City of Ipswich

iGO Ipswich Transport Strategy 2025

Technical Report

Ipswich.qld.gov.au/iGO

City of Ipswich

Acknowledgement of Country

Ipswich City Council respectfully acknowledges the Traditional Owners of the Ipswich region, the Jagera, Yuggera and Ugarapul People as custodians of the land and waters we share. We pay our respects to their Elders past, present and emerging, as the keepers of the traditions, customs, cultures and stories of proud people.

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LIST OF ACRONYMS

CAVs	Connected and Autonomous Vehicles
C-ITS	Connected Intelligent Transport Systems
Council	Ipswich City Council
CWG	Councillor Working Group
DCOP	Development Charges and Offset Plan
DRT	Demand Responsive Transport
DSDILGP	Department of State Development, Infrastructure, Local Government and Planning
iGO	iGO City of Ipswich Transport Plan 2016
iGO NAPs	iGO Network Action Plans
iGO Strategy	iGO Ipswich Transport Strategy 2025
IPM	Ipswich Population Modeller
ISTM-MM	Ipswich Strategic Transport Multi-Modal Model
LGA	Local Government Area
LGIP	Local Government Infrastructure Plan
PCN	Principal Cycle Network
PSG	Project Steering Group
QGSO	Queensland Government Statisticians Office
SEQ	South East Queensland
SEQ PCNP	South East Queensland Principal Cycle Network Plan
SEQ RTP	South East Queensland Regional Transport Plan
SYI	Shape Your Ipswich
TMR	Queensland Department of Transport and Main Roads
TWG	Technical Working Group

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EXECUTIVE SUMMARY

CONTEXT

Released in 2016, the City of Ipswich Transport Plan (branded 'iGO') was Ipswich City Council's (council) first integrated transport plan. iGO was used by council to advance Ipswich's transport system, respond to transport challenges and accommodate growth in the region.

Much has changed since 2016. The City of Ipswich is projected to more than double in population by 2046. Planning for this growth is now guided by a community vision outlined in the newly released *iFuture* and the refreshed *ShapingSEQ 2023*. A global pandemic (COVID) and major flooding events have occurred, resulting in a number of social and economic impacts. Transport technology and trends have continued to evolve, alongside a continued increasing focus on reducing transport emissions.

In early 2022, council began a major review of iGO to ensure its transport planning aligns with community needs, council goals, and evolving trends.

The major review led to a formal update and rebranding of iGO as the iGO Ipswich Transport Strategy 2025 (iGO Strategy).

DEVELOPING THE IGO STRATEGY

This iGO major review took a contemporary approach that drew on the evolving practise of 'movement and place'. This included the development of a comprehensive baseline of evidence regarding current and future Ipswich and the transport that serves it. This enabled the relationship between transport and social, economic and environmental outcomes for Ipswich, and transport and land use integration, to be explored throughout the review. It led to significant updates to the vision and objectives to directly align with the community vision for Ipswich, and ultimately to the identification of directions for council to take forward that respond directly to the aspirations and needs for the Ipswich region.

Engagement has played a key role in this project and has been critical to successful strategy development and incremental endorsement. Feedback has been gathered at each stage, from a variety of community and stakeholders, which have been used to directly inform the review.

A NEW VISION FOR FUTURE TRANSPORT

The major review produced a refreshed vision statement for Ipswich transport and 11 supporting objectives aligned to the four themes of the community vision.

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VISION

Our vision is for a transport system in Ipswich that supports a thriving and liveable city, providing access to opportunity and travel choices for all, and managing growth in a sustainable manner.

Serving as a catalyst for positive change in the Ipswich region, our transport network will be characterised by quality walking, cycling and public transport connections, a sustainable road network, a new Bremer River crossing, and infrastructure that recognises Ipswich's role as South East Queensland's pre-eminent freight hub.

VIBRANT AND GROWING

- Connected
- Vibrant Places
- Productive

SAFE, INCLUSIVE AND CREATIVE

- Safe and Secure
- Inclusive
- Healthy and Well

NATURAL AND SUSTAINABLE

- Nature
- Climate
- Resilience

A TRUSTED AND LEADING ORGANISATION

- Leadership
- Financial Responsibility and Risk

CHALLENGES AND OPPORTUNITIES

The Ipswich region is forecast to continue its trend as one of Queensland's fastest growing. The population is expected to grow from its current 251,150 people[1] to a city of approximately 533,800 by 2046[2], with an associated increase of 61,000 jobs from 2026 to 2046 dispersed across major activity centres and economic clusters. 75% of residential growth is projected to occur predominantly in the form of low-density detached housing in greenfield areas.

Such growth is forecast to result in a 133% increase in the number of weekday person trips generated across the Ipswich region, between 2019 and 2046. This is forecast to be accompanied by an increase in heavy vehicles trips of approximately 145%. The list of prioritised challenges and opportunities identified are summarised in Table 1 (page-over).

An overarching finding of baselining activities was that current issues such as congestion can only be expected to worsen – even if all currently known infrastructure and services in planning across local and state government are delivered. How practitioners, decision-makers and the community respond to this finding is critical. It is considered that a holistic approach will be required to minimise congestion and maximise social, economic, and environmental outcomes of future transport including consideration across transport policy, infrastructure and service investment priorities, land use, travel demand management and behavioural change.

1 Profile.id, June 2023
2 Ipswich Population Modeller, 2023

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Table 1 Shortlisted Opportunities and Challenges Facing Future Transport for Ipswich

Subject	Overview
Active transport, health and wellbeing	**Opportunity** – A significant opportunity to achieve a happier and healthier Ipswich community is seen through the expansion of the Principal Cycle Network (PCN), broader active transport network and through better integration of micro-mobility into Ipswich's policy, planning and design.
Safety and security	**Challenge** – Road safety performance remains some way from a towards zero target. **Opportunity** – There is an opportunity to improve road safety through technology as well as traditional levers while also increase security and perception of safety of our transport places and spaces.
Growth and built form	**Challenge** – The scale of growth and its planned development in Ipswich will result in a more than doubling of the number of trips made across Ipswich every day and continue a trend of long travel distances to access daily needs. **Opportunity** – There is an opportunity to explore a range of integrated planning, investment decision-making and operational tactics to maximise the affordability and sustainability of transport outcomes.
Natural environment	**Challenge** – Supporting greenfield development, building new or upgraded transport links will have impacts to the natural environment. Impacts can vary. and mitigation measures often do not offset loss of nature. **Opportunity** – There is an opportunity to better protect and enhance the natural environment through our transport planning activities and delivery of projects.
Accessibility and inclusivity	**Opportunity** – Make inclusivity and accessibility for all a standard planning norm. This includes provision of accessible infrastructure and services as well as exploration of technology-based solutions.

Subject	Overview
Public and community transport	**Challenge** – Significant improvements in public and community transport are needed. Servicing is considered limited and irregular. Safety, security, accessibility, affordability and social isolation challenges are consistently raised.
Vibrant places	**Opportunity** – Initiatives to rebalance movement and place functions of our roads and streets in areas of high place value represents a significant opportunity to create vibrant places and support economic development.
Network resilience	**Challenge** – Increased risk of more severe and frequent flood, bushfire and urban heat events, along with daily incidents on congested roads, place added pressure on transport networks to be resilient in both day-to-day operations as well as during and recovering from major climate events.
Affordability	**Challenge** – Affordability of delivering infrastructure, alongside environment challenges and other factors, are driving a need to do 'more with less'. **Opportunity** – Less car-orientated planning, investment decision-making and infrastructure alongside supporting more efficient people moving transport modes, appropriate transport technologies and work-from-home practices could play a role in addressing this challenge.
Freight	**Challenge** – Freight vehicle movements within Ipswich are expected to triple by 2046 in line with population and industrial growth. There is a need for infrastructure to support economic productivity associated with the movement of goods in and through Ipswich.
Decarbonisation	**Challenge** – The volumes of embodied and user carbon associated with the forecast transport task and planned transport response are significant. **Opportunity** – There is an opportunity for Ipswich to work towards the transition to net zero through a sustainability focused, whole-of-life approach that focuses on leaner, greener and cleaner transport.

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STRATEGIC DIRECTIONS

An evidence-based, vision and stakeholder led process has identified six new strategic directions for transport in Ipswich, with 18 supporting approaches. These collectively aim to articulate an agreed plan on how council will respond to and act upon the iGO Strategy vision and objectives.

Table 2 Alignment of Approaches with Objectives (Strong and Minor Alignment)

Approaches to be taken	VIBRANT AND GROWING			SAFE, INCLUSIVE, CREATIVE			NATURAL AND SUSTAINABLE			TRUSTED AND LEADING	
	Connected	Vibrant Places	Productive	Safe and Secure	Inclusive	Healthy and Well	Nature	Climate	Resilience	Leadership	Financial Responsibility and Risk
Support a shift towards more sustainable travel											
Progressively grow and enhance the passenger transport network	✓	✓	✓		✓	✓		✓		✓	
Improve local footpath and active transport network connectivity	✓	✓			✓	✓		✓			✓
Change our travel behaviour and manage travel demand	✓		✓			✓		✓	✓		✓
Support complete neighbourhoods											
Encourage growth near transit and existing infrastructure	✓	✓	✓		✓	✓				✓	✓
Create vibrant and amenable activity centres	✓	✓	✓	✓		✓	✓				
Support economic growth and activity											
Ensure efficient for business and industry	✓		✓							✓	✓
Create safer and more equitable outcomes for users											
Evolve council planning and designing practice to address the needs of people with a mobility or physical disability					✓	✓				✓	✓
Enhance focus on personal security and perceptions of safety		✓		✓		✓					✓

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Approaches to be taken	VIBRANT AND GROWING			SAFE, INCLUSIVE, CREATIVE			NATURAL AND SUSTAINABLE			TRUSTED AND LEADING	
	Connected	Vibrant Places	Productive	Safe and Secure	Inclusive	Healthy and Well	Nature	Climate	Resilience	Leadership	Financial Responsibility and Risk
Address road safety		✓		✓							✓
Protect the environment and create a more resilient network for future generations											
Evolve our mindset from environmental impact mitigation to nature-positive thinking							✓	✓			
Work towards the transition to net zero transport through reducing user and embodied carbon		✓			✓		✓	✓			
Enhance greening and connection to natural areas and local places	✓	✓		✓	✓		✓	✓			
Improve disaster and emergency event resilience and recovery		✓						✓	✓	✓	✓
Establish a framework to deliver the vision											
Develop an iGO Implementation Program										✓	✓
Refine our advocacy priorities										✓	✓
Evolve our transport practises and processes										✓	✓
Leverage the 2032 Brisbane Olympic and Paralympic Games opportunity		✓			✓					✓	✓
Explore alternative funding mechanisms										✓	✓

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DELIVERY AND MONITORING

The nature of roles and responsibilities across all levels and agencies of government in delivering transport outcomes is complex. Councils play a key role being the closest of any layer of government to the local community and development industry. However, they only hold a modest proportion of the overall resources and funding required to deliver the infrastructure and services that enable the vision for transport.

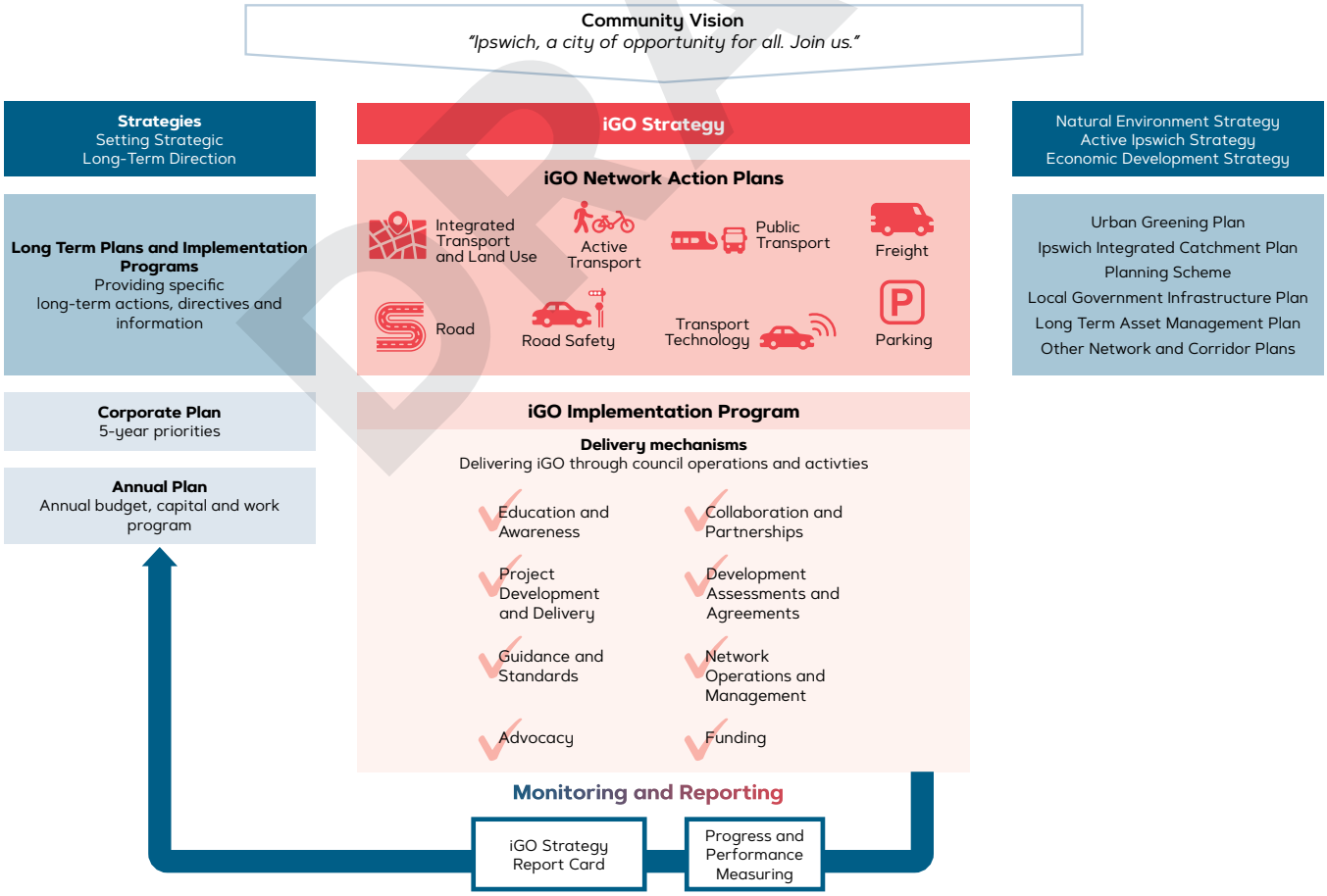
Council will take a measured and considered approach to delivering, and monitoring the success of, the refreshed iGO Strategy. Council will focus its efforts on maximising delivery on the vision and objectives using levers that it has the highest influence over. This includes levers across transport and urban policy, planning, and delivery, as well as advocacy, to address key issues and to maximise opportunities.

Supporting an updated iGO Stategy are the iGO Network Action Plans (iGO NAPs). The iGO NAPs will continue to play a key role in providing more policy detail, planning and actions for specific transport modes and themes. A series of new and updated iGO NAPs have been identified for development and these will be progressed by council as priorities and circumstances allow.

An iGO Implementation Program will be a critical enabler of the iGO Strategy, guiding action and enabling agility in how the iGO Strategy is implemented, enabling prioritisation of a range of initiatives across the transport lifecycle (from planning to delivery and management).

iGO Strategy Report Cards will be developed on an annual basis. A clear set of 11 indicators of success (one for each objective) are presented, with associated metrics and data sources identified.

Figure 1 iGO Strategy Delivery Framework



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1 INTRODUCTION

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1.1 BACKGROUND

The City of Ipswich Transport Plan (branded 'iGO') was Ipswich City Council's (council) transport masterplan. Released in 2016, iGO was used by council to advance Ipswich's transport system, respond to transport challenges and accommodate growth in the region.

Ipswich's First Integrated Transport Plan

Before the publication of iGO in 2016, the Queensland Government and council had undertaken planning for various elements of the transport system either on an individual mode, area, or corridor basis. iGO was Ipswich's first integrated transport plan and was the culmination of nearly four years of strategic planning effort by council in collaboration with stakeholders. iGO is a long-term strategic transport plan with a range of policy focus areas that set direction in transport planning and investment and enables focus for council resources and advocacy.

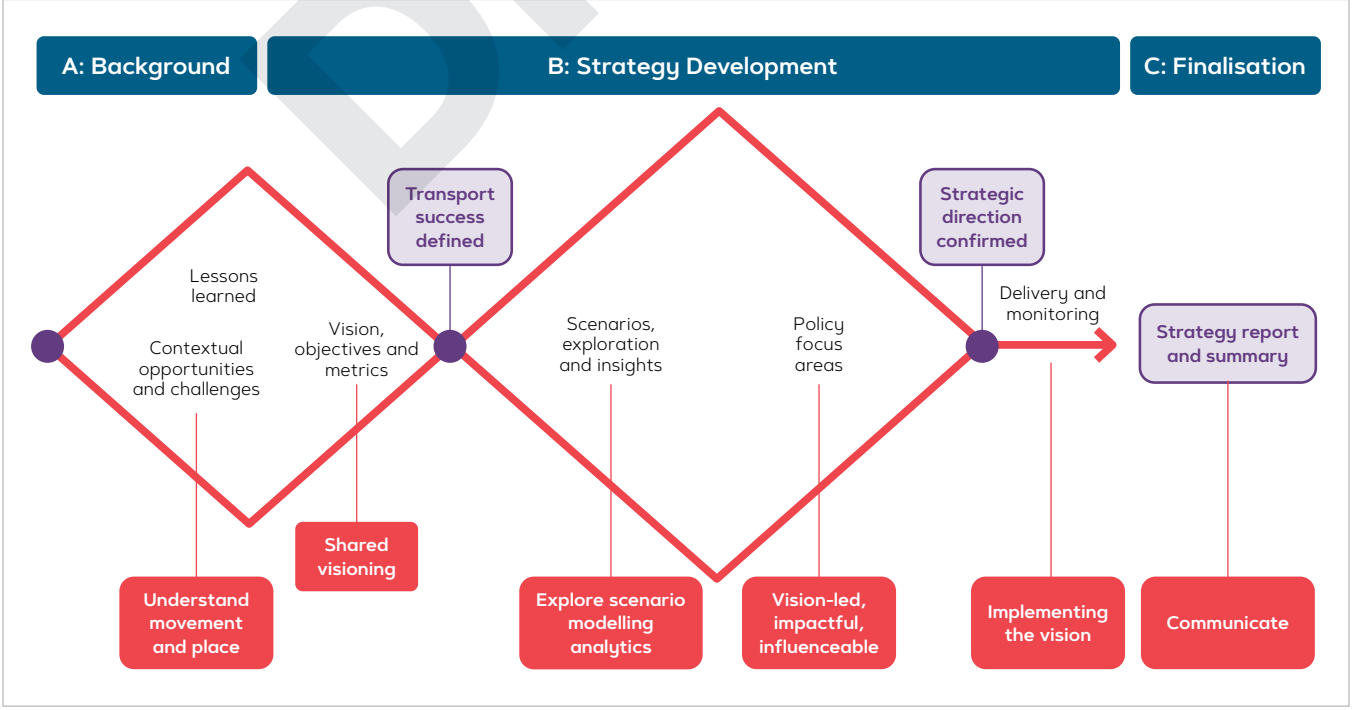
Drivers of Change

At the time of iGO publication, Ipswich had a population of 190,000, and the Queensland Government had forecast a population for Ipswich of 435,000 people by 2031. Since 2016, the strategic planning context and intent for the City of Ipswich has evolved. Urban consolidation targets are now state government policy. The City of Ipswich currently has a population of 251,150[3] and is projected to more than double in population by 2046 to approximately 533,800 residents[4], with growth guided by a community vision for Ipswich contained within the newly released *iFuture*. A global pandemic (COVID) has occurred which has resulted in a number of social and economic impacts and shifts. The housing supply crisis, decarbonisation, and sustainability have become key drivers of current government strategy and policy. Transport technology and trends have also continued to evolve. Vehicle automation, e-mobility, emerging mobility devices and data-driven applications offer new opportunities for safer and more sustainable transport.

1.2 DEVELOPING THE PLAN

Arup was engaged by council to collaboratively review the strategic direction of council's forward-looking focus and investment in transport, through the undertaking of a major review of iGO. The review was delivered in three parts as shown in Figure 2.

Figure 2 Project Approach Overview



More detailed information regarding the approaches taken to certain aspects of the review are provided in Appendix A.

3 Profile.id, June 2023
4 Ipswich Population Modeller, 2023

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1.3 COMMUNITY AND STAKEHOLDER ENGAGEMENT

Engagement has played a key role in this project and has been critical to successful strategy development and incremental endorsement. The following stakeholder groups were engaged with at a number of occasions throughout the development of the refreshed strategy (see Table 3). Outcomes of engagement with stakeholders and the community are captured in the Community Engagement Outcome Reports available on council's website and in Appendix B.

Table 3 Stakeholder Groups and Engagement Activities

Stakeholder	Description	Engagement activities
Technical Working Group (TWG)	Including representatives from the Queensland Department of Transport and Main Roads (TMR), the Department of State Development, Infrastructure, Local Government and Planning (DSDILGP), and council subject matter experts from relevant departments and teams (e.g. environment, urban planning).	**Workshops and meetings** – to guide, contribute to, and refine the development of the iGO Strategy in thematic sessions. This has included 14 workshops in total and numerous targeted meetings.
Councillor Working Group (CWG)	Including the Mayor and Divisional Councillors.	
Project Steering Group (PSG)	A cross-government team including council department general managers and senior representatives of TMR (for each TMR Metropolitan District, TransLink and Transport Strategy and Planning Branch).	
Ipswich Community Panel	The Ipswich Community Panel comprised of community members pre-registered via the Shape Your Ipswich (SYI) website.	**Deliberative forums** – three 2-hour sessions held in person with the Ipswich Community Panel to inform the panel about the project and seek their inputs about issues, opportunities, challenges and the vision.
Community	The broader Ipswich community was engaged with through the SYI website and a series of in-person pop-up sessions across the Local Government Area (LGA).	**SYI website and survey** – the Ipswich community had the opportunity to provide their feedback on transport opportunities and challenges, the draft vision, objectives and strategic directions for transport in Ipswich and the draft Strategy through three SYI online surveys. This resulted in 177 unique contributors providing feedback via the online surveys and 7,858 views of the project webpage since it has gone live. **Talk to a Transport Planner pop-ups** – drop-in session in a public place or venue facilitated by council staff that provided information and opportunities for feedback from the community. 10 pop-up events across the city occurred between December 2022 and March 2023 and over 263 individual pieces of feedback regarding transport opportunities and challenges were received. Across three additional pop-up events in June and July 2023, around 100 participants provided their feedback on the draft vision and objectives. An additional 4 pop-up sessions held between November 2024 and December 2024 saw to 78 contributions on the strategy's draft strategic directions.
Industry Bodies	Council held a number of stakeholder meetings with relevant industry bodies in early 2023, including Monash University, University of Southern Queensland, Bicycle Queensland, Queensland Walks, DSDILGP (Regional Planning and Infrastructure Teams), Australian Institute of Traffic Planning and Management, Queensland Motorcycle Council, Queensland Disability Network, RACQ	Online meetings and an invitation to make a submission on the draft iGO Strategy, whereby 2 submissions were received.

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1.4 STUDY AREA

The study area is the Ipswich LGA, which is centrally located in South East Queensland (SEQ). The LGA (see Figure 3) comprises an area of 1,090 square kilometres, has a population of around 251,150 people[5] and is experiencing high growth. Ipswich is bordered by the urbanised areas of Brisbane and Logan to the east, and the rural and agricultural areas of the Scenic Rim and the Lockyer and Fassifern Valleys to the west. Ipswich Central is located approximately 31km south-west of the Brisbane central business district (straight-line distance or 'as the crow flies'), 43km from Brisbane Airport and 75km from Southport on the Gold Coast.

1.5 THIS REPORT

The iGO major review included the development of seven working papers aligned to key steps in the review process. Each working paper was circulated to members of the TWG for review, feedback, and associated updates. The purpose of this report is to consolidate key information contained within these working papers into the form of a concise strategy technical report and will be a supporting document to the updated strategy. A summary report has also been prepared which will ultimately form the updated iGO Strategy.

The structure of the report is summarised in Table 4.

Table 4 Report Structure

Section		Description
1	**Introduction**	Sets the scene for the iGO major review and the updated iGO Strategy.
2	**Strategic Context**	Provides a succinct overview of lessons learned from iGO, the current planning and policy framework, and emerging transport trends and technologies.
3	**Opportunities and Challenges**	Provides important additional information regarding broad opportunities and challenges facing Ipswich and the transport that serves it.
4	**Vision and Objectives**	Presents a definition of success for future transport in Ipswich.
5	**Future Scenarios Assessment**	Summarises outcomes and insights drawn from evaluating potential future scenarios using transport modelling.
6	**Strategic Directions**	Identifies proposed strategic directions and approaches which council will implement to achieve the vision.
7	**Delivery and Monitoring**	Provides an overview of the key mechanisms in place to deliver the iGO Strategy and monitor progress.

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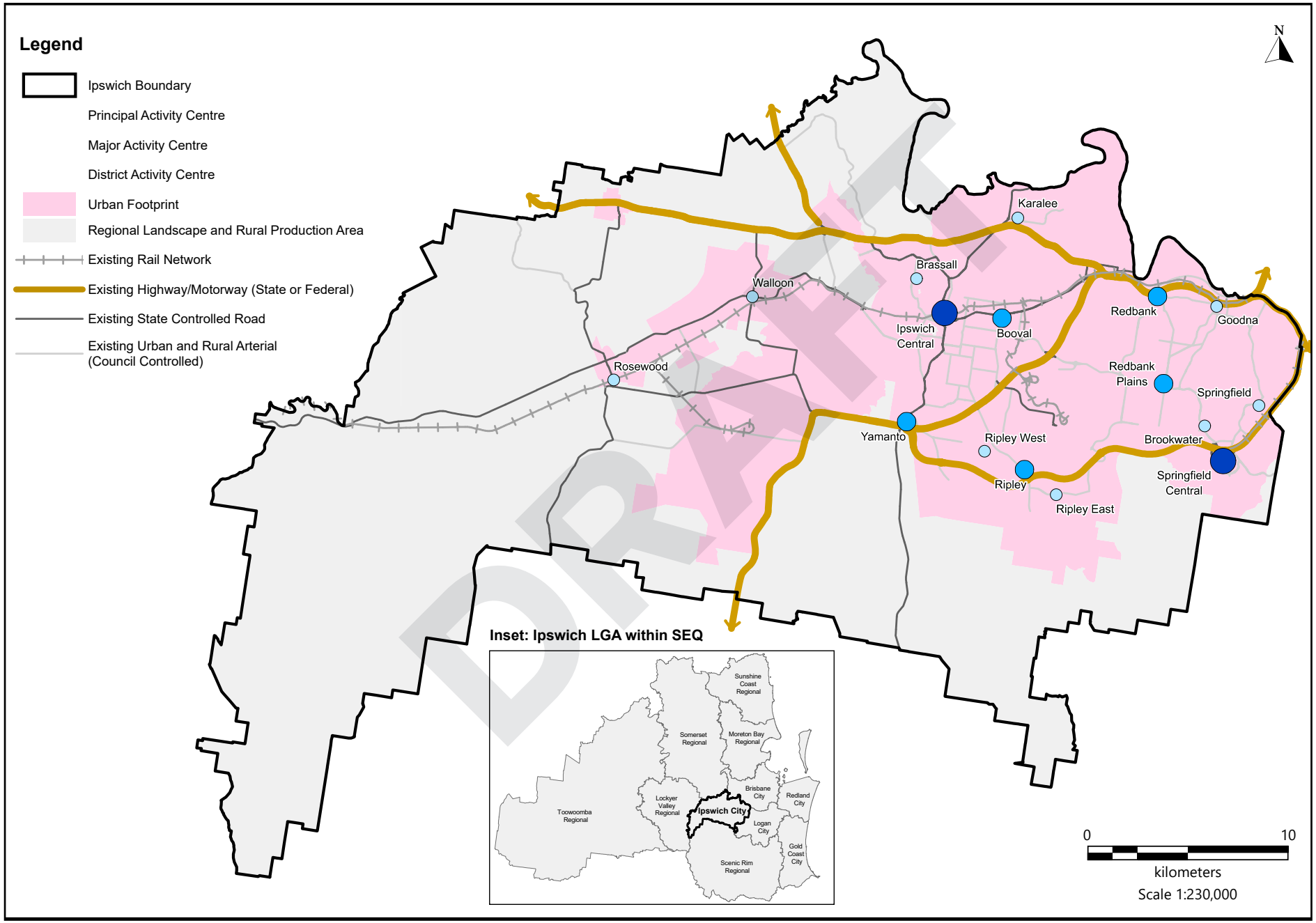
5 Profile.id, June 2023

Figure 3 Ipswich LGA Study Area



2 STRATEGIC CONTEXT

2 STRATEGIC CONTEXT

2.1 LESSONS LEARNED

Over eight years have passed since iGO was released in 2016. Through engagement with stakeholders, important lessons learnt were captured with a summary of key findings from the review presented in Table 5. These key lessons were used as an input to strategically inform the iGO major review. Overall, stakeholders agreed that iGO set a benchmark in contemporary and integrated local government transport planning and implemented key messages such as "we can't build our way out of congestion". iGO was also considered to carry a strong brand, which assisted in raising awareness of transport matters in Ipswich with key stakeholders.

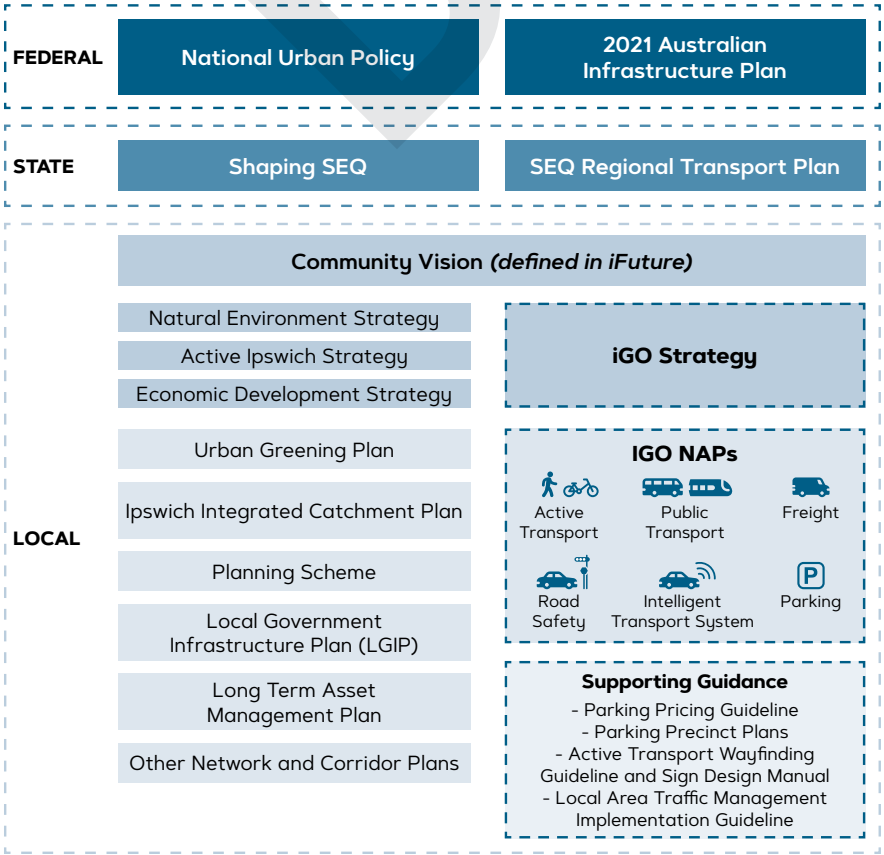
Table 5 Summary of Lessons Learnt Review

What council needs to keep doing	What council needs to improve	What council needs to consider moving forward
▪ Be progressive, in a way that is achievable and implementable. ▪ Advocating via Regionally Significant Projects. ▪ Core business activities of local transport infrastructure delivery.	▪ Focus iGO so it doesn't 'wear all the hats'. ▪ Enable greater focus of council resources. ▪ Impact on mode shift. ▪ Measuring outcomes rather than delivery milestones. ▪ Aligning iGO to prioritisation and decision-making.	▪ Role of council within the transport ecosystem and influence on outcomes. ▪ Emerging transport trends and technologies. ▪ An appropriate planning horizon. ▪ Key risks to council and the community.

2.2 PLANNING AND POLICY

Developing a local government transport strategy requires consideration of and broad alignment to planning across federal, state, and local government levels. A number of key documents relevant to the transport and urban/regional planning at each level are identified in Figure 4 below and were reviewed to understand the current planning direction set by government, and how this influences transport planning for Ipswich. An overview of each is summarised below.

Figure 4 Current Planning and Policy Hierarchy



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Federal Government

The *National Urban Policy* presents a statement on the challenges of, and responses to, urbanisation as it is currently understood at the national scale. It highlights the need to collaborate across all levels of government regarding the planning and operation of our nation's cities, in support of five identified objectives of liveable, equitable, productive, sustainable, and resilient. Transport is identified as having a role in government's delivery of each of these objectives including through integrated land use and transport planning, reducing transport emissions, increasing the role of public transport, more climate-resilient infrastructure, and enabling more productive central business districts and precincts. The *Australian Infrastructure Plan* recognises the need for infrastructure planning to form a key part of an ambitious vision for the country and provides clear cues and directives to adopt a more place-based approach towards transport planning, project development and evaluation.

State Government

Shaping SEQ and the *SEQ Regional Transport Plan* (SEQ RTP) set the urban and transport planning direction for SEQ. *Shaping SEQ* places a focus on ensuring we can accommodate forecast population growth in a sustainable way – through focussing growth in appropriate existing urban areas where communities will have higher access to daily lifestyle needs. This aligns to the contemporary push towards urban consolidation and away from a 'business as usual' approach to planning. The (SEQ RTP) (currently being updated by TMR) sets the overall aspiration for the state transport network in SEQ. It is supported by a range of other relevant TMR plans and policies which provide strategic direction for key modes and themes of transport.

Local Government

Council develop and update a number of plans and policies relevant to transport. Importantly, *iFuture* identifies the community vision for Ipswich and provides overall direction for council across its planning and operational activities. The *iFuture* vision statement and themes are outlined below.

Figure 4 highlights that the current iGO Strategy will be one of several key council strategies within the local planning hierarchy, alongside select others including the Natural Environment Strategy and Economic Development Strategy. The iGO Strategy is also supported by a suite of iGO NAPs which provide direction for specific modes (e.g. active transport, public transport) and themes of transport (e.g. safety). Proposed changes to the iGO NAPs are discussed further in section 7. Figure 4 also highlights documents that are interdependent with the iGO suite, including a combination of those that are not necessarily focussed on (but relate to) transport (e.g. Urban Greening Plan), and those more directly related to transport (e.g. LGIP).

Table 6 provides a summary of key themes of planning intent and community that have been captured through a review of key planning documents and a high-level policy analysis of the strategic context and future direction of Ipswich.

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Table 6 Summary of Planning Intent and Community Values

Summary of planning intent	
	A focus and need to **prioritise sustainable transport**
	Transport is a key element of new communities to help **improve liveability, health and wellbeing** outcomes
	Transport and infrastructure are key **enablers of the significant population and economic growth** forecast for SEQ
	Transport as a 'connector' – Ipswich to SEQ, people to opportunities, people to communities, goods to customers
	'People' need to be at the heart of the transport system – improving accessibility and conducting outcome or vision led planning (as opposed to predict-and-provide planning)
	Harnessing emerging technologies to achieve **seamless, reliable and efficient transport**
	Integration of **land use and transport** planning
Summary of planning intent	
	Creating **safe, inclusive and diverse** places where people feel welcome
	Protecting and **enhancing** the natural environment and embedding **sustainable** practices to ensure increased **resilience**
	Managing growth sustainably so as not to lose the existing character of a place
	Building a **strong and diverse economy**
	Creating an **integrated transport network** to better connect communities
	Protecting and enhancing a **strong and unique character and identity**

Although council owns the iGO Strategy, multiple organisations will play a role its delivery. It is important to note that council are responsible for local roads, pathways and bus stops. Outside of its jurisdiction, council will continue to represent the interests of the Ipswich community, take reasonable actions and advocate to the State Government for major road upgrades and public transport improvements. Council have worked closely together with TMR in the development of the iGO Strategy.

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2.3 TRENDS AND TECHNOLOGIES

A review of contemporary trends in transport and transport technology identified a number of factors requiring consideration in council's planning and operational activities. A broad overview of these are provided as follows.

Decarbonising Transport

Driven by a global acceptance of climate change and an awareness that transport is a primary contributor to these emissions, transport agencies have had an increased focus on decarbonising transport over the last six years. Reducing transport-generated carbon requires a whole-of-lifecycle approach, with a significant contemporary focus being placed on the electrification of the vehicle fleet, and the greening of the electrical grid that supports them. Research undertaken by Commonwealth Scientific and Industrial Research Organisation (CSIRO) has forecast the anticipated electric vehicle fleet mix in 20 years would be 35% based on a 'current trajectory' scenario and 60% based on a 'net zero' scenario[6].

Connected and Autonomous Vehicles

Connected and Autonomous Vehicles (CAVs) will change the way vehicles, people and our roads interact. CAVs have the potential to enhance safety and reduce congestion. They also offer the opportunity to change vehicle ownership structures, mobility service products and various other aspects of transport but need to be managed to avoid additional trips of vehicles without passengers which could result in further congestion. Research undertaken by the Australian Government indicates that approximately 10% of the light vehicle fleet would be autonomy level 4 (autonomous under limited conditions) or level 5 (fully autonomous) toward the end of the next 20 years, increasing rapidly to 30% by 2050[7].

The heavy freight sector will also benefit from connected and automated vehicle technology, through supporting the growing freight task in the coming decades, improving road safety for drivers, and helping to address Australia's shortage of professional truck drivers.

*The **Ipswich Connected Vehicle Pilot**, undertaken by TMR, saw 500 public participants' vehicles and road infrastructure retrofitted with the evaluation of the trial found that a 20% crash reduction is possible, based on C-ITS being 100% present on the network.*

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6 Electric Vehicle Projections 2021, CSIRO, May 2021
7 Forecasting Uptake of Driver Assistance Technologies in Australia, Commonwealth of Australia, 2021

Demand Responsive Transport

Demand Responsive Transport (DRT) is a form of shared private transport where vehicles alter their routes spatially or temporally based on particular transport demand rather than using a fixed route or timetable. DRT provides a public transport service and is often implemented as a solution to travel in suburbs and lower density areas that are not suited to more formalised and fixed public transport routes. DRT can help address social isolation and ensure equity of access for all residents and abilities within the region through improved access to opportunities and services. A number of trials have been undertaken by government agencies in recent years, including in Logan, Hervey Bay and on the Gold Coast. These enable important information and feedback that could be considered in potential larger scale rollout to other areas of Queensland including Ipswich. These would complement other similar local transport options such as Flexilink – a subsidised shared community transport service currently operating in parts of the Goodna, Bellbird Park, Barellan Point, Karalee and Chuwar areas.

Source: Translink

E-mobility

E-mobility generally includes electric assisted bikes, scooters, other small-wheeled devices and its use has rapidly expanded in Queensland, particularly post-COVID. Electric assistance can reduce traditional use barriers such as topography, heat and travel distance. There is a significant opportunity for their inclusion in an integrated transport system, expanding the catchment of the public transport system and reducing car dependence.

E-mobility trial with Beam Mobility

Council partnered with Beam Mobility in 2023 to run an e-scooter trial in Springfield Central, trialling the use of a new shared active travel option that will help close the 'last-mile' gap for commuters. The trial has demonstrated an enthusiastic uptake by local residents.

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3 OPPORTUNITIES AND CHALLENGES

3 OPPORTUNITIES AND CHALLENGES

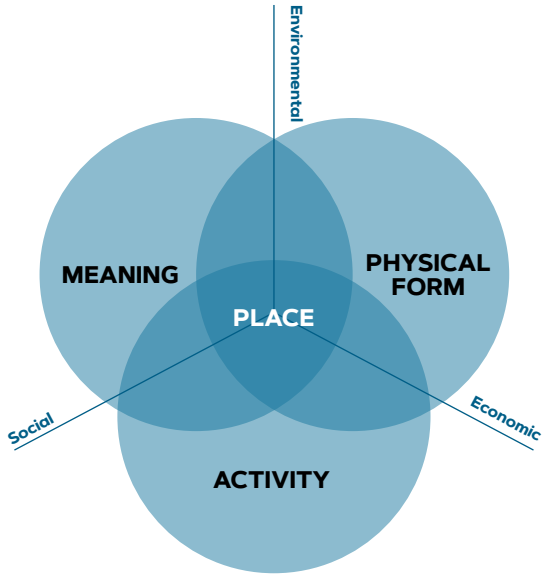
To ensure the iGO Strategy responds to Ipswich's unique aspects, and is aligned with the community vision for Ipswich, an approach known as 'movement and place' has been adopted. This approach helps ensure a contemporary plan is developed that responds to the needs of the city and its citizens.

