

# Integrated Transport Strategy

## Project Cost

**\$300,000**

### Investment Needed

- \$200,000

### City of Ballarat Investment

- \$100,000, in partnership with Central Goldfields, Golden Plains, Hepburn, Moorabool and Pyrenees Shires.

## Project Description

An Integrated Transport Strategy (ITS) will guide planning and investment in transport infrastructure and services across Ballarat and the surrounding region. It will aim to improve connectivity, accessibility, sustainability and overall quality of life for urban and rural residents in the region.

Current/emerging mobility challenges will be addressed, including:

- Car dependence
- Lack of efficient public transport systems or options
- Gaps in cycling and pedestrian links
- Lack of dedicated freight routes

The ITS will provide evidence-based clarity on current movement and constraints, and identify future regional social, economic and transport needs.

It will guide the planning, investment and maintenance of the transport infrastructure and services which support communities across the region.

Critically, it will allow for greater coordination between Victorian Government agencies and the six LGAs to meet the needs of residents and businesses in the short, medium and long term.

### Community Benefit

An ITS is critical to the future liveability and prosperity of Ballarat and neighbouring municipalities, it will:

- Improve access to jobs, education and health services, and support businesses and jobs
- Support access to arts, culture, sport and recreation, and local retail and hospitality
- Improve connectivity, social inclusion, the health and wellbeing of residents
- Deliver environmental benefits brought by sustainable transport options including networks of walking and cycling paths, and improved public transport services



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*Note: All project costs are subject to inflationary pressures leading to cost escalations*

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➤ Integrated Transport Strategy continued

## The Strategy will guide targeted and coordinated investment in regional transport from all three levels of government.

### Why should Governments invest in this project?

The ITS will guide targeted and coordinated regional investment in transport from all three levels of government.

Improved transport connectivity across the region is essential to enable growing and emerging industries (including tourism) to fully realise their potential – including links to ports, airports, inter-modal terminals and other regional and metropolitan centres.

Sustainable and multimodal transport will contribute to the reduction of greenhouse gas emissions, aligning with local, state, national and international environmental commitments.

#### Economic impact

A multi-faceted economic impact ranging from immediate job creation and a tourism boost, to long-term sustainability and economic growth.

It will serve as an economic catalyst, encouraging new businesses to invest here and support existing sectors and stakeholders, particularly those reliant on road freight.

Government funding for this transformative project is an investment in the economic prosperity and sustainability of the region.

#### Location

- City of Ballarat, Central Goldfields Shire, Golden Plains Shire, Hepburn Shire, Moorabool Shire, Pyrenees Shire

#### Status

- Ongoing advocacy by the City of Ballarat together with Central Goldfields, Golden Plains, Hepburn, Moorabool, and Pyrenees Shires

#### Timeline and Next Steps

- Establish an in-principle agreement between the six municipalities and the Victorian Government to commission an ITS

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