



MORNINGTON PENINSULA SHIRE

CITIZENS' PANEL

Speed Limits and Road Safety Strategy

4 October 2023



TABLE OF CONTENTS

BACKGROUND 1

PANEL PROCESS & OUTPUTS 2

Agenda..... 2

Understanding the topic and background material 3

Task 1: Deep dive into the road safety material 4

Task 2: Opportunities and challenges to implementing reduced speed limits 7

Task 3: Proposed pilot sites for 30km/hr speed limits11

Final reflections13

APPENDIX A 14

Road safety speaker insights..... 14

LIMITATIONS OF USE

The sole purpose of this report is to provide a summary of insights and comments from members of the 2023 Citizen Panel from online engagement activities hosted by MosaicLab on behalf of the Mornington Peninsula Shire.

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BACKGROUND



The Mornington Peninsula Shire (MPS) has the aim of working towards zero road trauma on Mornington Peninsula roads and, in 2016, committed to becoming Victoria's first 'Towards Zero' municipality with the adoption of the Mornington Peninsula Towards Zero 2020-2025 Road Safety Strategy. This strategy is underpinned by the international best-practice Safe System approach to road safety which consists of four pillars – safer roads, safer speeds, safer road user, and safer vehicles.

Safe and appropriate speed limits are a fundamental of 'getting the basics right' in road safety and are an important part of speed management under the 'Safer speeds' pillar. Council is taking a more systematic, thorough, and proactive approach with the development of its Speed Limit Action Plan. A key action proposed is to reduce speed limits on some Peninsula roads. MPS is not aware of any Victorian councils that have a comprehensive Speed Limit Action Plan so MPS would be leading the way for a more comprehensive and structured approach to implementing safe and appropriate speed limits.

Finally, the Speed Limits & Road Safety Strategy supports and delivers on a range of other Shire Policies, including the Urban Forest Strategy, the Council & Wellbeing Plan, Climate Emergency Plan, Biodiversity Conservation Plan, Integrated Water Management Plan and the Integrated Transport Strategy in development.

The purpose of this Panel session was to discuss the opportunities and challenges associated with reducing speed limits on Peninsula roads and consider a number of possible pilot locations for 30kms per hour zones with a high number of vulnerable road users.

The following report outlines the Panel discussion, their outputs and responses to Council's key questions on this topic at the Citizen's Panel Session held on 4 October 2023, namely:



*what challenges and opportunities
do we need to think about for
implementing reduced speed limits?*

*If we were to pilot a 30km speed limit,
where do you think we should do it,
and why?*



PANEL PROCESS + OUTPUTS

Thirty-eight members of the 47 member Citizens Panel met online on the evening of Wednesday 4 October 2023 to understand, discuss and consider council's key objective of zero road trauma and proposed strategy of 30km per hour speed limits in various areas. In addition, six Council officers from the road safety traffic team were also in attendance to help explain the material for discussion.

AGENDA



Welcome and purpose of the session

Hear back from Samantha Dalla Santa - Contract Coordinator, Parks & Roadsides – on the Panel's work on the Urban Forest Strategy from last session

Deep dive into the Road Safety material via a Speed dialogue with six Council road safety team members

Discuss and capture opportunities and challenges to implementing speed limits.