Our baselining approach drew on the *Practitioner's Guide to Movement and Place* (NSW Government, 2022), which identifies the activities of 'understand place' and 'understand movement'. These activities were used to provide a structured and holistic approach to accrue important contextual information, and broad opportunities and challenges, regarding Ipswich and the transport that serves it. This approach helps ensure that transport planning direction is aware of and responds to broader place-based needs and maximises the strategic fit of transport solutions explored later in the planning process. In line with movement and place practise, which adopts a vision-led approach, the insights drawn from evidence accrued was guided by the community vision outlined in *iFuture*.

'Places are multilayered and diverse environments. 'Place' can't be comprehensively defined, but individual places can be described or understood by people in different ways and at different scales[8].

Places can be considered through understanding[9].

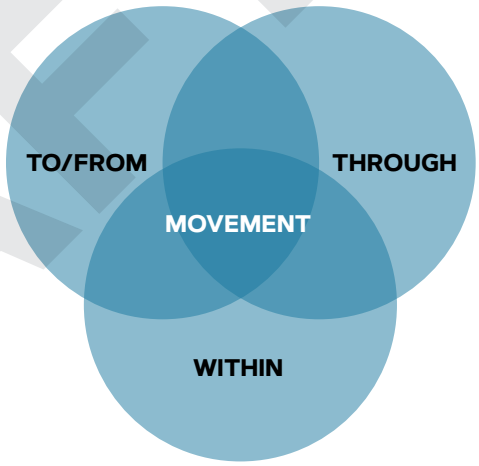
- **Physical Form** – Physical conditions of a place such as the layout and built form of the city.
- **Activity** – Including the activities that happen within them by type, diversity, and intensity.
- **Meaning** – Their shared meaning to people, including how places are commonly valued and identified with by local communities.



Considering Ipswich as a place through these lenses, combined with relevant social, economic and environmental considerations, an analysis has been undertaken, each with tangible links back to relevant opportunities and challenges facing Ipswich transport.

Movement is characterised by exploring three different types:

- **Movement through place** does not have an origin or destination within Ipswich but still impacts on it.
- **Movement to and from place** or 'access' movement moves between a location within Ipswich to a location outside of Ipswich.
- **Movement within place** or 'contained' movement occurs within the local catchment of Ipswich.



Characterising movement this way enables consideration of broad movement patterns affecting Ipswich, and when paired with more specific characterisations (e.g. trip purpose, distance etc) can enable insights on broad challenges and opportunities of current or future movement of people and goods, before identifying those more specific to transport modes or networks.

Movement and place has a strongly interdependent relationship. Movement that supports and enhances places can make positive contributions to environmental, social, and economic value. When analysing movement, considering the scale but also the strategic importance of specific kinds of movement, as well as how these movements relate to key aspects of place is important. For example, through-movement by freight vehicles could be of key economic productivity significance. However, it may also impact safety, amenity and economic activity of key centres if high volumes of heavy vehicles go through them. The multi-layered baselining led to the identification of a broad range of opportunities and challenges, which were consolidated and are summarised in Section 3.3.

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8 Place analysis, GANSW 2019)
9 As adapted from Place analysis GANSA, 2019

3.1 PLACE

3.1.1 Social and Economic

POPULATION

Current

Ipswich is an area comprised of distinct peri-urban and rural communities with their own character and centres. As of 2023, Ipswich had an estimated population of approximately 251,150 people[10], and grew by approximately 18% in the five years from 2016 to 2021. As shown by the population density plot in Figure 6, this population is focussed in the east of the LGA, in two large areas either side of the Cunningham Highway. Population trends analysis indicates that growth between 2016 and 2021 occurred predominantly in greenfield areas such as Ripley and Springfield, rather than in existing urban areas. Density within the LGA is low at 212.9 people per square kilometre[10] compared to Brisbane which has a density of 953.1 people per square kilometre.

Forecast

Looking forward, Ipswich is forecast to continue its trend as one of Queensland's fastest growing LGAs. According to council's Ipswich Population Modeller (IPM), the population is expected to grow to approximately 533,800 people by 2046, representing 128% growth from 2021. These forecasts are illustrated in Figure 5 and are strongly aligned with the Queensland Government Statisticians Office (QGSO) 2023 medium series projections, which forecast a population of approximately 529,000 by 2046.

Critical to understanding the potential sustainability of the future travel task associated with population growth is the nature of how and where this growth will occur. Further analysis of IPM outputs indicates this development is expected to occur predominantly through new greenfield development with some increases to density through infill development also supported. This includes approximately 30% of growth occurring in the Ripley statistical area, with another approximately 40% distributed across Rosewood, Bellbird Park, Brookwater and Springfield Lakes Statistical Area Level 2 areas. These align to residential growth areas identified in the Planning Scheme, including in the western growth corridor of Walloon-Thagoona-Rosewood, as well as in Haigslea and Redbank Plains.

Housing is predominantly planned to be in a detached form. ShapingSEQ highlights the proportion of detached dwellings in the Ipswich LGA in 2021 was 88%. This plan sets a 2046 target to reduce this to 78% by 2046 by limiting detached dwellings to 69% of new dwellings delivered between 2021 and 2046. This is accompanied by 27% low-rise attached housing, and the remaining 4% across medium and high rise attached dwellings. When excluding the more 'regional' LGAs of Lockyer Valley, Scenic Rim and Somerset, Ipswich has the equal second highest target proportion of detached houses in 2046 out of the nine more 'urbanised' LGAs of SEQ (behind only Logan). ShapingSEQ importantly notes the Ipswich LGA policy objective to achieve a lower 70% detached dwellings by 2046.

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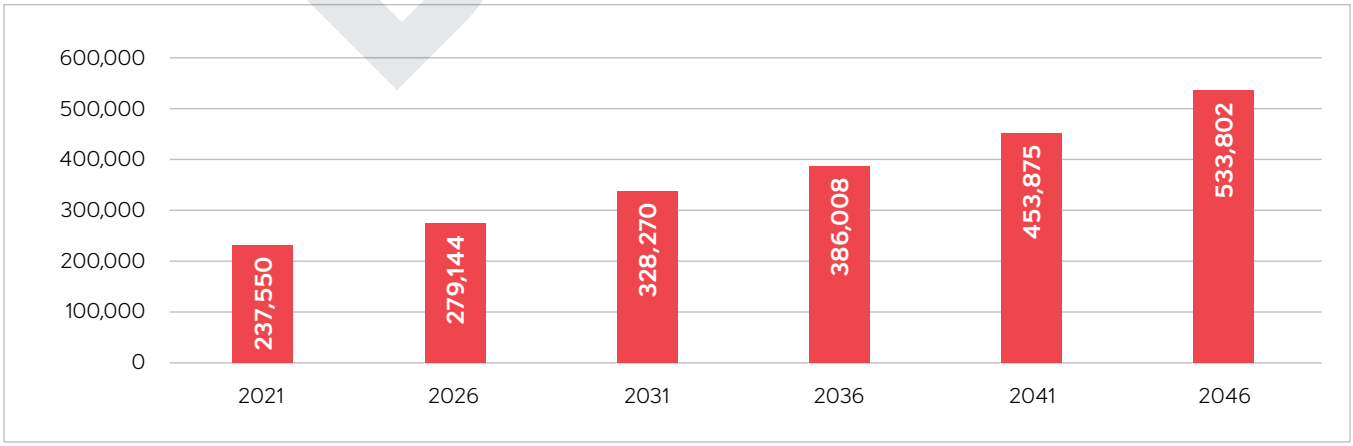
Figure 5 Forecast Population Growth in Ipswich *(Source: IPM, 2023)*



10 Profile.id, June 2023

Figure 6 Population Density in 2021 (Statistical Area Level 1) *(Source: ABS, 2021)*

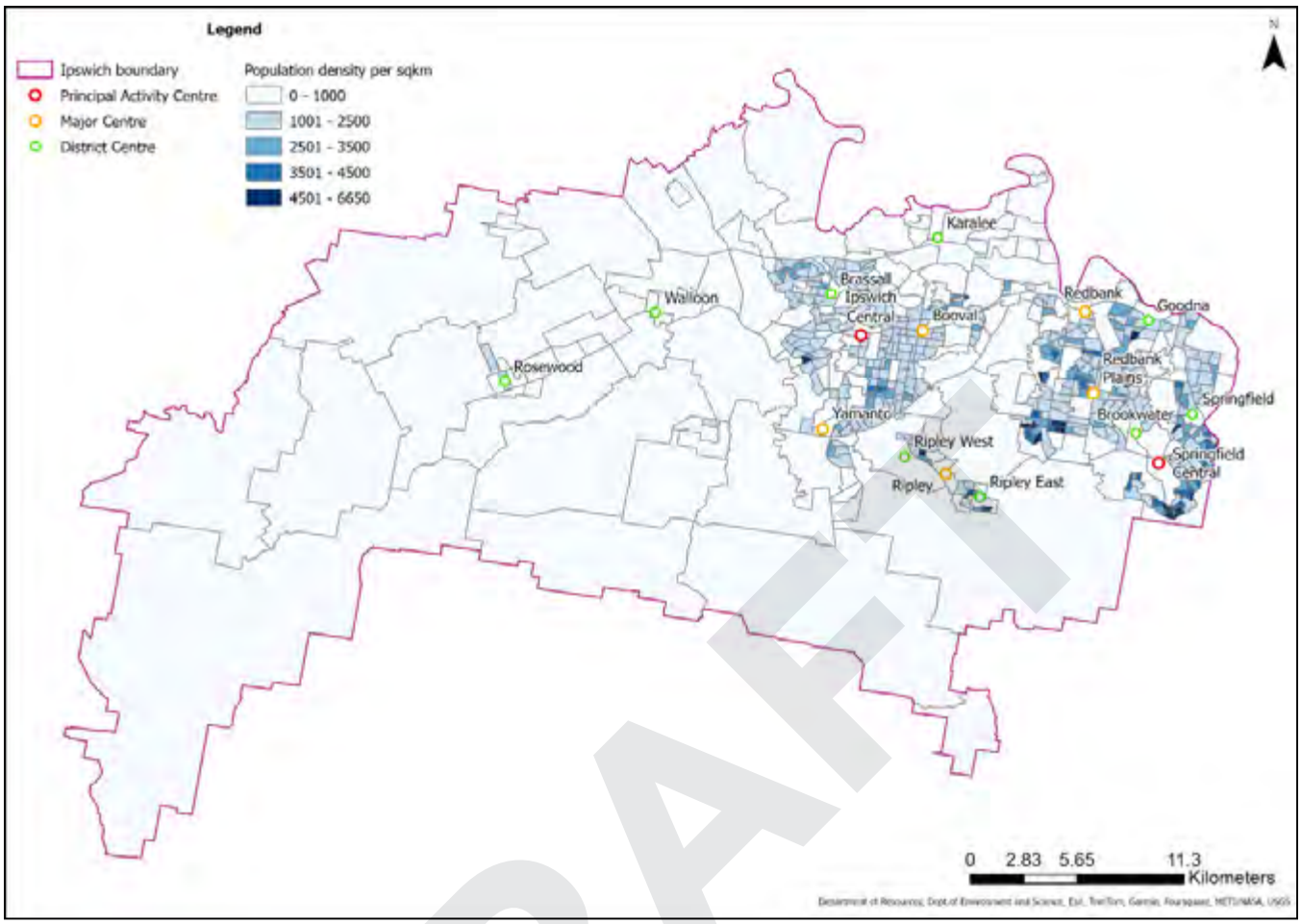
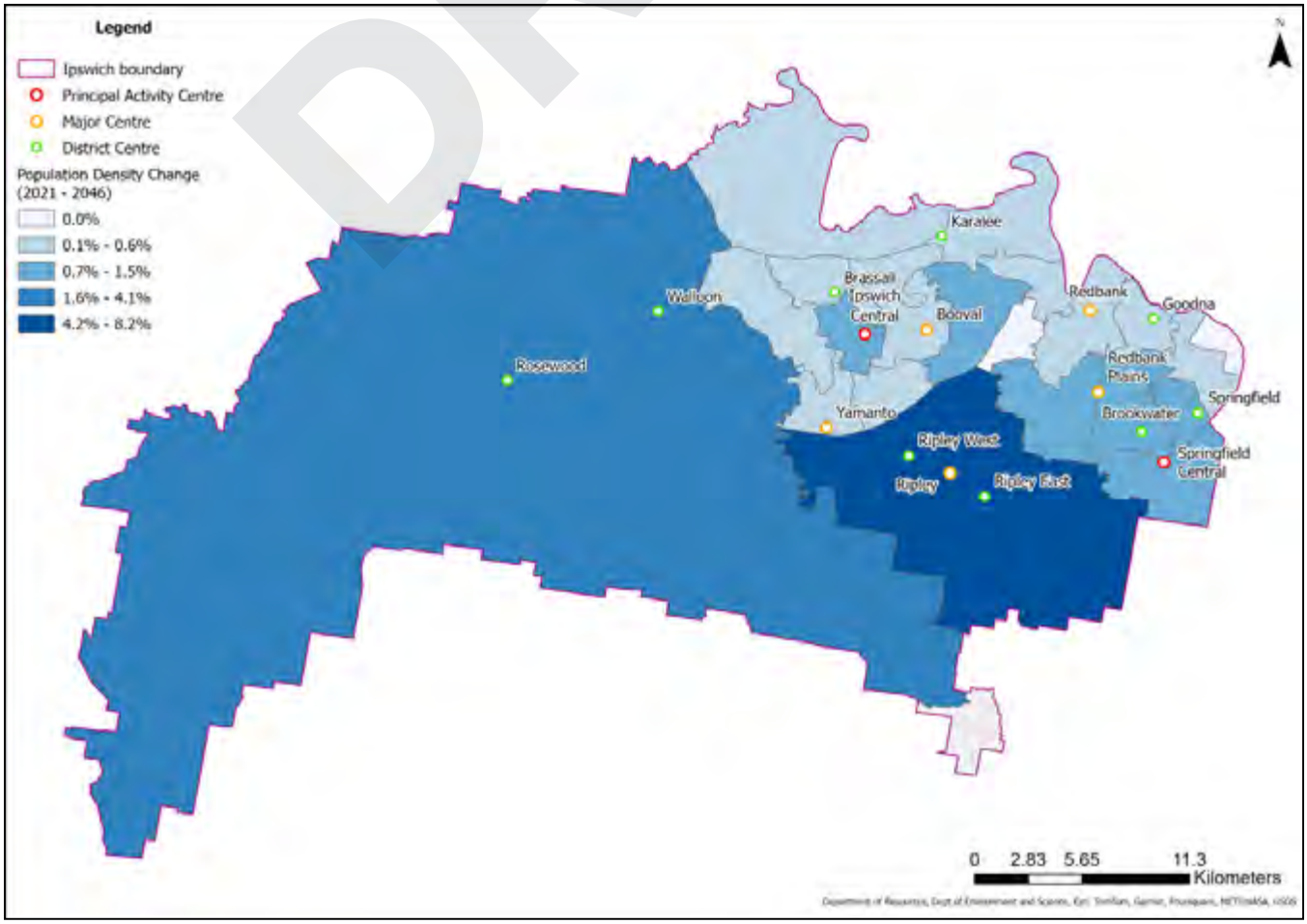


Figure 7 2021–2046 Forecast Population Density Change (Statistical Area Level 2) *(Source: IPM, 2023)*



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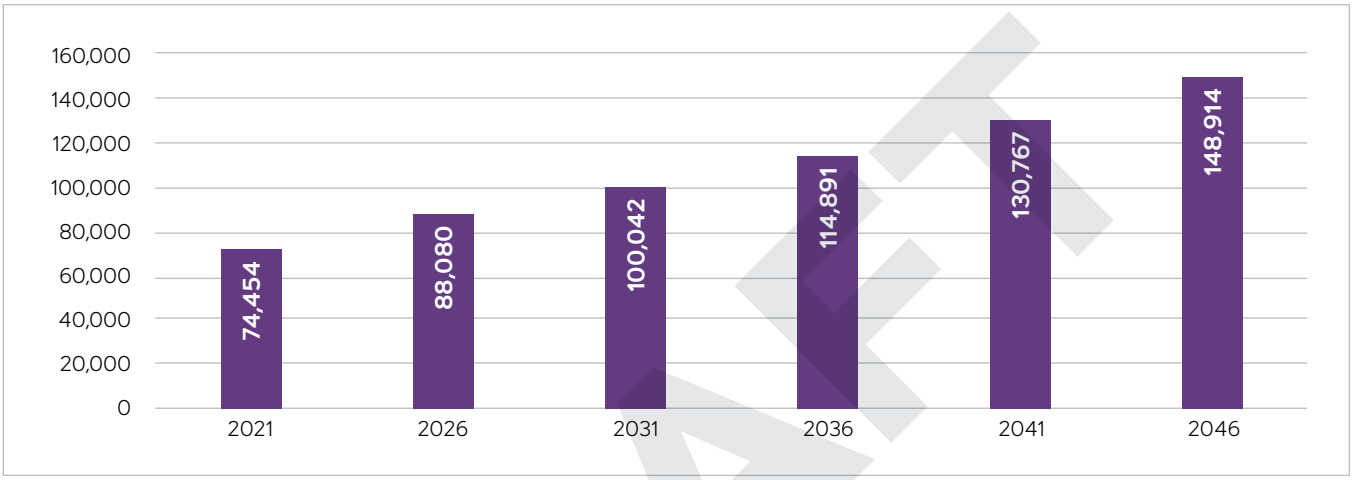
EMPLOYMENT

Approximately an additional 61,000 jobs are expected in Ipswich over the 20 years from 2026 to 2046[11] (see Figure 8). QGSO statistics indicate that health care and social assistance and manufacturing are currently the primary employment industries, and this is forecast to remain the case in the future by representing 22% and 14% of forecast jobs in 2041 respectively[12]. Other key industries in 2041 are forecast to include education and training (12%), retail (10%), public administration and safety (8%), and construction (8%). The majority of these jobs are forecast to be distributed across the major centres and economic clusters identified following.

ACTIVITY CENTRES AND ECONOMIC CLUSTERS

The key urban centres are focused primarily within the northeast portion of the LGA (see Figure 9), while a number of significant industrial precincts are emerging/planned, and include the following by state government terminology:

Figure 8 Forecast Employment Growth in Ipswich *(Source: IPM, 2023)*



- **Principal centres:** Ipswich Central and Springfield Central
- **Major centres:** Redbank, Redbank Plains, Booval, Yamanto and Ripley
- **Regional Economic Clusters:** Ipswich, Springfield and South West Industrial Corridor
- **Major Enterprise and Industrial Areas:** Ebenezer, RAAF Base Amberley, Wulkuraka, New Chum, Swanbank, Bundamba, Riverview, Redbank and Carole Park.

The principal and major centres represent significant opportunities to provide current and future communities with daily lifestyle needs, services and social interactions, as well as attractive employment locations for local workforce. Industrial activity plays a significant role in the Ipswich economy, and a series of industrial growth areas have been identified within the *Ipswich City Plan 2025*.

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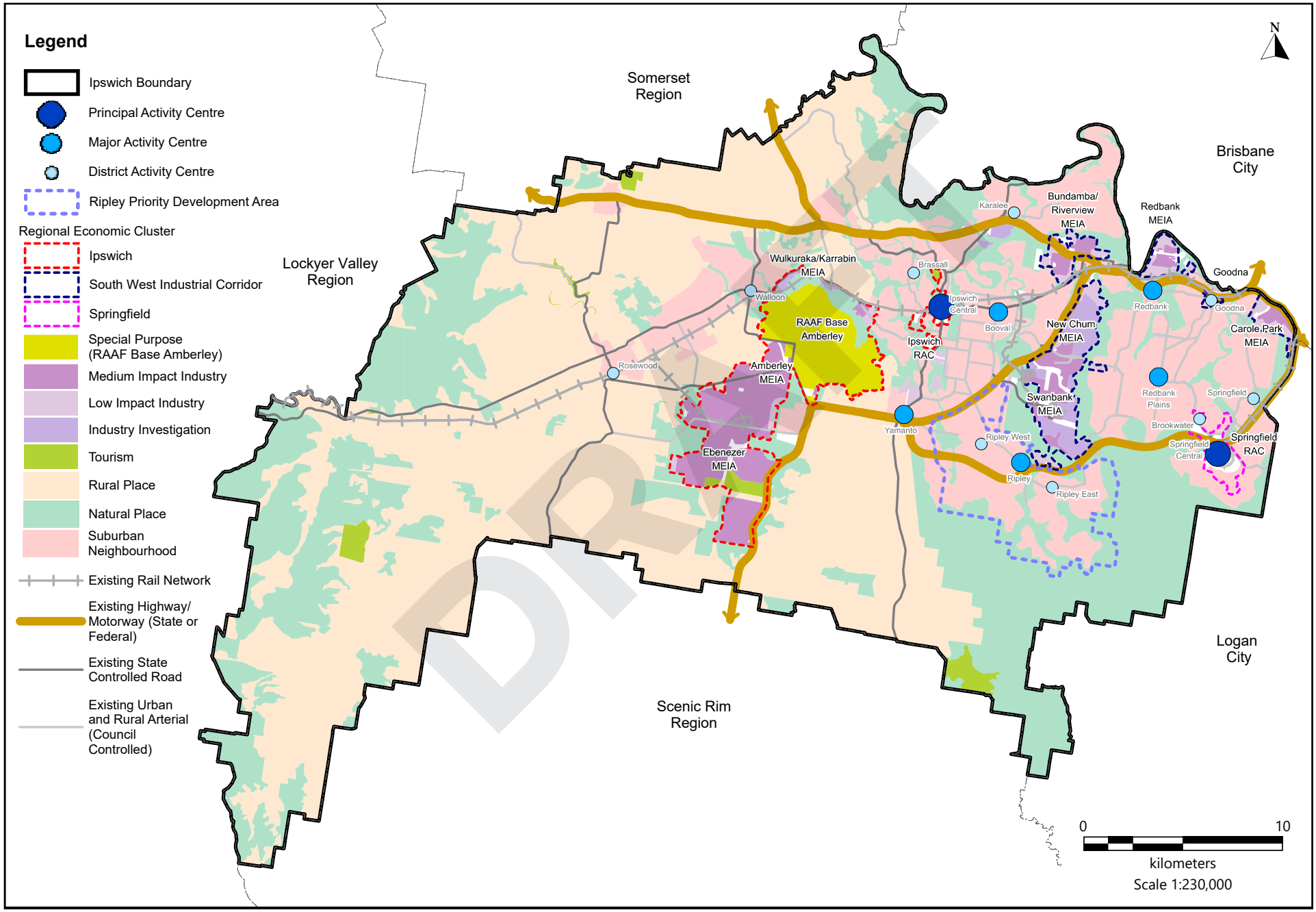
11 Ipswich Population Modeller, 2023
12 QGSO Regional Employment Projections, Industry Employment – South East Queensland, 2010–2011 to 2040–2041

Figure 9 Ipswich Activity Centres, Growth Area, and Economic Clusters



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HEALTH AND WELLBEING

Ipswich is significantly below the minimum sufficient physical activity benchmark as outlined by the World Health Organisation[13]. Figure 10 shows the population of West Moreton (which includes Ipswich) currently has a 13% higher rate of obesity compared to the Queensland average. In addition to obesity, the Health of Queenslanders 2020 report shows that West Moreton has higher proportions of people who smoke daily or are inactive compared to other areas of Queensland.

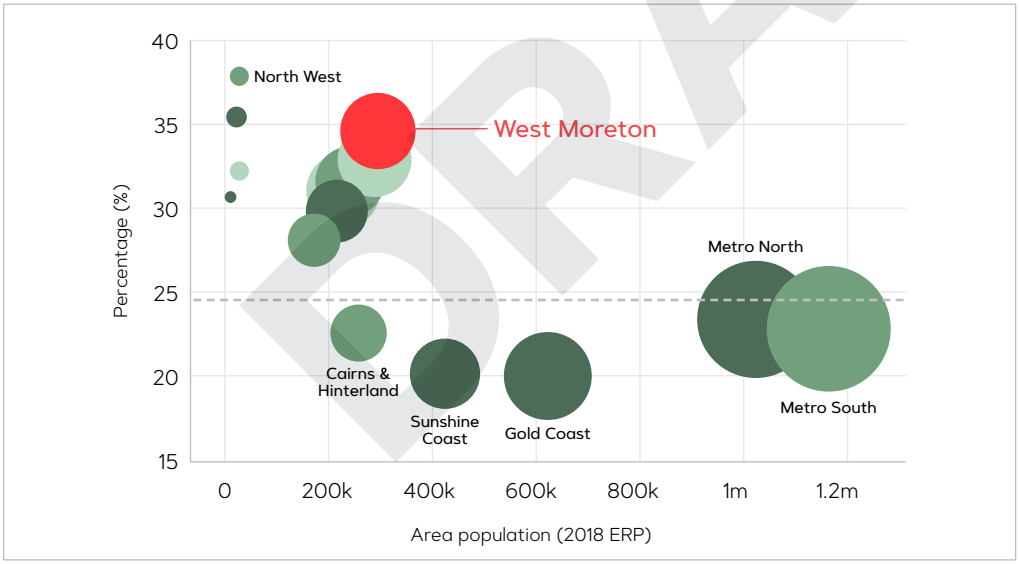
PERSONAL SAFETY

In 2021, Ipswich recorded 0.14 offences per person in 10 years compared with Brisbane which recorded 0.04 offences per person over the same period[14]. Community engagement undertaken also confirmed that personal safety was a key concern for residents. The introduction of e-scooters has also created new safety and user experience challenges. Unless safety, including the perception of safety, is improved, there will continue to be a perceived barrier to accessibility in Ipswich which may reduce Ipswich resident's engagement with place and sustainable modes.

CULTURE AND HERITAGE

Ipswich is also a well-known heritage city rich in many forms of heritage. There are Aboriginal Cultural Heritage and Cultural Landscapes within the LGA. The Ipswich Central area also contains a high number of non-Aboriginal heritage sites that are of both local and state heritage significance. This includes transport history such as the first railway line in Queensland (between Ipswich and Grandchester), the Historical Grandchester station, the Queensland Museum Rail Workshops, and the Queensland Pioneer Steam Railway. The Bremer River was also an important transport link between Ipswich and Brisbane until the 1870s to transport cargo[15], and is still a key feature of the city's natural landscape. Stakeholders have also identified that many transport corridors are also built upon ancient movement corridors, presenting an opportunity to reconnect with and respect this cultural heritage. Ipswich has a strong sporting heritage[16] with more Olympic representatives per capita than any other provincial centre in Australia. Interest in and attendance at the upcoming Brisbane 2032 Olympics and Paralympics is likely to be keenly attended by Ipswich residents.

Figure 10 Rate of Obesity in West Moreton *(Source: Chief Health Officer Report 2020)*



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13 World Health Organisation, WHO Guidelines on Physical Activity and Sedentary Behaviour', March 2023
14 Queensland Police Service, 2022
15 Ipswich.qld.gov.au/__data/assets/pdf_file/0019/10486/river_boats.pdf
16 Ipswich 2020 Vision Statement and Action Plan Framework – Community Spirit and Wellbeing, 2005

AFFORDABILITY

The increasing cost of living is one of the biggest issues facing residents in Ipswich and the cost of transport is a key factor among these broader affordability issues. With fuel costs increasing by 50% between 2021 and 2022[17], petrol prices are identified as the fourth biggest issue facing Ipswich residents[18]. This is compounded by rising electricity prices (relevant for the growing number of electric vehicle owners). Quarterly data also indicates households in the broader Brisbane area experience the highest public transport costs of all Australian capital cities[19]). It is considered this data is likely to remain relevant for Ipswich households or is potentially exacerbated by the long distances residents travel to access work (see section 3.2.2)

The affordability of delivering transport infrastructure and operating public transport services is also a significant challenge facing governments, with the cost of constructing roads and bridges in Queensland increasing by 11% between 2021 and 2022[20]. This therefore places constraints on transport network upgrades, potentially limiting the number that can be carried out. It can also create challenges in expanding public transport services, particularly into new growth areas comprising predominantly detached and lower density housing.

3.1.2 Natural Environment

BLUE AND GREEN

Ipswich has a rich natural environment with a number of protected conservation areas and waterways. The natural environment is very important to the Ipswich community and is noted as something to be protected and enhanced by council. Conservation areas have increased over the years[21] with many of these areas also identified as areas of scenic amenity within the *Ipswich City Plan 2025*. However, many natural areas have declined in health[21], fauna-vehicle collisions on Ipswich's roads are a regular occurrence, and urban expansion – including the associated required transport infrastructure – is putting more pressure on the natural environment. The pipeline of transport projects to meet future growth is significant. These planned projects include mostly road infrastructure projects rather than active or public transport projects, and present risks to the natural environment. Future development and associated transport planning and delivery need to recognise key environmental values including fauna habitats and movement.

Many suburbs in Ipswich have lost tree canopy cover between 2014 and 2019 (see Figure 12), particularly in greenfield growth areas such as Ripley Valley and Springfield, overall exacerbating the urban heat island effect. As outlined in council's Urban Greening *Plan*, greater tree canopy cover helps to improve the resilience and liveability of the city through the protection and establishment of urban forests, urban corridors, and greening within public and private spaces (including transport) and can help promote active travel.

TOPOGRAPHY

In active and accessible transport terms, a slope greater than 5% is considered to be difficult to manage and discourages people from utilising this option[22]. Many areas within Ipswich, including those within the urban footprint, are subject to slopes greater than 5% as shown in Figure 13. The mapping highlights that many of the hilly terrain areas are around conservation areas and the waterway systems away from developed areas, while many of the flatter areas are located in the rural portions of the LGA. However, there are a number of areas within the urban footprint that are subject to slopes greater than 5% in central, eastern and northern areas of Ipswich. As identified, emerging electric assisted mobility devices (e.g. e-scooters, e-bikes) can reduce traditional usage barriers such as topography.

CLIMATE AND HAZARDS

There are a number of areas that are at risk of impact from natural hazards within the LGA. Some of the key hazards include:

- **Areas Prone to Flooding** – Focused around major waterways (see Figure 14) and has a potential impact zone that traverses the centre of the LGA. As a result, many of the existing urban areas are prone to flooding.
- **Areas at Risk of Bushfire** – Heavily focused around the nature conservation areas (see Figure 15), which include key areas of future planned urban expansion, for example Ripley Valley and Springfield Central. This has implications for resilience planning in terms of access to and from these areas during a bushfire event.
- **High Temperatures** – Ipswich's average annual temperature is 27.3 degrees Celsius[23], often reaching around 32 degrees Celsius in the summer. The urban heat island effect contributes to higher temperatures, creating land surface temperatures up to 46 degrees Celsius in many areas of the LGA. Areas with cooler land surface temperatures correspond with those of the nature conservation parks that include large areas of vegetation, further showcasing the importance of green and blue corridors to combat the urban heat island effect. Imagery (see Figure 16) shows higher temperatures in select developed areas and paved areas (e.g. Royal Australian Air Force Base Amberley, select major roads).

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17 Queensland Government, 2022
18 Profile,id 2023
19 Australian Automobile Association , 2024
20 Australian Bureau of Statistics
21 Ipswich 2020 Vision Statement and Action Plan Framework – Natural environment, 2005
22 Austroads Guide to Road Design, Part 6A: Paths for Walking and Cycling, 2021
23 Bureau of Meteorology

Figure 11 Environmental Areas and Values

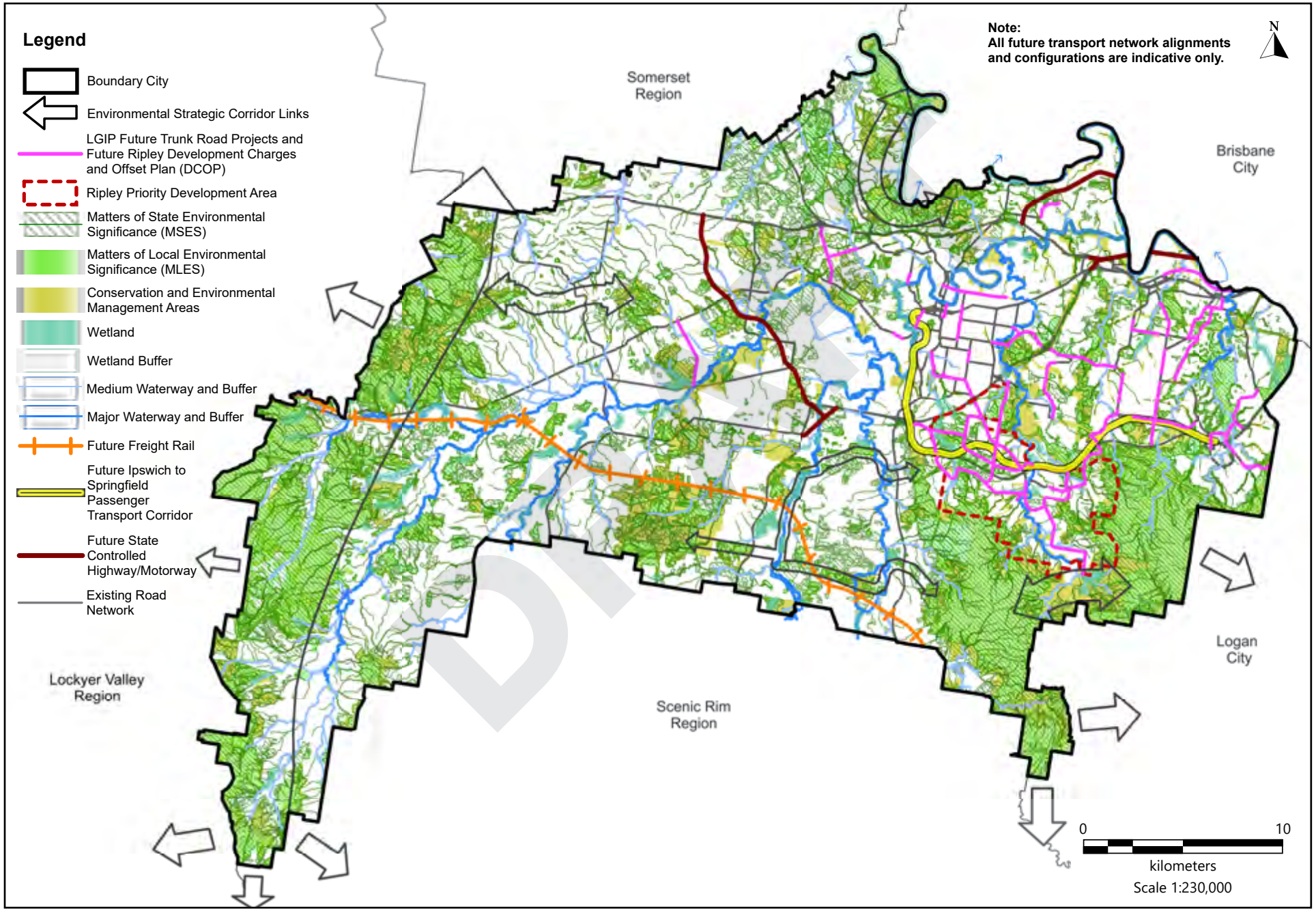

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Figure 12 Change in Tree Canopy Coverage 2014–2019

