

Integrated Transport Strategy - Draft Strategy for Public Engagement (Stage 2)

Tuesday, 15 April 2025
Infrastructure and Public Works Committee

Strategic Alignment - Our Places

Program Contact:
Mark Goudge Associate Director
Infrastructure

Public

Approving Officer:
Tom McCready Director City
Infrastructure

EXECUTIVE SUMMARY

The City of Adelaide Strategic Plan 2024-2028 has an objective to facilitate and activate our places in a safe and accessible way for our community.

An Integrated Transport Strategy (ITS) for the City of Adelaide (CoA) is being developed to supersede the Smart Move, Transport and Movement Strategy 2012-2022. The ITS will provide a clear principle position for transport and streets within the CoA with strategic directions, policies, network maps and an assessment framework to facilitate effective, evidence-based decision-making and ongoing action and evaluation.

The purpose of this report is to seek Council endorsement of the Draft Integrated Transport Strategy (the Strategy), and the supporting Draft Integrated Transport Network Report, which will be used as key materials for Stage 2 of community and stakeholder engagement.

The draft strategy vision statement is, Our Streets: Full of Life reflecting CoA's ongoing commitment to creating a transport network that prioritises people, safety, and sustainability and ensures the city is accessible for all as CoA moves towards growing our resident population to 50,000 by 2036, achieving net zero by 2035, and increasing visitor numbers to 2.5 million by 2028.

The draft strategy focuses on four themes: Movement and Access, Experience and Place, Health and Sustainability, and Safety and Comfort.

Stage 2 Engagement will be undertaken over a three-week period, commencing in mid-late April 2025 and will present back what was heard in Stage 1 and demonstrate how it has been captured into the Strategy, with the opportunity for the community to provide further feedback. The engagement will include an online 'Our Adelaide' engagement page as well as face-to-face engagement methods.

Following Council, stakeholder and community feedback through Stage 2 engagement, a Stage 2 engagement report will be developed to summarise further feedback received and the Strategy and supporting Draft Integrated Transport Network Report will be reviewed with consideration of the feedback. These updated documents will be presented to Council when presenting the Strategy for formal adoption in mid-2025.

RECOMMENDATION

THAT THE INFRASTRUCTURE AND PUBLIC WORKS COMMITTEE RECOMMENDS TO COUNCIL THAT COUNCIL

1. Notes the Draft Integrated Transport Strategy Attachment A and supporting Draft Integrated Transport Network Report Attachment B to Item 7.2 on the Agenda for the meeting of the Infrastructure and Public Works Committee held on 15 April 2025.
2. Endorses the Draft Integrated Transport Strategy as contained in Attachment A to Item 7.2 on the Agenda for the meeting of the Infrastructure and Public Works Committee held on 15 April 2025 for the purpose of public consultation.

3. Authorises the Chief Executive Officer or delegate to make typographical, syntactical and technical amendments to Attachment A to Item 7.2 on the Agenda for the meeting of the Infrastructure and Public Works Committee held on 15 April 2025, for the purposes of finalising the documents for public consultation.
 4. Notes that the Stage 2 engagement report and the final draft of the Integrated Transport Strategy will be presented back to Council for adoption in mid-2025.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	Strategic Alignment – Our Places The Integrated Transport Strategy (ITS) will provide strategic direction to activate our places in a safe and accessible way for our community.
Policy	Smart Move Transport and Movement Strategy 2012-2022 will be superseded by the Integrated Transport Strategy.
Consultation	The Stage 2 - Engagement for the Integrated Transport Strategy will be open for a three-week period from late April to mid-May 2025. The results of the engagement feedback and analysis will be reported to Council in July 2025, together with the final Integrated Transport Strategy.
Resource	Face-to-face community engagement activities are being led by URPS as part of the ITS consultancy. In addition to this, CoA staff will be coordinating and undertaking an online Our Adelaide engagement. No additional resources are required as a result of this report.
Risk / Legal / Legislative	Not as a result of this report
Opportunities	The Integrated Transport Strategy will identify a series of initiatives that will help deliver upon Council's Strategic Plan objectives.
24/25 Budget Allocation	\$200,000
Proposed 25/26 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report
24/25 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

1. The purpose of this report is to provide Council with an update on the Integrated Transport Strategy (ITS) project, present the draft documents to Council, including the draft Integrated Transport Strategy (the Strategy) and seek endorsement to progress into Stage 2 of community and stakeholder engagement for a three-week period in late April to mid-May 2025.
2. The strategy seeks to provide a transport vision (Our Streets: Full of Life), commitments, goals and actions that integrate with Council's existing strategies and plans, and to provide direction to the City of Adelaide in achieving Council's bold ambitions.
3. The engagement will present back what was heard in Stage 1 ([Link 1](#)) and demonstrate how it has been captured into the draft strategy, with the opportunity for the community to provide further feedback.