Consider possible pilot 30kms per hour locations

Final reflections, comments and next steps



UNDERSTANDING THE TOPIC AND BACKGROUND MATERIAL

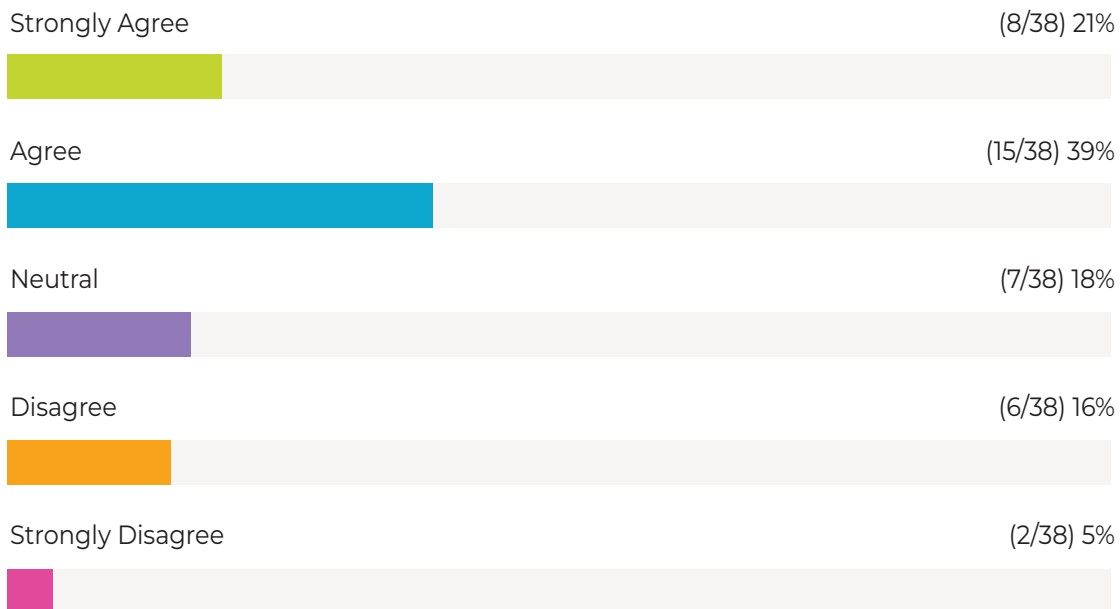
To gain the sentiment of the panel members regarding their support for reduced speed limits to reduce road trauma, a pre-session poll was taken at the beginning of the conversation. A total of 38 panel members completed the poll, the results of which appear below:

Pre-Session Poll - Road Safety

Poll ended | 1 question | 38 of 38 (100%) participated

1. I support reduced speed limits to reduce road trauma (Single Choice)*

38/38 (100%) answered



The panel was then divided into smaller groups for the session in order to carry out the following discussions:

- ♦ To capture two opportunities and two challenges associated with reducing speed limits
- ♦ To select a site that council has indicated for piloting the reduced 30km per hour speed limit. Once selected, to provide insight and comments on this site as well as the rationale behind choosing the site for discussion.

At completion of the session and after much discussion around reducing limits, panel members were again polled to see if their support for reducing speed limits had changed at all.

TASK 1

DEEP DIVE INTO THE ROAD SAFETY MATERIAL

To prepare panel members to connect with the session's topic, they first shared in small groups what was on their mind about road safety coming into the session. Their responses were captured via the online platform GroupMap, have been lightly themed and appear below:

Education continues to be a key recommendation, especially given the Peninsula's popularity as a visitor and tourist destination



SAFER ROAD USERS

Could a 'slip, slop, slap' type of thing be implemented to educate kids about road safety?

How about we concentrate on educating pedestrians and cyclists to take personal responsibility seriously.

It can be about the way people drive rather than speed

lowering the speed limit will not change people who speed anyway

My gut reaction is that I hate the idea of 30km/h, but the statistics strongly disagree with me. Communicating this effectively into the public - info graphics, ad campaign if \$ permits will be essential to winning the battle of public opinion.

Tourists who don't know the roads are a concern.



SAFER SPEEDS

30 km in Fitzroy but how do you compare an inner-city suburb to the peninsula

40 is too fast around schools, particularly in busy areas as people push it a bit higher.

Appropriate speed for location (e.g 30km ok if in the correct location).

Having variable speed limits for certain times. E.g. 50 during off times (winter) and 30 during peak (summer)

Is there a point in dropping from 40km to 30km

We already have 40km zones will 30km help?

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SAFER ROADS

Ensure there is a large amount of signage that road speeds have changed in ensure people don't get caught out



SAFER VEHICLES

Cars already have built in collision detection and avoidance. Let's drive faster.



OTHER COMMENTS/QUESTIONS

Are there more fatalities in zones we have as 40km that we want to change to 30km or roads that are 100km that we want to change to 80km

Is there more that can be done then just simply dropping speed? Yes reducing speed will help but what else can be done on top of that?