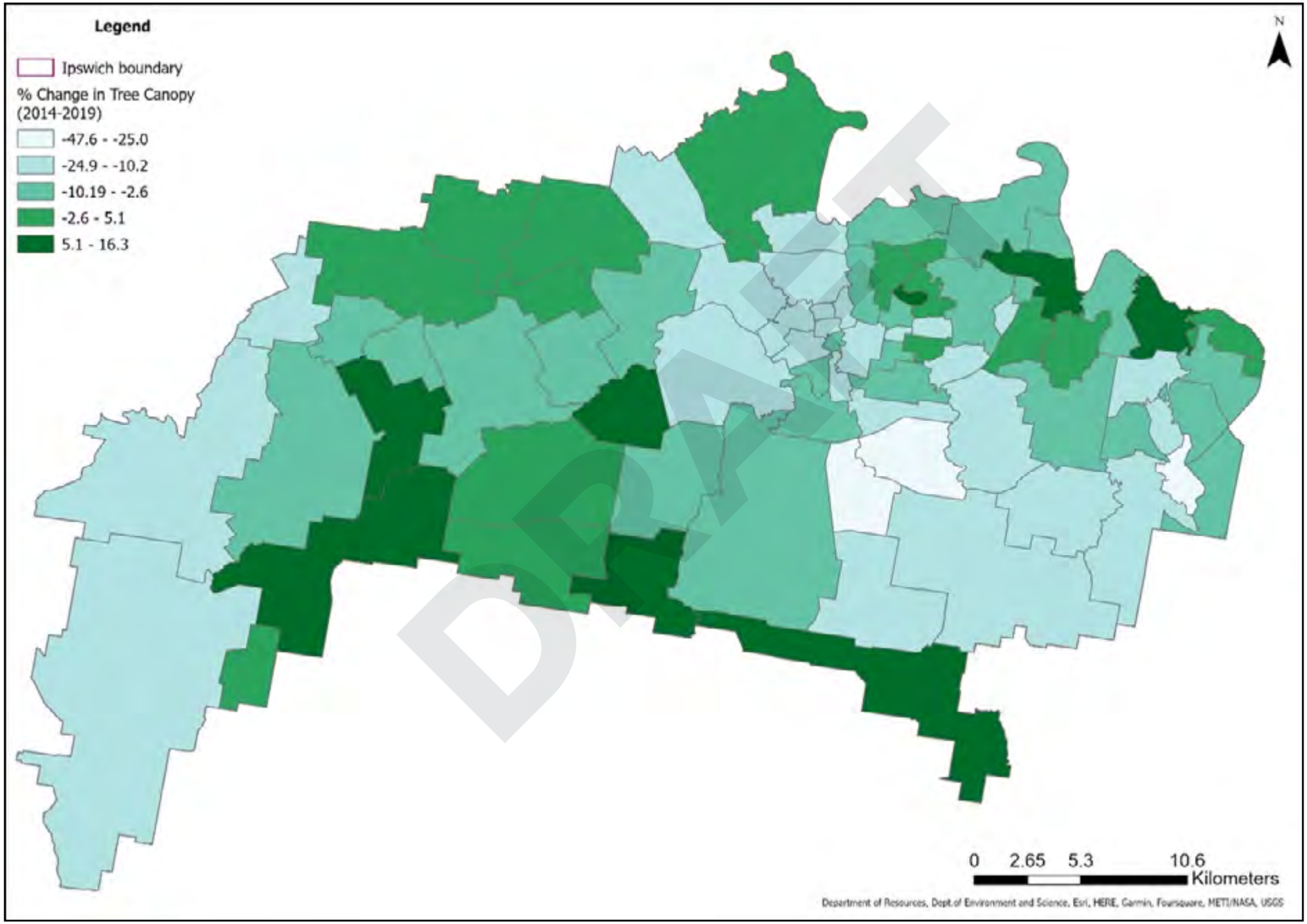

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Figure 13 Topography

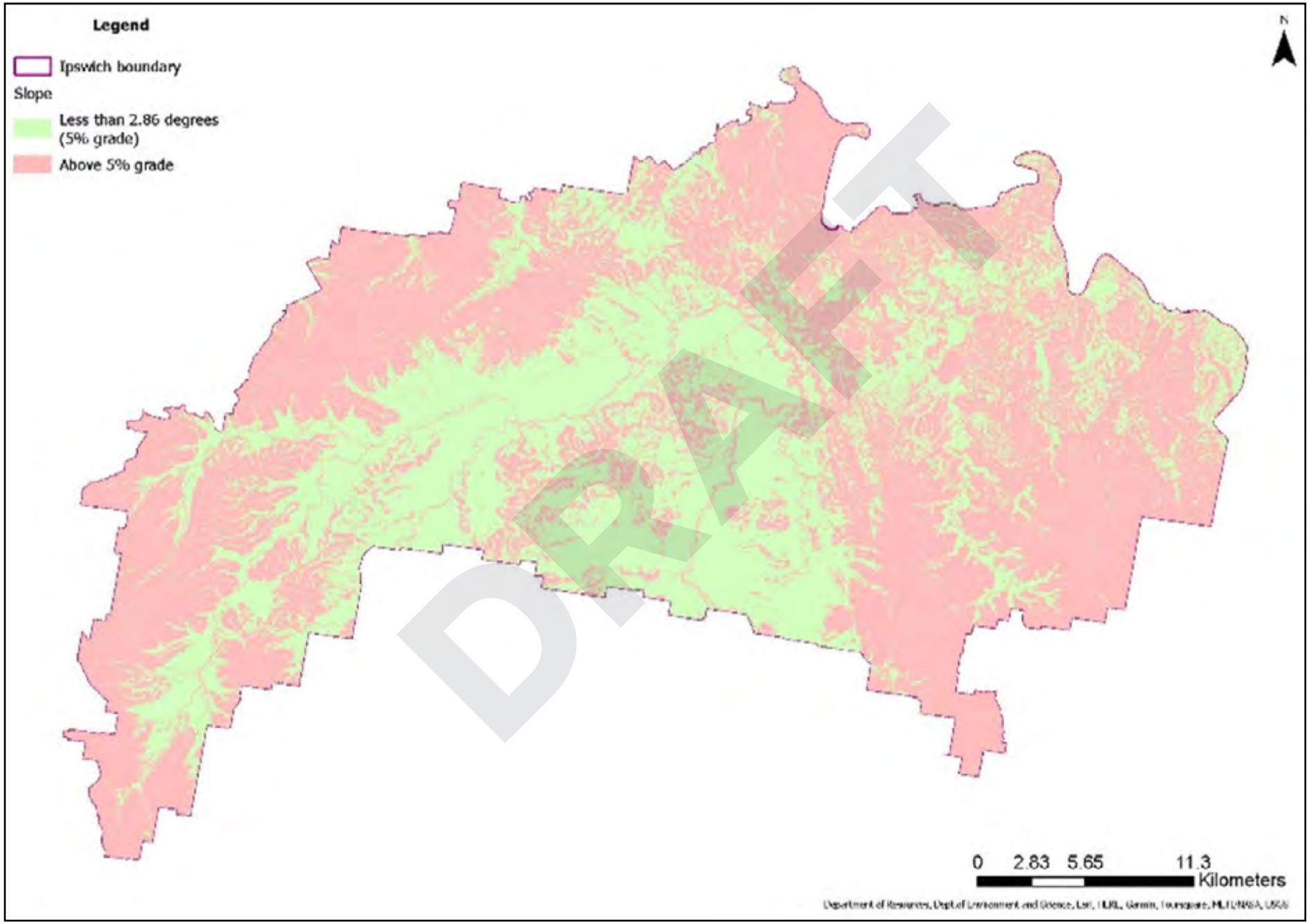

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Figure 14 Flood Prone Areas

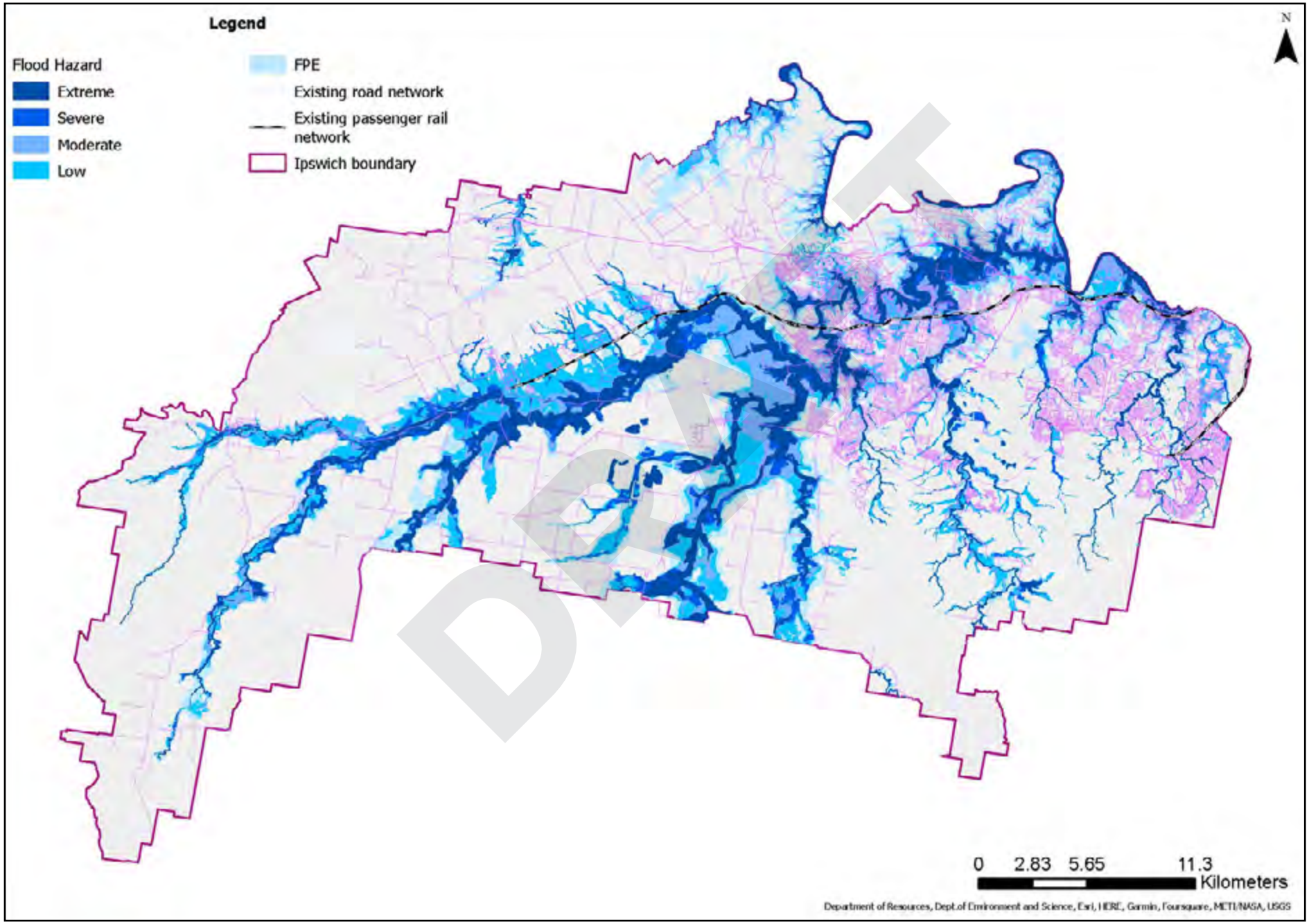

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Figure 15 Bushfire Risk Areas

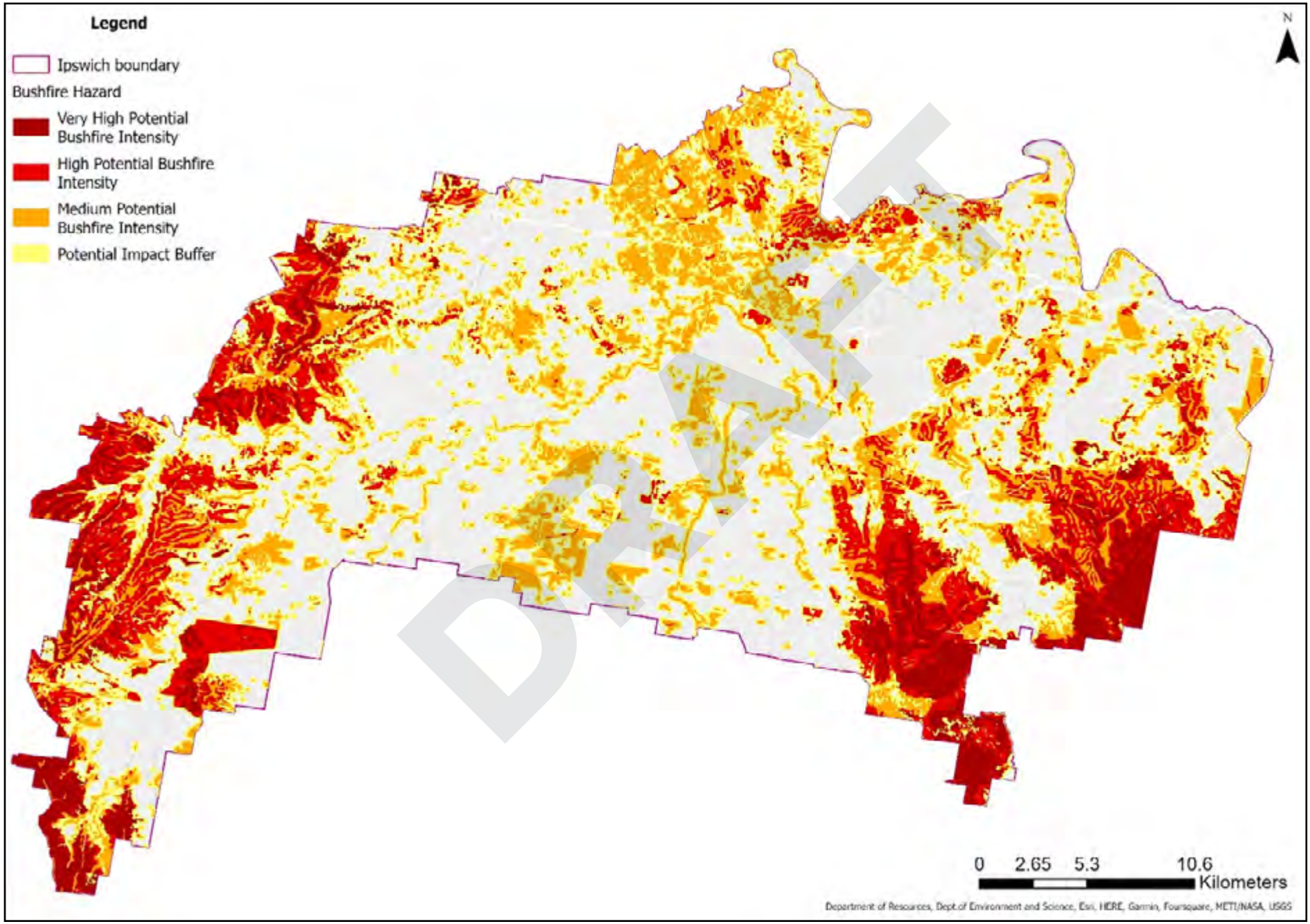
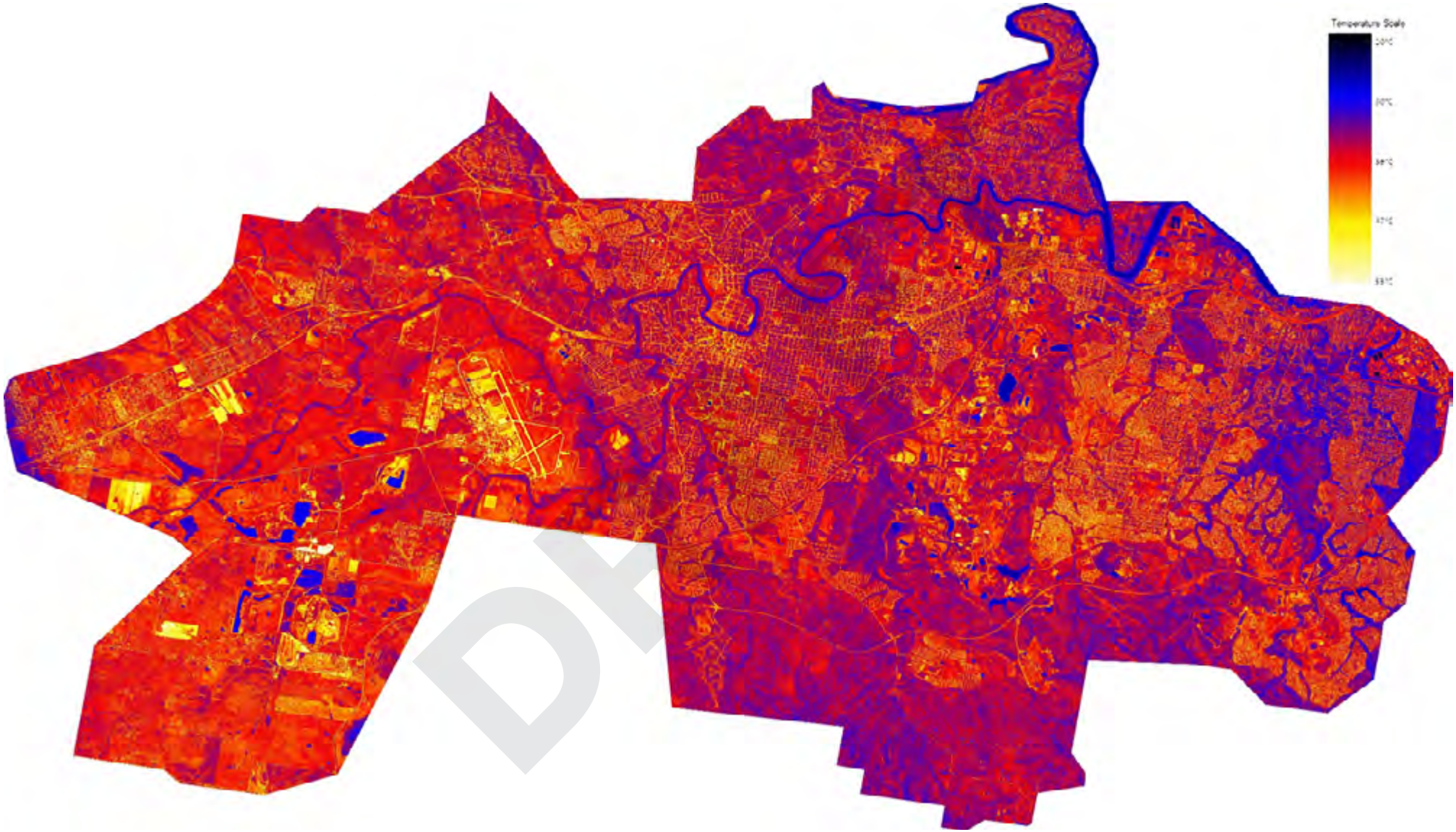


Figure 16 Urban Heat Island Effect (Ipswich LGA)



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3.2 MOVEMENT

3.2.1 Existing Transport Network

Mapping and a broad review of the existing Ipswich transport network, for each mode, was undertaken as part of baselining activities. A map of the existing network is illustrated in Figure 17 to Figure 19. A summary of key observations is provided in Table 7.

Table 7 Existing Network Overview

Mode	Existing network overview
	Walking network The walking network is well-established in new communities such as Springfield and Ripley, but scattered or non-existent throughout the majority of Ipswich's remaining developed areas. As of 2022, the pedestrian network consisted of 1403km of footpaths and approximately 168km of shared paths (width greater than 2.5m). Approximately 12,6km (0.9%) of these footpaths were deficient in width (i.e. less than 1.2m wide) and many areas in Ipswich do not have footpaths at all.
	Cycle network The cycle network is minimal and connectivity is sporadic, with many disconnected on-road facilities and unlinked off-road shared paths (often connecting to narrow or deficient footpaths). As of 2022, the cycling network in Ipswich was not well developed with limited existing shared paths and cycle lanes. There were approximately 168km of shared paths and 197km of dedicated on-road cycle lanes/cycle tracks.
	Public transport network As of January 2025, there were 18 urban bus routes providing connections to destinations within the Ipswich LGA. Four of these bus routes provide connections to destinations outside the LGA (Somerset Region, Lockyer Valley, City of Brisbane and City of Logan). The current bus network generally covers principal, major and district activity centres. However, some developed areas are not serviced, such as Karalee and Walloon. Areas like Ipswich Central and Springfield Central have some bus connectivity, but many local residential areas have circuitous hourly services or lack services completely. Limited bus networks and bus hours do not adequately support access to activity centres and railway stations or support non-traditional work schedules, such as those of hospital workers, hindering fully equitable access across the LGA. Two rail corridors provide access between local residential areas and key destinations in Brisbane, connecting Ipswich Central and Springfield Central with the Brisbane CBD. Travel times by rail are approximately 20–30 minutes slower than by car. Many passenger rail stations currently service lower density residential catchments and have large park 'n' ride demand. However, higher density development around these rail stations has been incorporated as part of the *Ipswich City Plan 2025*.
	Road network The strategic road network is well-established, enabling movement of people and goods through the LGA without traversing through higher level activity centres (in most cases), with generally direct connections to and between centres and places. However, there are localised connectivity and resilience challenges, such as the limited opportunities to cross the Bremer River – which creates a degree of severance for all modes. The road network services all principal and major activity centres, with numerous motorways, arterial and rural roads servicing the outer areas of Ipswich LGA. It includes elements of the National Land Transport Network (Warrego Highway, Cunningham Highway).
	Freight network The freight network provides direct connections to major centres within Ipswich, as well as movement through the region – from Brisbane to the southern and western reaches of the state. Emerging industrial precincts such as Ebenezer will need to be connected to the freight network. As such, catalytic infrastructure upgrades will be required to support their connection to national supply chains and major infrastructure such as Inland Rail.

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Figure 17 Existing Active Transport Network

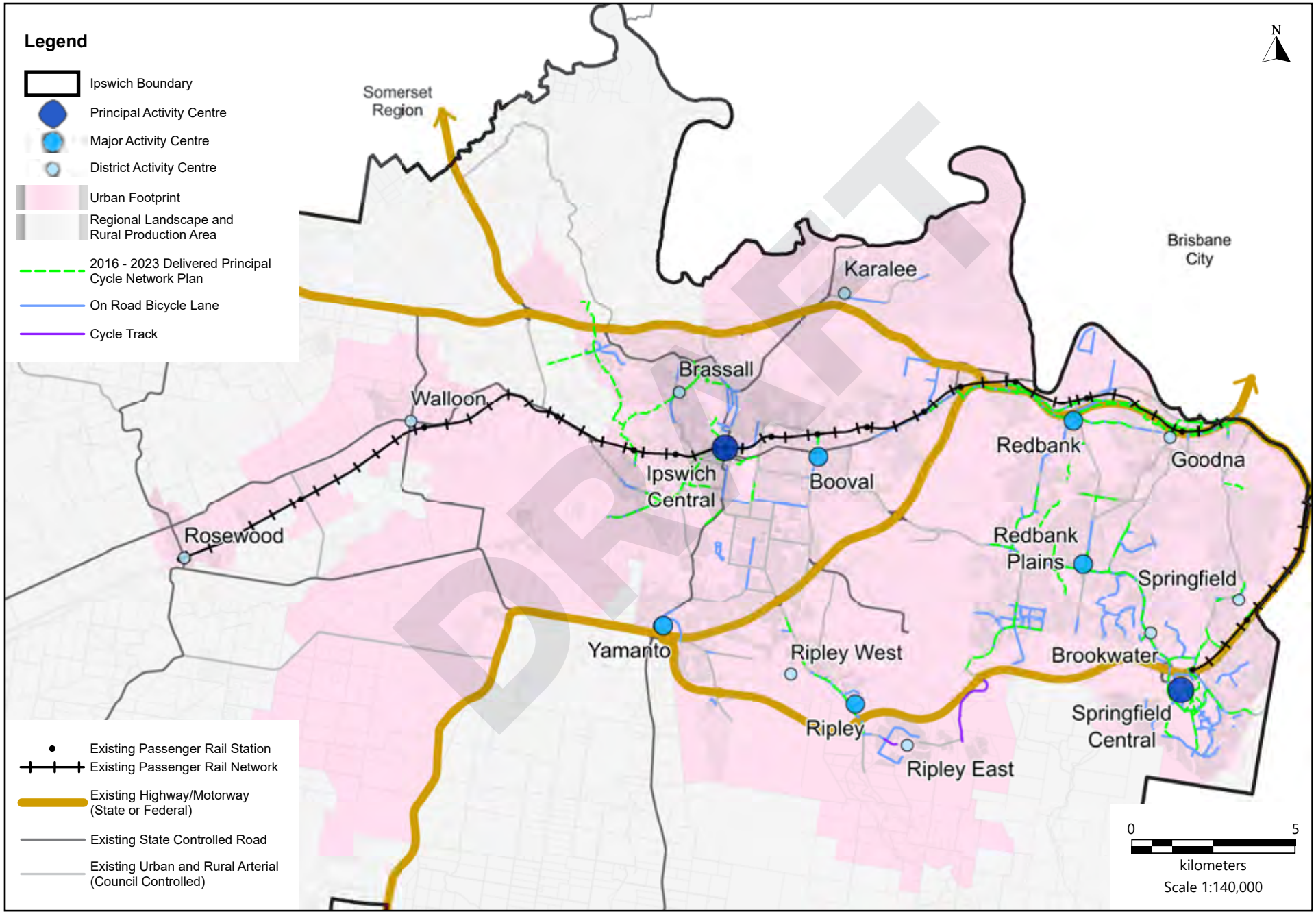


Figure 18 Existing Public Transport Network

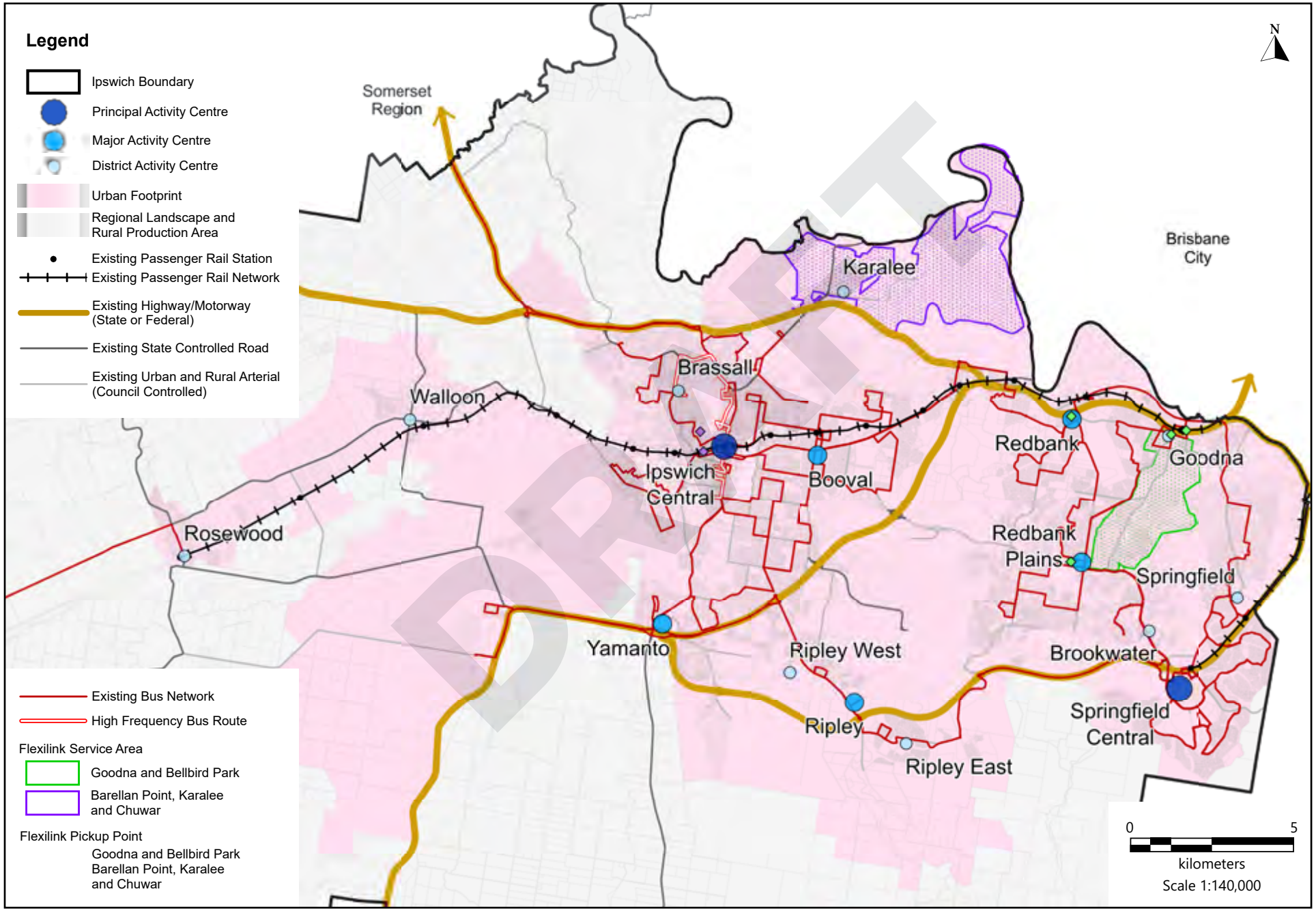
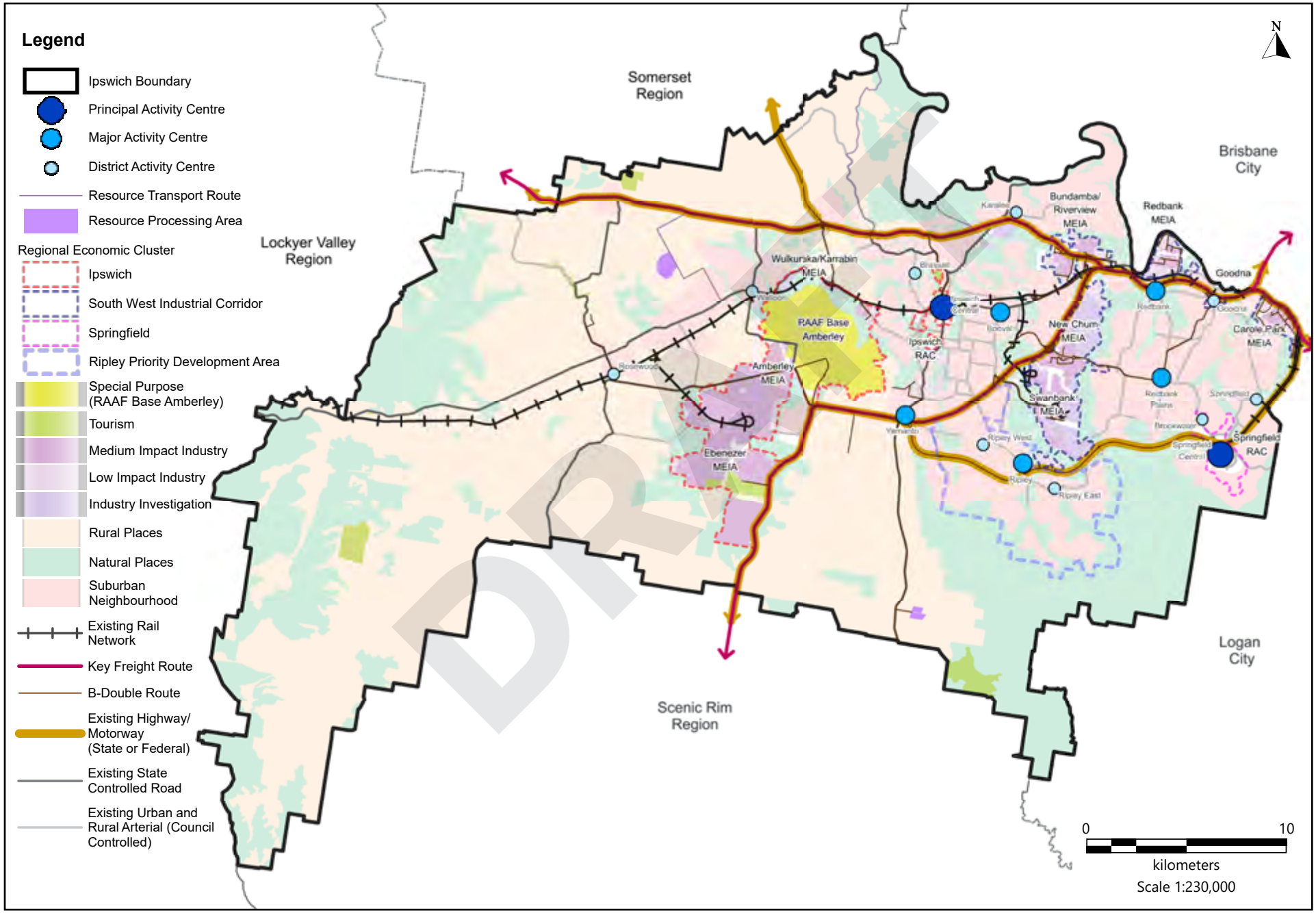


Figure 19 Existing Road and Freight Network



3.2.2 Movement of People

Council's Ipswich Strategic Transport Multi-Modal Model (ISTM-MM) has been used alongside other available data and information to establish a broad characterisation of current and future movement of people and goods in the Ipswich area.

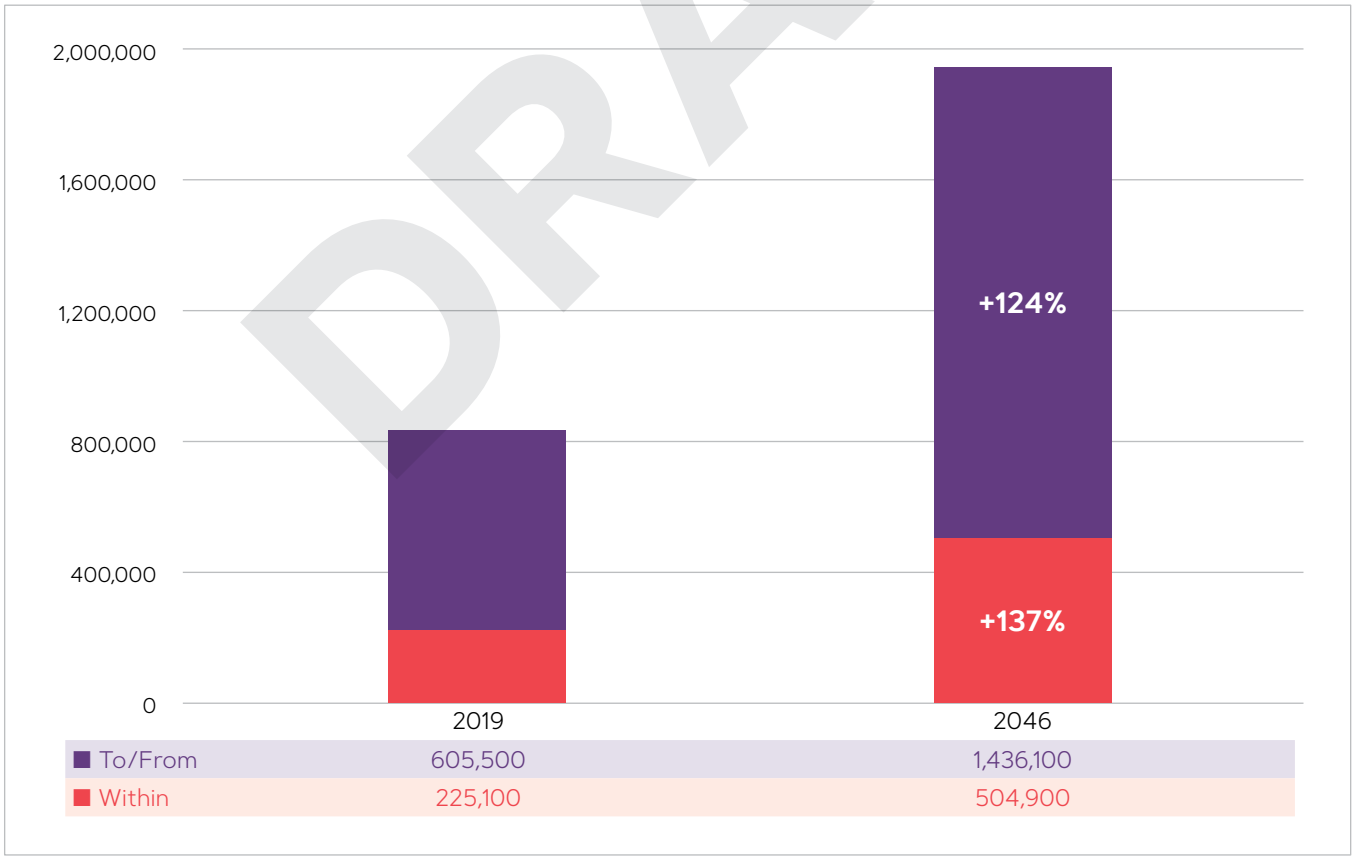
The model outputs were produced from the same version of ISTM-MM developed for the purposes of the Local Government Infrastructure Plan (LGIP) in 2022, which was calibrated and validated to a 2019 base year, and is expected to be endorsed in 2025. ISTM-MM includes future years up to 2046, adopting land use and transport assumptions which are generally aligned to council's current planning direction and intent.

The analysis of movement patterns was undertaken in late 2022 through early 2023 prior to the release of updated Household Travel Survey data – which was most recently updated and made available for SEQ by the Queensland Government in February 2024. Noting the impacts of COVID-19, and the establishment of 'the new norm' of travel needs and behaviours post COVID-19 (e.g. increased working from home), there may be an opportunity to review and update the model based on more recent travel data. Notwithstanding the model was identified as the best source of available data to broadly characterise both current and future movement patterns for Ipswich and has been complemented by other available data where possible. Insights drawn from the model should however be considered in context of the above, alongside normal considerations regarding limitations of and reliance on strategic transport models.

TRAVEL DEMAND AND DISTRIBUTION

It is estimated that 830,600 daily trips were generated across the Ipswich LGA on a typical weekday in 2019. The delivery of new communities within Ipswich is forecast to result in a 134% increase in this number of daily trips – to nearly 2 million trips by 2046 – a significant increase in travel demand. Whilst movement to/from areas outside Ipswich is forecast to increase by 124%, movement within Ipswich is forecast to increase by 137%, indicating a slightly higher relative increase in the amount of self-contained movement within Ipswich. Cumulatively, this represents significant growth in line with population growth forecasts.

Figure 20 Daily Trips Generated Across the Ipswich LGA (ISTM-MM)



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MOVEMENT TO/FROM AND WITHIN IPSWICH

A comparison of daily movement of people (including by road, public transport and active modes), shows that the main movements externally will be to/from Brisbane and Logan. Within Ipswich, the major movements are expected to be the radial desire lines between Ipswich Central and each Ripley, Brassall-Karalee, and Rosewood.

Figure 21 Estimated 2019 Weekday People Movements To/From and Within Ipswich (ISTM-MM)

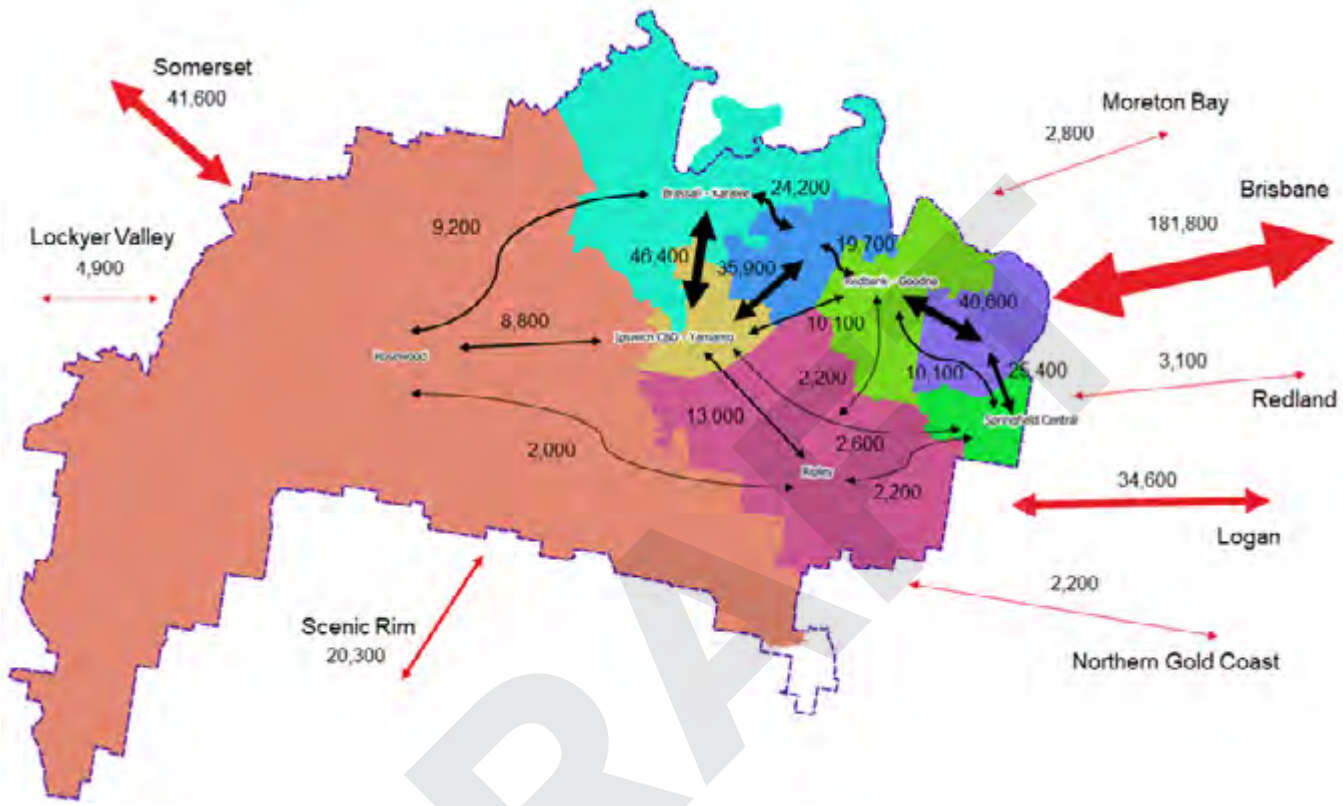
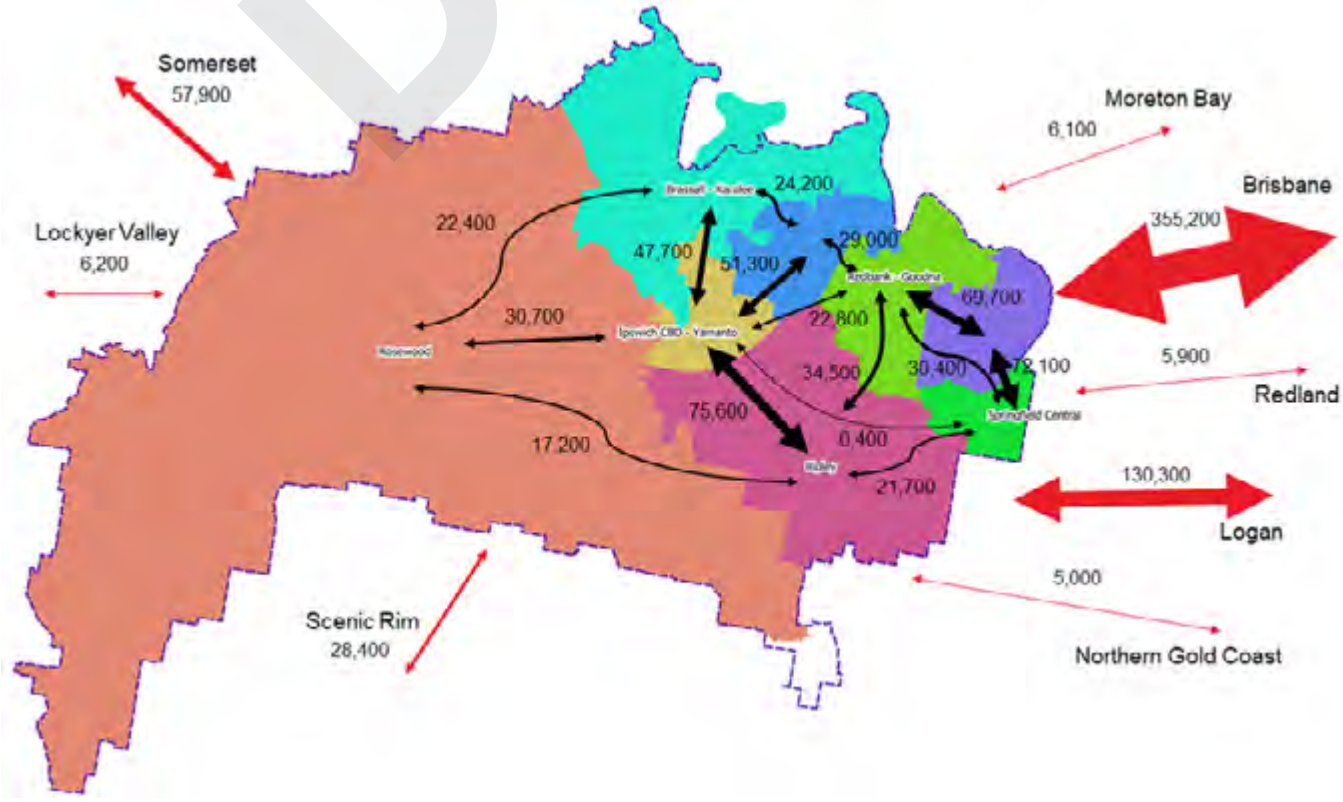


Figure 22 Forecast 2046 weekday People Movements to/From and Within Ipswich (ISTM-MM)



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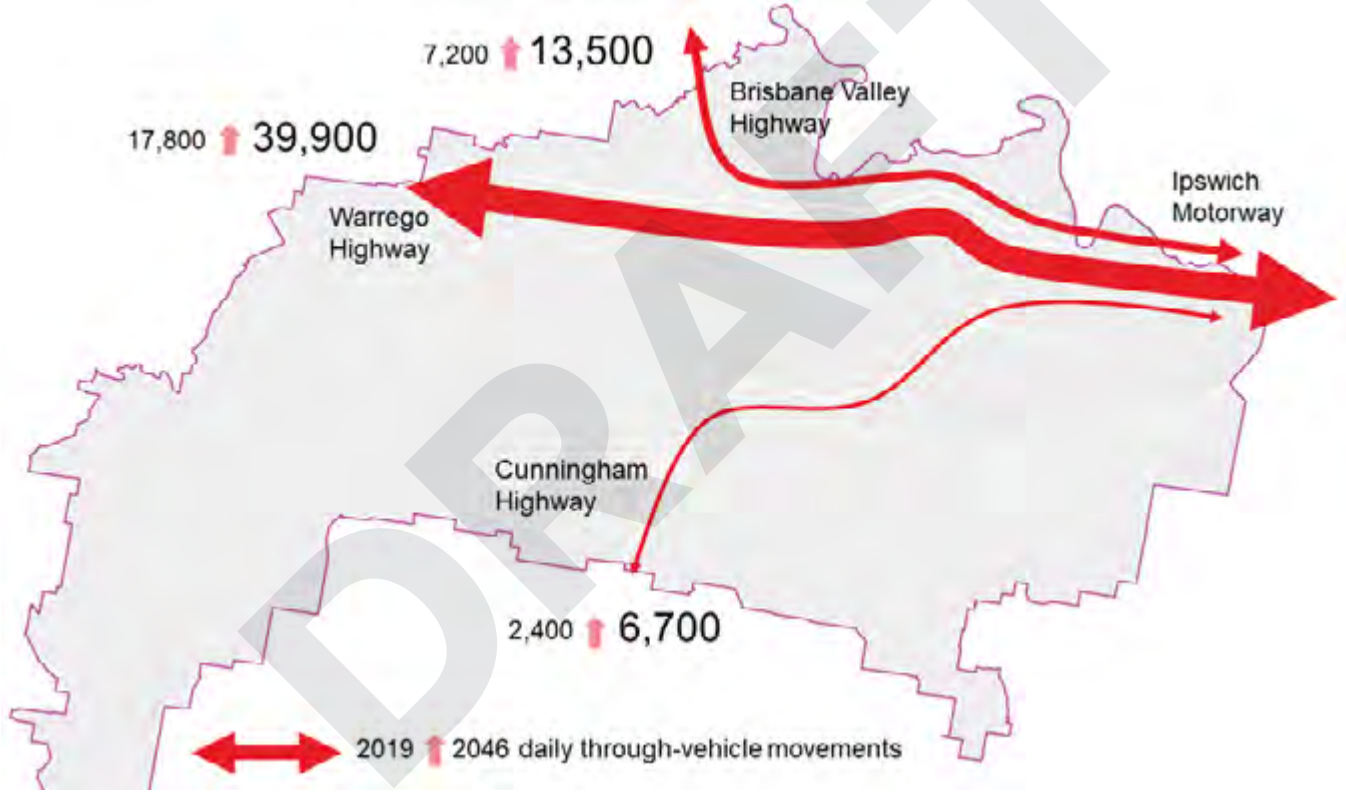
MOVEMENT THROUGH IPSWICH

Model outputs have been used to understand vehicle movements travelling through the city. Through movements by public transport have not been provided, though are understood to be very low, with the main rail corridors terminating within the Ipswich LGA at Rosewood and Springfield Central.

