

2021-22 MTF Strategic Plan

1.0 Strategic goals with measurable results

In the past the MTF used the simple trio of Access, Buses and Cycling as our key priorities when meeting MPs and others.

In 2020 this was reframed to **Active, Buses and Choices**.

However, actions in 2020 were highly constrained by COVID 19 restrictions on budgets, and meetings.

2. What do we want? What does it mean? And how are we going to achieve it?

2.1 ACTIVE - Promote and support active forms of transport, primarily walking and cycling

Primary advocacy objective: Secure State government funding to implement the Victorian Cycling Strategy 2018-28.

Context

The Victorian Cycling Strategy emphasises working with local government

What did we do in 2020?:

Executive created the portfolio of Cycling ambassador. Cr Tom Melican (City of Banyule) was appointed MTF Cycling Ambassador.

The ambassador's role is to work with council active transport officers to identify the likely 'first bikes off the box' projects to promote as the strategy to implementation.

What will we do in 2021/22?

The short-medium term *actions* proposed are:

- a) Liaise with the DOT Active Transport unit to understand how to best support the funding case
- b) Identify member councils that are currently working with the Department of Transport Active Transport Unit, explore ways to co-ordinate that work (largely by linking councils to info share)
- c) Identify and co-operate with other supporters to echo the case for funding.
- d) Create a list of ready-to-roll cycling projects for advocacy purposes
- e) Identify key strategic links that involve multiple stakeholders and have been difficult to deliver.

2.2 BUSES - Lift bus patronage through more competitive services, better infrastructure and co-ordination with other PT (and active transport).

Primary advocacy objectives: Support lifting bus patronage through better services, and additional state funding of buses to support the patronage goals

Context

The DoT has committed to lifting bus patronage from 122 million trips a year to 200 million by 2030 – over a 60% increase.

DOT and IV has identified the changes needed to boost patronage, namely:

- Invest in high performing bus routes
- Early adoption of bus routes to areas of anticipated growth (eg employment areas)
- Review of under performing routes

What did we do in 2020?:

PT services were hard hit due to COVID, and commuters are only slowly returning to PT. Buses are particularly hard hit.

What will we do in 2021/22

The short-medium term *actions* proposed are:

- a) Organise and support councils to:
 - a. Include bus advocacy in their routine government liaison with MPs, department and other agencies
 - b. Indicate support for the patronage increase target
- b) Organise selected councils to advocate publicly for bus improvements in line with recommendations (or part thereof)
- c) Collect examples of bus service upgrades for advocacy purposes
- d) Councils to identify opportunities to increase patronage in their areas / regions

2.3 CHOICE - Commitment to giving all Melbournians competitive alternatives to private cars as the transport mode of choice [for commuting, leisure and education].

Primary advocacy objectives:

- Promote increased public and active transport choice as the preferred response to traffic congestion and mobility;
- Continue to progress accessible transport as a fundamental element of transport choices for all;
- Advocate for the State to adopt targets for increased active and public transport mode share as Melbourne grows (ie that as population increases, non-car mode share should increase); and
- Share information on mobility as a service (MaaS) providers and journey planner apps for smart devices to support choice.

What did we do in 2020?:

PT services were hard hit due to COVID, and commuters are only slowly returning to PT. Buses were particularly hard hit.

What will we do in 2021/22

The short-medium term *actions* proposed are:

- a) Appoint a bus ambassador;
- b) Develop and hold a Mayors on buses event; and
- c) Mix of publicity challenges and invitations to ride with Mayors on buses.

3.0 Better links and co-operation

3.1 Advocacy links with government

Primary Objective: Maintain relationship with Government and their key agencies.

What will we do in 2021/22

The short-medium term *actions* proposed are:

- Participation of other groups in the MTF monthly meetings and special events
- Link invitation to MTF meetings with scan of interest groups
- Joint advocacy on selected issues
- Participation in the events of others.

3.2 Advocacy Links with Partners

Primary Objective: Build and strengthen relationship with potential partners with shared interests.

Members can identify many other advocates and interest groups with similar aims.

We can actively explore ways to jointly advocate on common issues.

The MTF has had a long relationship with the MAV, and in more recent times has started to build on this at an executive level. There is further opportunity for the MTF and the MAV to improve this as a strategic alliance. Other potential partners may also exist.

What will we do in 2021/22

The short-medium term *actions* proposed are:

- The Executive to conduct a 'mapping' exercise to identify common ground and existing connections, and then identify a select list of organisations for further cooperation.
- Seek more participation of other groups in MTF meetings (as presenters or observers)
- Participation of MTF people in other organisations events
- Identify joint advocacy opportunities.