Right solution for the particular problem

Statistical breakdown of which demographic is most involved in road trauma and article provided was about a city space rather than the Peninsula

What areas would be reduced to 30km (i.e. shopping centres, schools, residential street?

What falls under the shire's jurisdiction and what falls under the Victorian/Australian government's jurisdiction

Where are people getting hit by cars and are they at crossings when they are injured or jaywalking

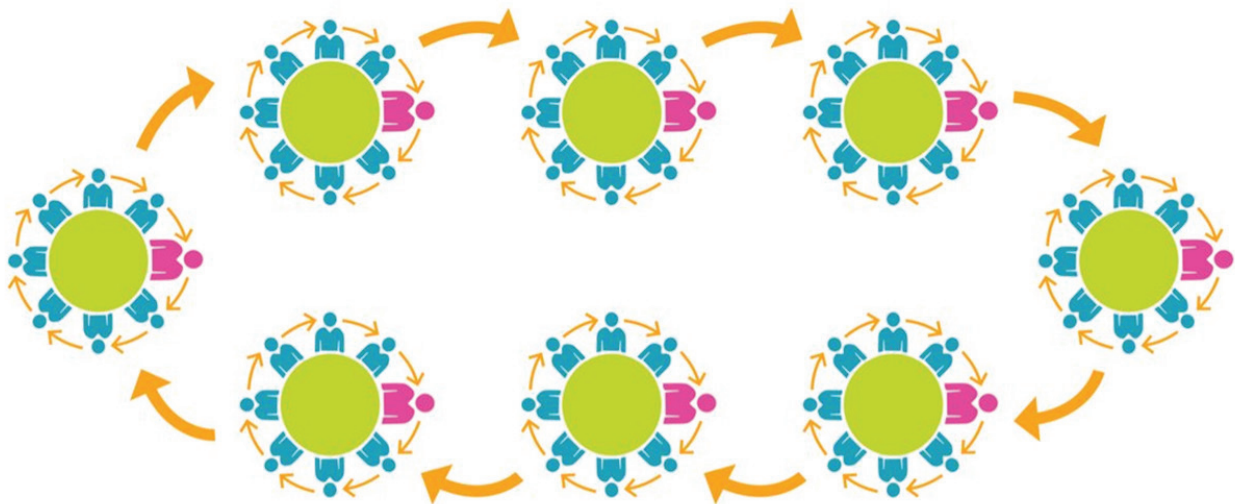
Where are the incidents occurring?

Six Council road safety and traffic team members attended the session to further support panel members deepen their understanding of the overall Road Safety Strategy and proposed speed reductions. They were:

- ♦ Katanya Barlow – Manager Strategic & Infrastructure Planning
- ♦ Brett Whitwam – Team Leader – Traffic & Transport
- ♦ Will Connard – Transport Strategy Coordinator
- ♦ Mathew McQuinn – Traffic & Transport Engineer
- ♦ Doug Bradbrook – Principle Transport Engineer
- ♦ Claire Davey – Senior Road Safety Officer

Using a process known as **Speed Dialogue**, panel members were divided into six groups and joined by one MPS council staff member for a 12min conversation and Q&A. After this time, council staff were moved to the next group for the next 12min conversation, a process that was repeated for three rounds.

Panel members were encouraged to capture any insights from the conversation, and these appear in Appendix A.



TASK 2

OPPORTUNITIES AND CHALLENGES TO IMPLEMENTING REDUCED SPEED LIMITS

Council is keen to learn the key opportunities and challenges to implementing reduced speed limits on Peninsula roads.

In groups of 3-4, panel members discussed the opportunities and challenges and agreed on their group's top TWO of each. This information was captured into GroupMap. Then, all ideas from the full panel were shared. Each panel member was then tasked with voting for what they believed were the best overall 2 opportunities and best overall 2 challenges.

These responses and votes are recorded in the information below.