The data indicates that interregional movements through the area occur between the Ipswich Motorway in the far northeast of the LGA and split between (in order of scale of movement) Warrego Highway, Brisbane Valley Highway and Cunningham Highway. Other movements through the area, crossing the LGA boundary at Ipswich Boonah Road, Moggill Road, Mt Crosby Road, Rosewood Laidley Road, Rosewood Warrill View Road) are much less significant than these. In line with growth of other movements generated within Ipswich, these primary movements are forecast to approximately double between 2019 and 2046, indicating proportionally similar growth in travel demand to other rural and regional areas such as Toowoomba. Growth in these movements will place added strain on the network, particularly state and federal road corridors such as the Warrego Highway and Ipswich Motorway. However, as capacity on these corridors is reached, there is an increased risk of rat-running and greater use of parallel council roads during peak periods.

Figure 23 Estimated 2019 and Forecast 2046 Weekday Through-Vehicle Movements (ISTM-MM)



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TRAVEL DISTANCE

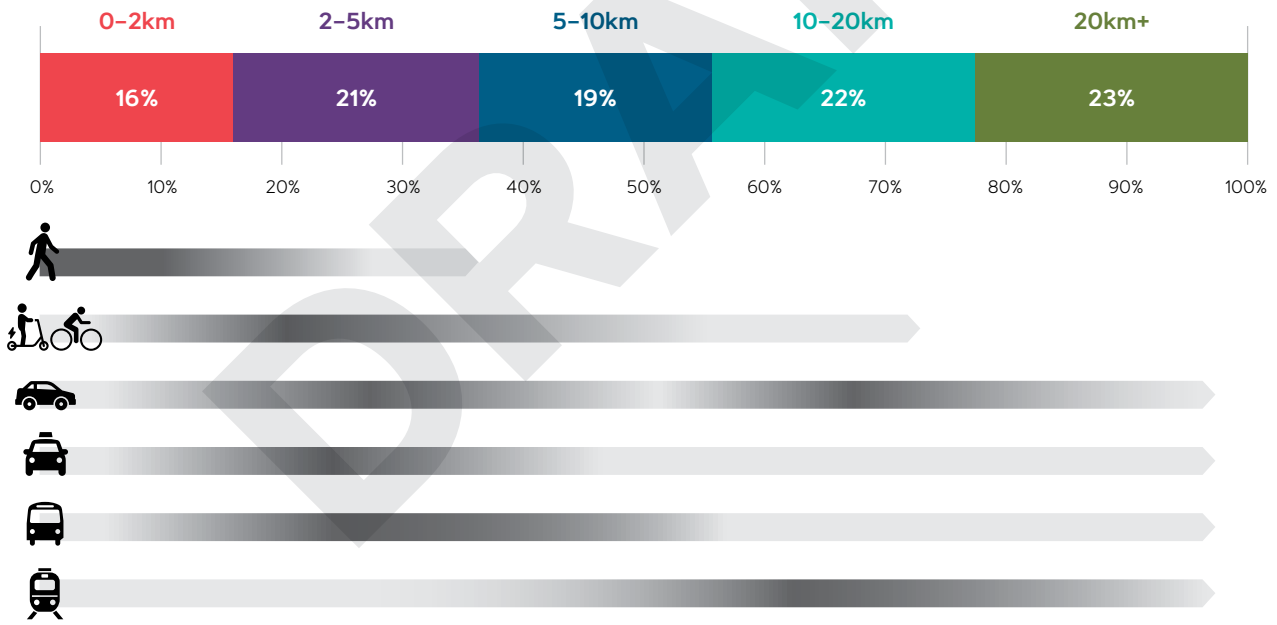
Travel distance has been explored to understand the potential relevance of transport modes in fulfilling the transport task. This is noting that, in broad terms, 2km is considered an approximate cap for many walking trips, 5km for many cyclists, 7–8km for emerging e-mobility devices, 10km for many bus trips, with a majority of trips greater than 10km generally performed by train, car-based modes or buses travelling via higher-speed dedicated transitways where present. Figure 24 identifies the relative proportion of the forecast number of 2046 daily trips by trip distance. Also indicated is how relevant each distance range is for each mode. This was determined through analysis of Queensland Household Travel Survey data, specifically calculating how many trips made by each mode across the state fell into each identified distance category (i.e. a darker grey arrow indicates a high proportion of trips for the mode fell within the associated trip distance range).

The data indicates:

- Approximately 44% of daily trips in 2046 are forecast to be greater than 10km – meaning for around half of all trips, community members are likely to be choosing from motorised modes of train, car or bus, with relatively low trips by active modes.
- Conversely, 56% of all trips are forecast to be less than 10km long, representing a significant opportunity for mode shift to sustainable modes – particularly walking or riding.

It is anticipated that a significant portion of trips will likely have 'competition' between car and public transport. There will potentially be a supporting role for taxi and rideshare services, and a growing potential role for cycling/e-mobility, particularly if a more compact urban form is realised.

Figure 24 Proportion of Forecast 2046 Weekday Trips by Travel Distance (ISTM-MM) and Proportion of Queensland Household Trips by Travel Distance *(Source: Queensland HTS)*



Data source: Queensland Household Travel Survey

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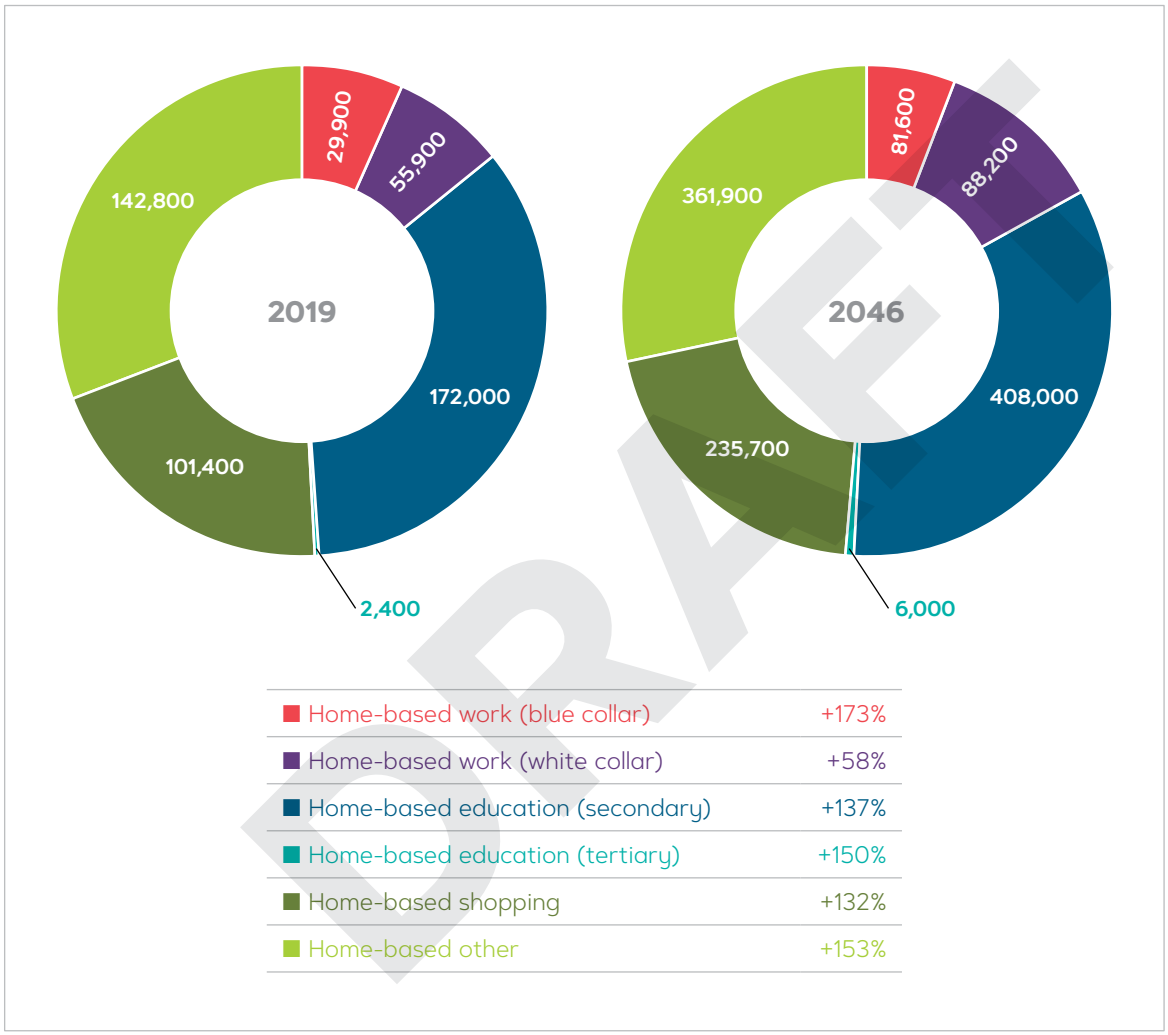
TRAVEL PURPOSE

Travel purpose analysis was conducted using ISTM-MM outputs to understand how the travel task might grow in the future. Home-based trips – those that begin or end at home – have been analysed. The data shown in Figure 25 indicates home-based trips will grow relatively proportionally, with the exception of trips for white collar workers. The model suggests that trips for blue collar workers will increase the most between 2019 and 2046, potentially causing further strain on the transport network as the nature of blue-collar work is linked heavily with travel by private vehicle. A shift towards public or active transport for other trip purposes, such as education and shopping, could alleviate pressure on the road network. However, this would require improvement in sustainable transport options.

Figure 25 Daily Trips by Home-Based Purpose, 2019 and 2046 (ISTM-MM)



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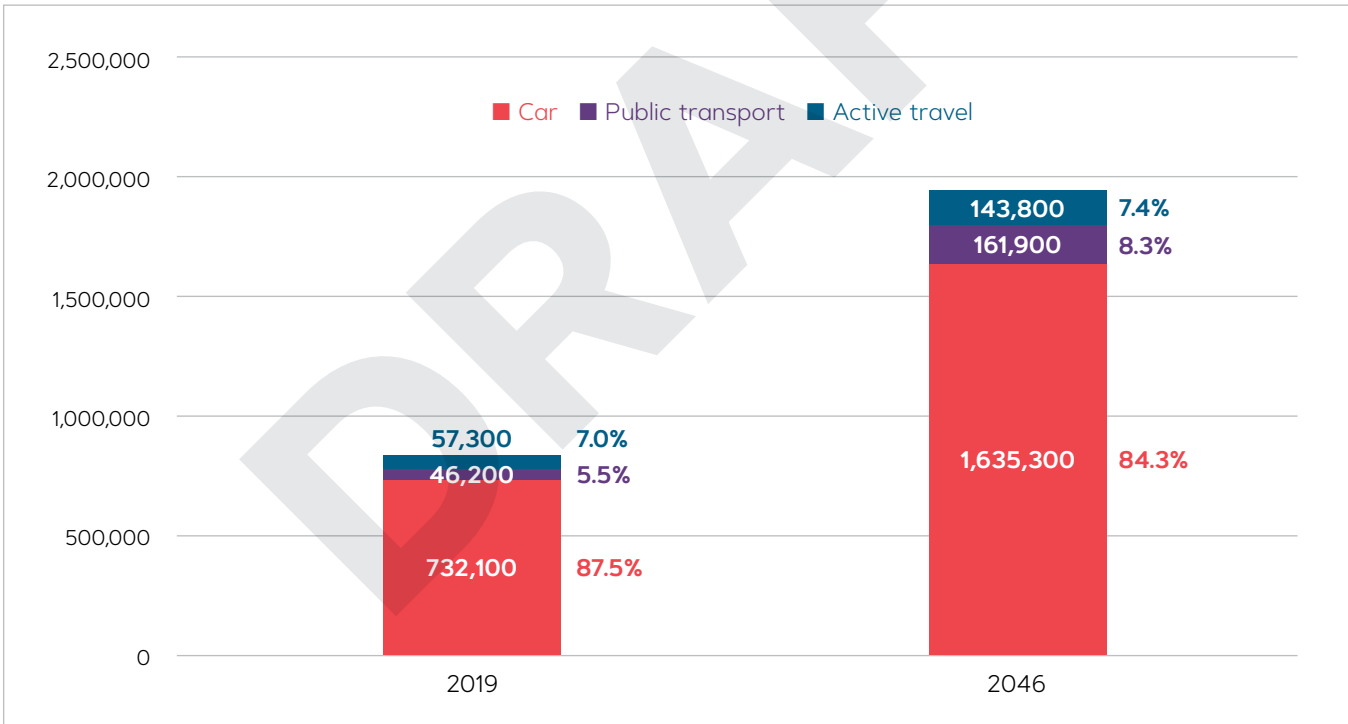
MODE SHARE

Table 8 shows journey to work data for the Ipswich area, including the relative change in mode shares between 2016 and 2021 (showing the impacts on travel by COVID-19), while Figure 26 outlines the recorded mode share for Ipswich in 2019 and the forecast by the ISTM-MM for 2046. The identified 2046 mode share forecasts are extracted from ISTM-MM reference case which includes key road and public transport initiatives such as Ipswich to Springfield Rail being delivered along with increased public transport service frequencies, though does not include any substantial change to the Ipswich bus network infrastructure, design or operation.

Table 8 Journey to Work in Ipswich LGA *(Source: 2021 Census)*

Year	Working from home	Walking	Cycling	Public transport	Car
2016	3.0%	1.4%	0.3%	6.9%	77.4%
2021	11.5%	1.0%	0.2%	3.8%	71.2%
% Change	+8.5%	-0.4%	-0.1%	-3.1%	-6.2%

Figure 26 Estimated 2019 and 2046 Total Weekday Trips and Mode Share (ISTM-MM)



Both the journey to work and ISTM-MM data indicate a current car-dominated person travel task, with relatively low active and public transport usage. ISTM-MM data indicates that this is forecast to remain the case in the long term based on current transport and land use assumptions, and on the assumption that travel behaviours do not change. If unchanged this could lead to a continuation of a number of issues and challenges facing the region, including contributing to ongoing health issues for Ipswich residents (identified in Section 3.1). The data highlights that supporting investment in a range of active and public transport will be required in order to provide residents with greater mobility choice and enable a more sustainable transport task.

Whilst Figure 25 shows that the commute trip represents only a fraction of the overall weekday transport task, the journey to work data shows that the most significant recent shift in work travel is towards working from home – with a shift of 9% between 2016 and 2021. This indicates an opportunity particularly in regard to travel demand management and reducing investment in car-dominated peak period commuter infrastructure.

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3.2.3 Movement of Goods

As identified in Figure 27, freight vehicle movements are expected to increase by approximately 145% by 2046. While the number of movements to/from Ipswich are forecast to approximately double, those within Ipswich are forecast to more than triple – reflecting the scale of future growth in industrial, manufacturing and other freight-generating activity within the region.

Highest external flows towards Brisbane and rural areas to the west (including Toowoomba) are forecast to be significant, with a growing presence of movements towards Logan and areas to the south along the Cunningham Highway (refer to Figure 28 and Figure 29). Goods vehicle movements through the region (see Figure 30) are also forecast to more than double by 2046, with movements along the Warrego Highway between greater Brisbane and surrounds to areas west of Ipswich.

Emerging industrial precincts, such as Ebenezer Regional Industrial Area/Ebenezer Intermodal Terminal, will need to be connected to the freight network. Catalytic infrastructure upgrades will be required to support their connection to national supply chains and major infrastructure such as Inland Rail.

Figure 27 Weekday Heavy Vehicle Trips Generated Across the Ipswich LGA (Excludes Through Movements) (ISTM-MM)

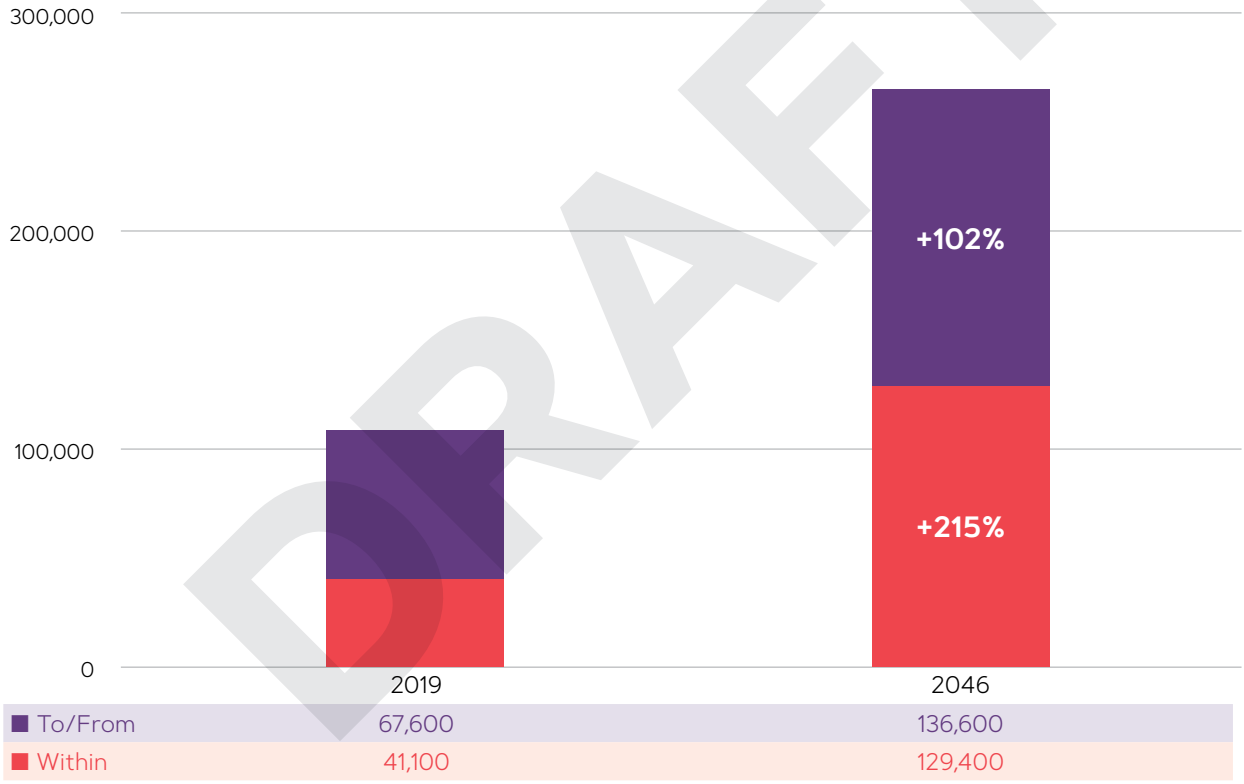

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Figure 28 Estimated 2019 Weekday Freight Vehicle Movements To/From and Within Ipswich

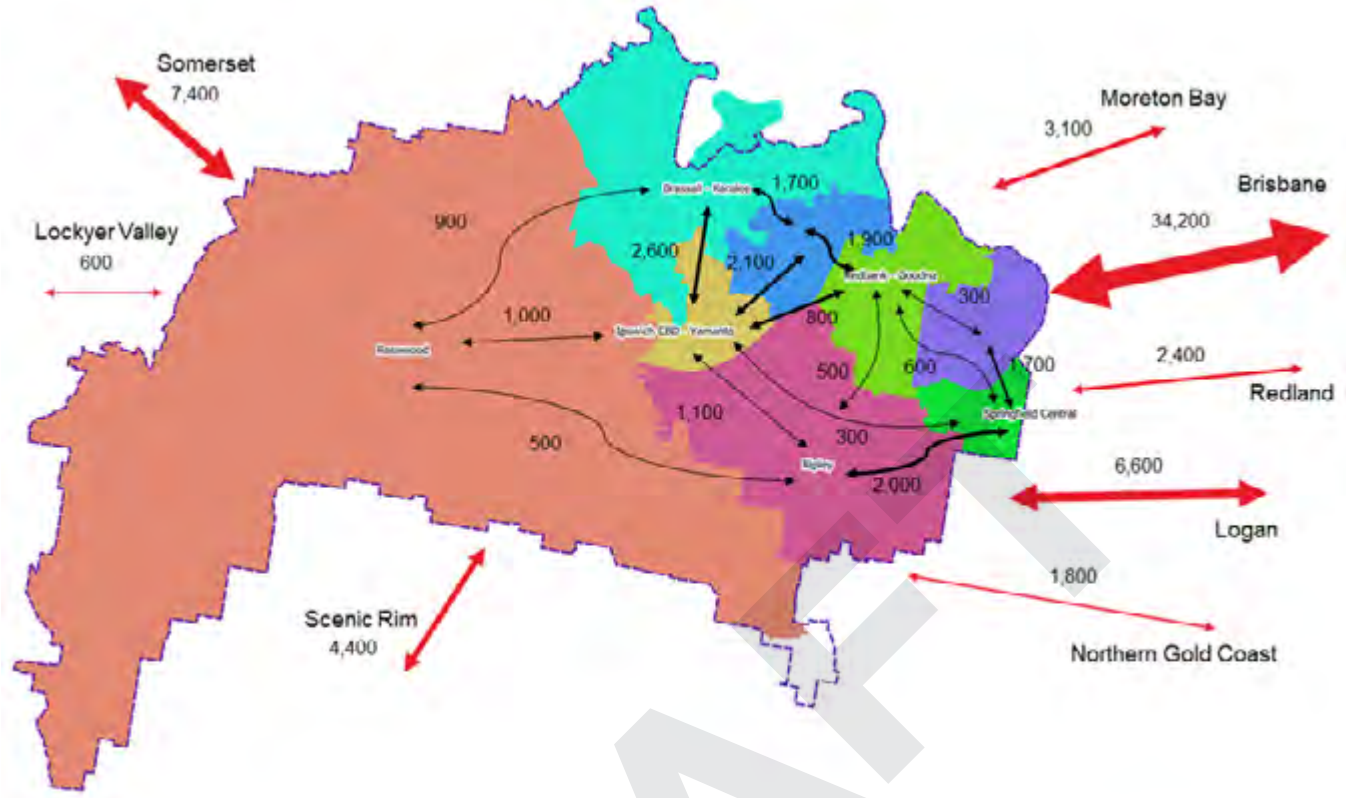

Figure 29 Forecast 2046 Weekday Freight Vehicle Movements To/From and Within Ipswich

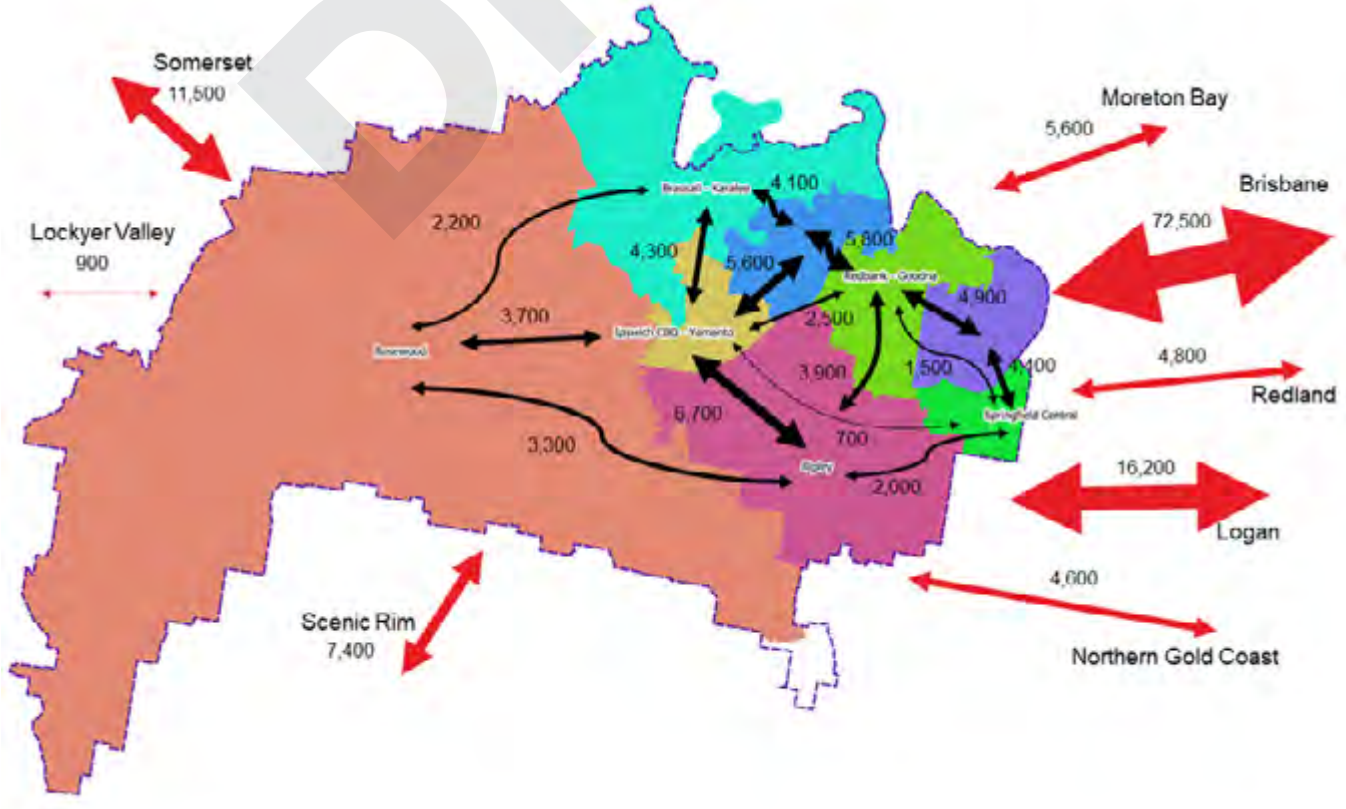

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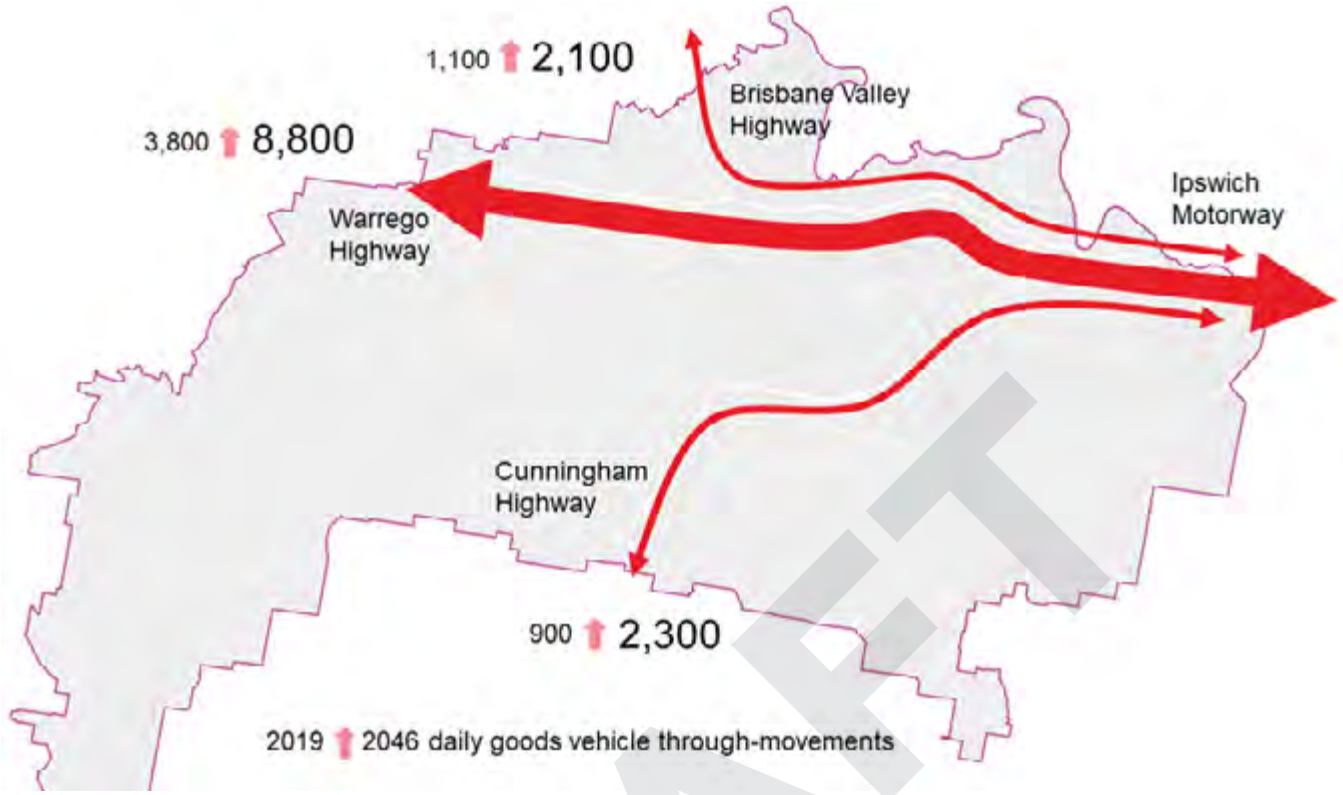
Figure 30 Estimated 2019 and Forecast 2046 Weekday Goods Vehicle Through Movements (ISTM-MM)



3.2.4 Planned Transport Network

With the transport challenges facing Ipswich and the growth projected for the region, the transport network will need to evolve to meet the needs of the Ipswich community. A number of planning activities, across various modes of transport and by local and state government authorities, seek to respond to address these current and forecast transport needs.

A number of key plans provide important transport planning context for the future of Ipswich. These sources have been used to map key features of planned transport networks and initiatives for the Ipswich area, which are illustrated in Figure 31 to Figure 33. The key inputs to this map are outlined below as they relate to each key mode of transport.

ACTIVE TRANSPORT

The South East Queensland Principal Cycle Network Plan (SEQ PCNP) shows core routes needed to get more people cycling more often and was developed by State Government in collaboration with local governments including Ipswich City Council. The SEQ PCNP guides the delivery of a connected cycle network in urban areas across Queensland. The 2016 PCN is shown and is currently under review by TMR and will result in the development of a consolidated SEQ PCNP.

PUBLIC TRANSPORT

Is captured in a number of planning documents including the SEQ RTP and *Creating Better Connections for Queenslanders*. The map over page reflects the rail and higher order bus networks identified in the SEQ RTP, noting that this is also currently under review.

ROADS AND FREIGHT

Strategic road infrastructure planning is undertaken by council as part of developing the LGIP, which was most recently reviewed and updated in 2023. The map over page captures network modifications identified in LGIP, road and freight initiatives identified in the SEQ RTP, as well as those identified in council's current Regionally Significant Projects list.

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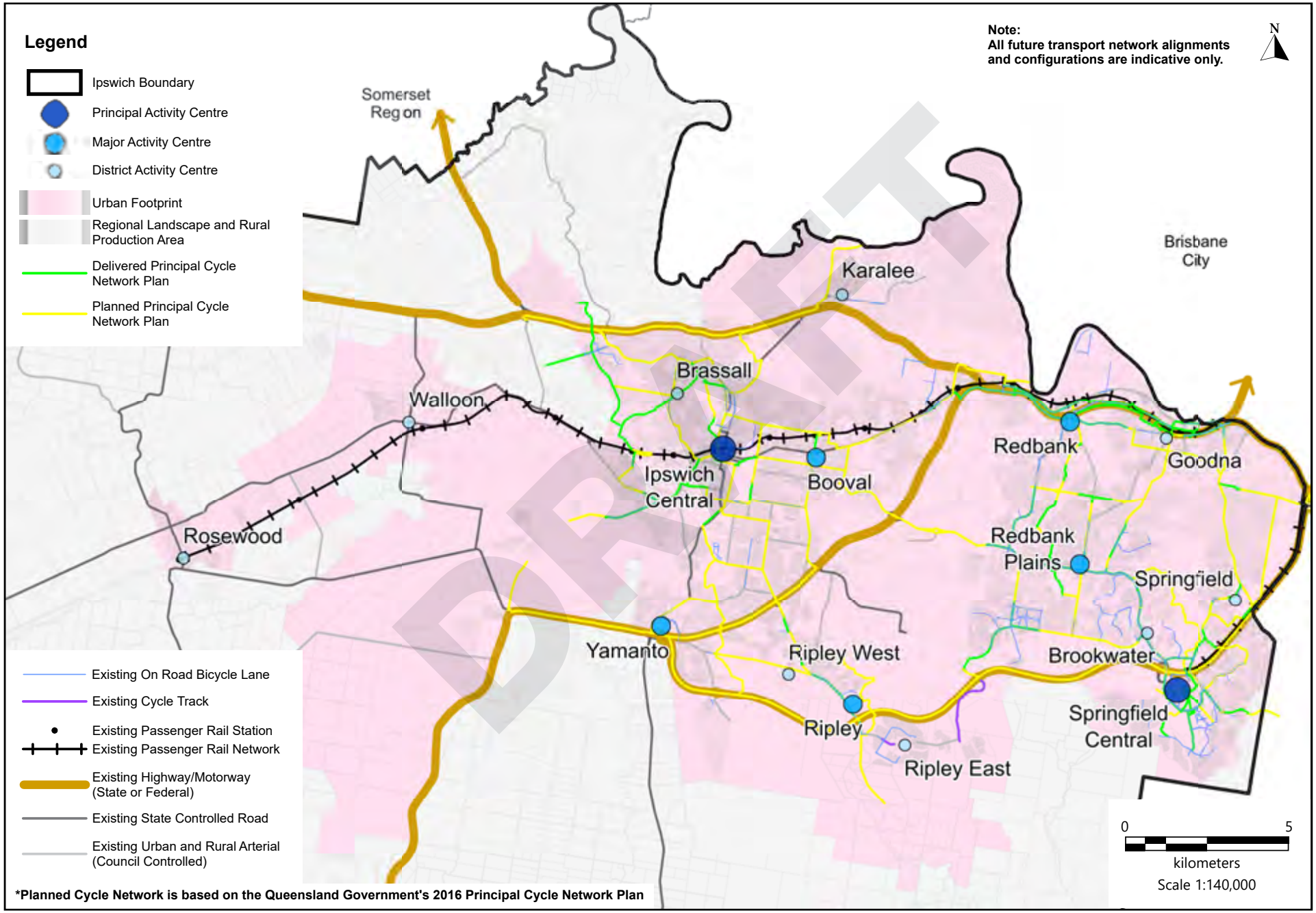
Figure 31 Planned Active Transport Network



*Planned Cycle Network is based on the Queensland Government's 2016 Principal Cycle Network Plan

Figure 32 Planned Public Transport Network

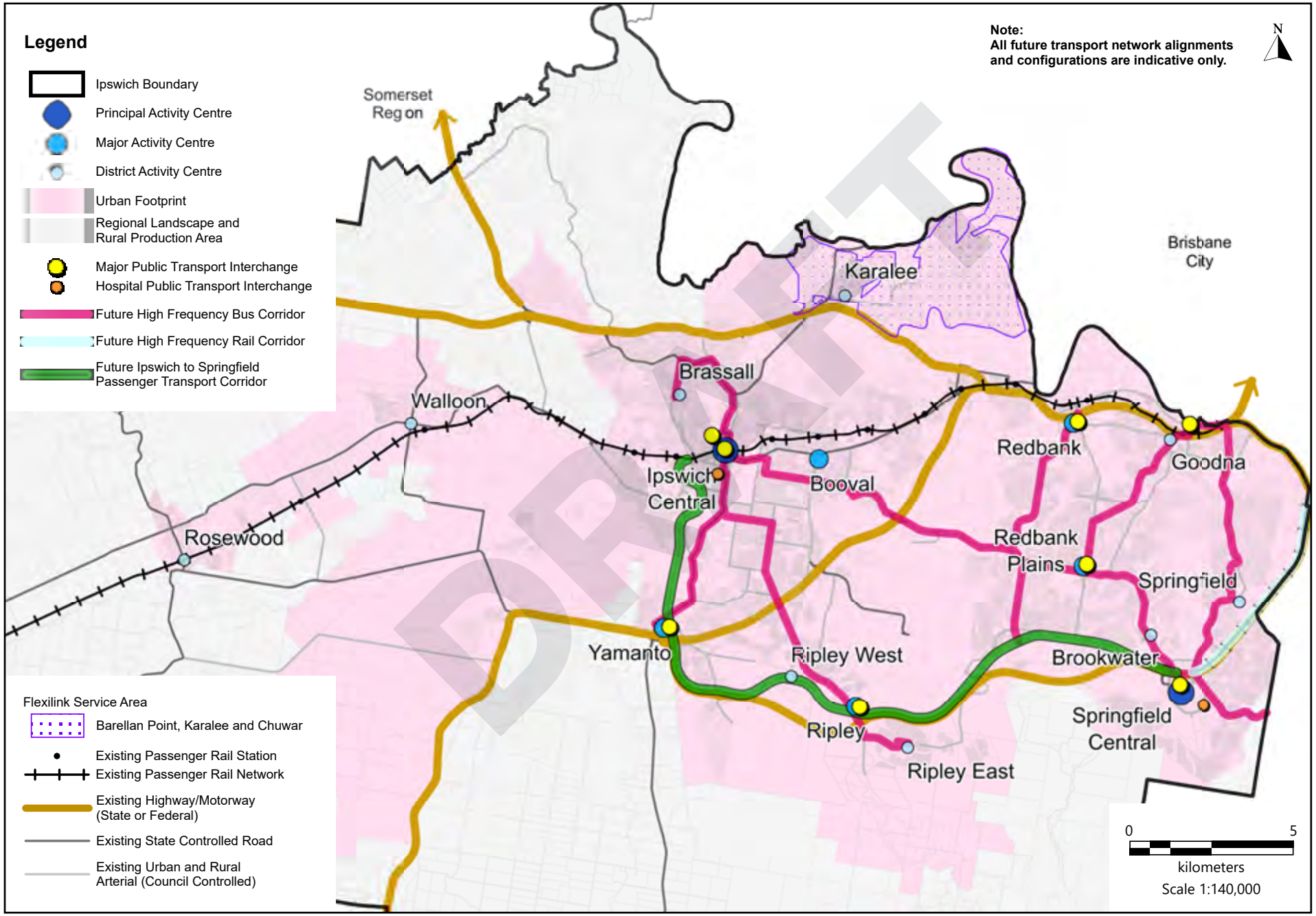
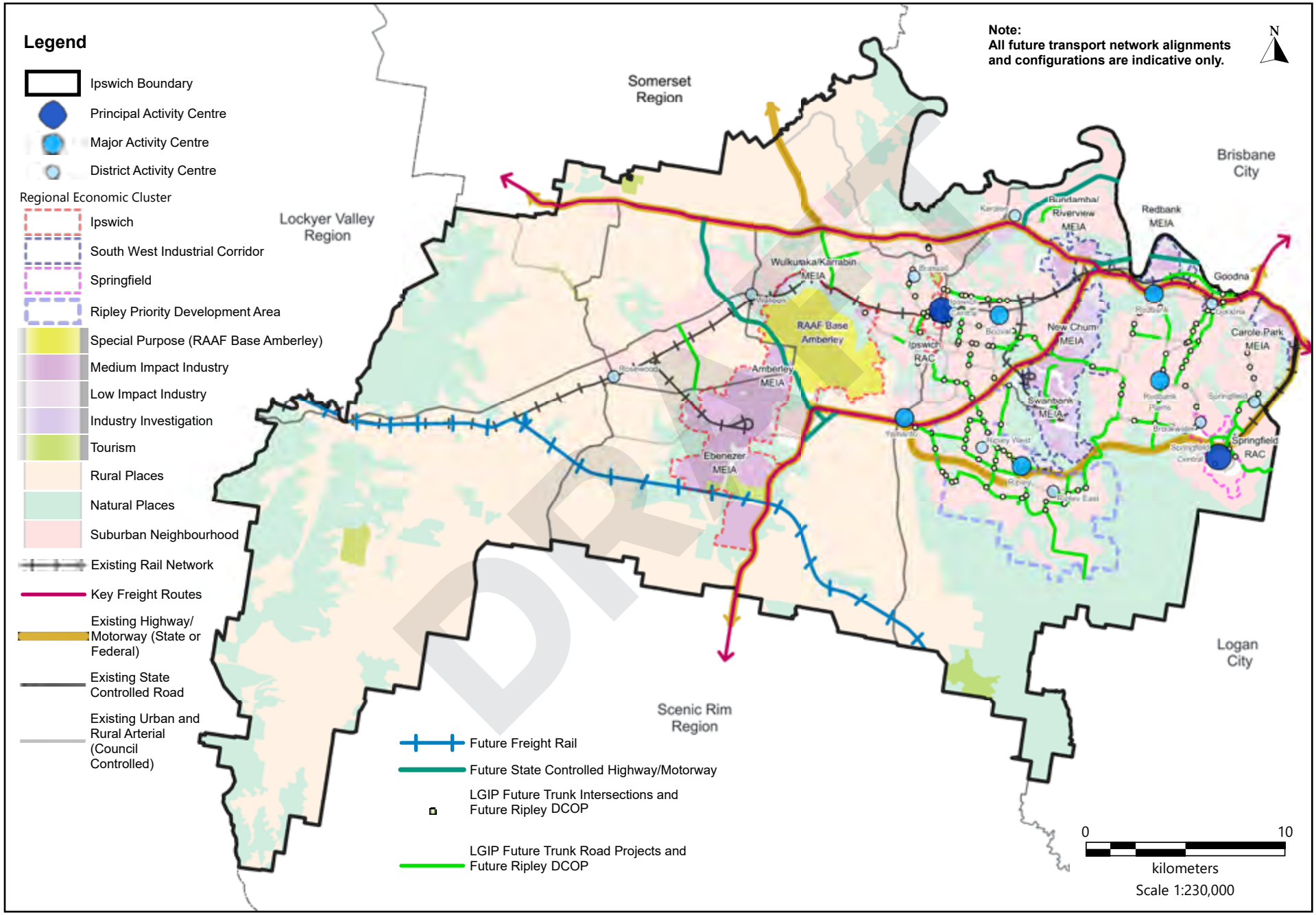


Figure 33 Planned Road and Freight Network



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3.3 PRIORITISED CHALLENGES AND OPPORTUNITIES

A review of existing and forecast transport in Ipswich identified a significant range of challenges and opportunities. A long list of opportunities and challenges was collated, themed and consolidated into a short list of opportunities and challenges. The purpose of the shortlisting was to understand the priority challenges and opportunities that the refreshed vision and objectives need to respond to. The process included consideration of a broad range of community and stakeholder input (see Appendix A.1). The resulting priority opportunities and challenges are outlined below.