Background

4. The strategy is being developed to supersede *Smart Move*, The City of Adelaide Transport and Movement Strategy 2012-2022.
5. Smart Move aimed to make the city more accessible by accommodating greater travel choices to meet the needs of all users. The Strategy's key priority was to create a people-friendly City by improving conditions for pedestrians, cyclists and those using public transport. It strived to achieve the right balance for accommodating these priority users, while also addressing the needs for parking, loading and car accessibility.
6. While many of Smart Move's objectives are still relevant today and have in part been delivered ([Link 2](#)), recent planning frameworks such as Movement and Place and Healthy Streets together with the Safe System approach have established new ways of thinking about our streets and transport systems.
7. The strategy is being developed to reflect contemporary transport thinking and frameworks, including Healthy Streets, Movement and Place and the Safe Systems approach. Considering these evidence-based frameworks, the strategy will enable improved identification and prioritisation of transport projects, through a systematic and strategic approach.
8. Additionally, it aspires to create a transport system that considers all modes of movement (into and around the city) and enable people to adopt a healthier, more sustainable lifestyle and to result in a greener, more beautiful, equitable and liveable City of Adelaide.
9. The strategy will provide a clear principle position for transport networks and streets within the City of Adelaide. It will include strategic directions, policies, network maps, an assessment framework to facilitate effective decision-making as well as a high-level Implementation Plan.
10. The strategy will sit under City of Adelaide's suite of Strategic Management Plans (i.e. Strategic Plan, Long Term Financial Plan, Asset Management Plans and City Plan) and will provide line-of-sight for new transport-related initiatives that support delivering upon our Strategic Plan's objective to facilitate and activate our places in a safe and accessible way for our community.
11. The strategy is being developed in alignment with key City of Adelaide strategies and planning documents, including the recently endorsed City Plan and Integrated Climate Strategy as well as several key strategic transport initiatives (Citywide Speed Limit Review, Traffic Signal Optimisation Review and School Safety Review) and design principles for our Main Street Revitalisation projects.
12. The project is being developed in two key stages as shown in [Link 3](#).
13. The Infrastructure and Public Works (IPW) Committee was presented a high-level overview of the Integrated Transport Strategy on 17 September 2024 ([Link 4](#))
14. Key themes discussed were:
 - 14.1. Historic and future mode shifts.
 - 14.2. Future levels of car use and car parking availability with consideration of City Plan and growth ambitions.
 - 14.3. Reducing motor vehicle traffic through the city.
 - 14.4. Ensuring comfort and safety for people walking and wheeling.
 - 14.5. Benchmarks and comparative safety for cycling in Adelaide when compared to other cities.
 - 14.6. Establishing a comprehensive and connected cycling network.

- 14.7. A continuous active travel city loop (for transport and tourism).
- 14.8. Increasing the uptake of public transport (including better stop waiting experience and new routes).
- 14.9. Ensuring businesses are appropriately engaged through the development of the strategy.
- 15. At the IPW Committee on 15 October 2024, eight discussion papers and associated Discussion Paper Summary Documents were presented as the primary engagement materials for the Stage 1 community consultation ([Link 5](#)) which were subsequently endorsed by Council on 22 October 2024 ([Link 6](#)).

Community and Stakeholder Engagement - Background

- 16. The objectives of the Engagement Processes for the project are to:
 - 16.1. Deliver well-planned, fit for purpose engagement activities that encourage participation from a broad range of transport experiences
 - 16.2. Ensure engagement is designed to elicit feedback that is targeted to and useful for the development of the strategy.
 - 16.3. Accurately and faithfully report feedback to the project team and to the public in order to close the loop.
- 17. Engagement on this project is being delivered in two stages.
 - 17.1. Stage one focused on generating feedback on eight technical discussion papers developed by AECOM and the CoA, which has been completed.
 - 17.2. Stage two will ask for feedback on the draft strategy, to check and validate the strategy and to assess have we captured (were practical) community feedback.
- 18. The IPW Committee was presented with the Outcomes of the Integrated Transport Strategy Stage 1 Community and Stakeholder engagement on 18 March 2025 ([Link 7](#)).