OPPORTUNITIES: WHAT HELPS US ALONG OR PUSHES US FORWARD?
WHAT IS WORKING WELL FOR US NOW?



IDEAS	VOTES
Those smiley faces when you drive past and it shows your speed (or sad face if too fast) are a great interactive tool that give immediate feedback.	7
Easily adjusted seasonal speed limit signs such as in Mt Martha.	6
Progressive advice signs that speed limit is about to change and/or traffic lights are changing.	5
Encouraging to see the success in reduction of fatalities when areas were reduced from 100 to 80kph in the Shire.	3
40 in built up areas works well. Already at a good speed to avoid accidents.	3
We feel that the 40kph speed limits are working.	3
The opportunity to learn from other shires and compare what has worked for them and what challenges they face and the solutions they found. However, this shire will need to have similar road traffic trends as the peninsula	2
Other speed barriers are working well in areas e.g roundabouts, chicane, etc	2
The changes from the 100km/h roads that have been reduced to 80km/h - stats show a decrease from 6 death in 2019 to 0 in the years since suggest that it works.	2
Reduction in speed could possibly make for a better environment.	2

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IDEAS	VOTES
Open to other aspects when making decisions	1
we appreciate that some areas are already low (40km)	1
Speaker Insights from Speed Dialogue	0
More awareness and education about the speed limits: Grouped Ideas: <ul style="list-style-type: none">Turning the reduction of speed as a benefit instead of a negative! More positive PR, campaigning and getting as much of the community and teenagers involved in educating others the benefits and responsibility of road safety. (Running community competitions, video/radio/tv programs, etc)More education for drivers and more speed limit consistency on different types of roads. Appropriate signage to represent those assigned speeds.Education in schools - messages kids pass to their parentsEducation around the idea that speed kills and cars are not the only road users	0
Any saving of lives is worthwhile. <ul style="list-style-type: none">opportunity to reduce fatalities and injuries on our roads	0
Opportunity - If speed limits are reduced, opens opportunity to review the usage of the whole road corridor. (eg more trees could be planted for lower speed environments)	0
We are already sharing the roads well; it is already working well for majority of the community. Therefore reducing speeds can further improve the benefits	0
Looking forward - safer vehicles on the roads, for example "smart cars".	0
We need to take a more holistic approach to road safety, not just speed e.g. adequate lighting, intersection improvement, etc. Grouped Ideas: <ul style="list-style-type: none">We are wondering whether other measures would be better such as crossings, speed bumps, barriersIts difficult assessing speed limits alone, because safety is so entwined with the other arms of fatality reduction. (eg flashing lights on crossings, providing safe sidewalks on roads where there's none)	0

CHALLENGES: WHAT IS HOLDING US BACK, SLOWING US DOWN OR IN OUR WAY



IDEAS	VOTES
Conflating the issue at hand; we need to take a holistic approach, therefore, talking about speed limit reduction alone cannot get off the ground.	4
Paying attention to keeping below a speed limit takes your attention off the road.	4
Communicate clear concise relevant data well.	4
Cost of implementing lower speed limits, for example, signage, application fee	2
Convincing people that reducing the speed limit will result in few fatalities and the statistics behind why this is an important and getting people to actually follow the speed limit	2
Community needs “in your face” data and explanation as to why the speed reduction is needed in certain areas - Important to combine this info with defining the areas it could affect. (ie hard to get agreement if 30kph could be imposed anywhere).	
Grouped Ideas:	
<ul style="list-style-type: none"> Is this a given? we would like to have more statistics around this; whether it really is worth the costs of change (for example, if there are 0 accidents and low human traffic is this really worth it). We would like the statistics for *our area because we don't want decisions based on areas (like the city) when our area is so different. 	1
Slow process to implement new limits, red-tape.	1
Where are the 30km speed zones going to be and what determines the need in each location and once these are in place how would this be policed	1
Acceptance from the public of the slower speed.	1
High tourist location - data behind this, high visitation in areas at peak times, people unfamiliar with roads and road rules etc	1