Table 9 Shortlisted Opportunities and Challenges Facing Future Transport for Ipswich

Subject	Overview
Active transport, health and wellbeing	**Opportunity** – A significant opportunity to achieve a happier and healthier Ipswich community is seen through the expansion of the Principal Cycle Network (PCN), broader active transport network and through better integration of micro-mobility into Ipswich's policy, planning and design.
Safety and security	**Challenge** – Road safety performance remains some way from a towards zero target. **Opportunity** – There is an opportunity to improve road safety with technology and traditional measures, while enhancing security and safety perceptions in transport spaces.
Growth and built form	**Challenge** – The scale of growth and its planned development in Ipswich will result in a more than doubling of the number of trips made across Ipswich every day and continue a trend of long travel distances to access daily needs. **Opportunity** – There is an opportunity to explore a range of integrated planning, investment decision-making and operational tactics to maximise the affordability and sustainability of transport outcomes.
Natural environment	**Challenge** – Supporting greenfield development, building new or upgraded transport links will have impacts to the natural environment. Impacts can vary. and mitigation measures often do not offset loss of nature. **Opportunity** – There is an opportunity to better protect and enhance the natural environment through our transport planning activities and delivery of projects.
Accessibility and inclusivity	**Opportunity** – Make inclusivity and accessibility for all a standard planning norm. This includes provision of accessible infrastructure and services as well as exploration of technology-based solutions.
Public and community transport	**Challenge** – Significant improvements in public and community transport are needed. Servicing is considered limited and irregular. Safety, security, accessibility, affordability and social isolation challenges are consistently raised.
Vibrant places	**Opportunity** – Initiatives to rebalance movement and place functions of our roads and streets in areas of high place value represents a significant opportunity to create vibrant places and support economic development.

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Subject	Overview
Network resilience	**Challenge** – Increased risk of more severe and frequent flood, bushfire and urban heat events, along with daily incidents on congested roads, place added pressure on transport networks to be resilient in both day-to-day operations as well as during and recovering from major climate events.
Affordability	**Challenge** – Affordability of delivering infrastructure, alongside environment challenges and other factors, are driving a need to do 'more with less'. **Opportunity** – Less car-orientated planning, investment decision-making and infrastructure alongside supporting more efficient people moving transport modes, appropriate transport technologies and work-from-home practices could play a role in addressing this challenge.
Freight	**Challenge** – Freight vehicle movements within Ipswich are expected to triple by 2046 in line with population and industrial growth. There is a need for infrastructure to support economic productivity associated with the movement of goods in and through Ipswich.
Decarbonisation	**Challenge** – The volumes of embodied and user carbon associated with the forecast transport task and planned transport response are significant. **Opportunity** – There is an opportunity for Ipswich to work towards the transition to net zero through a sustainability focused, whole-of-life approach that focuses on leaner, greener and cleaner transport.

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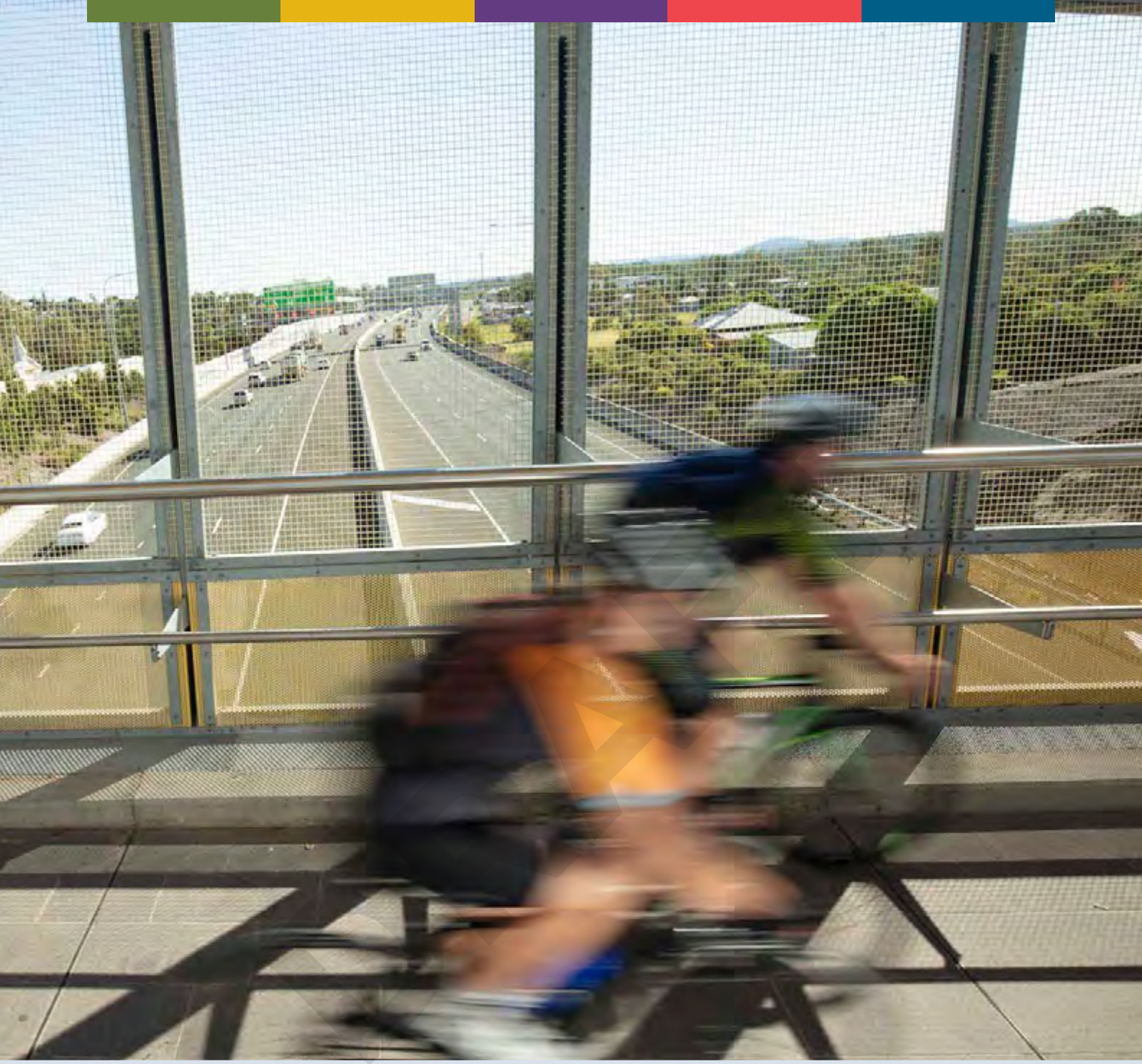

4 VISION AND OBJECTIVES

4 VISION AND OBJECTIVES

4.1 VISION STATEMENT

Our approach to the review of the iGO vision and objectives included a range of factors including alignment to planning and policy, the prioritised challenges and opportunities, and community and stakeholder output. Importantly, we took a place-based approach by using the Ipswich community vision themes (vibrant and growing; safe, inclusive and creative; natural and sustainable; and a trusted and leading organisation) to frame the definition of success for future transport. The outcome was a refreshed aspiration for transport in Ipswich, with a planning horizon of 2046, that is clearly aligned to council planning and policy and to the values of the Ipswich community.

Our vision is for a transport system in Ipswich that supports a thriving and liveable city, providing access to opportunity and travel choices for all, and managing growth in a sustainable manner.

Serving as a catalyst for positive change in the Ipswich region, our transport network will be characterised by quality walking, cycling and public transport connections, a sustainable road network, a new Bremer River crossing, and infrastructure that recognises Ipswich's role as South East Queensland's pre-eminent freight hub.

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4.2 VIBRANT AND GROWING

Connected

Our city centres are accessible by a network that provides more seamless journeys and sustainable travel choices. Current and emerging communities and visitors can fulfill their daily needs by moving around Ipswich with greater ease and choice.

Vibrant places

Our network provides more vibrant places for the Ipswich community, from supporting increased density and diversity of uses to providing amenity and activation.

Productive

Our transport network supports efficient movement of people and goods, supporting Ipswich's businesses, industries and tourism to enable a thriving community and economy.

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4.3 SAFE, INCLUSIVE AND CREATIVE

Safe and secure

Improve the safety of our network and ensure people feel secure in our transport places and spaces.

Inclusive

Our transport infrastructure, services and places are easier to use and provide more affordable and accessible mobility options to people from all backgrounds, cultures, abilities and ages.

Healthy and well

It is easier and more attractive for everyone to make travel choices that improve our health and wellbeing.

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4.4 NATURAL AND SUSTAINABLE

Nature

Council's transport investment and delivery seeks to reduce impacts and maximise opportunities to enhance the natural environment.

Climate

Ipswich transport responds to emerging climate stresses through reducing urban heat and carbon emissions.

Resilience

The transport system is more resilient during both planned and unplanned events, from major weather events to day-to-day ad hoc incidents.

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4.5 A TRUSTED AND LEADING ORGANISATION

Leadership

Council proactively seeks to meet the needs of the community that are beyond the limitations of council's own resources, whether it be through advocacy or pursuing new partnerships across government, industry and within the community.

Financial responsibility and risk

Council's investment in transport is guided by its aspirations, available funding resources, and safety risk to the community.

5 FUTURE SCENARIOS ASSESSMENT

5. FUTURE SCENARIOS ASSESSMENT

This section focuses on the outcomes and insights drawn from evaluating potential future transport and urban growth scenarios using council's ISTM-MM and provides a concise summary of the analysis and key insights drawn from the modelling outputs. The intent of the modelling was to test high-level investment, planning or policy positions and scenarios only, to provide insights to council's strategic direction regarding transport.

Reflecting the intent of the modelling a total of five scenarios were evaluated, which are described in Table 10, and are broadly categorised into the following groups:

CORE PLANNING SCENARIOS

Focussed on understanding the relative impacts and benefits of a conventional set of base case and reference case scenarios, and to test planning or policy ideas aligned to findings of the iGO major review. Growth forecasts were assumed to be in line with council's IPM (2023).

SENSITIVITY SCENARIOS

Designed to understand the implications of specific 'what if?' scenarios, in this case focussing on urban growth and road network resilience tests.

Table 10 Scenarios Modelled

Scenario			Overview description
Core planning scenarios	Base case	1a	Considered by council officers as most aligned to the current constrained fiscal context, characterised predominantly by already committed and funded initiatives, and what council considers a constrained representation of council's planned LGIP updates and potential state road network upgrades.
		1b	1a plus Ipswich to Springfield rail corridor (I2S) and the Western Ipswich Bypass (WIB).
	Reference case	2	Generally, as per current LGIP assumptions – characterised by the full suite of proposed LGIP initiatives and significant upgrades of the state road network.
	Rationalised	3a	Flexing local and state government investment – based on the reference case (LGIP assumptions) and characterised by removal of the WIB-Centenary Highway extension, inclusion of a 'high frequency bus network', and several additional active transport links.
		3b	Flexing local government investment only – characterised by the reference case with sensitivity tests of additional active transport links and a higher proportion of local workforce working from home.
Sensitivity tests	High growth scenario	4	A sensitivity test of the reference case network subjected to higher population and employment growth.
	Resilience	5	Temporary closure of five major road locations identified by council stakeholders as being vulnerable links in the network.

An overview of the approach taken to the modelling activities is provided in Appendix A.3, with analytic insights focussed on metrics that aligned to the updated vision and objectives. A themed summary of insights drawn from the analyses is provided as follows.

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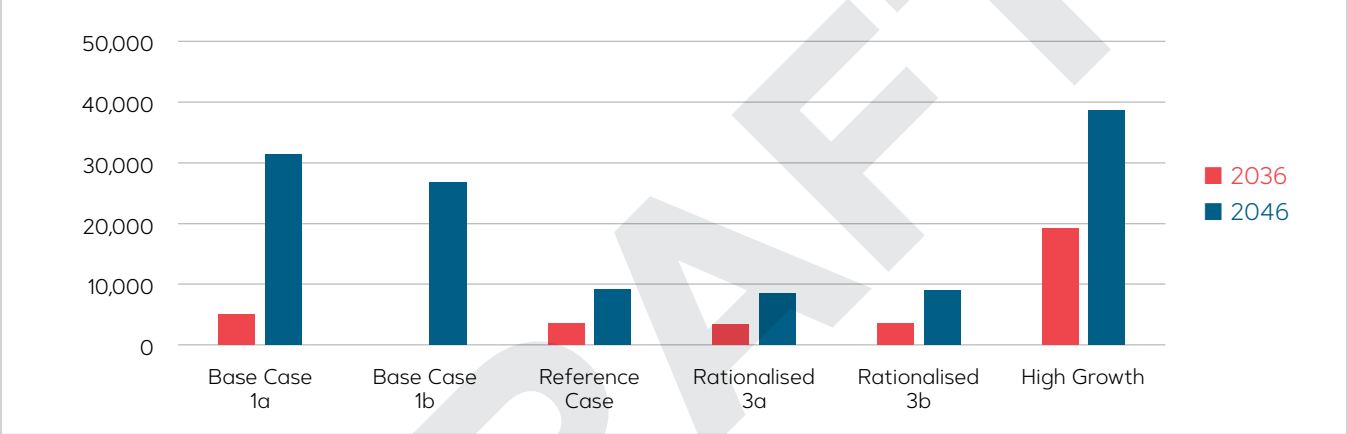
5.1 A CONGESTED ROAD NETWORK

All scenarios were forecast to experience congestion in 2046 peak periods. The scenarios with higher road network capacity, the reference case and rationalised scenarios, were forecast to come with reductions in delay (Total time travelling less than free-flow speed.) , and a ~70% reduction in 'time spent in excessive congestion (Total time traveling <70% of free-flow speed on arterial roads and <55% of free-flow speed all other roads)' compared to the base case (see Figure 34). However, this outcome would require significant investment including upgrades to most of the Ipswich motorway and highway network and full delivery of planned LGIP initiatives. Notwithstanding this investment, forecasts indicate several strategic corridors, such as the Ipswich Motorway and Centenary Highway, and select local roads would still to be at capacity and experience peak period congestion and delays. Given rising costs of major road infrastructure delivery and competing demands for transport funding and resources, this highlights the need to work with stakeholders and the community to consider a range of solutions to meet future mobility needs.

The results for the high growth scenario also indicate that the planned network would experience significantly higher congestion, reinforcing the need to ensure regular integration between transport and land use planning and to ensure transport investment occurs in areas of high growth.

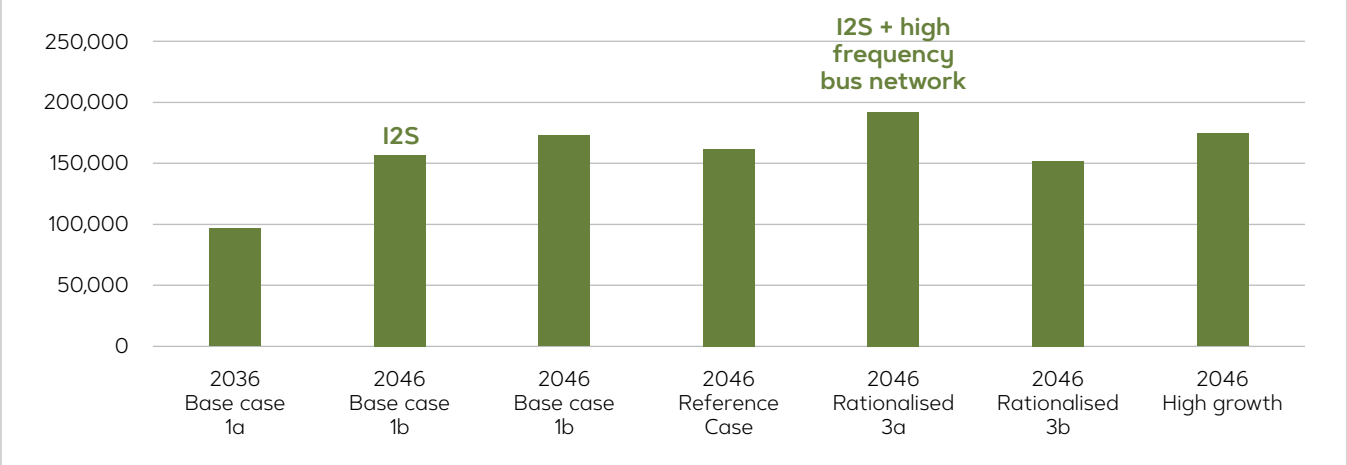
Figure 34 Forecast Ipswich Region Total Time Spent in Excessive Congestion (Daily Hours)



5.2 PUBLIC TRANSPORT OPPORTUNITY

The Ipswich to Springfield rail corridor and a 'high frequency bus network' tested in the rationalised 3a scenario are forecast to attract in the order of an additional 35,000 daily public transport trips compared to the base case. Many of these services were also forecast to be well over capacity – inferring there is significant opportunity to further explore the provision of additional services to meet forecast demands as part of an integrated passenger transport service planning investigation. The rationalised 3a scenario, was also observed to increase public transport accessibility of major centres by 9%, while also generating minor increases in overall trip activity (across all modes / types), reducing road delay for cars and freight, and critically reducing traffic levels in Ipswich Central.

Figure 35 Forecast 2046 Ipswich Region Daily Public Transport Trips



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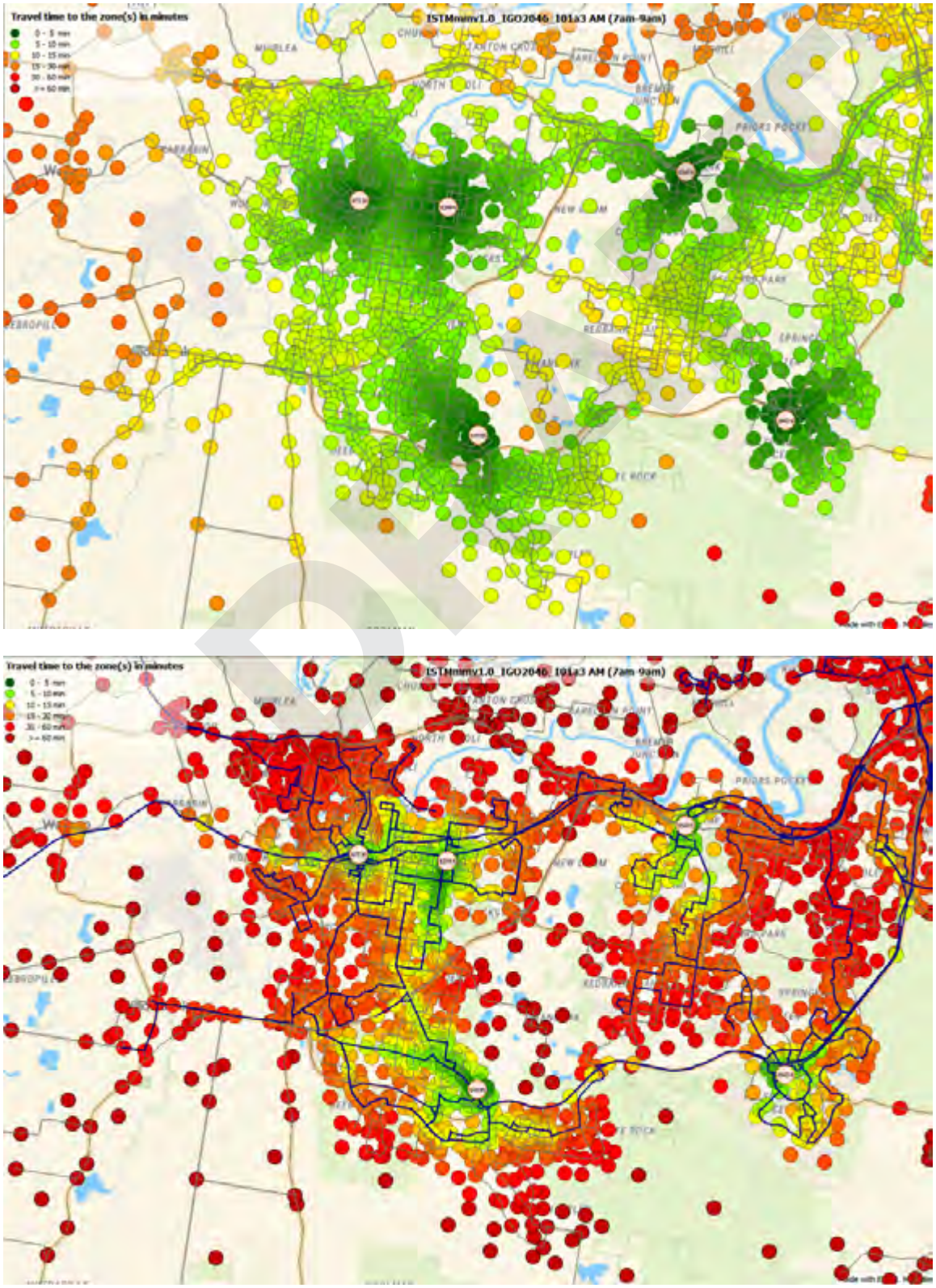
5.3 INCLUSIVE AND AFFORDABLE ACCESS

High level accessibility analysis of model outputs indicated that 30–45% of the Ipswich population are forecast to be more than 30 minutes from their nearest major centre by public transport in 2046 (depends on model scenario). Furthermore, the number of people within 20 minutes of their nearest major centre by car was forecast to be between 2.5 and 4 times that by public transport. This discrepancy between forecast travel times to nearest centres is illustrated in Figure 36 and highlights the opportunity to investigate a range of policy, infrastructure and service initiatives that enable improved access to local places and daily lifestyle needs by non-car modes.

Figure 36 Forecast Accessibility to Nearest Major Centres (Base Case): Car (Top) Verse Public Transport (Bottom)



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5.4 VIBRANT AND AMENABLE CENTRES

All scenarios forecast significant growth in traffic volumes in Ipswich Central and Springfield Central. 15-20% growth in traffic levels was forecast for Ipswich Central in the 10 years between 2036 and 2046 alone. Local and state government have the opportunity to investigate all levers (across parking, parking pricing, public and active transport) to reduce traffic demand in these major centres. This could form part of a broader planning investigation for major centres that takes a long term, future-focussed approach with an emphasis on sustainable movement and place-based outcomes for these critical places within Ipswich and SEQ.

5.5 PRODUCTIVITY

Noting freight rail was not modelled, analysis of road freight movements reaffirmed the critical role the strategic road freight network will continue to have in supporting freight movement – particularly the Ipswich Motorway, Warrego Highway, Cunningham Highway, Centenary Highway and Logan Motorway. In noting forecast peak period congestion along these corridors there is an opportunity to work with state government and industry to place a future focus on managing travel demand for non-time-critical freight to outside of critical peak periods to ensure productivity and efficiency remain.

Local roads with the highest forecast freight demand include Redbank Plains Road (near Swanbank), Augusta Parkway in the east and the Wulkuraka Connection Road – Toongarra Road corridor west of Ipswich Central. These routes could form focus areas for council – to ensure infrastructure is fit for purpose – alongside enabling infrastructure for key freight precincts such as Ebenezer.

5.6 WORKING FROM HOME

A course sensitivity test, assuming an increase to 17% white-collar workers working from home in 2046, estimated a 4-5% reduction in home-based travel. While the results showed some benefits to congestion on the road network, public transport patronage was estimated to be relatively more significantly reduced.

It is considered that initiatives that support WFH would need to be implemented in a way that does not inhibit social and economic activity (e.g. encourages working in local area rather than at home) and be balanced with other demand management initiatives that encourage use of more sustainable modes and use of the transport network outside of peak periods.

5.7 RESILIENCE

The 'high growth' test identified several potentially negative outcomes associated with this scenario. A 7% increase in travel demand and an altered settlement and movement pattern – without considering required changes to the transport network - resulted in a scenario characterised by having the lowest proportion of trips less than 5km, the highest car driver mode share, and highest congestion on the road network. Significant portions of the current and planned local road network were identified to be at capacity. Further planning work would be required to determine an optimal transport network to support such a growth scenario.

Vulnerability of parts of the transport network were tested through simulating road closure at five key locations. This process identified that, of the closures tested, the closure of the Centenary Highway south of Logan Motorway would have the greatest impact on transport operations and social and economic activity. This highlights the criticality of the role of Centenary Highway in providing access to a number of current and future communities in Ipswich' east.

5.8 ENVIRONMENT

From an environmental perspective, the modelled increase in motorised vehicle travel for both passenger and freight transport will likely result in additional transport emissions but depend on the overall fleet composition and rate of electric vehicle uptake in the community. Additionally, significant amounts of embodied carbon (carbon embedded in transport infrastructure) will be created across the identified road, rail and active transport infrastructure projects planned to support community needs.

A rapid environmental appraisal of the planned transport networks included in the model, led by council's environment team, also identified three major areas of concern. These were generally in relation to the Western Ipswich Bypass, Ebenezer enabling infrastructure, and a culmination of three transport initiatives (including I2S, Mount Juillerat Drive extension, and Centenary Highway widening) all of which pass through environmentally sensitive areas in proximity to each other. These represent new infrastructure in significant ecological areas and/or current fauna-vehicle collision hot spots.

5.9 OTHER INSIGHTS

Additional observations included:

- Modelling suggests that both the private vehicle and public transport networks in Ipswich would be over capacity at the planning horizon of 2046 and would not support the future transport needs of the community. This highlights the opportunity for council to continue working with stakeholders and the community to further evolve and define the transport network that meets the long-term vision for Ipswich transport.
- There is opportunity for more sensitivity testing of a greater diversity of local and state infrastructure initiatives in the scenarios as part of future planning activities.

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6 STRATEGIC DIRECTIONS

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6. STRATEGIC DIRECTIONS

An evidence-based review of the iGO 'policy focus areas' combined with a vision and stakeholder led policy development exercise was undertaken as part of the iGO major review. The process delivered six new strategic directions with 18 supporting approaches for transport which aim to articulate an agreed plan on how council will respond to the new objectives under the iGO Strategy. This is not a list of initiatives or projects, but rather a list of broad approaches outlining the intended focus of council efforts in transport related matters over the coming years. The icons identified alongside each approach indicates the objectives they most strongly align to and deliver on (darker) and those they more indirectly align to (lighter). It is noted that content between some of the maps presented in this section require rationalisation before finalising the updated strategy.

6.1 SUPPORT A SHIFT TOWARDS MORE SUSTAINABLE TRANSPORT

There are no 'silver bullets' to creating impactful shifts in mode choice. Rather, a number of initiatives need to be delivered, across local and state government. Council's approach will include enacting upon three key focus areas listed below that work together to create more sustainable mobility options, combining with initiatives in section 6.2 to make these modes more viable choices.

- Progressively grow and enhance the passenger transport network
- Improve local footpath and active transport network connectivity
- Changing our travel behaviour and manage travel demand.

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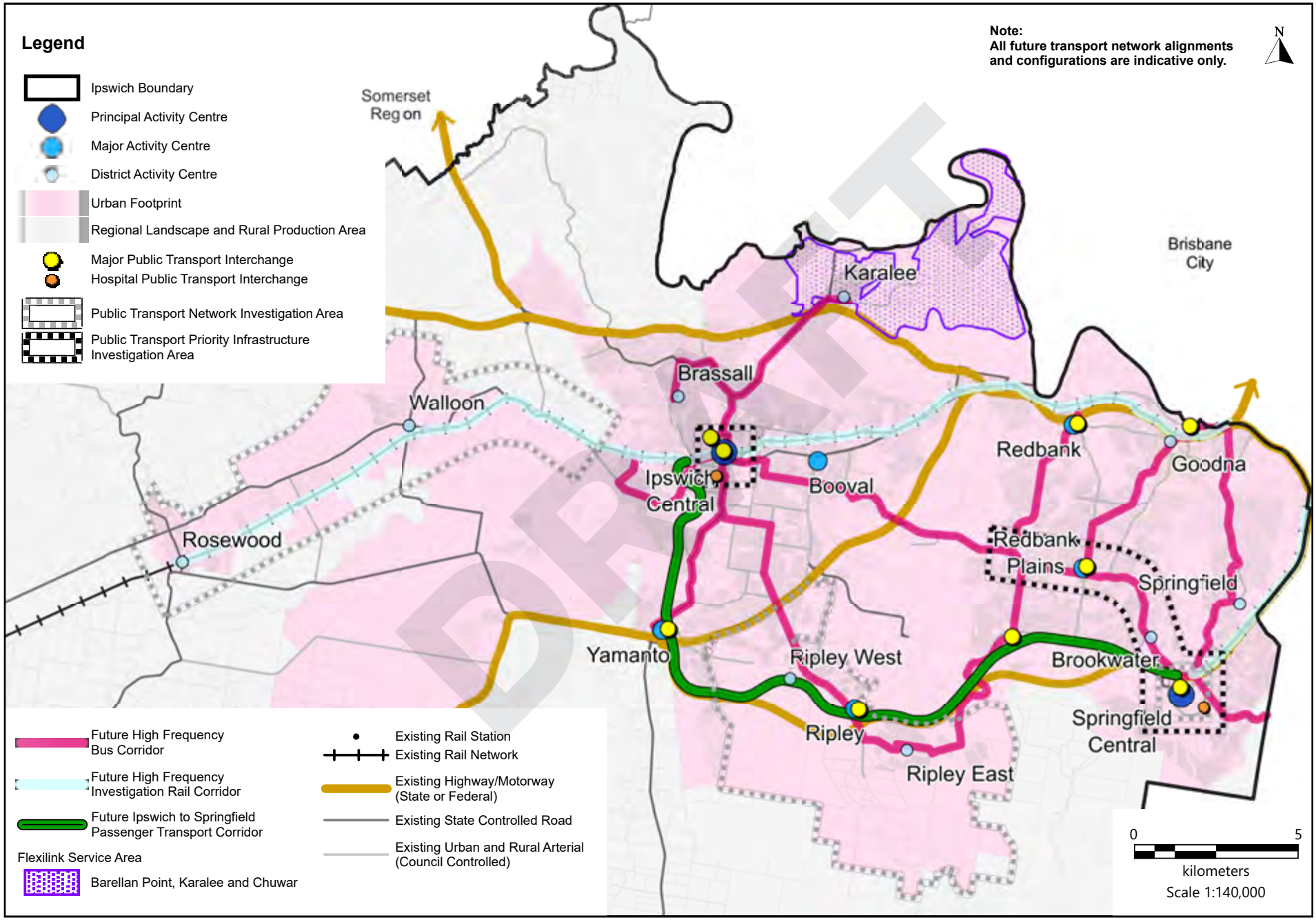
Council will engage and collaborate with, and advocate to, state government to **progressively grow and enhance the passenger transport network** and assist in its delivery. This includes (but is not limited to) expanding coverage and increasing service frequency on the rail and bus network. It also includes improving transport interchanges, Demand Responsive Transport (DRT) and community transport options, and the accessibility of passenger transport services (e.g. through physical infrastructure and Mobility as a Service products). In coordination with these activities, council will investigate the needs to protect space for passenger transport on its road corridors. In the medium to longer term, council will engage with early adopting autonomous transport service providers to investigate the potential for provision of more affordable mobility choices.

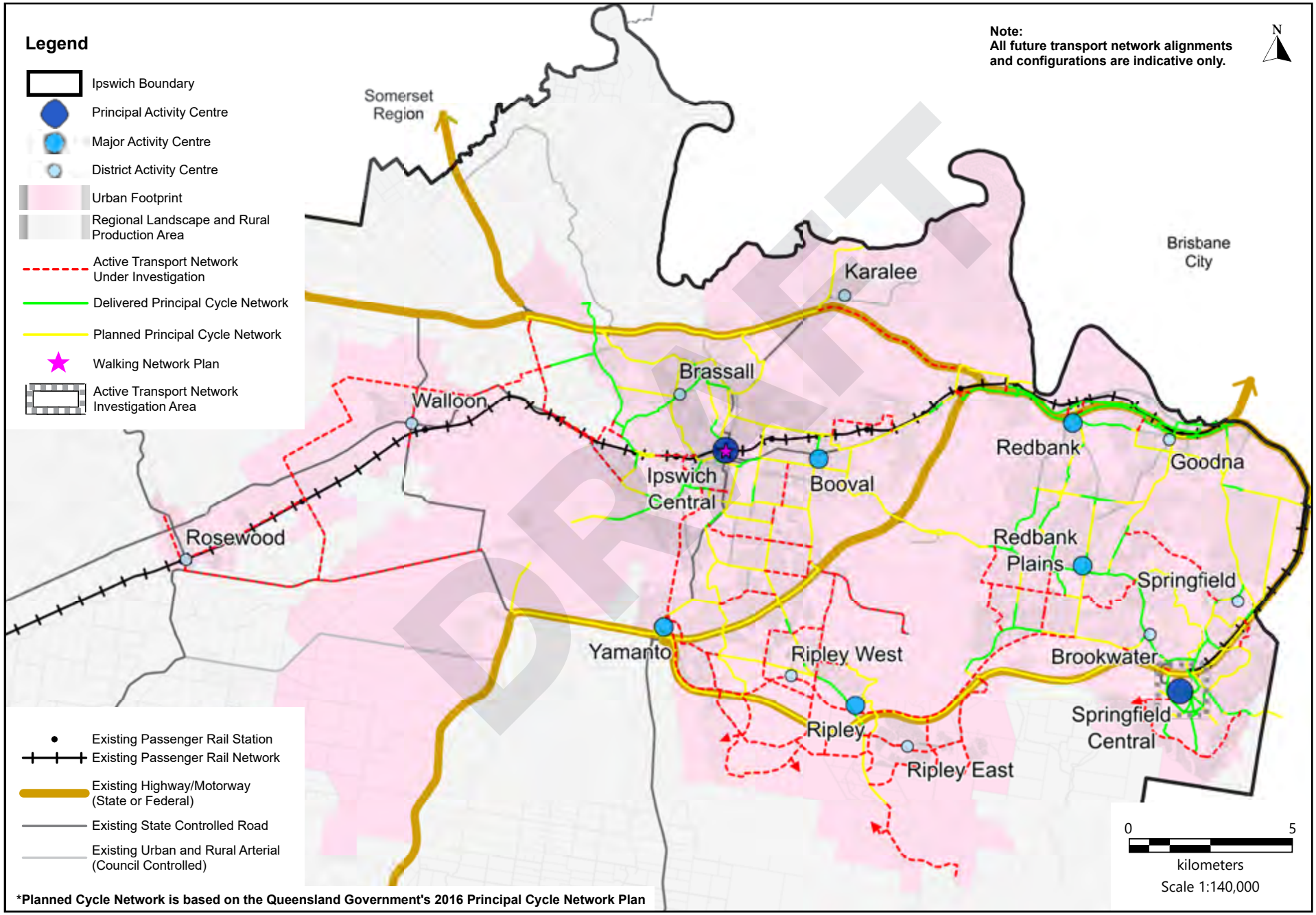
Figure 37 Strategic Directions Supporting Public Transport



Improve local footpath and active transport network connectivity, through the planning, design and delivery of dedicated and physically separated cycling infrastructure and the completion of missing links as part of the PCN. This also includes the provision of missing links and local footpath connections which bring together residents and visitors to local destinations within our suburbs.

Engaging and working with the community, businesses, government agencies and stakeholders to proactively **change our travel behaviour and manage travel demand**. This includes encouraging and incentivising travel outside of peak times. This may involve exploring initiatives that better support flexible workers who choose to work at home or in their local area (e.g. through working hubs in local centres), shifting short-medium range trips from car to sustainable modes, or enhancing day-to-day network operational management (e.g. through network capacity, demand management or technology initiatives.

Figure 38 Strategic Directions Supporting Active Transport



6.2 SUPPORT COMPLETE NEIGHBOURHOODS

The following approaches will work together to help ensure that transport and land use planning are integrated in a way that maximises alignment to a number of local and state government plans and policies, but also to deliver on a number of social, environmental and economic outcomes.