Draft Integrated Transport Strategy Development

- 19. The formal development of the draft strategy commenced following the conclusion of the Stage 1 community and stakeholder engagement, including the development of the City of Adelaide Integrated Transport Strategy – **Attachment A**.
- 20. The draft strategy has been developed based on the detailed AECOM (external consultant) Draft Integrated Transport Network Report - **Attachment B** whilst also considering CoA strategies and is structured around four themes that have been developed following the Stage 1 Engagement outcomes ([Link 8](#)).
- 21. The draft strategy vision statement is, Our Streets: Full of Life, reflecting CoA's ongoing commitment to creating a transport network that prioritises people, safety, and sustainability and ensures the city is accessible for all as CoA moves towards growing our resident population to 50,000 by 2036, achieving net zero by 2035, and increasing visitor numbers to 2.5 million by 2028.
- 22. The draft strategy themes are:
 - 22.1. Movement and Access: Creating inclusive, people-friendly streets, and enabling more people to use active travel and public transport.
 - 22.2. Experience and Place: Integrating transport with planning, development and infrastructure to enhance the liveability and the city's economic and cultural vitality.
 - 22.3. Health and Sustainability: Healthy streets and healthy people in a climate resilient city. Cool, calm and connected streets and paths
 - 22.4. Safety and Comfort: A proactive safety approach for safer, greener, quieter, cleaner streets for all.
- 23. Each theme has identified Goals and Key Projects and Services with specific Measures of Success. How the City of Adelaide will achieve the draft strategy's vision using the four themes is shown in the Strategy Map ([Link 9](#)).
- 24. The draft strategy also includes aspirational network maps and case studies that present the future vision for the City's streets and details of the Strategy Implementation and Delivery to inform future planning, development and infrastructure. These maps reflect the work undertaken by consultants AECOM, with the research and data underpinning these maps contained within the Draft Integrated Transport Network Report.
- 25. The purpose of the Draft Integrated Transport Network Report is to synthesise the Discussion Papers / Background Reports, Stage 1 Community Feedback and supporting assessments undertaken by AECOM, and set recommended overall, integrated directions and policies which supported the development of the draft strategy.

26. The Draft Integrated Transport Network Report includes key information such as:

- 26.1. Strategic Context (Section 1)
- 26.2. Current Conditions and Challenges, Issues and Opportunities (Section 2)
- 26.3. Integration of Stage 1 community feedback (Section 3)
- 26.4. Review of Discussion Paper Topics (Section 4 and 5)
- 26.5. Integrated Transport Frameworks and Network Maps (Section 6 and 7)
- 26.6. Implementation Plan, and Measures of Success (Section 8 and 9)
- 26.7. Street Case Studies (Section 10)

Community and Stakeholder Engagement – Stage 2

- 27. The purpose of Stage 2 engagement is to provide an update to our community on what we heard during the Stage 1 Engagement and hear the community's feedback on the draft ITS documents.
- 28. Stage 2 community and stakeholder engagement is proposed to occur over a three-week period, from late April to mid-May 2025, and include:
 - 28.1. Three documents, the draft strategy, Draft Integrated Transport Network Report and Stage 1 Engagement Reports published online via Our Adelaide.
 - 28.2. An online engagement campaign, including feedback via Our Adelaide.
 - 28.3. Two open in-person community engagement sessions in two different locations and times, planned and scheduled to ensure sessions are accessible and convenient for different stakeholders and people in the community (e.g. business owners and operators, people with disability and parents and carers).
 - 28.4. One stakeholder engagement session.
- 29. Notification of community engagement will be provided through the following avenues:
 - 29.1. Promotional advertisements on all Customer Service points including the digital screens that Council operates, our Libraries and Community Centres.
 - 29.2. Social Media posts via City of Adelaide social media channels.
- 30. Our Adelaide - the community will be encouraged to engage and make written submissions through the Our Adelaide newsletter and through City of Adelaide's website linking to detailed information on the Our Adelaide platform.
- 31. Submissions and feedback will also be able to be sent in writing or through e-mail.
- 32. Hard copy submission forms will be available inside Consultation Packs from City of Adelaide's Customer Service Centre, libraries and community centres.
- 33. The community will have the opportunity to have their questions answered by City of Adelaide project staff over the phone or book an appointment to chat to staff in person.
- 34. Direct consultation with key internal and external stakeholders will continue through the Stage 2 community and stakeholder engagement period.

Next Steps

- 35. Subject to Council endorsement, the Stage 2 community and stakeholder engagement will commence and be undertaken between late April to mid-May 2025.
- 36. Following this three-week public engagement, feedback will be formally collated into a Stage 2 Engagement Report that will be presented to Council in conjunction with the final Draft Integrated Transport Strategy in June 2025.

DATA AND SUPPORTING INFORMATION

Link 1 – Stage 1 Community Engagement Report

Link 2 – Smart Move Achievements Overview

Link 3 – Integrated Transport Strategy Project Stages

Infrastructure and Public Works Committee – Agenda – Tuesday 15 April 2025

Link 4 – September 2024 Infrastructure and Public Works Committee Workshop Presentation

Link 5 – October 2024 Infrastructure and Public Works Committee Report

Link 6 – October 2024 Council Minutes

Link 7 – March 2025 Infrastructure and Public Works Committee Report

Link 8 – Strategy Themes Overview

Link 9 – Strategy Map

ATTACHMENTS

Attachment A – Draft City of Adelaide Integrated Transport Strategy

Attachment B – Draft AECOM Integrated Transport Network Report

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