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IDEAS	VOTES
30 is too low - very frustrating - when it is not busy. Need variable speed limits. But knowing the time is difficult for cyclists, etc. Need electronic signs	1
More effective education for the community and children about the benefits of reduced speeds and road safety to have greater adoption	0
Invest more in driver, cyclist and pedestrian education, getting accurate data	0
Mornington shire has many roads and the long lengthy process to have decisions approved may cause time delays	0
public sentiment	0
Timing and planning to implement the changes.	0
Challenges around community engagement.	0
Resources - complex issues with not a huge budget	0

TASK 3

PROPOSED PILOT SITES FOR 30KM/HR SPEED LIMITS

The final conversation asked panel members to consider one of the three locations to pilot a reduced 30km/hr speed limit – namely Hastings, Mornington and Sorrento.

In small groups, panel members were asked to review material and maps on the three locations, make a selection that would most suit a reduced 30km/hr speed zone as a pilot and provide a rationale for their choice.

Panel members were also asked if there were any other sites that may benefit from reduced speed limits that Council had not considered.

The majority of the Panel selected **Ocean Beach Road, Sorrento**. Interestingly the second most popular possible pilot site was **Mt Eliza Village**.

The table below provides the group's selection and rationale for their choice.

HASTINGS - HIGH STREET

It is quieter therefore we will get a better indication of the impact of the 30K's. Sorrento and Mornington will be moving at a snail pace in peak times therefore it would not be an accurate assessment.

Mix elderly and youth using High St.

MORNINGTON - MAIN STREET

Highest density of pedestrians and vehicles compared to other proposed areas

More popular location all year round compared to Hastings and Sorrento. Lots of schools in the area that go down to main street before and after school. Also the night spot of the peninsula.

SORRENTO - OCEAN BEACH ROAD

The way the cars are parked (90 deg) in the middle of the street (dangerous) means there is poor visibility for drivers when people are moving between parked cars. Shops everywhere, people everywhere (people think it's a mall) and don't use crossings.

The road is poorly designed because of the carparking spots in the middle of the road, therefore when someone tries to park on an empty spot, they might not see pedestrians walking across the road or maybe other times, two cars from opposite sides of the road tries to park on that same empty car spot in the middle of the road.

More tourists who don't know the roads. Pretty crazy in season.

Busy area, high volume of traffic, increased traffic from ferry due to spirit of Tas.

A lot of distracted holiday makers.

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SORRENTO - OCEAN BEACH ROAD

...continued

Sorrento, esp due to the centre of street parking with cars going in and out in various directions. We also feel that dropping the street to 30 won't impact traffic flow as its always slow in peak times anyway. This would help give cars safe time to slow looking for parking. Also implementing by-pass roads, signed to reduce traffic in the main streets.

Sorrento is more of a tourist/holiday destination. As such, people don't know the area well- there may have more accidents due to this. Reducing the speed limit would help. With good signage/flashing lights visitors would be made aware of these speed rules and abide.

The middle parking option is challenging because people need to exist their vehicles and walk across the road. They don't have access to a crossing. MANY people are literally in the middle of the road- so have more probability of being careless or have an accident.

We have noted that there are a few areas in this area that have obstructed views which impacts on a cars ability to see the pedestrian

There are not enough crossings

Very busy in peak periods. Would be good for side streets to be reduced. Weren't happy with the options, feel that they all are slow / have barriers to speed in place. Comes back to data - where are the accidents, are they in these locations? What will this achieve?

HAVE WE MISSED ANOTHER OPTION?

Bungower Road Near St Mac's

New pedestrian crossing areas in Somerville (Eramosa Road)

Point Nepean Road Rye

Mt Eliza Village - it's so pokey and people often run across the roads. It is not a main road you HAVE to go through so not all drivers would be impacted.

Mt Eliza Village (x4)

Mt Eliza is crazy and worth considering as a 30 kph area

Safety Beach

Has the business case been made for whether it is beneficial.

This should be done in non-peak time*

(Clarity was sought in the session about this point – it refers to seasonal peak/non-peak times. During summer people are generally driving slower as there's high volume of pedestrians and cars. The point being made was to pilot this outside of peak season)*

Three streets already have infrastructure in place to slow speeds

Windies, Esplanade, Mt Martha - near the Pillars - Shared road - cars (local, tourists), pedestrians, cyclists, kids; lots of blind corners.