Incentivise and ***encourage growth near transit and existing infrastructure***, and reimagine stations as walkable, activated precincts for people orientated around transport hubs. Where new greenfield growth is required, link growth areas and travel demand management to intercept entrenchment of car dependency. Council will utilise the opportunity presented by the *Ipswich City Plan 2025* to influence changes to state-led precincts and growth areas to achieve more transit-oriented and walkable community outcomes.

A built form more focused around existing road and public transport infrastructure could mean greater utilisation of existing assets for longer and reducing the need for significant investment in new infrastructure. With greater access to local amenities it can result in greater local social and economic activity and reduce the need to travel longer distances for daily lifestyle and service needs. It can also mean a reduction in urban development footprint, resulting in less environmental impacts.

While paths are often to a higher standard from the start as part of emerging communities, establishing public transport services early as part of new development areas is key to establishing smart travel behaviours and reducing reliance on private vehicles for new residents.

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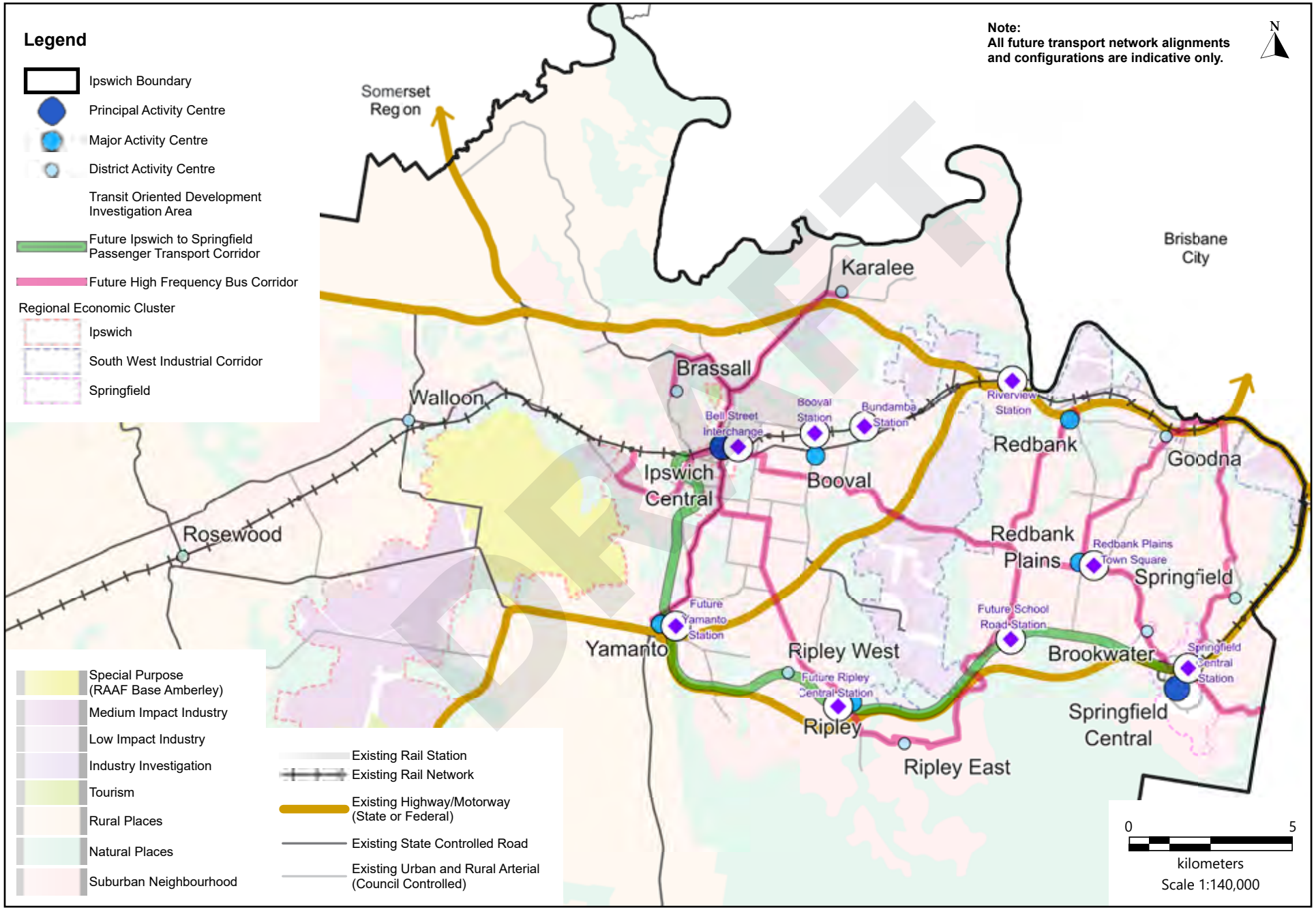
Figure 39 Strategic Directions Supporting Complete Neighbourhoods



Create vibrant and amenable activity centres through placemaking and urban realm enhancements to transport spaces and taking a long-term, place-based planning approach to ensure the desired balance of movement and place are 'future proofed' in centres.

It is important that these centres have plans in place that clearly define a full suite of transport planning, policy, infrastructure, and service initiatives that support the unique needs and requirements of each activity centre as a place. Critically this includes the active and public transport networks and initiatives (e.g. priority infrastructure) that will provide attractive and reliable sustainable access to and between centres through the long term, address freight and logistics needs, and minimise congestion where possible.

Analysis of future transport scenarios suggests that if this does not occur, the opportunity may be lost to preserve space along transport corridors for sustainable modes, that a continued dominance of private car access will occur, resulting in congestion in these built-up areas where road widening can be cost-prohibitive and impactful to the urban amenity of the centre. Closing this gap in current planning is critical to preserving and enhancing the long-term vitality and social and economic activity of Ipswich's major activity centres.

The *iGO Parking Action Plan* sets broad direction in regard to kerbside management to support place-based outcomes. This plan, alongside TMR's newly released *Movement and Place Policy* and *Movement and Place Practitioner Guidance* (NSW Government) could be drawn upon to guide these planning activities.

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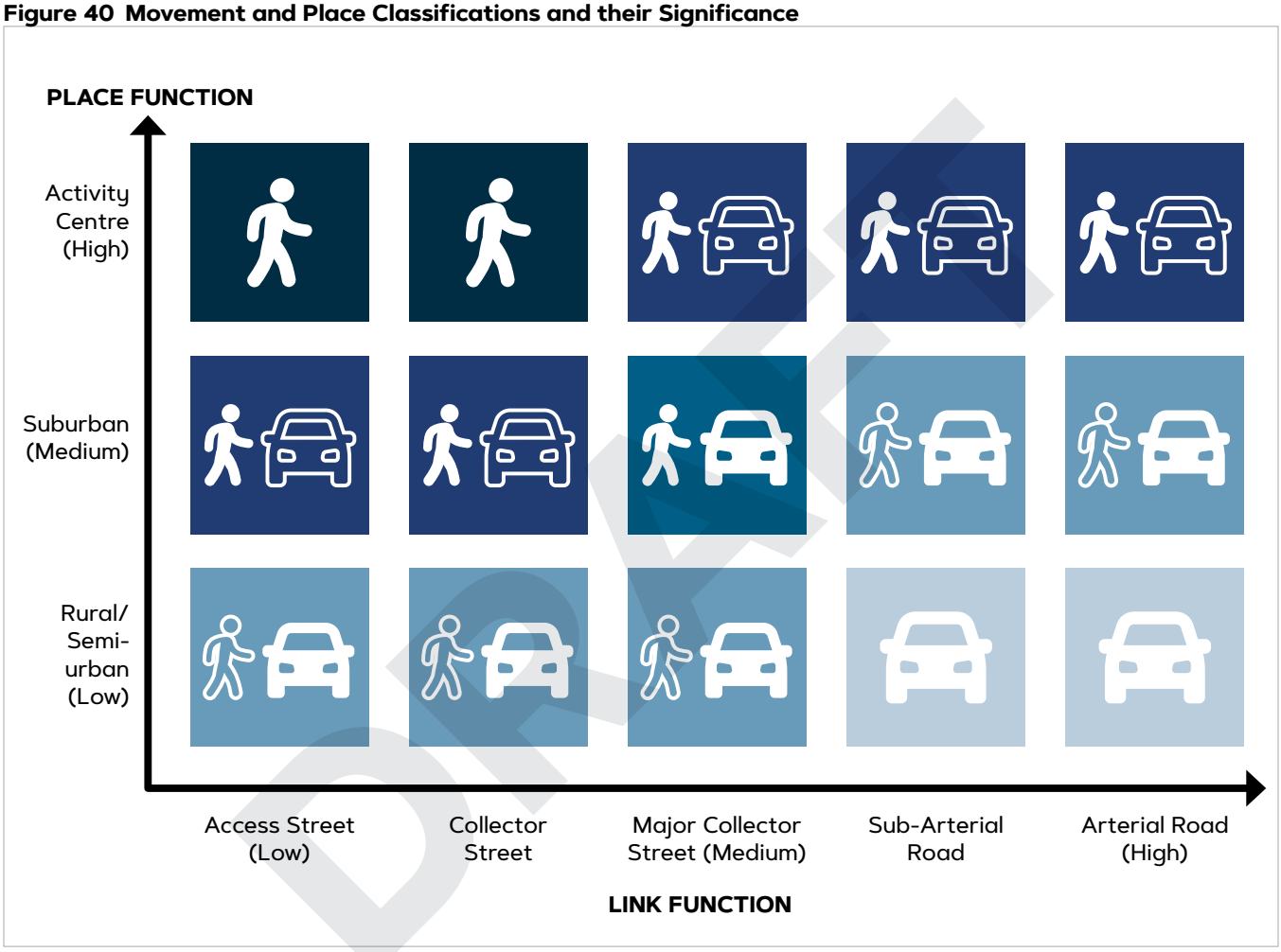
"MOVEMENT AND PLACE" CONCEPT

Movement and place is a concept that seeks to maximise the integration of transport with the surrounding built and natural environments, and with the values of users and local communities.

Through the integration of transport and urban planning principles it seeks to balance the network's function of moving people and goods with the role of transport in supporting social and economic activity, and environmental outcomes. In our major activity centres, it provides a framework to determine a suite of transport initiatives that consider the long-term vision and unique needs for each place. This includes determining the desired balance of road space allocation for each place and different transport modes.

Figure 40 Movement and Place Classifications and their Significance



LEGEND – PRIMARY FUNCTION

PLACE
Pedestrian environment is the primary and prioritised function.

PLACE
Pedestrian environment is typically the primary and prioritised function, in some instances, where movement function necessitates a specific design response.

EQUAL
Both Place and Movement functions will have equal priority.

MOVEMENT
Vehicle movement typically has primary function, in some instances where pedestrian environment and place specific requirements require a flexible approach.

MOVEMENT
Where vehicle movement is the primary function.

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6.3 SUPPORT ECONOMIC GROWTH AND ACTIVITY

Council will engage and collaborate with business, industry, and state and federal government to ensure efficient movement to business and industry and explore opportunities to:

- improve the experience, reliability and legibility of the transport system for residents, businesses and the visitor economy
- ensure council infrastructure meets the unique needs of freight customers, including to current and significant planned freight precincts
- support a freight modal shift from road to rail
- managing freight movements during peak periods and away from high amenity areas
- support sustainable development through delivery of the LGIP and Ripley Valley Priority DCOP.

The LGIP and Ripley Valley Priority Development Area DCOP are tasked with delivering infrastructure to meet the future growth and transport needs of the city. As part of the iGO Strategy, an iGO Road Network Action Plan (RNAP) will be developed to support the refinement of the LGIP, to ensure alignment with the vision and deliver sustainable infrastructure solutions in response to growth across Ipswich. The iGO Strategy and LGIP will work together in creating inclusive and equitable infrastructure for all.

A significant portion of Ipswich's current and planned enterprise and industrial areas are strategically located in proximity to the motorway network, with dependence on the local network generally for the 'last mile' to sites within these precincts.

Achieving a mode shift to rail, via the Ebenezer Intermodal Terminal planned to provide access to the federal government's Inland Rail, would reduce dependence on a constrained strategic road network, provide more resilience in the freight movement market, and better support long term economic productivity in the area.

As relevant, council can support new and emerging technology solutions that contribute to improving efficiency of freight transport for both urban logistics and heavy freight movements. For urban deliveries by delivery vans, cars, bicycles and other vehicles constantly moving goods around, technology initiatives such as smart routing and smart parking solutions, supported by intelligent transport systems (that can provide real-time updates on current traffic flows) could help make the industry more efficient and sustainable.

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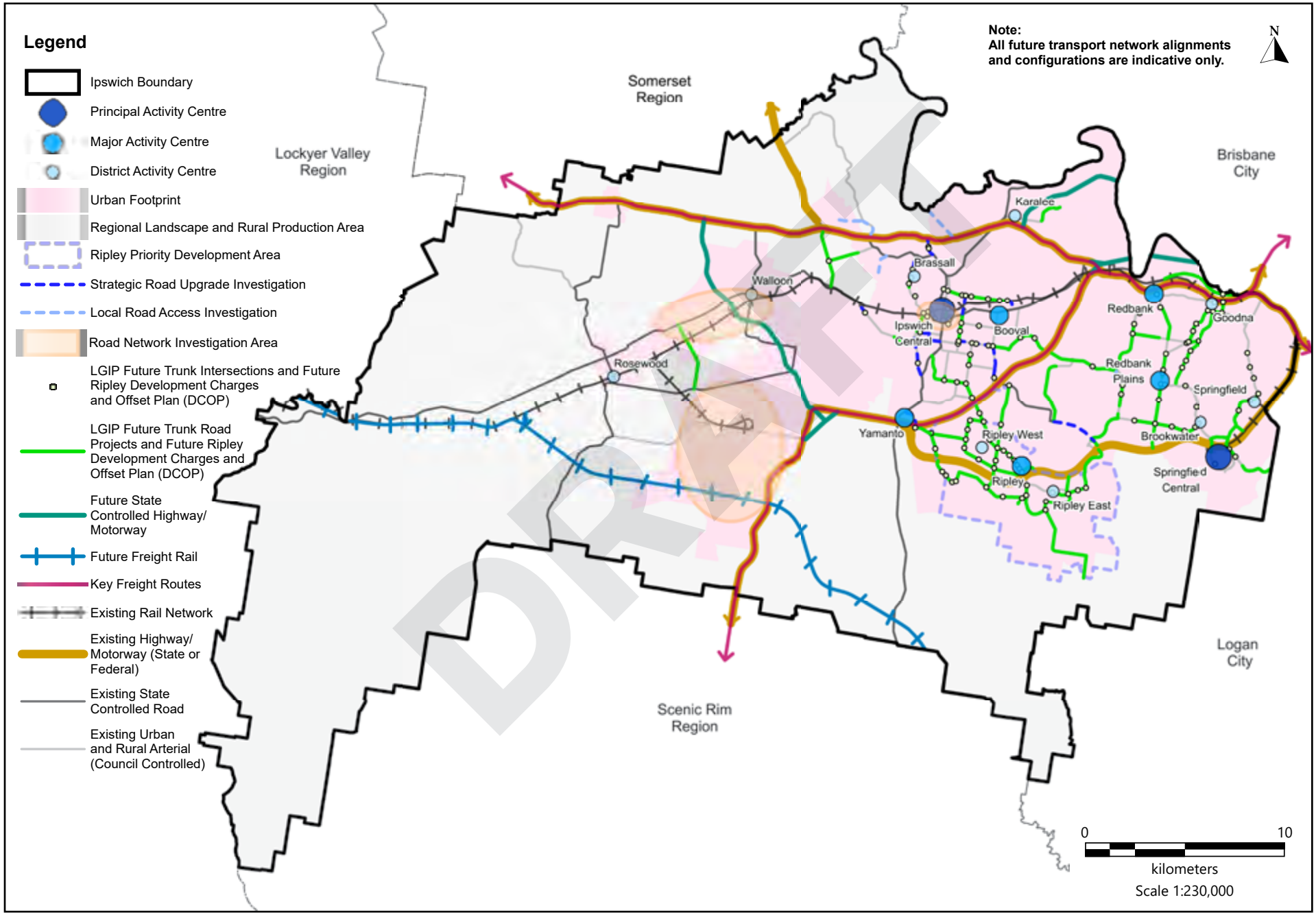
Figure 41 Strategic Directions Supporting Economic Growth and Activity



6.4 CREATE SAFER AND MORE EQUITABLE OUTCOMES FOR USERS

Evolve council planning and designing practice to address the needs of people with a mobility or physical disability. We will consider the needs of less confident transport uses alongside the confident and work towards intergenerational equity through the practical application of universal design and by embedding the principles of, and guidance for, Disability Discrimination Act and Disability Standards for Accessible Public Transport on all transport infrastructure planning, design and operation activities.

Enhance focus on personal security and perceptions of safety of transport places and spaces for a range of user groups through increasing passive surveillance and lighting, maintaining infrastructure to a high standard, keeping our streets clean and providing greater physical separation between pedestrian, bicycle and vehicle facilities.

Address road safety through a combination of technology and traditional levers, such as speed and traffic management measures in high crash or high activity areas, while continuing to deliver the Safe System approach.

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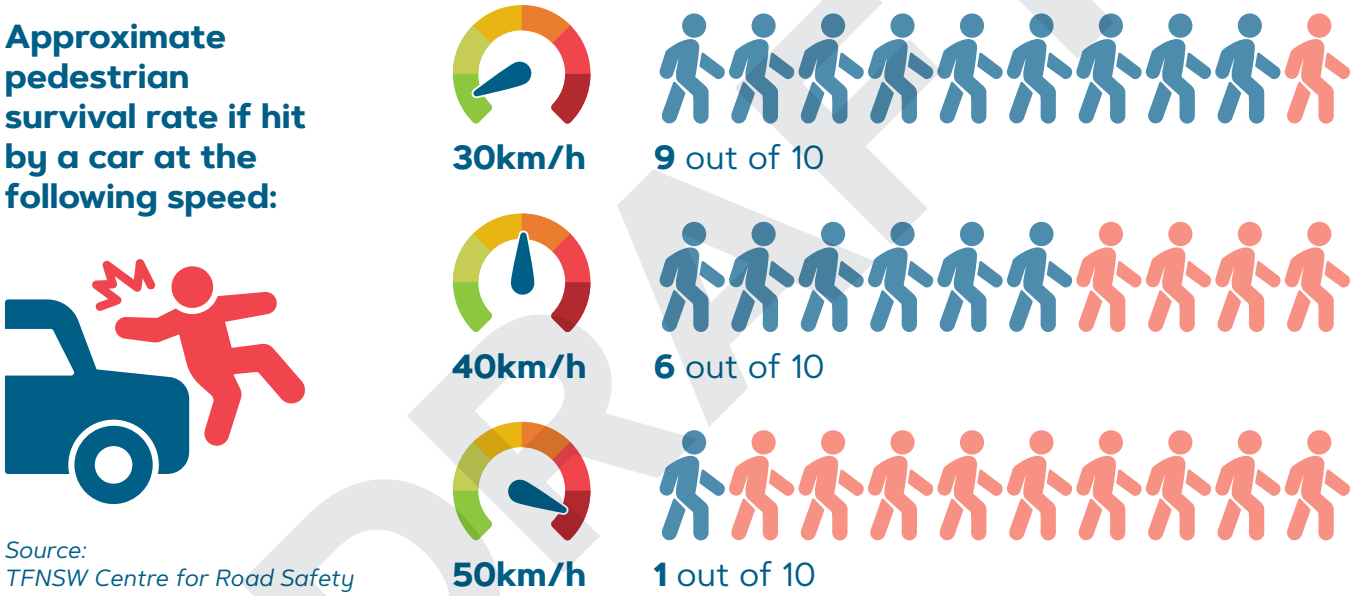
The Ipswich Connected Vehicle Pilot provided evidence that indicated that vehicle technology should continue to be developed as a key road crash reduction initiative. Council will act to ensure they are ready to support greater roll out of such technology among the community. This may include a range of readiness activities such as further testing and feasibility investigations, raising stakeholder and community awareness, policy and regulation, and road infrastructure readiness (e.g. signs and lines, design standards).

These will need to be balanced with reviewing and evolving our safety practises to ensure we continuously perform our role in minimising safety risks to the community. Speed limits are one key lever for councils to reduce risk of harm to our community and visitors, particularly in high activity areas. Evidence presented by TFNSW Centre for Road Safety indicates that the chances of a pedestrian surviving being hit by a car at 50km/h is 10%. This is compared to 60% when hit at 40km/h, and 90% when at 30km/h, as shown in Figure 42. Initiatives such as the low-speed traffic zones being implemented as part of the Ipswich Central Revitalisation project improve safety for pedestrians, cyclists, and drivers. Reducing speed limits in high activity areas not only improves safety but also contributes to more amenable place environments.

These activities will reinforce council's values of inclusivity. This includes in the approach to transport planning and development activities and considering the needs of less confident transport users alongside the confident.

Figure 42 Approximate pedestrian survival rate if hit by a car



Source:
TFNSW Centre for Road Safety

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6.5 PROTECT THE ENVIRONMENT AND CREATE A MORE RESILIENT NETWORK FOR FUTURE GENERATIONS

The following approaches highlight council's transport direction on protecting the environment, addressing key community and biodiversity issues for Ipswich. It is reinforced that council's transport activities should be guided by, align to and support implementation of council's *Environmental Protection Policy, Waterway Health Strategy, Natural Environment Strategy, Natural Environment Policy* and *Koala Management Plan* wherever possible and practical.

Evolve our mindset from environmental impact mitigation to nature-positive thinking through:

- protecting and enhancing the natural environment by avoiding impacts to significant ecological values wherever possible (threatened ecological communities, flora, fauna and their habitat) wherever possible across transport planning, design and construction activities.
- providing fauna (or 'green') infrastructure where able as part of new transport infrastructure projects and retrofitting at key existing locations in order to reduce fauna-vehicle collisions and improve fauna movement by maintaining and improving ecological connectivity between retained habitat.

Council will work towards the transition to net zero transport by supporting the electric vehicle movement. This includes through the facilitation of charging infrastructure and mechanisms that incentivise electric vehicle uptake. Council will reduce its operational carbon emissions through implementation, review and updates to council's *Sustainability Strategy* and Green Workplace Travel Plan.

Where possible, council will also work towards the reduction of user and embodied carbon in transport infrastructure. This could involve reducing the scale of proposed road infrastructure and rehabilitation projects, or through using less carbon-intensive construction materials.

Enhance greening and connection to natural areas and local places through:

- increasing focus on aligning our active transport networks to blue (water) and green (environmental) networks and those that provide safe community connectivity to key places and centres.
- providing shade and cooling while enhancing amenity and attractiveness of existing networks through urban greening.

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Improve disaster and emergency event resilience and recovery through:

- delivering initiatives to make a more flood-resilient network and community, such as new and high immunity river crossings. Delivering flood island actions from the Ipswich Integrated Catchment Plan to improve emergency access and safety of the community will be a primary focus.
- collaborating with emergency service providers to identify any initiatives that maximise safe egress of current and planned communities near high-risk bushfire areas (e.g. Ripley Valley Priority Development Area).
- developing and implementing more robust design and construction specifications for existing and planned infrastructure (using already available materials and methodologies) that is known to be impacted by natural events (e.g. flooding).

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6.6 ESTABLISH A FRAMEWORK TO DELIVER THE VISION

The following approaches highlight *how* council will go about delivering on the aspirations of the iGO Strategy and align to council's vision for being a trusted and leading organisation in the transport context. These approaches are supported by more detailed aspects of delivery and monitoring of the iGO Strategy in Section 7.

Council will **develop an iGO Implementation Program** that will provide an agile framework for transport decision-making at a program and project level and assist with resource and advocacy prioritisation.

Council will **refine our transport advocacy priorities** in light of the new objectives, strategic modelling findings and community feedback to ensure they are clear, evidence-based, respond to the current fiscal and political environment and meet the transport needs of the Ipswich community. Priorities will be clearly communicated and form the basis of advocacy to, and collaboration with, state and federal government, including key feedback provided on government planning and funding documents such as the SEQ Regional Transport Plan. When considered appropriate, council will consider taking a leadership or partnership role in a transport advocacy project's development in order to contribute to and bring forward its implementation (e.g. as was done for the Ipswich to Springfield Public Transport Corridor).

We will **evolve our transport practises and processes**, expanding our movement and place framework to also work towards embedding a 'vision and validate' approach into council transport planning, design and operational practices. This will enable stronger connection between planning intent and delivered outcomes of transport investment and enable 'more with less' when applied at an operational and asset management level.

Continue to consider and leverage the opportunities for Ipswich's transport network in the lead up to, during and beyond the **2032 Brisbane Olympic and Paralympic Games**. This includes working with and advocating to state government for local and mass transit solutions, as well as more accessible and more inclusively designed infrastructure.

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Explore alternative funding mechanisms with industry, state and federal governments to maximise outcomes for the Ipswich community. Exploration of such mechanisms is critical to provide funding of growing transport infrastructures needs of the community and meet continued inflation in the cost of its delivery. These may not be considered in the immediate term, but could include investigation of initiatives such as:

- commercial opportunities within local government road environments, including use of kerbside space (e.g. for electric vehicle charging, micro-mobility, advertising etc);
- designating a nominal percentage of council's annual budget to public transport infrastructure, or a shared funding model for new bus services;
- reviewing relevant transport-related charges and rates (e.g. investigate the implementation of a new infrastructure levy or widening the scope of existing levies, advocate for changes to the LGIP capped charges rate, review parking fees and charges more frequently and consider the ring-fencing of revenue for sustainable transport upgrades and initiatives);
- improving funding sources for priority precincts and growth areas (including state-led) to better support infrastructure and service delivery;
- identifying ways to better leverage external grant opportunities while having regard for council's long term financial sustainability goals where a co-contribution is required; and
- other funding opportunities/mechanisms as they arise.

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Table 11 Alignment of Approaches to be Taken to SEQ Regional Transport Plan

Approaches to be taken	GROW Supports a consolidated and sustainable urban structure	PROSPER Supports the economic competitive-ness of the region	SUSTAIN Contributes to the environmental sustainability and resilience of the region	LIVE Supports safe, healthy and liveable communities for everyone
Support a shift towards more sustainable travel				
Progressively grow and enhance the passenger transport network	✓	✓	✓	✓
Improve local footpath and active transport network connectivity	✓		✓	✓
Change our travel behaviour and manage travel demand		✓	✓	✓
Support complete neighbourhoods				
Encourage growth near transit and existing infrastructure	✓	✓	✓	✓
Create vibrant and amenable activity centres	✓	✓	✓	✓
Support economic growth and activity				
Ensure efficient for business and industry		✓		
Create safer and more equitable outcomes for users				
Evolve council planning and designing practice to address the needs of people with a mobility or physical disability		✓		✓
Enhance focus on personal security and perceptions of safety				✓
Address road safety				✓
Protect the environment and create a more resilient network for future generations				
Evolve our mindset from environmental impact mitigation to nature-positive thinking			✓	✓
Work towards the transition to net zero transport through reducing user and embodied carbon			✓	✓
Enhance greening and connection to natural areas and local places			✓	✓
Improve disaster and emergency event resilience and recovery		✓	✓	✓

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7. DELIVERY AND MONITORING

7. DELIVERY AND MONITORING

Delivery and monitoring is key to ensuring that there is a structured approach to address the strategic direction to 'establish a framework to deliver the vision'. The review and update to the delivery and monitoring aspects of iGO considered changes in council's strategy implementation and reporting guidance, the new strategic directions (see Section 6) and the requirement for new performance monitoring measures to align to the updated objectives. It also considered changes in governance circumstances since the writing of the original iGO, and importantly lessons learned through consultation with key council representatives on the relative successes and challenges of delivery and monitoring in the past.

7.1 DELIVERY FRAMEWORK

The nature of roles and responsibilities across all levels and agencies of government in delivering transport outcomes is complex. Councils play a key role being the closest of any layer of government to the local community and development industry. However, they only hold a modest proportion of the overall resources and funding required to deliver the infrastructure and services that enable the vision for transport.

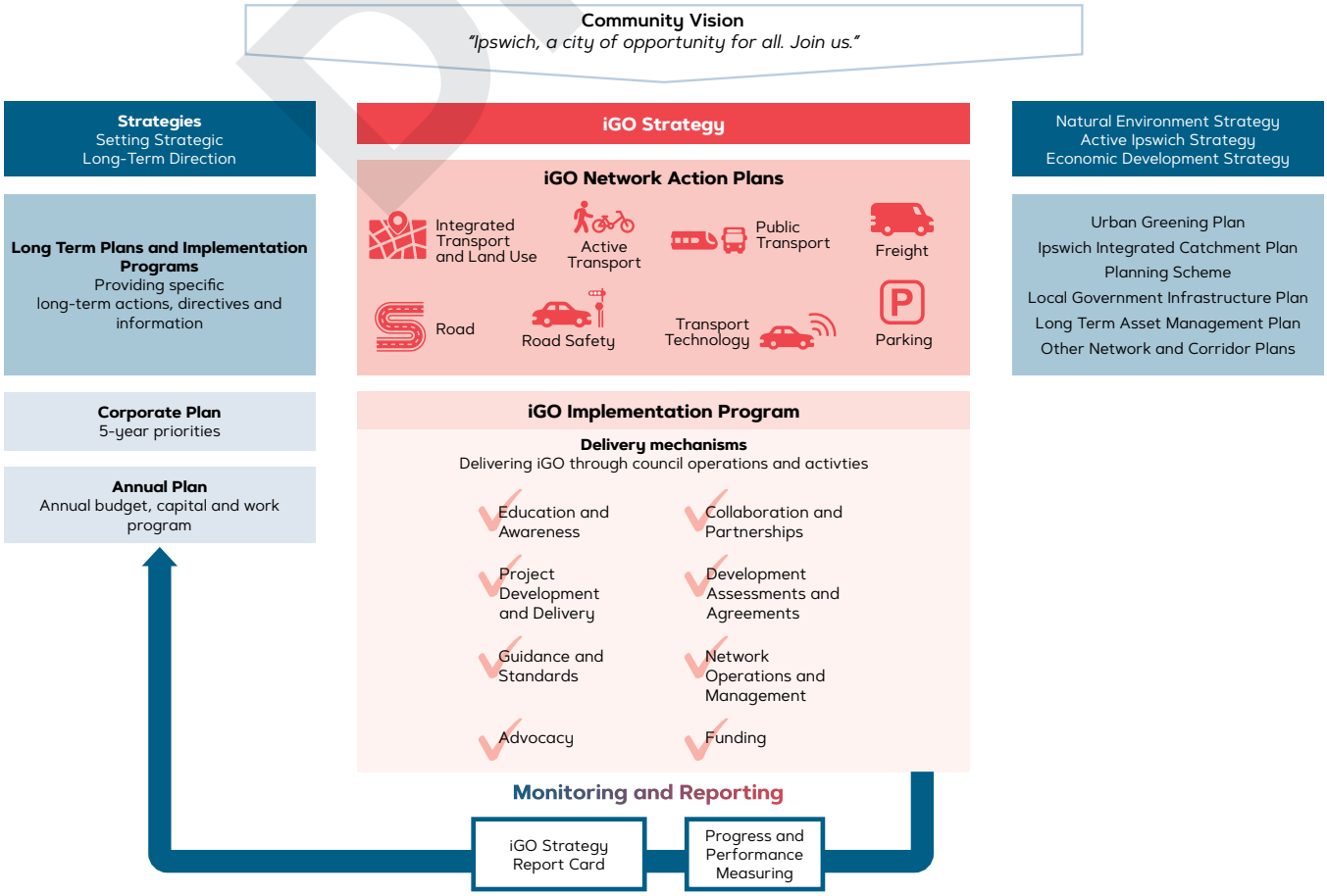
Ipswich City Council is there to support the local community – to plan, deliver, manage and operate the local transport infrastructure and services under their direct control in a co-ordinated manner with industry and other government agencies, and to advocate for investment from state and federal government for infrastructure and services of state and national significance.

Framework

A proposed iGO Strategy planning, delivery and monitoring framework has been developed and is presented in Figure 43. This framework seeks to consolidate the outcomes of a collaborative review of the full suite of relevant council plans and strategies, aligning and characterising them in a way that reflects council's Planning and Performance Framework. It presents a clear relationship between the community vision, relevant transport plans, available delivery mechanisms for council, monitoring and reporting mechanisms and council's annual planning and budget review cycle. Each of these aspects have a key role to play in the delivery of the iGO Strategy.

Consequently, the iGO Strategy identifies how council will work towards achieving the transport vision and where we will focus our resources to deliver outcomes for the Ipswich community.

Figure 43 iGO Strategy Delivery Framework



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Network Action Plans

The iGO NAPs will continue to play a key role in detailing more specific actions and initiatives to address more specific aspects of transport in Ipswich. A review of the current iGO NAPs has been undertaken, resulting in a range of recommendations including:

- Development of a Road Network Action Plan and Integrated Transport Land Use Plan
- Refresh existing plans such as the iGO Active Transport Action Plan.

The refresh of iGO Active Transport Action Plan provides the opportunity to address the integration of micro-mobility, and to integrate with updates to the PCN currently in development by TMR. Council will seek to develop or update the iGO NAPs as priorities and circumstances allow. The actions identified in the iGO NAPs will be key inputs to the Implementation Program for prioritisation (see section following).

Implementation Program

The primary implementation tool for the iGO Strategy will be the Implementation Program. This program will be an internal document that replaces the previous operational strategies. It will provide a singular tool that can cover the key topics addressed in the operational strategies (e.g. risk management, resourcing) while also addressing key gaps for council in prioritisation of actions and delivery, and funding.

Some high-level details of the program are as follows:

- **Purpose** – detail how the iGO Strategy will be put into action
- **Timing** – the program will be developed after the iGO Strategy is adopted by council
- **Reporting** – outcomes will be assessed through the iGO Strategy Report Cards on an annual basis.

The Implementation Program will be a critical enabler of the iGO Strategy to guide action and enable agility in how it is implemented. It will be informed by a gap analysis between the strategic directions identified (see Section 6) and council's current transport planning, delivery and operations activities. Critically, it will enable prioritisation of a range of initiatives across the transport lifecycle (planning to delivery and management) that accounts for their impact to achieving the vision and objectives, alongside their implement-ability for council (e.g. considering resourcing, funding, risks, and timing). This process will enable consideration of interdependencies (e.g. activities to integrate with state or federal government activities) and changes in context (e.g. major flood events).

7.2 DELIVERY MECHANISMS

Maximising the chances for success in delivering on the the iGO Strategy vision and objectives will require council to draw on a range of delivery mechanisms. An overview of key mechanisms is provided in Table 12. It is important to acknowledge the diverse roles that council plays in the execution and use of each mechanism. Council's traffic and transport team play a significant role as champions of the iGO Strategy, working with a range of stakeholders, the community and industry across the spectrum of the transport lifecycle of planning and policy, design, construction and operation. Council also provides a range of expertise across environment, economics, planning and other areas that have shaped the development of the iGO Strategy and will need to be drawn upon in its delivery.

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Table 12 Delivery Mechanisms Overview

Mechanism	Overview
People focussed – Council will collaborate with, engage and influence a range of community and stakeholder groups and representatives to achieve the aspirations of the iGO Strategy..	
Advocacy	Often targeted at the need for state and federal government investment support for state and nationally significant transport infrastructure or services – such as for the Better Bus Network for Ipswich or the Ipswich to Springfield Central Public Transport Corridor. When done well, advocacy seeks to influence at various levels of government (from officers to decision-makers) and provides an avenue for community involvement. Council's Regionally Significant Projects is a good example of organised and well communicated advocacy, and currently includes the Ipswich to Springfield Central Public Transport Corridor (I2S), Ipswich Central Second River Crossing, Better Bus Network for Ipswich, Critical and Enabling Infrastructure (focussed on strategic roads), and the Ebenezer Regional Industrial Area. As identified in Section 6.6: *In consultation with community and stakeholders, council will develop clear, steadfast and evidence-based **transport advocacy priorities** in light of the new objectives, strategic modelling findings, and the current fiscal and political environment. Priorities will be clearly communicated and form the basis of advocacy to, and collaboration with, state and federal government. Council will advocate for the inclusion of advocacy priorities (and other focus areas) in the SEQ RTP and continue to take a leadership role on in their development (e.g. I2S) as required.*
Collaboration and partnerships	The practise of working and partnering with others across all layers of government and the community is a key influence lever and enabler of success for the iGO Strategy. This includes with local residents and businesses (including established community and user groups such as the Ipswich Community Panel, traditional owners), industry (e.g. developers, designers, construction companies) and other organisations (e.g. universities, data providers). More specific to transport, this also includes current or emerging transport technology or service providers (e.g. Beam Mobility). As an example, there may be a need to engage with state government and the development industry to ascertain how this initiative, identified by council's officers during the development of strategic directions, may need to be realised: *Explore what opportunities are out there to minimise off-sequence greenfield development to lessen the pressure on bringing forward large transport infrastructure projects.*
Education and awareness	Delivering better outcomes doesn't always need to rely on new or upgraded infrastructure and services. Education and awareness programs and initiatives targeted at influencing the travel behaviour of customers can be used to achieve more sustainable transport outcomes.
Plans, processes and other resources – Council will move towards evolving their transport practices and processes to enable stronger connection between planning intent and delivered outcomes of transport investment.	
Project development and delivery	Project development and delivery is a core process through which council can ensure that the desired outcomes for transport are delivered 'on the ground'. This requires project teams to ensure that the the iGO Strategy vision and objectives are considered in developing projects – from defining project objectives, to options development and assessment, scoping, benefits estimation and realisation, and investment decision-making.
Development assessments and agreements	An important aspect of ensuring that the development industry is doing their part in delivering on requirements set out in the Planning Scheme, including for transport. This includes the development of any required infrastructure agreements between council and developers, as they provide an equitable model for delivery and funding of appropriate local transport infrastructure.

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Mechanism	Overview
Network operations and management	Council already owns and manages a significant network of road and transport assets. Reviewing and improving how this network operates and is managed, to more closely align with the strategic direction set by the iGO Strategy, is another lever at council's disposal. Importantly, it is another lever under direct council control and can quite often lead to 'quick win' solutions that do not require as much capex investment as solutions involving new/upgraded infrastructure. Two key sub-areas are considered: **Operational management** – through making changes to traffic signal operations, for example, to enable better pedestrian movement and permeability in high activity areas. In linking to the iGO Strategy, a movement and place based approach could be taken to a review of the concept of operations or desired levels of service for council's road network, with a focus on high activity areas or for areas with known vulnerable users (e.g. near schools and hospitals). **Road space allocation and management** – As Ipswich grows, more and more pressure will be placed on existing corridors – with competing demands on space across difference transport modes and for place-based uses. In linking to the iGO Strategy, a movement and place based approach could be taken to the review of council's typical sections for various road and street typologies, speed zoning, kerbside parking management, or in the development of a road user space allocation policy which sets out a hierarchy of road uses and trade-off process for constrained situations. The TfNSW Road User Space Allocation Policy provides a contemporary example.
Guidance and standards	Continuing to define and evolve what contemporary best practise looks like to council is an important delivery mechanism. Council maintains a range of standard technical specifications that includes standard drawings for a range of aspects for the design of roads and streets, as well as more developed guidance such as the Ipswich Streetscape Design Guidelines and Active Transport Wayfinding Guideline and Sign Design Manual. Ensuring that these are maintained to reflect council's position on what contemporary practise looks like, and that they are aligned to the iGO Strategy, is important. Such specifications and guidance are used by practitioners as a starting reference when carrying out a range of transport activities. It is similarly important to regularly undertake gap analysis of guidance required for practitioners to deliver on the iGO Strategy – particularly when undesirable built outcomes or practitioner behaviours are consistently being observed. A specific example of such evolution has been provided by a stakeholder during stakeholder engagement activities: *...one element that can be explored is developing and implementing more robust design and construction specifications for existing infrastructure that are known to be impacted by natural events (e.g. flooding). There are materials/methodologies out there that council can use more widely if there is a clear policy/strategic position on this matter.*
Funding	The full suite of infrastructure and services required to realise the vision and objectives of the iGO Strategy represents a multi-billion dollar program that requires drawing on a range of funding sources and methods to deliver. When considering the broad range of local, state and federal government funding programs and avenues, the funding mechanisms that will be required to be drawn upon are numerous and quite complex. Council will need to identify innovative ways to 'do more with less', prioritise investment more effectively, secure significant funding support from state and federal governments (beyond existing commitments and grants) and explore alternative funding mechanisms in order to deliver on the vision of the iGO Strategy. In terms of the political and fiscal context that could influence state and federal investment decision-making, there is a significant cross-government focus on the 2032 Olympic and Paralympic Games. There is also similarly significant growth observed and forecast in other SEQ LGAs such as Brisbane, Logan, Gold Coast, Moreton Bay and Sunshine Coast, who will also be advocating for state and federal funding for growth infrastructure, particularly in the lead up to the 2032 Games. It is also recognised that this imbalance between identified transport needs and current funding / market capacity levels is not unique to Ipswich and SEQ – as evidenced by the recent Independent Strategic Review of the Australian Government's Infrastructure Investment Program.

