTP). Under Priority Action 4. Moving Around Melbourne it was announced that an investigation study into Hoddle Street would be undertaken as described below:

Project description

Hoddle Street is critical to north-south traffic movements in inner Melbourne and to the flow of Eastern Freeway traffic to and from the CBD.

Grade separating some of these junctions has the potential to improve the operation of Melbourne's central road system for cars, trams, buses and commercial vehicles.

The Government will allocate \$5 million to commence engineering investigations to determine the feasibility of grade separating key junctions on Hoddle Street. A key element in those investigations will be to assess how disruption to traffic could best be minimised during any construction works.

Project benefits

The detailed planning investigations will enable the Government to understand the feasibility of improvements including grade separations and public transport operation along Hoddle Street.

3. Project objectives

The aim of the Hoddle Street Study is to investigate integrated options to improve the operation of this critical inner Melbourne transport corridor.

The Hoddle Street Study objectives outlined below are consistent with the broad social, environmental and economic objectives for the transport system as outlined in the Government's July 2009 policy statement *Towards an integrated and sustainable transport future: A new legislative framework for transport in Victoria*.

The specific objectives of the Hoddle Street Study are to:

- Identify key issues for this critical north south transport corridor relating to traffic and transport efficiency and reliability; safety; land use planning; environmental, social and economic sustainability.
- Develop a feasibility report that provides recommendations to Government for integrated transport solutions, including an assessment of how best to minimise implementation impacts.

The study will investigate integrated transport solutions, consistent with the Victorian Transport Plan that:

- improve the efficiency of Hoddle Street by optimising the movement of people and goods, reducing congestion and increasing the benefits for identified priority modes;
- improve the operation and efficiency of public transport that travels along and intersects this corridor;
- improve safety;
- include the opportunity to provide a high quality north south transport link (including the provision of grade separations) to facilitate efficient and safe access while supporting future land use plans for this area;
- include sustainable travel options that are inclusive of all modes;
- maintain or improve local amenity with a high quality urban design and minimise the impact of the transport system on adjacent land use; and
- maximise the efficient use of resources including infrastructure, land and energy over a long term horizon.

The study will also undertake comprehensive and inclusive consultation with key stakeholders and the local community that:

- considers the local needs and interests of stakeholders;
- considers the needs and interests of stakeholders who are users of the wider transport network, including business;
- provides timely, relevant and accurate information about the study; and
- gives the community the opportunity to provide input and feedback throughout the study.

4. Study cost and duration

COST: \$5 Million

Duration: Mid 2009 to mid 2011

5. Extent of study

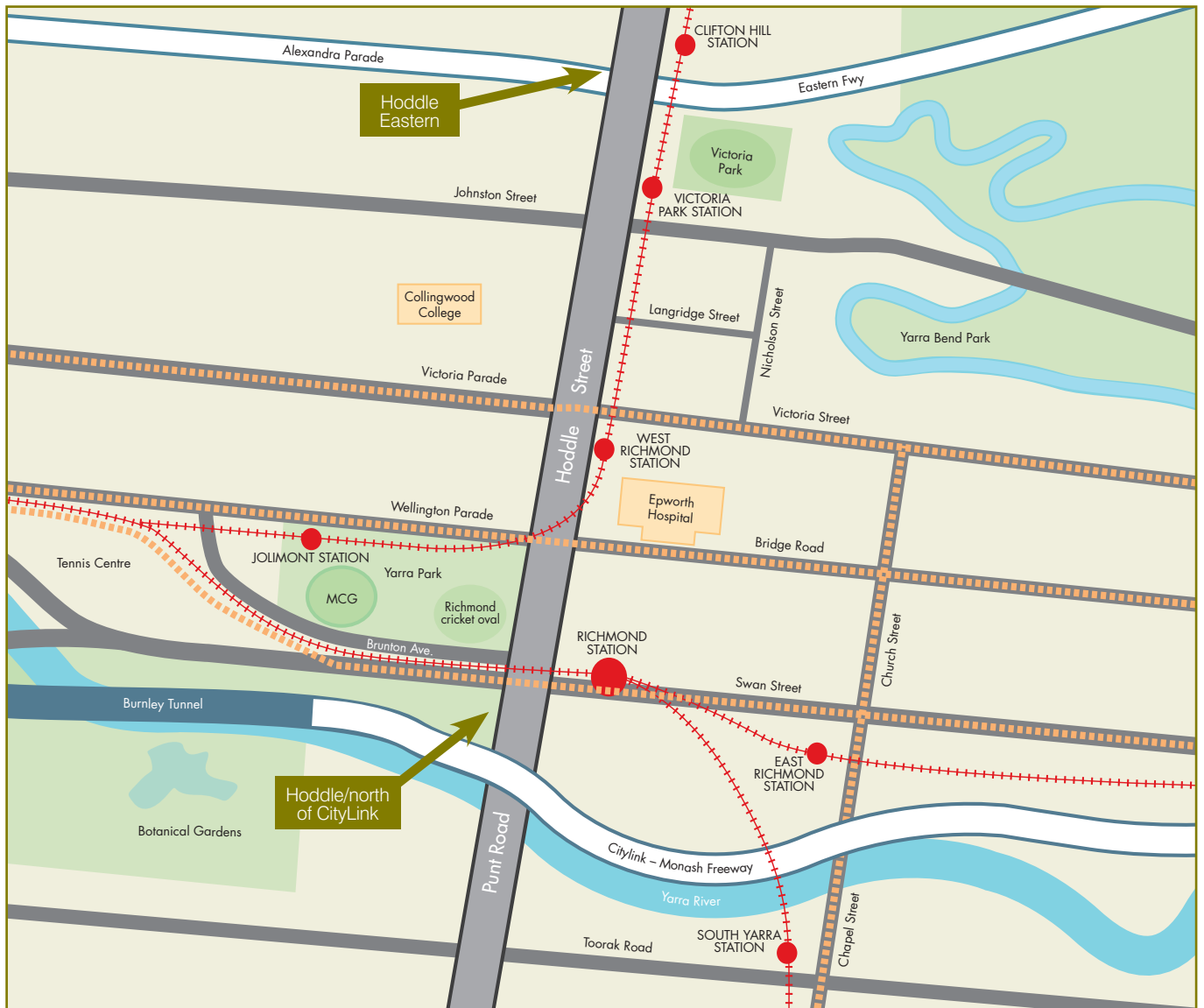
It is proposed that the extent of the study is as outlined below:

Detailed investigation

It is proposed that the detailed investigation of this study, as outlined on the attached map, be undertaken from just north of CityLink up to and including the Eastern Freeway.

Broad extent (transport model)

It is proposed that the broad extent of the study examine the role of Hoddle Street within the context of the wider transport network from a transport model viewpoint.



6. Study phases

The project is proposed to be delivered in **3 broad phases**:

Phase 1: Study definition and issues identification

- Define the role of Hoddle Street in the network
- Define study objectives and study area.
- Commence key stakeholder engagement.
- Identify major issues.

Phase 2: Option development

- Undertake informative studies on key issues.
- Identify and develop broad options.
- Engage with stakeholders and seek community input.
- Preliminary high level assessment of options.
- Develop and refine specific options.
- Develop concept alignments and undertake detailed investigation.
- Evaluate specific options taking into account expert advice and community / stakeholder feedback.
- Finalise expert reports on the range of issues.

Phase 3: Feasibility report development

- Prepare a feasibility report outlining a range of recommendations.

7. Consultation & communication

The consultation and communication framework for the study incorporates early and inclusive stakeholder engagement, as well as wider community participation so that the interests of stakeholders, transport users and the local community are taken into account during the investigation.

Key stakeholders will include representatives for the City of Yarra, City of Melbourne, community representatives, public transport operator and user groups, RACV and the Victorian Transport Association (VTA).

The study will involve the use of existing communication structures as well as the formation of new structures and processes to be used to engage key stakeholders, including the following:

- Stakeholder Advisory Group
- Study Thinktank

The Stakeholder Advisory Group

The *Stakeholder Advisory Group* will be formed by invitation and will comprise people selected for their knowledge of the community, the project and its potential issues. This group will advise on their representative interest in the project, current and emerging issues, options under consideration and any public consultation issues.

It is intended that the stakeholder advisory group is formed following preliminary stakeholder engagement and will be comprised of the following stakeholders:

- City of Yarra
- City of Melbourne
- Local community representatives
- Public Transport Operator (tram)
- Bus Association of Victoria
- Public Transport Users Association
- Victorian Transport Association / TWU
- VECCI
- RACV
- Victorian Taxi Association
- Bicycle Victoria
- Victoria Walks

An independent chairperson is proposed to be appointed to chair the Stakeholder Advisory Group.

Study Thinktank

It is proposed that a Hoddle Street Study *Thinktank* is formed during Phase 2. The group would include innovative thinkers, key stakeholders and experts from industry and educational institutions to review the study's progress and provide advice on the strategic options for more detailed investigation.

Individual Agency Consultation

Interaction with other key projects in this area (eg DART, service authorities and other agencies) will be undertaken on an individual basis to identify shared project objectives and timeframes so as to better coordinate planning and study activities.

Local Government Consultation

In addition to the *Stakeholder Advisory Group*, it is proposed to have regular discussions and input from local government on technical and operational matters in relation to the study.

Consultation and Communication Methodology

Phase 1:

- Conduct individual interviews and meetings with key stakeholder groups to identify key issues and establish mutually accepted communication frameworks.
- Form a Hoddle Street Study Stakeholder Advisory Group made up of key stakeholders and community members.
- Provide the general community with timely, accurate information about the study by:
 - updating the VTP and VicRoads websites to include the Advisory Group's formation and objectives;
 - providing community feedback opportunities both online and via 'drop-in' boxes at key community locations; and
 - respond to all queries as they arise.

Phase 2:

- Conduct a well-planned Hoddle Street Study *Thinktank* attended by previously identified internal and external stakeholders, facilitated by a neutral, qualified facilitator to consider issues and options.
- Conduct a series of public information sessions on the issues and options.
- Collate a study information kit to provide to key media and post on the VicRoads/Hoddle Street and VTP websites.
- Prepare appropriate responses to the media and community.
- Update website content.
- Manage ongoing Stakeholder Advisory Group meetings.
- Integrate consultation and community information into detailed options development.

Phase 3:

- Collate information and feedback from stakeholders, the community and advisory group meetings.
- Integrate consultation and community information into the feasibility report development.

8. Project deliverables

The key project deliverable is the development of a feasibility report that provides recommendations to Government for integrated transport solutions, including an assessment of how best to minimise implementation impacts.

9. Governance

Responsibility for the Project lies with VicRoads.

A Government Agency and Liaison Group will be set up to facilitate resolution of cross portfolio issues, and will include representatives from VicRoads, Department of Transport (Integrated Transport Planning and Public Transport Division), and Department of Planning and Community Development.