FINAL REFLECTIONS

At the end of the session, with all the panel had learnt and heard, their support for reduced speed limits to reduce road trauma was re-tested via a post-session poll. A total of 32 panel members completed the poll, the results of which appear below:

Post-Session Poll - Road Safety

Poll ended | 1 question | 32 of 33 (100%) participated

1. With what I've heard tonight, I support reduced speed limits to reduce road trauma (Single Choice)*

32/32 (100%) answered

Strongly Agree (7/32) 22%



Agree (11/32) 34%



Neutral (6/32) 19%



Disagree (5/32) 16%



Strongly Disagree (3/32) 9%



It's interesting to note the “insignificant” shift in panel members’ levels of support despite what they learnt during the session.

We trust this report offers insight into what a representative sample of the broader Mornington Peninsula Shire community may consider important as Council drafts its Speed Limits & Road Safety Strategy.

Further all insights captured in this report, including questions posed by the panel offer guidance for future communications and messaging, such as FAQs, in support of the Council's position.

From what we heard, we recommend:

Ensuring sufficient and well-explained data and information to support any council decisions

APPENDIX A


Road safety speaker insights

Important insights from the six Council road safety team members were captured throughout the session via GroupMap and appear below:

COUNCIL STAFF	INSIGHTS
Katanya Barlow – Manager Strategic & Infrastructure Planning	<p>Can Council / LGA advocate to State Government to give more decision making on speed limits to Council?</p> <p>Would be good to get further explanation on whether speed reduction (40 to 30km/hr) is linked to the statistics on road deaths and serious injury. Is density of housing / population density also an issue that needs to be considered</p>
Mat McQuinn – Traffic & Transport Engineer	<p>'Tech is the solution!' is not realistic because of the time it takes for the 'fleet' with x technology takes too long (need for interim strategies).</p> <p>60% reduction from 100 to 80km/h - zero fatalities since</p> <p>Assumption that the decision has already been made: no.</p> <p>Example of potential areas for 30kph was eg Main St Mornington, & Sorrento shopping precinct</p> <p>Group keen to know which specific sites would be affected by the speed limit alteration... More to come?</p> <p>Mat's thoughts on the feasibility achieving zero road toll.</p> <p>Rationale for reductions (beyond safety) is that the MP is changing in demographic, shifting away from semi-rural farming towards FULL BLOWN MELBOURNE'S PLAYGROUND!</p> <p>Reducing the speed limit will change driver behaviour</p> <p>See need for unilateral road signage/rules between states for or "foreign visitors"</p> <p>Technically, public opinion should not be a factor in State Govt decision, but that isn't to say that it won't.</p>
Doug Bradbrook - Principle Transport Engineer	<p>Advisory limits around roundabouts</p> <p>Doug's role is to use road safety data and strategies from around the world to have a positive impact on this area. e.g. speed limits, coupled with speed deterrent measures like speed humps.</p> <p>Downside is that these are expensive, so they use them sparingly.</p> <p>It appears that it is popular to reduce speed limits to 30kmph. so it seems very likely to happen, even in the absence of actual stats. Apart from the obvious stats related to injuries become less as speed decreases. So we could simply park and not use cars at all.</p>