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7.3 MEASURING SUCCESS

The key monitoring and reporting mechanism for the iGO Strategy will be an iGO Strategy Report Card that will be developed on an annual basis. The report card will identify progress against the iGO vision and objectives, by measuring progress against a series of indicators and metrics annually.

The indicators, metrics and data sources identified were selected based on their strength in alignment to the iGO objectives and the ease, availability and cost of data gathering and analysis. The identified preferred indicators, the current baseline, milestone and target to measure the success of for the iGO Strategy are provided in Table 13.

7.4 GOVERNANCE

Transport planning and policy requires strong governance to implement. Considering the balance required across local and state government to implement for the iGO Strategy, enhancing the focus on governance moving forward is a significant opportunity. This is particularly so in light of the identified challenging political and fiscal context - there is a need to ensure the cross-government leadership discussions, decision-making and actions required to empower for the iGO Strategy are occurring with an appropriate regularity. This presents one of the most important environments for council to advocate for, and work with state government agencies towards, support for investment in Ipswich transport. Governance will also be needed to ensure that for the iGO Strategy continues to provide contemporary and relevant strategic direction for transport in Ipswich.

A renewed and enhanced focus on governance is to be developed. This will include the establishment of an executive leadership group comprised of appropriate government agencies. This group will deliver upon the desired outcomes of for the iGO Strategy, oversee the iGO Implementation Program and provide input into future reviews of for the iGO Strategy to ensure that it remains contemporary and relevant.

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Table 13 iGO Strategy Reporting Measures and Data Sources

	Objective	Indicator	Metric	Baseline	2030 Milestone	2035 Target
Vibrant and Growing	Connected	Accessibility	Proportion of residents living within 20 min of Ipswich Central and Springfield Central by car.	87.24% within 20min of Ipswich Central. 62% within 20min of Springfield Central.	Increase	Increase
			Public transport trips accessing Ipswich Central and Springfield Central	Ending in Ipswich Central: ▪ Total weekday trips: 27,887 ▪ Average daily weekday trips: 1,268 Ending in Springfield Central: ▪ Total weekday trips: 40,275 ▪ Average daily weekday trips: 1,831	Increase	Increase
	Vibrant places	Liveability	Liveability Index	53 out of 100	58 out of 100	62 out of 100
	Productive	Council trunk network connectivity and performance	Harmonic average speed along key routes (harmonic average, meaning between two points, excluding those who join between)	Route 1: Hooper Street – Toongarra Road NW = 38.42kph Route 2: Hooper St – Toongarra Rd SE = 33.14kph Route 3: Mary St – Redbank Plains Rd/ Jones Rd EB = 43.04kph Route 4: Mary St – Redbank Plains Rd/ Jones Rd WB = 47.25kph Route 5: Jones Rd – Sinnathamby Boulevard/Main St SB = 41.96kph Route 6: Jones Rd – Sinnathamby Boulevard/Main St NB = 39.85kph Route 7: Sinnathamby Boulevard/ Main St – USQ SB = 29.76kph Route 8: Sinnathamby Boulevard/ Main St – USQ NB = 30.16kph Route 9: Springfield Greenbank Arterial NB = 23.60kph Route 10: Springfield Greenbank Arterial SB/Mill St NB = 30.90kph Route 12: Redbank Plains Rd/Jones Rd – Queen/Mill St SB = 36.81kph Route 13: Formation St – Old Logan Rd SB = 42.69kph Route 14: Formation St – Old Logan Rd NB = 41.77kph Route 15: Alice/Albert St – Alice St/ Old Logan Rd WB = 29.37kph Route 16: Alice/Albert St – Alice St/ Old Logan Rd EB= 28.57kph Route 17: Hooper/Brisbane St – Burnett St NB = 22.50kph Route 18: Hooper/Brisbane St – Burnett St SB = 22.36kph Route 19: South Station Rd/ Robertson Rd – South Station Rd/ Brisbane Rd NB = 26.38kph Route 20: South Station Rd/ Robertson Rd – South Station Rd/ Brisbane Rd SB = 28.64kph	Minimal increase in network congestion	Minimal increase in network congestion

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	Objective	Indicator	Metric	Baseline	2030 Milestone	2035 Target
Safe, Inclusive and Creative	**Safe and Secure**	Transport safety	No. of serious and fatal injury incidents on council roads per 100,000ppl (5-year rolling average)	139 (2022 baseline)	Decrease in Fatalities and Hospitalisation	Decrease in Fatalities and Hospitalisation
	Inclusive	Infrastructure accessibility	% DDA compliance of bus stops	53%	70%	100%
	Healthy and Well	Active network connectivity	% total PCN delivered (km)	31.24% (Figure currently based on the 2016 PCNP network and will be updated when the new PCNP network is endorsed by State Government)	45% of Priority A routes identified in the 2021 Priority Route Maps.	60% of Priority A routes identified in the 2021 PCNP Priority Route Maps
Natural and Sustainable	**Nature**	Urban Greening	Tree canopy coverage in transport reserves in 'growth fronts' and 'established areas'.	Percentage of tree cover within road reserves ▪ Growth Fronts: 24.34% ▪ Established Areas: 28.00%	Net increase in tree cover in established areas and monitor in growth fronts	Net increase in tree canopy and cover in established areas and monitor in growth fronts
	Climate	Carbon Emissions	Increase in number of public electric charging stations in Ipswich	22	Increase in number of public electric charging stations in Ipswich	Increase in number of public electric charging stations in Ipswich
	Resilient	Climate event resilience	Delivery of the IICP flood island investigation actions	0	3 actions by 2030	6 actions by 2035
Trusted and Leading	**Leadership**	Advocacy outcomes	Investment from State and Federal Government outlined in QTRIP and Passenger Transport Operator Payments Western Region	$144.50 - Yr 1 QTRIP investment per capita, 4 year average (2019/20 to 2022/23) $109.68 - Passenger Transport Operator Payment per capita (urban bus only), 4 year average (2019/20 to 2022/23)	Increase in Ipswich LGA comparable to other LGAs	Increase in Ipswich LGA comparable to other LGAs
	Financial Responsibility and Risk	Fiscal Responsibility and Accountability	Delivery of LGIP	2% links 1% intersections	31% links* 32% intersections	59% links* 67% intersections

*Subject to the link or intersection meeting the Desired Standards of Service intervention levels

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APPENDIX A – PROCESSES AND APPROACHES

A.1 Prioritising Opportunities and Challenges

A review of the existing and forecast transport situation in Ipswich has identified a significant range of challenges and opportunities, with significant variety in their nature. A long list of opportunities and challenges was collated, themed and consolidated into a short list of opportunities and challenges. This short list was then taken forward to an impact and influence assessment, where:

- **Impact** scoring was based on the relative potential of the opportunity to contribute to the achievement of the vision and objectives of the iGO Strategy
- **Influence** scoring is based on council's ability to directly or indirectly positively affect change to address the challenge or deliver on the opportunity.

The shortlisting and prioritisation were influenced by what the project team had heard from engagement with each the Ipswich Community Panel, TWG, and via the SYI community pop-ups. The resulting priority opportunities and challenges are outlined in section 3.3.

Figure A1 Process and Inputs Used to Determine Priority Opportunities and Challenges

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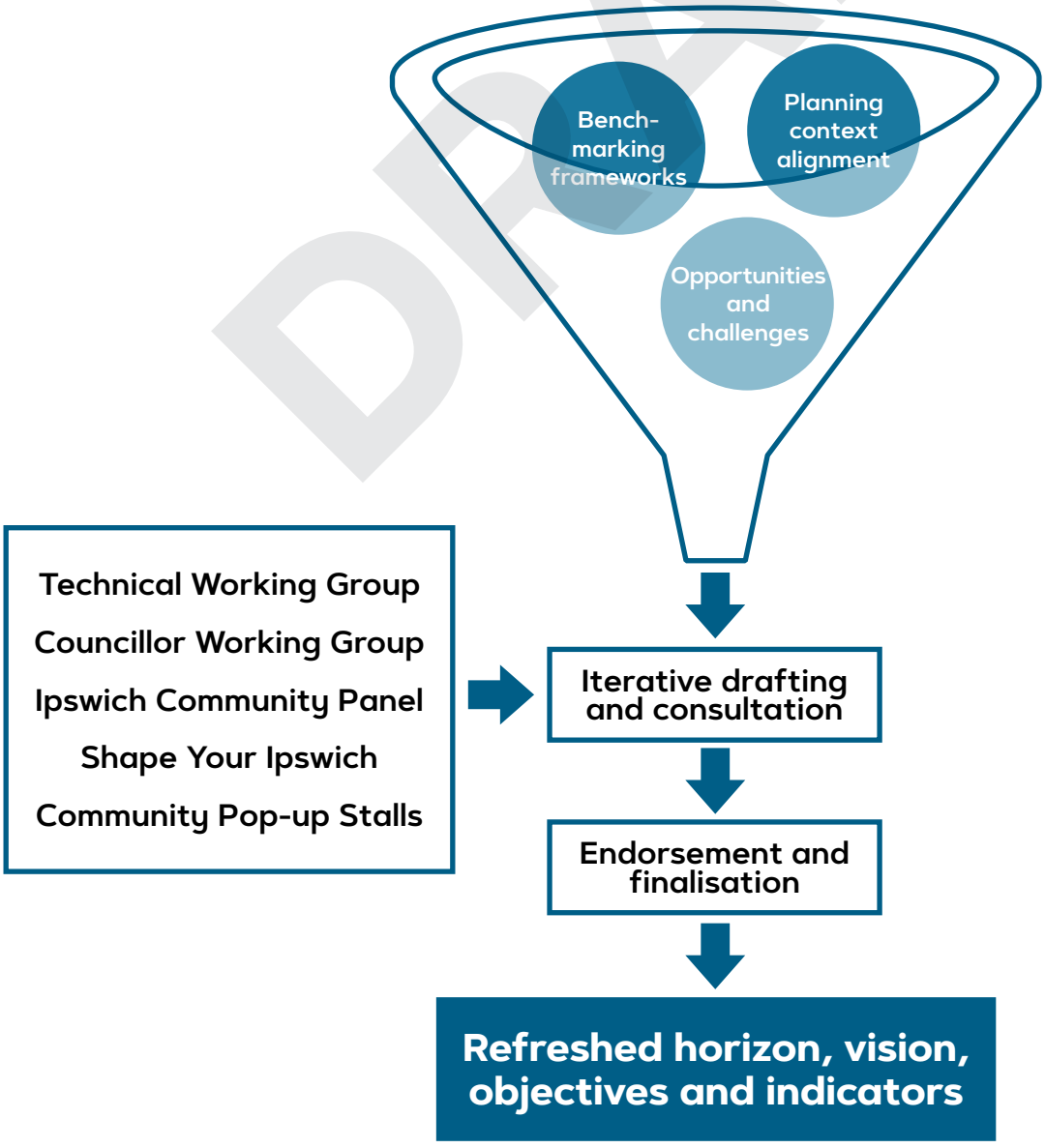
A.2 Developing the Vision and Objectives

Our approach to the review of the iGO Strategy, vision, objectives and indicators has included the following activities:

- **Planning context alignment** | developing an understanding of key themes of planning intent through the lens of relevant local, state and federal government planning.
- **Benchmarking** | developing an understanding in current trends and best practise when it comes to defining success for future transport through review and synthesis of other plans and policies.
- **Opportunities and challenges** | ensuring that the vision and objectives sufficiently consider and respond to prioritised opportunities and challenges.
- **Community and stakeholder input** | a number of activities including workshops, deliberative forums, and community pop-up stalls were used to garner input to and feedback. These informed iterative development of the vision and objective statements.
- **Endorsement and finalisation** | outcomes of the above engagement were then used to refine for endorsement with each the CWG and PSG. Any finalisation recommendations were undertaken in consultation with the council project team.

The team took a movement and place approach by defining the aspiration for future transport through the lens of the place-based community vision identified in *iFuture*. The final vision and objective statements are provided in section 4. A planning horizon of 2046 was also confirmed – to align with other council planning activities (e.g. *Ipswich City Plan 2025*, and LGIP). Throughout this process a number of potential indicators and metrics were identified that could be used in the monitoring and evaluation of the iGO Strategy. These were used to inform ongoing discussions with the project team and stakeholders, with the outcomes captured in Section 7.

Figure A2 Approach to Reviewing and Updating iGO Strategy Vision, Objectives and Indicators



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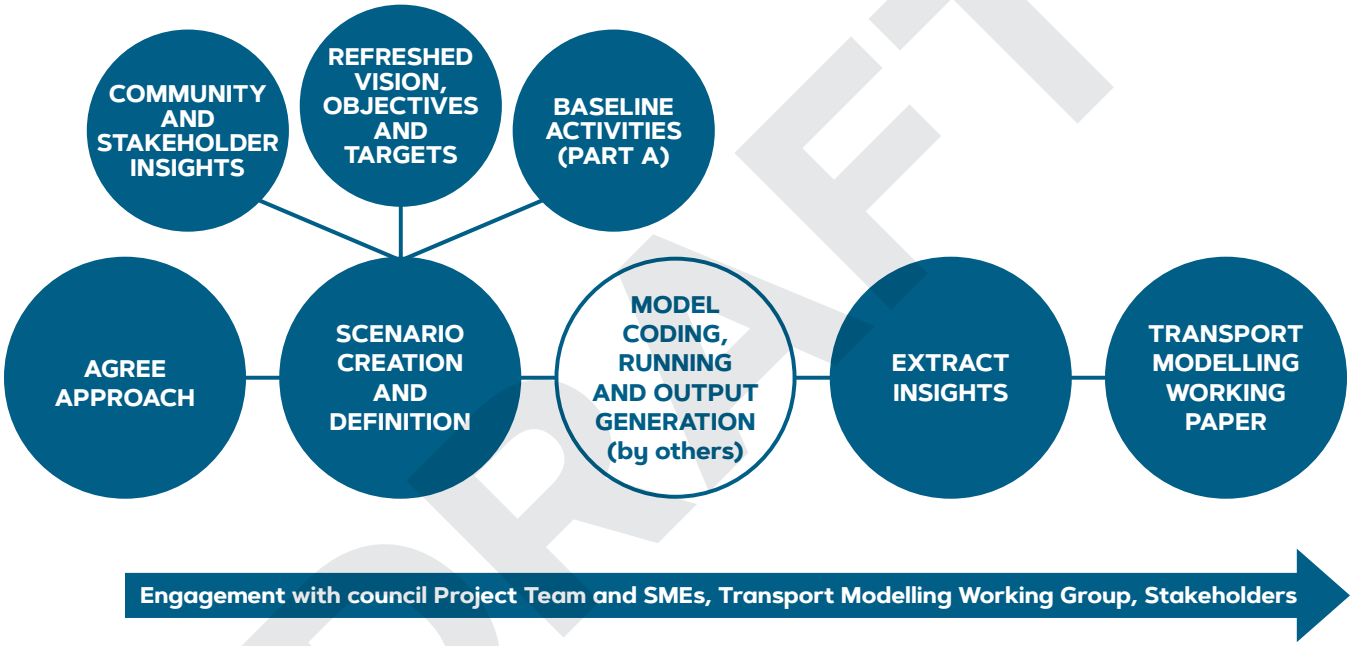
A.3 Approach to Scenarios Modelling

An overview of the adopted transport modelling approach is shown in Figure A3. The transport modelling approach focussed on the relative comparison of future scenarios, and as such does not report specifically on drawing comparisons to existing conditions. The relative comparison of future scenarios has been used to provide insights to the identification of planning and policy focus areas.

Analytic insights also focussed on metrics that aligned to the updated vision and objectives. In addition to considering forecast road congestion and passenger transport utilisation this included accessibility analysis with a focus on understanding how planned public transport services provide affordable and equitable access to Ipswich's major centres.

All modelling was carried out using ISTM-MM. The ISTM-MM is a multi-modal strategic transport model that is based on the Brisbane Strategic Transport Multi-Modal Model, updated to enable more detailed modelling of transport and land use scenarios in the Ipswich area. ISTM-MM underwent a series of updates throughout 2022 in preparation for its use in the development of the Local Government Infrastructure Plan (LGIP). All model outputs were sourced from ISTM-MM and provided courtesy of Jacobs.

Figure A3 Transport Modelling Approach



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A.4 Developing Strategic Directions

Key aspects of our approach to developing strategic directions (or 'policy focus areas') are illustrated in the Figure below and included the following activities.

- **Setting a framework** | creating an overarching structure for policy focus areas identification, through drawing on council's understanding of the new requirements for council plans and strategies.
- **Focus areas identification** | drawing on the following to identify a broad range of potential focus areas:
  - **Outcomes of previous review stages** | this included reviewing outcomes and insights drawn from the opportunities and challenges and scenarios modelling stages.
  - **High-level gap analysis** | of the current the iGO Strategy policy elements and focus areas to understand how they may need to change in response to key findings of the iGO Major Review to date, and the updated iGO vision and objectives.
  - **Stakeholder engagement** | drawing on the collective knowledge of stakeholders to identify strategic directions and key moves through workshop activities
- **Policy focus areas synthesis** | including consolidation of outcomes and findings of the above activities to identify a draft set of policy focus areas for workshopping and refining through consultation activities.

Figure A4 Approach Overview

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APPENDIX B – PLANNING AND POLICY OVERVIEW

Developing a council transport strategy requires consideration of and broad alignment to government planning across all levels, across federal, state and local levels. Following is an overview of key planning documents across regional and urban planning and transport planning for each level of government. They are accompanied by brief insights as to what they may mean when undergoing the iGO major review.

B.1 Australian Government

NATIONAL URBAN POLICY

The National Urban Policy was released in November 2024 and includes a statement on the challenges of, and responses to, urbanisation as it is currently understood at the national scale and supports the achievement of United Nations Sustainable Development Goal (SDG) 11: Sustainable cities and communities (whilst linking with a range of other SDGs). The policy reinforces the roles that each government has in the planning and operation of our cities and suburbs and highlights the Australian Government's support for stronger alignment between, across and with governments. It's five key goals of liveable, equitable, productive, sustainable and resilience, reinforces that the role of local governments is to focus on matters which are closer to home in the communities they represent, including local roads and footpaths from a transport perspective. These goals have a number of crossovers with a transport agenda including safety, promotion of active lifestyle, access to jobs / services / education opportunities, provision and efficiency of transport and freight networks, moving towards zero emissions, and climate-resilient infrastructure. Key aspects of the objectives and associated discussion include:

- *Limited access to…transport, particularly in outer urban areas also contributes to inequity among communities*
- *Achieving net zero emissions by 2050 is a priority for cities, requiring emissions reduction in transport…*
- *Urban areas must support healthy, active lifestyles through high-quality active transport options*
- *Efficient, reliable transport networks … can connect people to jobs and services, therefore contributing to work-life balance*
- *Embracing emerging technologies such as automated vehicles and intelligent transport systems offers potential for increased efficiency and sustainability*

The policy sets out a number of possible actions relevant to transport including: crime prevention and transport safety; promoting greater use of active and public transport by improving the safety, connectivity and convenience of walking and cycling infrastructure and of electrified public transport options; updating land use planning systems to accommodate a greater mix of housing and higher-density housing in well-located areas, close to transport connections; support strategic development and transport plans supported by land use planning systems that encourage walkability and rideability through the creation of networks of local destinations with good connections and amenity; and increasing the role of public transport in urban commuting to help develop more productive central business districts and precincts.

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AUSTRALIAN INFRASTRUCTURE PLAN

Infrastructure Australia, the national government's independent infrastructure advisor, developed the Australian Infrastructure Plan (AIP) which provides a roadmap for infrastructure reform. It presents the Australian Government's vision for infrastructure (above) and provides 29 reform recommendations for how the key challenges and opportunities facing infrastructure in Australia should be addressed over the next 15 years.

'Infrastructure Australia's vision for 2036 is to have infrastructure that improves the sustainability of the country's economic, social, environmental and governance settings, improve quality of life for all Australians, and is resilient to shocks and emerging stresses.'

The reformed plan highlights the need to move away from the historic approach to infrastructure planning in which future conditions are projected based on a projection of the status quo today and providing infrastructure to meet anticipated demand. Rather infrastructure planning should form a key part of an ambitious vision for the country and adopt a place-based approach.

'Transport — the great enabler. Transport shapes communities, so Australia must build, operate and maintain transport infrastructure that supports the places Australians want to live, work, play, visit and invest in.'

The document makes numerous recommendations including:

- Maximising benefits by aligning transport investments with place-based objectives
- Maximising the benefits of public expenditure by making the allocation of all Australian Government transport program funds to jurisdictions subject to the demonstrated achievement of specified and agreed movement and place outcomes

The AIP sets out achieving place-based outcomes across four areas: rethinking our fast-growing cities; strengthening smaller cities and regional centres; lifting access in small towns, rural communities and remote areas; and unlocking opportunity in northern Australia and developing regions.

iGO major review insight

Both Australian Government planning documents provide clear cues and directives to adopt a more place-based approach to transport development. The AIP in particular more clearly infers potential benefits to Council of adopting a more place-based approach to transport, which can be achieved from a top-down perspective via more place-based objectives within an updated transport strategy. The Smart City Plan reinforces the need to consider retaining 30-minute accessibility (or similar) as a primary transport indicator or metric.

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B.2 Queensland Government

SOUTH EAST QUEENSLAND REGIONAL PLAN

ShapingSEQ is the statutory regional plan for the SEQ region developed by Department of State Development, Infrastructure, Local Government and Planning (DSDILGP) (now the Department of Housing, Local Government, Planning and Public Works. The plan was prepared in collaboration with the region's twelve local governments (including council). The plan represents the Queensland Government's integrated plan for managing population growth within this region, and setting the strategic planning aspirations for the region, with a 50-year vision. The vision is underpinned by five (5) key goals: Grow, Prosper, Connect, Sustain, Live. The 'Connect' goal is the key link to transport planning:

> 'In 50 years, SEQ will be connected by world-class infrastructure that enables the efficient movement of people, products and information. SEQ will use its existing infrastructure networks and embrace innovative new infrastructure solutions to increase the region's productivity and efficiency, while minimising its environmental footprint and maximising community amenity.
>
> To better move people and goods, we will take advantage of new technologies. Our urban form and strategic transport system will provide connected lifestyles in more complete communities that support economic growth areas and give people better choices for travelling to work and connecting to the world. Our public transport system will mature to rival those of the best modern cities in the world.
>
> A 'business as usual' approach to transport will not get us to this future. Our improved approach will prioritise transport infrastructure and associated land use changes that will significantly increase the share of trips made by walking, cycling and public transport.'

ShapingSEQ has been endorsed as of December 2023. Engagement with the relevant DSDILGP team identified that the review is unlikely to result in significant directional change, rather focus on implementation.

SEQ REGIONAL TRANSPORT PLAN

TMR have developed and are continuously evolving an extensive ecosystem of plans, policies, strategies and programs. The SEQ RTP provides strategic transport planning direction for the Metropolitan District of TMR (within which Ipswich sits). The SEQ RTP pivots from *ShapingSEQ*, by identifying that the 'Connect' goal supports the remaining four place-based themes of Grow, Prosper, Sustain, Live. Associated transport-focussed priorities are identified in Figure B1: SEQ RTP defining success framework. Measures of success for transport in the Metropolitan District are shown in Figure 46. The SEQ RTP is currently under review by TMR.

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Figure B1 SEQ RTP Defining Success Framework

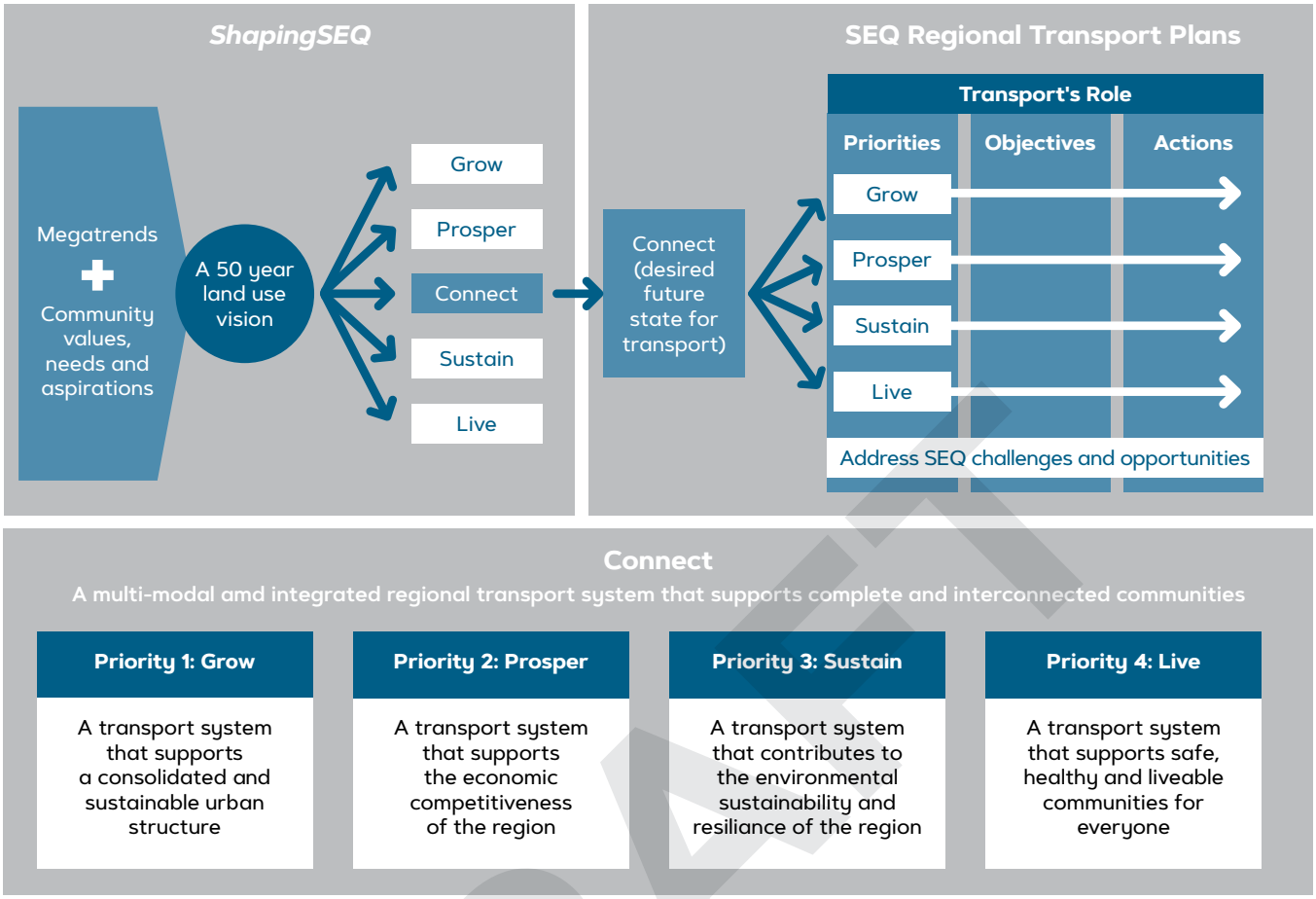
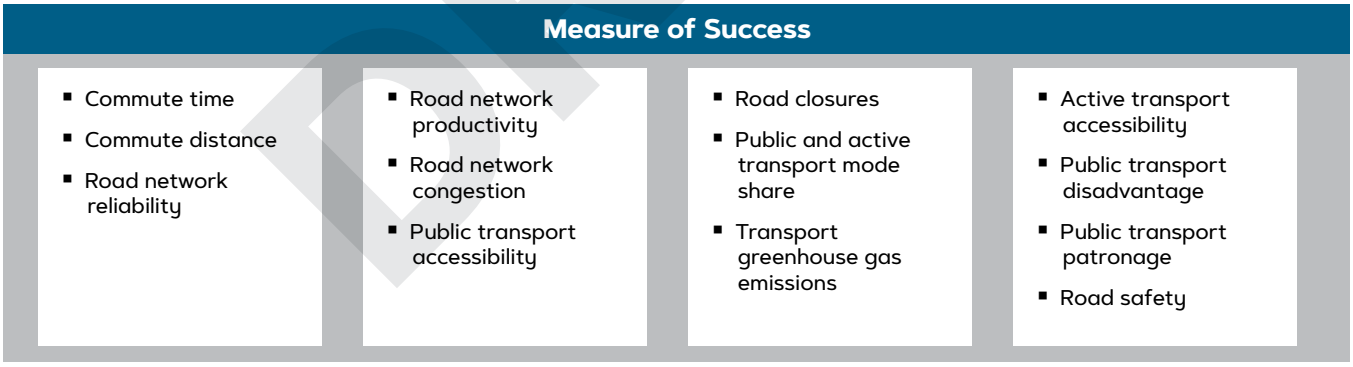


Figure B2 Metropolitan District Measures of Transport Success



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B.3 Ipswich City Council

iFUTURE

iFuture is council's leading strategic plan, replacing Advance Ipswich and the previous corporate plan. Released in 2021, it will guide all decisions and actions that council undertakes over the five years to 2026. *iFuture* is built on community feedback regarding how people want Ipswich to look and feel like by the year 2041. The project brought together the diverse voices of over 2,000 people between August 2020 and February 2021.

It provides council with a 20-year vision for Ipswich, and is supported by four themes each with their own vision statement:

> *'Ipswich, a city of opportunity for all.'*

ShapingSEQ has been endorsed as of December 2023. Engagement with the relevant DSDILGP team identified that the review is unlikely to result in significant directional change, rather focus on implementation.

1. **VIBRANT AND GROWING**
   In 2041 Ipswich has been Queensland's fastest-growing city with SEQ's youngest population. We were well prepared for the growth while balancing positive social and environmental outcomes for our city. We are a city of centres, with activated places and spaces where we can enjoy creative pursuits and active recreation or relaxing time with our families or loved ones. We are connected by a safe, reliable and sustainable transport system. Our city has dedicated places for dining, and night-time entertainment. Our economy is thriving with businesses ranging from the bespoke and entrepreneurial to the international and established. We drive opportunities for prosperity and support businesses to meet consumer needs and deliver reliable and skilled jobs.

2. **SAFE, INCLUSIVE AND CREATIVE**
   In 2041 we welcome, support, celebrate and include people from all backgrounds, cultures and abilities. We know that wherever we live, work or play we feel like we belong, and we feel safe. It is easy to access the social and health services from a coordinated network that focuses on prevention and intervention where and when it's needed. Our arts and culture scene is thriving and attracting locals and visitors to be a part of it.

3. **NATURAL AND SUSTAINABLE**
   In 2041 we are proud of and enjoy our waterways, our bushland, our flora and fauna and our cultural landscapes. We are continuing our work towards a sustainable future that mitigates environmental impacts and adapts to a changing climate. We are known nationally for being clean, green and a city with a circular economy.

4. **A TRUSTED AND LEADING ORGANISATION**
   In 2041 our community trusts the elected council and staff to make decisions that are transparent, accountable and are in the best interests of the current community and for generations to come. We are leaders in customer service, good governance, financial and risk management. The community and customer are at the centre of everything council does. We have an empowered, connected, resilient workforce and a culture that supports us to perform at our best.

The plan includes a five-year roadmap for the 2021-2026 period. It identifies catalyst projects and key service areas that contribute to the achievement of the outcomes.

iGO major review insight

Having replaced *Advance Ipswich* and now providing a new community vision for the future, the new transport strategy will need to demonstrate clear alignment to *iFuture* and this new vision. There is an opportunity for the updated iGO vision and objectives to directly respond to the four *iFuture* vision themes. Aligning transport direction to this place-based vision would align to the movement and place approach being undertaken to the review.

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IPSWICH CITY PLAN 2025

Ipswich City Plan 2025 is council's new planning scheme to support growth of the city to 533,000 by 2046. The new scheme seeks to embed actions defined in the previous iGO, and also proposes to include a new Transport and Parking Planning Scheme Policy and Code. This new policy and code sets out transport impact assessment requirements and encourages provision and guides design of off-street electric vehicle charging infrastructure.

The *Ipswich City Plan 2025* has been reviewed and updated in response to community feedback, and with the state government for state interest review. The scheme has identified the following themes for consideration.

iGO major review insight

The planning scheme is both a delivery mechanism for iGO as well as a statutory document that iGO needs to consider and align to. The identified planning horizon in particular is a key consideration for the updated iGO.

Great places

Create great places by strengthening our communities and protecting what we love about Ipswich – our lifestyle, our activity centres and our rural areas.

27 supports (15%)

Infrastructure

Plan for the right infrastructure to support our people, the economy and jobs, such as transport, open space, parks and community facilities.

25 supports (14%)

Housing

Facilitate housing choices for where and how we live.

16 supports (9%)

Resilient communities

Strengthen the resiliebce of our communities to the changing climate, natural hazards such as flood and bushfires and human-made constraints such as former mining and pipelines.

18 supports (10%)

Open space and environment

Conserve our natural environment, open and green spaces, natural resources and heritage.

27 supports (15%)

Transport and movement

Keep us connected through transport and movement.

28 supports (16%)

Economy and employment

Support the growth of our economic development and jobs.

22 supports (12%)

Heritage and cultural values

Protect the things we value, such as our heritage and cultural values.

17 supports (9%)

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APPENDIX C – COMMUNITY ENGAGEMENT OUTCOMES REPORTS

C.1 Engagement Outcomes Report – Part A

Engagement Outcomes Report

iGO Transport Plan Major Review

Part A: Opportunities and Challenges

9 May 2023

Infrastructure Strategy Branch

Asset and Infrastructure Services Department

DRAFT

Acknowledgement of Country

Ipswich City Council respectfully acknowledges the Traditional Owners as custodians of the land and waters we share. We pay our respects to their elders past, present and emerging, as the keepers of the traditions, customs, cultures and stories of proud peoples.

The Ipswich City Council Indigenous Accord Symbol Story

This symbol represents both Indigenous and Non-Indigenous People coming together, living and working towards a brighter future for the City of Ipswich and the greater Ipswich region.

Starting from the inner circle, these dots represent the Traditional Owners of the Land, the blue circle with fish represents the river and abundance. Moving outwards the landscape is represented including the rolling hills which surround the city. The triangular motifs represent a brighter future for Ipswich. The seated people around the outside represent members of the Ipswich City Council and members representing the Accord working together.

Riki Salam, We are 27 Creative.

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1 Executive Summary

Ipswich City Council (ICC) is currently undertaking a major review of their transport plan, iGO. Arup has been engaged by ICC to collaboratively review the strategic direction of Council's forward-looking focus and investment in transport. The new strategy will align with Council's aspirations to accommodate a future population of 533,802 by 2046. The major review of iGO will use an array of engagement techniques to ensure all residents, businesses and organisations have a say in their transport future.

Stakeholder engagement for this project has been segmented into three parts (A, B and C) and will be undertaken in parallel with technical project activities from October 2022 to July 2024. This report provides a summary of the overall engagement process from Part A and outlines the objectives of the engagement process and the results obtained. This report also outlines the results of engagement during Part A, which has focussed on both a retrospective review of iGO as well as on community and stakeholder views on current and future challenges and opportunities facing transport in Ipswich.

Part A engagement involved five separate workshops, including two with the Ipswich Community Panel (ICP), one with the Councillor Working Group (CWG) and two with the Technical Working Group (TWG). The engagement for Part A also included a Council run 'Shape your Ipswich' (SYI) webpage, 'Talk to a Transport Planner' Pop-Up Stalls, and meetings with Special Interest Group Representatives/Industry Bodies. A range of engagement methods were used to maximise participation from each group.

The retrospective review of the current iGO transport strategy has shown that it is heading in the right direction. Community members noted that the existing strategy has considered the planning and thinking required for success. However, it is too ambitious and requires a more strategic and streamlined approach. There was concern for the significant amount of funding and resources required for a truly robust and integrated transport network. A reprioritisation of spending towards a more sustainable travel future was recommended. Accessibility for all members of the community generated a lot of discussion.

In terms of transport opportunities and challenges in Ipswich, the main theme consistent across the key stakeholder groups was concern for the high level of car dependency within the Ipswich region. This also related to issues of affordability, liveability, and sustainability. There was also concern that the current public transport system is limited and irregular. Safety and accessibility challenges were consistently raised.

Active travel was highly regarded as a growth opportunity and an area for improvement. Participants saw many advantages in increasing spending on infrastructure in this area. These advantages include affordability, accessibility, liveability, sustainability, and well-being. The physical environment within Ipswich was also an area that generated much discussion. Stakeholders across all groups saw a direct link between 'greening' the city and the uptake of public transport and active travel alternatives.

Harnessing new and future technologies was seen as a positive growth strategy that should be factored into the emerging iGO transport plan. This will have positive benefits for the resilience, sustainability, and future of Ipswich.

Increased focus should also be placed on planning new and emerging suburbs, where lessons learnt are taken into consideration. This would allow for a more seamless and easily accessible integrated public transport and active travel network. Stakeholders were also concerned that the integration of these networks needs to take into consideration members of the community who require assistance to travel. Currently these community members are highly dependent on private travel options.

The iGO Project Steering Group (PSG) were broadly supportive of the insights and synthesis drawn from both the suite of technical and engagement activities undertaken in Part A. The group reinforced the challenges associated with self-containment of the transport task in Ipswich, forecast growth and the nature of the Ipswich's built form, whilst also raising the opportunity of micro-mobility.

Figure 1 - Ipswich Community Panel members discuss themes

2 Background

The City of Ipswich Transport Plan (branded 'iGO') is ICC's masterplan for the city's transport future. iGO responds to current and future transport challenges and outlines council's aspirations to advance the city's transport system to cater for a population of 435,000 people. iGO is a strategic long-term plan with a range of policy focus areas, network maps and actions. iGO was released in 2016 and took a positive step in setting direction in transport planning and investment, and enabled focus for Council resources and advocacy.

Arup has been engaged by Ipswich City Council (ICC) to collaboratively review the strategic direction of Council's forward-looking focus and investment in transport, and deliver an updated transport strategy for Ipswich. The new strategic plan will guide growth across the city over the coming years focused on supporting a projected more than doubling of the population by 2046 to 533,802.

The project will be delivered in three parts: Part A, Part B and Part C. This report outlines the engagement outcomes of Part A which has focussed on both a retrospective review of iGO as well as on current and future challenges and opportunities facing transport in Ipswich. Factors including growth of neighbourhoods, increased liveability in Ipswich and emerging transport related trends were discussed in detail. Part B will look at the vision, objectives and targets of the iGO review as well as the development of policy and signature actions. Part C will consolidate the information from Part A and B into a final strategy document.

Stakeholder engagement played a key role in Part A of this project and is critical to the success and endorsement of the final strategy. This report details the engagement activities for the project undertaken by both Arup and ICC.

The anticipated outcome of the review will be the release of an updated version of iGO in 2024, following a series of technical investigations and consultations with key stakeholders and the community from 2022 to 2024.

Refer to section 8 Appendices for the project methodology, project timeline and key milestones.

3 Why we engaged

3.1 Engagement Purpose

The purpose of engagement for this project was to garner community and stakeholder insights about future transport for Ipswich and build support and stewardship for the final strategy. These insights are also gathered to inform and influence the relevant working papers being produced by Arup.

Part A of the iGO project is a critical baselining phase that includes a reflective aspect by undertaking a 'iGO performance review and lessons learnt' analysis, and also a forward-thinking, and explorative aspect that seeks to unpack the opportunities and challenges of future transport for Ipswich.

The overall intent of the activities was to gather key stakeholder insights about the reflective and current state aspects of transport in Ipswich, as well as the future.

Figure 2 - Arup Presentation to Ipswich Community Panel members

3.2 Engagement Objectives

The following engagement objectives were applied to Part A of this project and sought to:

- Educate all stakeholders about the purpose of the iGO transport strategy and the implications of transport choices, options and scenarios so they can provide informed feedback for the future strategy
- Inform all stakeholders about the project and create opportunities to provide input and feedback
- Understand all relevant stakeholder values to inform the development of the iGO strategy
- Work with key stakeholders to identify issues, opportunities, and solutions to future transport, informing the development of working papers.

4 Key Stakeholders

The following stakeholders were identified as either having a role and/or an interest in the major review of the iGO strategy. These stakeholder groups participated and contributed to the engagement activities in Part A:

- Ipswich Community Panel (ICP)
- Technical Working Group (TWG)
- Councillor Working Group (CWG)
- Project Steering Group (PSG)

Council has also undertaken the following engagement activities with the Ipswich community in order to capture their contributions towards the development of the draft strategy:

- Shape Your Ipswich (SYI) webpage
- 'Talk to a Transport Planner' Pop-Up Stalls
- Meetings with Special Interest Group Representatives/ Industry Bodies

4.1 Ipswich Community Panel

The ICP panel pre-registered via the SYI website and were asked to share their inputs about issues, opportunities, challenges, and the vision for their future transport system. This group has interest in potentially all modes of land transport, parking/traffic complaints, daily transport needs and experiences. They are also interested in place, health, and liveability outcomes.