COUNCIL STAFF	INSIGHTS
Doug Bradbrook - Principle Transport Engineer	<p>Pedestrians are more likely to take risky behaviour when they know the risk is lower. we are promoting pedestrians to be careless and put the onus on other road users.</p> <p>Question about the role of vehicle technology --> outside of the Council's scope, but they do use car's tech for data collection.</p> <p>Question around quietness of EVs? Consideration --> Not really.</p> <p>Respectfully I feel that safety is definitely closely allied to road conditions and design/repair!</p> <p>Some confusion still exists around what is a council road and what is a state owned road.</p> <p>There are no stats on how many cars drive down main street without wanting to park there. How can the road usage be balanced without using actual stats?</p> <p>There wasn't a statistical answer to what does good look like. It was just a general idea. But where are the stats?</p> <p>They look at reports for accident prone areas</p> <p>Uh-oh! Potholes have entered the discussion - ABORT!</p> <p>What are the crash stats and evidence? nothing is provided from any speakers</p> <p>Where are the stats on what each and every accident cause has been on the roads nominated for speed reductions.</p>
Brett Whitwam – Team Leader – Traffic & Transport	<p>Application for speed limit change must mee the Speed Limit Reduction Guide.</p> <p>Because cars dont usually reach 40kmph in main street, we should reduce the speed limit. really?</p> <p>Clarified the data around the 40km/h change of fatality.</p> <p>Confirmed: 10km/h drop from 40-30km/h</p> <p>30% drop in chance of fatality.</p> <p>Does the Shire have control over roading on the MP?</p> <p>Ultimately, speed limits are controlled and approved by the State.</p> <p>Incoming data from Warrnambool.</p> <p>Regarding question about how comparable inner-city suburbs are with MP</p> <p>Most cars travel under the speed limit anyway (~85%). New speed limits would aim to change the behaviour of the remainder.</p> <p>School: TRAG (Teenage Road Accident Group) - council has a relationship with this group.</p> <p>Shire Council has a high approval rate.</p>

COUNCIL STAFF	INSIGHTS
Brett Whitwam – Team Leader – Traffic & Transport	<p>There wasn't a statistical answer to what does good look like. It was just a general idea. But where are the stats?</p> <p>What are the stats and what is the evidence for the NEED of reducing the speed? not just an academic benefit?</p> <p>What efforts are being made to ensure pedestrians are accountable for their own behaviours?</p> <p>For instance, where are the accidents occurring? If a pedestrian gets hit on a crossing, there is a clear driver fault. What if they decide to run across the road out of the shadows NOT at a crossing?</p> <p>So we should all drive slowly just in case something may happen at some time some where? Hardly see any statistical or analytical evidence to support any of this. (other than seems to be a good idea) that's not evidence.</p>
Will Connard – Transport Strategy Coordinator	<p>Certainty about where the zones may change and why?</p> <p>Changing the speeds to test and play around with ideas can cause drivers to spend more time looking at speedos than driving.</p> <p>Councils have access to where serious road accidents occur</p> <p>Proposed in busy commercial areas not everywhere/ residential areas</p> <p>Safe system pillars - more safe infrastructure important but reducing speeds has greatest benefit to cost ratio</p> <p>Speed limits can vary between 40 to 60kmph within a short distance which causes confusion.</p> <p>There wasn't a statistical answer to what does good look like. It was just a general idea. But where are the stats?</p>
Clare Davey - Snr Road Safety Officer	<p>Education programs targeted to at risk groups</p> <p>Speed limit action plan will help identify the areas where reduction in speeds will be most impactful</p> <p>Strategic planning on more approaches to reducing road trauma - not just reducing speed limits</p> <p>There are educational opportunities for some groups through schools and for the elderly. What about those out of school?</p>
Any other thoughts important to capture	<p>Although cars are getting smarter, they will most likely never be smart enough to properly predict and stop before a human is hit. Other forms of action need to be taken</p> <p>Although education and prevention for pedestrians is important for this issue, there is a large population of people who can't learn these things, especially children</p> <p>Although there is a focus on pedestrian safety, a reduction in speed can also prevent and reduce the impacts of crashes between cars (car vs car) and crashes into objects like poles and trees (car vs object)</p>



PLEASE NOTE: Every effort has been made to transcribe participants' comments accurately. Please contact Melinda Jacobsen at melinda@mosaiclab.com.au should you have any queries about this report.

MosaicLab is a Victorian-based consultancy that specializes in community and stakeholder engagement, facilitation, negotiation, strategic planning and coaching.

We pay our respects to the traditional custodians of all the lands on which we live and work. We acknowledge their continuing connection to land, water and culture and the ongoing contribution they make to our society today. We extend this respect to elders' past, present and emerging.



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