4.2 Technical Working Group

The TWG includes representatives from the Department of Transport and Main Roads (TMR), the Department of State Development, Infrastructure, Local Government and Planning (DSDILGP), and ICC subject matter experts from relevant departments and teams (e.g. environment, urban planning). Their interest is in state significant and local transport infrastructure, services and policy. They are also seeking alignment with other planning either existing or in development (e.g. the South East Queensland (SEQ) Regional Plan (Shaping SEQ) update).

4.3 Councillor Working Group

The CWG comprises the Mayor and Divisional Councillors and its interest is broadly regarding the connection between the outcomes of the strategy review and update and community interests. This group is focused on the city-wide perspective and issues. Their involvement is through working group sessions to guide, test and refine the development of the iGO strategy.

4.4 Project Steering Group

The PSG comprises a Council executive leadership team comprising departmental general managers as well as senior representatives of TMR. The role of the PSG is to provide strategic guidance and direction to the delivery team, foster alignment across represented agencies, and endorse (or contribute to updated) outcomes and recommendations of the iGO review. Their involvement is through steering group sessions to endorse or comment on summary content of progressed work, providing comments, guidance, direction or endorsement as relevant throughout.

4.5 Shape Your Ipswich

Shape Your Ipswich (SYI) is Council's online community engagement platform where residents are given the opportunity to have their say on Council projects, initiatives, and new ideas. The 'iGO Transport Strategy Review' SYI page utilised the platform to engage with the community on the project.

4.6 Talk to a Transport Planner Pop-Up Stalls

Whilst the SYI page was live, the ICC Traffic and Transport Team, assisted by the ICC Community Engagement Team conducted ten (10) pop-up 'Talk to a Transport Planner' events, held at various locations across the local government area. These sessions aimed to raise awareness of the iGO review, gain insight into a broad spectrum of transport views by residents, give residents the opportunity to discuss their concerns with ICC transport planners, and gain responses to a small number of interactive activities.

4.7 Special Interest Group Representatives/ Industry Bodies

The Special Interest Group Representatives/ Industry Bodies were identified within the iGO project as having unique insights into transport needs within Queensland, or having experience in a variety of transport matters. These sessions were held online, and were formatted as semi-structured Q&A sessions, with the ability for each group to give an understanding of their key priorities.

5 Engagement Methodology

This section provides an overview of each engagement session and information about the format and design of engagement activities for each session.

5.1 Ipswich Community Panel Session 1

This engagement session was held on the Thursday 3rd of November 2022 from 6-8pm at North Ipswich Reserve and was attended by:

- Two elected representatives: Mayor Harding and Cr Milligan;
- 16 Ipswich Community Panel members;
- Six Ipswich City Council staff; and
- Four Arup Staff

Figure 3 - Ipswich Community Panel members discussing a theme facilitated by Ipswich City Council Staff

The purpose of this session was to:

- Inform the panel about the project
- Understand and explore community panel insights regarding observations of change in the last six years (since iGO was released)
- Explore their values as transport customers and ultimately their transport user experiences today.

The two-hour session included introductory information presented to the group followed by a series of interactive engagement activities to gather insights on the key themes.

Presentation: Arup and Ipswich City Council presented information about the project and any relevant initial findings of the review.

Q&A: Panel members were then invited to ask questions about the project and information presented.

Presentation: Arup provided an overview of the 10 themes to be discussed in the engagement activities.

The themes and their definitions are (in no particular order) identified below in Figure 4.

Figure 4 - Transport related themes for Ipswich Community Panel sessions Part A

Live polling: panel members were asked to answer questions in real time, which garnered demographic information, current mode share (primary mode for travel to work, preferred mode for day-to-day activities) and views on current modes of transport. This was to help the group quickly understand representation and transport values and inform the technical review of iGO. The panel was also asked to rank their top 3 transport needs.

Small group discussions about themes: panel members were asked to share their insights and experiences on ten transport related themes. Questions were prepared for each theme. Participants were split into four groups and asked to provide their input on their allocated themes. Each group discussed up to three different themes.

To develop reflective and current state insights, a series of key questions were used to guide discussions. Using the identified themes, (refer to Figure 4 above) these included questions such as:

- Have you noticed any differences or changes in Ipswich transport over the last 5 or so years?
- How well does transport currently support your day-to-day lifestyle needs?
- Do you feel like you have good sustainable transport choices?
- How safe and secure do you feel when using our roads, streets, paths, stops/stations and services?
- How do you feel transport supports vibrant places and spaces?
- Has transport withstood recent extreme weather events and the pandemic, for you?

Each group was then invited to report back to the room.

To view all the questions for each theme, refer to section 8 Appendices.

Small group discussions about personas: panel members were asked to consider the possible experiences of transport using personas. Each table was assigned a persona to review and answer questions relating to the current needs and challenges of the persona.

Four personas were introduced to further understand community perspectives of user needs and how the existing transport network serves them. The outline of the personas were:

- Family of four: Dad works in Brisbane, Mum works in Ipswich, a child at day-care, a child at school
- University student and wheelchair user
- Elderly woman, requires assistance to travel
- A tradesperson, lives 45km outside of Ipswich City.

Each group reported back their top 3 insights to the room.

For a full description of each persona, refer to section 8 Appendices

5.2 Ipswich Community Panel Session 2

This engagement session was held on Thursday 17th November 2022 from 6-8pm at North Ipswich Reserve and attended by:

- 12 Ipswich Community Panel members
- 5 Ipswich City Council staff
- 4 Arup staff

The purpose of this session was to recap on the findings of the first session and to understand and explore community panel insights regarding observations of future challenges, opportunities and emerging trends related to transport.

This two-hour session included information from the first session being presented to the group followed by a series of interactive engagement activities to gather insights on the future opportunities and challenges.

Figure 5 - Ipswich Community Panel members discussion facilitated by Ipswich City Council staff

Presentation: Arup presented a recap of the first session plus an overview of insights from the Performance Review and Lessons Learnt and findings from understanding movement, understanding place, and emerging trends.

Q&A: Panel members were then invited to ask questions about the project and information presented.

Live polling: Panel members were asked questions about demographic information and their preferences for future modes of travel to work and for day-to-day activities. Panel members were also asked to rank their top 3 future transport needs.

World café: Panel members were asked to share their 'forward thinking' insights on transport about the ten transport related themes from session 1. Questions were attached to each theme. Participants had the opportunity to move around the room at intervals and respond to each theme.

In order to develop 'forward-thinking' insights a series of key questions based around the themes used in the first session were used to guide discussions. These included questions such as:

- What is most valuable to you when considering long term future transport for Ipswich?
- What concerns you the most?
- How do you think investment in future transport should be focussed?
- What role do you see technology playing?
- How do you think transport should support anticipated growth?

5.3 Technical Working Group Session 1

This engagement session was held on the 4th of November 2022 from 2pm to 4pm at Ipswich City Council. The workshop was also accessible to online attendees through Microsoft Teams. The session was attended by:

- Ipswich City Council stakeholder representatives
- 4 TMR representatives
- 4 Ipswich City Council project team members
- 4 Arup project team members

The purpose of this session was to present initial insights from the performance review of iGO and explore with technical stakeholders across state and local government to understand key insights and lessons learnt that can be used to shape the direction of the iGO strategy.

Presentation: Arup presented information about:

- iGO and the context of its creation: established an understanding of the contextual factors (drivers, purpose, outputs) of the iGO review, key stakeholders involved, and the role and desired outcomes of the TWG
- The role of Council and stakeholders: established a collaborative working group culture among key stakeholders to foster constructive conversations around iGO and its review
- Current transport networks: overview of the current state of the transport network
- iGO performance review initial findings: against vision and objectives (and associated indicators), and actions.

Breakout groups: Were used to gather structured feedback on the performance of iGO and lessons learnt to carry forward. Arup facilitated one group online using Microsoft Teams and Miro and three groups were facilitated in person. The hybrid format and ratio of project team members to attendees enabled all attendees to contribute, whether online or in the room.

- Breakout 1 iGO Performance retrospective: use of the good, bad, better, best framework to provide a structured reflection of the performance of iGO, drawing from initial results presented and from stakeholders' own observations.
- Breakout 2 Current state: exploration of customer personas to further understand perspectives of the existing transport network (to provide further reflection in iGO, and opportunities & challenges).

A group member reported back to the room with the main comments and insights from each group.

5.4 Technical Working Group Session 2

This engagement session was held on the 8th of December 2022 from 10am to 12pm at Ipswich City Council and attended by:

- 15 Ipswich City Council stakeholder representatives
- TMR representatives
- 4 Ipswich City Council project team members
- 4 Arup project team members

The purpose of this session was to gather stakeholder insights regarding opportunities and challenges, and key emerging trends regarding future transport for Ipswich.

This session included information from the first session being presented to the group, followed by a combination of presentations and interactive engagement activities to gather insights on the future opportunities and challenges.

Presentation: Arup presented the following information:

- Overview of insights from Performance Review and Lessons Learnt activities
- Understanding place: key opportunities and challenges identified by exploring the 'lenses' of place using NSW practitioner guidance
- Understanding movement: defining the forecast future travel task to / from, through and within Ipswich, the associated transport model-based assessments of future challenges on the network, and identifying key trends to be considered in strategy development (e.g. technology)

Live polling: Before getting under way with presentational material, stakeholders were invited to participate in an initial 'ice breaker' live polling activity. A word cloud activity was undertaken which asked stakeholders to identify the first words that come to mind when thinking about opportunities and challenges facing future transport for Ipswich in 2046. This was to help the team get a sense of what the group sees as being the primary challenges and opportunities, prior to being presented with an array of technical information.

Breakout groups: Were used to gather any further feedback on the presented opportunities and challenges as well as seek additional thoughts and insights from stakeholders. Arup facilitated one group online using Microsoft Teams and Miro and 3 groups were facilitated in person. The hybrid format and ratio of project team members to attendees enabled all attendees to contribute, whether online or in the room.

Breakout 1 - Place opportunities and challenges: using presentation material as a starting point, what do stakeholders see as opportunities and challenges for transport through the lens of Ipswich as a place – across economic, social and environmental aspects.

Breakout 2 - Movement opportunities and challenges: using presentation material as a starting point, what do stakeholders see as opportunities and challenges, and which are most important to Ipswich and for an updated strategy to address.

A group member reported back to the room with the main comments and insights from each group.

5.5 Councillor Working Group Session 1

This engagement session was held on the 22nd of November 2022 from 11am to 12:30pm at Ipswich City Council and attended by:

- Councillors, Mayor and the CEO of Ipswich City Council
- 3 Ipswich City Council project team members / sponsors
- 2 Arup project team members.

It is noted that as the session was held in Council Chambers other attendees may have been present during proceedings, though attendance not formally captured.

The purpose of this session was to:

- Establish contextual factors (drivers, purpose, outputs) of the iGO review, introduce key stakeholders involved, and the role and desired outcomes of the CWG
- Present initial insights from the performance review of iGO and explore the CWG's insights and observations of iGO effectiveness for Council and community since 2016. This includes any political or decision-making insights and key observations from interactions within Council, with community, and with State/Federal Government
- Gather additional input to the identification of transport opportunities and challenges of strategic interest that should be addressed in a strategy refresh.

Presentation: Arup presented information tailored toward the roles, insights, and desired feedback of Councillors. Arup also presented information about:

- Insights from initial performance review findings
- Current state of transport networks, their role in the transport system and any other key insights
- Issues and opportunities facing transport by identified theme (e.g. growth, resilience etc).

Discussion: Arup facilitated a discussion with the group about what the most pressing issues and challenges are facing existing residents, visitors, and businesses of Ipswich, or themselves as representatives of Council.

5.6 Project Steering Group Session 1

This engagement session was held on the 15th of February 2023 at Ipswich City Council and attended by:

- Ipswich City Council Executive Leadership Team
- TMR Senior Representatives
- ICC Project Sponsor
- ICC Project Team
- Arup Project Team

The purpose of this session was to:

- Build a collaborative culture and constructive conversation around the iGO Review within the steering group.
- Establish a common understanding of the role of iGO, its major review, and the role and desired outcomes of the PSG.
- Present, discuss and gather consensus on the effectiveness of iGO and the broad issues and opportunities facing future transport in Ipswich.

Presentation: Arup presented information tailored toward the roles, insights, and desired feedback of the PSG. This was summary type content, delivered in a present-and-discuss (for alignment and endorsement) type format.

Discussion: Arup facilitated a discussion with the group about what the key lessons were from the performance review of iGO, and key issues and challenges facing future transport in Ipswich.

5.7 Shape Your Ipswich

The 'iGO Transport Strategy Review' SYI webpage was open from 1 December 2022 and closed 13 March 2023. During this time, the Shape Your Ipswich webpage was also advertised on social media to seek wider input from the community. Responses were received by:

- 102 individual contributors;
- 137 Responses:
    a) 90 survey responses;
    b) 46 'social map' contributions (15 individual contributors)
    c) 1 forum response

The purpose of this consultation activity was to:

- Inform the community about the project
- Seek community feedback on a number of topics, to understand key transport opportunities and challenges that residents are experiencing
- Provide details on the project, the themes included in the project and other consultation
- Highlight specific issues faced by residents via a spatial system

Survey: The survey included nineteen (19) individual questions, with a range of multi-choice, Likert scale questions (five point scale), ranking questions, and questions which sought to gain insight into persona behaviours and preferences. The questions were designed to fit within the ten (10) themes mentioned previously (refer Figure 1), though questions may cover more than one theme.

Share your transport experiences 'social map': This section of the SYI webpage included an interactive map of the Ipswich local government area and gave respondents the opportunity to spatially report specific concerns. Respondents were able to select the location, detail the concern, and select a theme which related to it to be shown visually.

5.8 Talk to a Transport Planner Pop-Up Stalls

These engagement sessions were advertised via social media, and occurred on the following dates:

- Ripley Markets – 10 December 2022
- Rosewood Christmas Festival – 16 December 2022;
- Nicholas Street Christmas Markets – 17 December 2022;
- Karalee Shopping Centre – 14 January 2023;
- Springfield Lake Village – 17 January 2023;
- Yamanto Central Shopping Centre – 19 January 2023
- USQ Ipswich Campus Market Day 20 February 2023
- USQ Springfield Campus Market Day 21 February 2023
- Redbank Community Centre – 2 February 2023
- Murri Interagency Meeting 7 March 2023

Each session was staffed by at least one member of the ICC Transport and Traffic Team, and one member of the ICC Community Engagement Team. The key goal of these activities was to gather quick responses to issues, allow residents the opportunity to directly discuss their transport experience with Council officers, and direct more respondents to the SYI webpage.

Transport Feedback: The question asked was “What is important to you for the future of transport in Ipswich?”. Responses were given on a sticky note and posted onto the poster, with other respondents able to see other responses.

Liveability Feedback: This exercise gave respondents the opportunity to indicate using coloured dots to rank the challenges shown on the poster based on how it affected them. There was also the opportunity for people to identify other suggestions by writing them on the poster.

Vibrant Places Feedback: This activity sought to gain insight into perspectives on what was an attractive and vibrant place. Respondents were shown the poster with 5 different types of movement corridors (streets) and were asked to rank them from 1-5, 1 being the most desirable, and 5 being the least.

Sustainability Feedback: Community members were presented with a sustainability tree and asked “what does sustainable transport mean to you?”. This question was open to interpretation and gave respondents freedom to write any response.

5.9 Special Interest Group Representatives/ Industry Bodies

Special Interest Group Representatives/ Industry Bodies were sought out by the project team to gain an understanding from some specific user groups as to their particular needs. The groups consulted were:

- Royal Automotive Club of Queensland (RACQ)
- Queensland Motorcycle Council
- Queensland Walks
- Qld Representatives for the Australian Institute of Traffic Planning and Management

- Rail Back on Track
- Bicycle Queensland
- Monash University – Institute of Transport Studies
- University of Southern Queensland (Ipswich and Springfield Campus)
- West Moreton Health
- Queensland Disability Network

These groups were sought for comments to understand their specific transport challenges, and their advocacy work. Each session included a loosely set structured Q&A session which aimed to elicit responses from each group, and usually included a 'what are the biggest challenges/ issues for your organisation?'.

6 Engagement Outcomes

This section provides a summary of the key findings for each engagement session.

6.1 Ipswich Community Panel

16 Ipswich Community Panel members attended session 1 with an age range from 20 to 84. The largest group represented was the 55–64-year age group (38%). Twelve Ipswich suburbs were represented by the panel.

The top three themes for the panel, as output from the live polling, were accessibility (44%), affordability (44%) and health and wellbeing (38%).

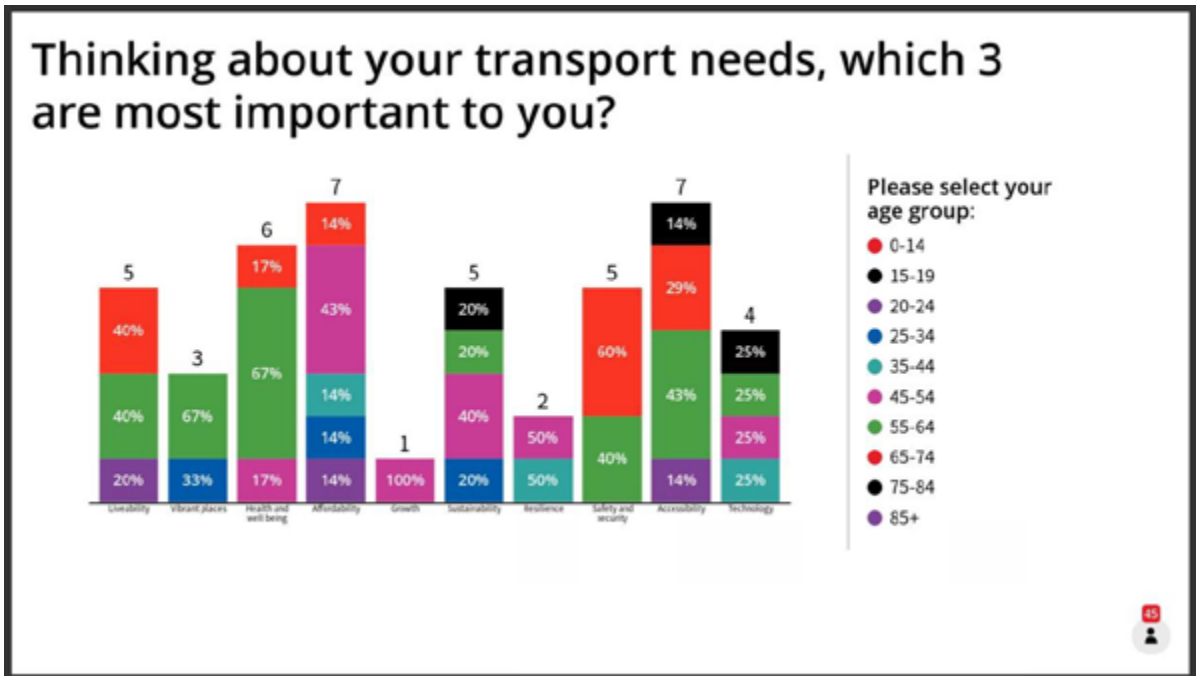


Figure 6 - Live Poll Responses at ICP Session 1

See Section 8 Appendices for the full demographic data from this session.

After the initial briefing, participants were invited to take part in a Q&A session and raise any items that required clarity or were of concern/interest. Only one topic was asked of Council about the number of projects being conducted within the same time period. The response was that each project is treated with its own priority and agenda whilst working towards the overall ICC strategy.

Current challenges and opportunities identified during the small group discussions about the themes were:

- High car usage
- Public transport is limited and irregular
- More sustainable forms of transport are desirable with the right structure and planning in place
- Ipswich is not perceived to be a walk or bike/e-scooter friendly city – limited footpaths, dedicated walkways/bikeways and safety concerns

- Limited transport options to community recreational facilities (cars are used to get to sport, training rather than using public transport)
- Positive growth within Ipswich
- New suburb development and mobility issues with narrow streets and bus stops far apart.
- Limited ability to use public transport if facing accessibility constraints
- More sustainable transport options desirable
- More focus needed to make public transport safer and therefore more accessible for older and younger generations
- Affordability issues.

Refer to section 8 Appendices for the full results.

6.2 Ipswich Community Panel Session 2

After the initial briefing, participants were invited to take part in a Q&A session and raise any items that required clarity or were of concern/interest. No questions were asked.

Twelve Ipswich Community Panel members attended session 2 with an age range from 20 to 84. The largest age group represented was the 65-74 year age group (33%). Ten Ipswich suburbs were represented.

The group's primary mode of travel was car (73%) and preferred mode of travel for day-to-day activities was also car (67%).

Accessibility was the top priority (67%) followed by safety and security (50%). Affordability (42%) and liveability (42%) were an equal third. Full results of this activity can be viewed in section 8 Appendices.

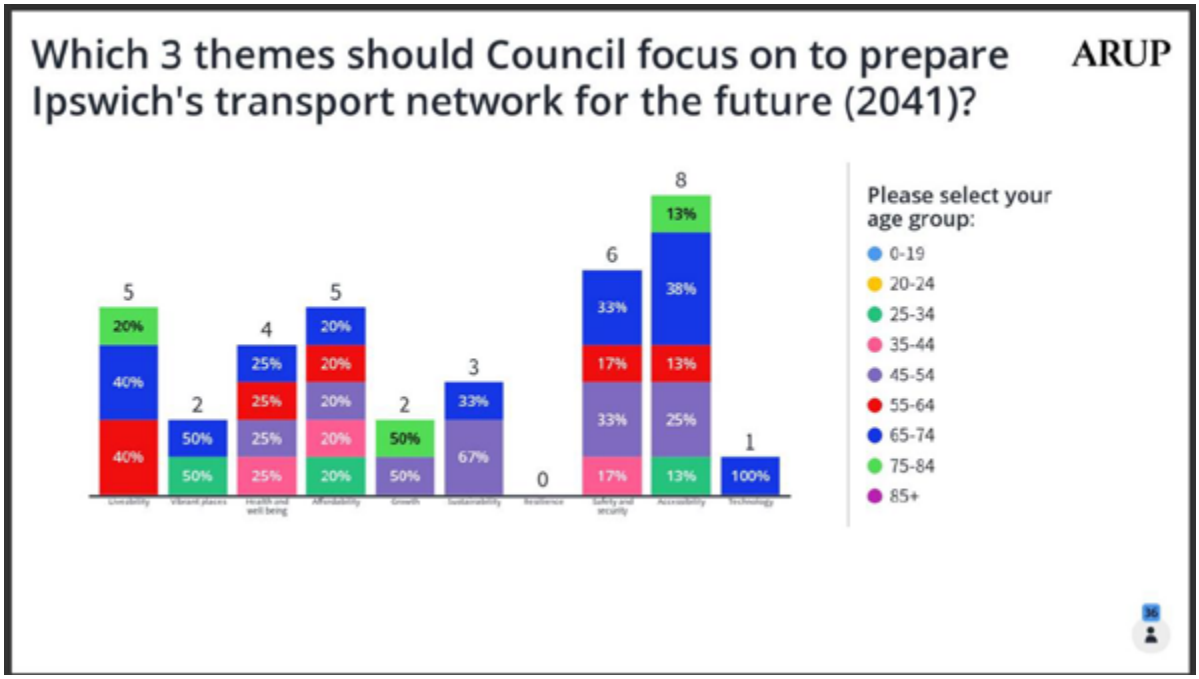


Figure 7 - Live poll responses at Ipswich Community Panel session 2

Future challenges and opportunities identified in the world café activity:

- ICC 'vision' - to be first city in Australia to develop fully integrated electric vehicle transport plan
- Fully integrated transport networks
- Transport related education programs for all sections of the community
- Future transport requirements require better planning and more funding
- Create community hubs with community transport facilities
- Investment in active transport infrastructure leads to reduced cost of transport and healthier lifestyle
- Harness emerging technologies to enable more efficient, sustainable and cost-effective travel
- Better access to an integrated online public transport portal
- Future proof emerging residential developments to allow for efficient, sustainable and cost-effective travel

Refer to section 8 Appendices for the full results.

6.3 Technical Working Group Session 1

The 'good, bad, better, best' session yielded over 70 comments from local and state government stakeholders, reflecting on the perceptions of success and learnings from iGO. A summary of the key insights is as follows.

Table 1 - TWG1 Exercise Summary (Good, Bad, Better, Best)

Good	Bad	Better	Best
iGO did a good job at communicating its intent and actions iGO has a strong 'brand' Encapsulates all transport modes Plan was ambitious Focussed on active transport Actions made it easier to monitor implementation Addresses transport challenges Considers who is responsible for delivering actions	Plan was too ambitious iGO has not influenced positive modal shift towards sustainable modes yet Hard to implement and monitor Currently hard to access transport nodes without car Lack of control over external factors (i.e. PT) Does not hold much weight in decision making Did not capture multicultural needs Modes still in silos Did not influence higher capital investment towards sustainable modes Yet to attract State and Federal budget for major projects	Need to 'walk the walk' and reprioritise spending towards sustainable modes Need to provide more for people with a disability Should focus more on what Council can control iGO should be more strategic, rather than wearing so many hats Requires significant investment and resourcing to support Working from home could be an opportunity to reduce congestion Needs to flow through policy and statutory instruments (such as the planning scheme) Need to improve access for people with a disability Need to monitor performance better through improved data capture Council could get more financially involved with delivering major infrastructure projects	Communication was clear Introduced strategic transport planning and thinking Forecasting growth and visibility Included all modes and important elements Plan was intentional and ambitious Strong narrative about not being able to build out of congestion

The exploration of customer personas experiences of the existing transport network yielded the following overall themes:

Participants were asked to describe what they believed the current needs and challenges were for each persona and what a more sustainable transport future would look like.

- Current needs and challenges:
    - Limited options for alternative transport options other than cars
    - Public transport is limited, unreliable and costly
    - Public transport poses safety and accessibility constraints e.g. first mile/last mile challenges
    - Reliance on private transport options leads to congestion on roads and environmental challenges
    - Current public transport options are not time efficient
    - Lack of independence for people with accessibility constraints

- What could a more sustainable transport future look like?
    - Linked sustainable transport options i.e. park and ride, walk and ride
    - Improved active transport infrastructure i.e. more safe pathways away from roads, shared pathways for walking, riding, scooting

- Community transport options for people with accessibility constraints and young people.

6.4 Technical Working Group Session 2

When prompted regarding the first thing that comes to mind when thinking about future transport for Ipswich in 2046, stakeholders responded with the following. Across over 20 entries - growth, public transport, accessibility, and affordability emerged as the most common.

Figure 8 - TWG Associations with future transport for Ipswich

Opportunities and challenges facing Ipswich, in the context of the analysis of 'place' presented, noted during the breakout activities:

- Hierarchy of modes | Link transport priorities/planning based on place outcomes i.e. liveable communities, and enable active modes which will contribute to revitalised spaces and liveable, green and connected places
- Environment | Opportunity to integrate active transport and nature to help create a new image of clean and green transport. Improve tree canopy
- Community | Make PT the mode of choice for all and remove barriers to access, particularly for active transport. Create a safe environment for all users
- Economy | Building on transport as key enabler for economic development, consider future jobs, connections to attractors, economic benefits of connecting vulnerable and lower economic communities to CBD, and the impact of removing parking in the CBD
- Meaning of place | Understand the value and meaning of Ipswich as a place and strengthen belonging. Include both indigenous heritage as well as colonial history and local transport history
- Built form | Rethink roads, and design for mode shift, convenience and place outcome.

- Activity | Understand better how places are used and how people move to/through/within
- Land Use | Consider land use mix and lead infrastructure
- Hubs and Centres | Opportunity to novate to enable better place outcomes, for example around centres, stations, city entrances, and use micro mobility, active transport and technology to enable slow movement through.

Opportunities and challenges facing Ipswich, in context of the analysis of 'movement' presented, noted during the breakout activities:

- Planning | Apply principles of integrated and land use planning to enable better movement outcomes in the future
- Funding | Greater investment into public transport from Council and State needed
- Access | Affordability is a key challenge for accessing transport for non-choice users
- Identity | Challenge to move on from car-centric city identity
- Mode shift | Create a series of incentives and pricing measures to support mode shift objectives
- Travel patterns | Integrate emerging and local travel patterns, such as WFH, into planning
- Public transport | Identify key locations that can be connected through PT. Make PT more desirable and prioritise over car traffic, address PT gaps, and reflect importance of PT in infrastructure decisions
- Active transport | Support the progression from recreative to transport usage, through improving infrastructure conditions and dedicated pathways. Consider how topography impacts AT conditions
- Last Mile | Enable multimodal last mile trip for people with trip destination in Ipswich
- Road transport | Prepare for EVs. Concentrate freight on key routes. Provide areas for shared road modes
- Parking | Focus on the public realm and car parking policy updates, and how space can be re-used

6.5 Councillor Working Group Session 1

When queried on interest areas in the context of transport planning for Ipswich, CWG members responded as follows:

- Growth being experienced and how we plan for it
- Growth and the way that transport will evolve over the next 10, 20, 50 years and keeping pace
- Ipswich is a city of centres and out-lying centres that are not immediately next door to built-up areas and the issue of equity
- Active transport
- Infrastructure
- Exploring new innovative technologies

- Mode shift and changing the pattern of existing behaviour when infrastructure doesn't provide accessibility

A summary of key commentary gathered during the Q&A style presentation to the CWG is as follows.

- Growth
    - Importance of investigating freight corridors that link with current and future industrial precincts
    - Understanding of priorities required for change and lessons learnt from similar projects
    - What else should we be considering as part of growth in public transport advocacy?
    - Challenges in local government, particularly financial "catch-up" with big projects
    - Exploring opportunities to partner with neighbouring local governments
    - Importance of combining and utilising all resources and opportunities e.g. Olympics, SEQ Regional Plan, City Deal
- Affordability
    - Observation is that the community are making financial trade-offs in order to prioritise car travel and associated fuel costs
- Health and Wellbeing
    - The geography, climate and terrain of Ipswich present accessibility challenges to certain members of the community
    - Investigate increasing funding on Health & Wellbeing education in schools. This could increase community benefit and uptake earlier on in the process
    - Consider prioritising healthy lifestyle options to make the most of what Ipswich has to offer i.e. parks, playgrounds
    - Consider 'greening the city' strategy and making Ipswich more beautiful. Plant more trees, make outdoor spaces more appealing, inviting, and cooler in summer
    - Review communication strategies for the community, to be in line with public expectations, needs, wants and priorities e.g. 'mind-set' change communications where active travel is a part of daily routine instead of one off event
- Technology
    - Importance of flexible strategy to take advantage of future technologies
    - Concern that planning is car centric. Planning should be forward thinking
    - Need to be mindful of ethical ramifications of new technologies. Importance of creating more robust social strategies and understandings now to mitigate these risks
    - Importance of getting the building blocks right now, before placing too much reliance on future technologies
- Sustainability
    - Consider link between increase in active transport users and increased sustainability

- Investigate improvements to public transport infrastructure to make pick-up and drop-off points more enticing
- Consider link between transport investment and increased productivity e.g. more active travel zones
- Consider sustainability benefits of the 20-minute city
- Consider the funding required to enable a more sustainable city
- Consider urban consolidation as a strategy towards sustainability – 'upwards not outwards'

- Safety and Security
  - Safety and security are a huge consideration for the Ipswich community. It impacts behaviours regarding uptake of public transport and active transport e.g. Ipswich Station is regarded as very unsafe
  - West Moreton health have trouble attracting staff due to safety in the city
  - Issues of fare-evasion putting pressure on public transport system
  - Discussion that Ipswich may not be as unsafe as it is perceived. Requires education and communication to turn around this perception.

6.6 Project Steering Group

A summary of key outcomes of the engagement session are provided as follows:

- Performance review and lessons learned
    - There was broad acknowledgement that the summary of lessons learned aligned with the understanding of those attending.
- Opportunities and challenges
    - Discussion did not yield new or additional opportunities, however the following were reinforced by those present:
        - Low self-containment - there is a high rate of local workforce employed outside of Ipswich
        - Micro-mobility – reinforced as a key opportunity for Ipswich due to environmental factors, though some operational issues to address in planning/policy and supporting infrastructure
        - Growth – consideration of growth needs to include employment industries of notable growth (e.g. health and industrial)
        - Built form - there is an opportunity to influence land use to have more density around rail corridors
        - Project collaboration - there is an opportunity to work closely with TMR TSP team who are undertaking the Ipswich Mobility Study in parallel

6.7 Shape Your Ipswich

The SYI survey sought to gain insights into residents' opinions of opportunities and challenges facing Ipswich now. The questions related to the themes that the other engagement activities have focussed upon (refer Figure 4). The below gives a brief overview of the responses, and questions asked, highlighting that respondents desired a greater emphasis on designing for people and not cars, and that respondents are seeking greater diversity of transport options within both existing and newly developed areas. Though, despite this, a large proportion of residents responded that they believed it was possible to 'build our way out of congestion', despite the current iGO acknowledging that we cannot afford to build out way out of congestion. Table 2 below provided an overview of responses to the questions.

See 8 Appendices for full results by theme.

Table 2 - Shape Your Ipswich results summary

Question from SYI page	Highest Response
Should cities be designed more for people rather than for cars	47.78% Strongly Agree
Do growth areas (e.g. Ripley, RBP) have good transport options	46.67% strongly disagree
Has the cost of living rises impacted your transport options	46.67% No, my travel patterns are the same (25.56% - my travel has reduced)
How important is the issue of climate change to you personally	78.89% Very Important or Important
Do you feel you have good sustainable transport options that meet your day-to-day needs?	62.22% Strongly Disagree or Disagree
If you lived within walking distance of frequent public transport, would you still use a car?	60% - I would use my car less (12% already live within walking distance of frequent PT)
Response to “Ipswich cannot afford to build more roads or expand roads to reduce congestion”	17.78% Strongly Agree; 27.78% Disagree; 22.22% Strongly Disagree
What are some barriers to active modes of transport (i.e. walking and cycling)	40% - Lack of quality infrastructure; 18.89% - infrastructure doesn’t take me where I need to go; 10% safety;
Do you agree that you can move around Ipswich without a car?	2.22% Strongly Agree; 41.11% Strongly Disagree
What transport technology would you like to see more of in Ipswich?	71.11% - Real time public Transport info; 58.89% on-demand bus services; 41.11% - Smart Ticketing
What are the most important challenges to address (facing our city)	71.11% – Public transport affordability, quality and reliability; 66.67% - Walking and cycling networks that are not connected; 57.78% - Road Congestion

6.8 Talk to a Transport Planner Pop-Up Stalls

The total number of respondents or attendees to a pop-up stall was 263, with an age range from under 20's - 80's (categorised within 10yr brackets). A large number of responses were received from the stalls conducted at the USQ market days with 27.76% of the responses received during the two market days. Due to this, a large number of responses were received by persons under 20 years (20.91%), the next largest response groups were 30's (18.25%), and 50's (15.97%). It should be noted, that when discussing transport in these settings, the general responses leaned toward public transport rather than a holistic view of the transport network.

These sessions included four (4) activities which respondents were able to provide feedback on. There was also the opportunity to provide general feedback and discuss specific issues with transport planners present. Across the four themes, though there was a range of responses and priorities, residents were predominantly interested in what Council is doing to support public transport and active transport options.

The activity highlighted below (Rank these transport corridors – refer Figure 9 and 10) was included in both the pop-up's and the SYI survey. The results from the pop-up's identified that people did not prefer the car centric transport corridors of Detroit and would rather transport corridors similar to Singapore which focused on the movement of people, greater amenity and a variety of transport needs. Section 6.8.1 below compares these results with the SYI survey results for the same question and provides a summary table of the average ranking.

Figure 9 - Ranking Questions from Pop-up Stalls and SYI Page

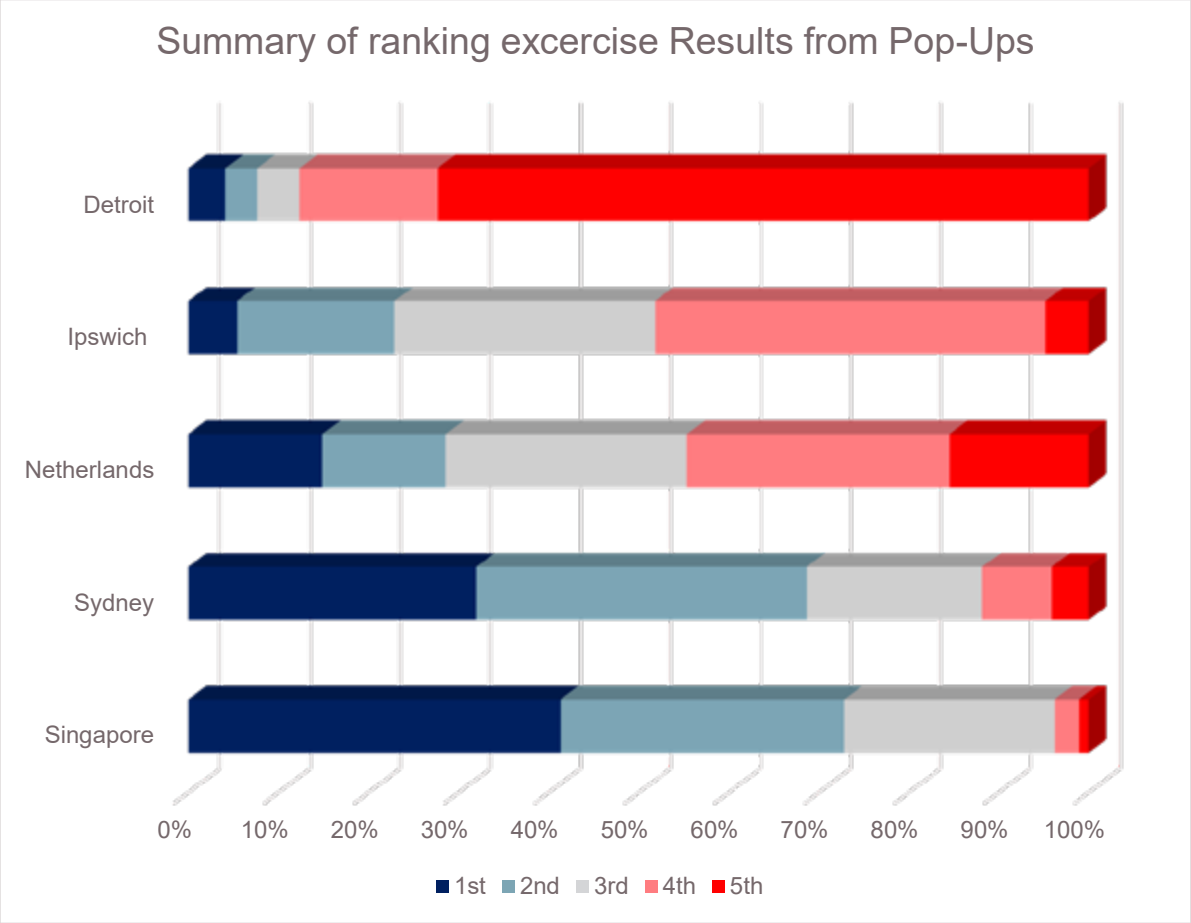


Figure 10 - Summary of response preferences from Pop-Up Stalls

6.8.1 Shape Your Ipswich and Talk to a Transport Planner overlap

As above, the online survey also contained the ranking question which was displayed at each pop-up session. Though the pop-ups received a greater response rate, the average scores between the SYI survey and the pop-ups were broadly similar (see Table 3 below, and section 5.6 for further detail on the ranking question).

Table 3 - Comparison of Shape Your Ipswich and Pop-Up results

Place	**Average Rank - SYI**	**Average Rank - Pop-ups**
Detroit	4.23	4.48
Singapore	1.89	1.91
Ipswich	3.38	3.24
Sydney	2.53	2.15
Netherlands	2.89	3.17

6.9 Special Interest Group Representatives/ Industry Bodies

The Special Interest Group Representatives/ Industry Bodies interviewed returned a breadth of responses. The aim of these sessions was to gather specific feedback from the groups as to what was most important to their organisations. The questions posed to each group were unique to their interests, however groups were asked of their key opportunities and challenges, which are summarised below in Table 4.

Table 4 – Key priorities by Special Interest Group Representatives/ Industry Bodies

Group Name	Key Opportunity/Challenges
Rail Back on Track	• Opportunity for all day express pattern on the rail network as part of Cross River Rail, and improved frequency across the PT network to encourage patronage. • There is demonstrated success that improved frequency improves patronage.
Qld Motorcycle Council	• Road safety for all two-wheeled powered vehicles is an important issue to address. • Vulnerable road user group safety initiatives, coupled with safer infrastructure improvements.
RACQ	• Due to limited mode choice in Ipswich, discretionary travel may reduce • EV rise expected over the coming 2 years, potential to support EV ready homes (relatively low cost during construction to have homes 'EV ready');
Bicycle Queensland	• Safety is key consideration for a wide range of users, and convenience is key to all cycling user groups. • Infrastructure is lacking, and a good trunk network encourages bicycle riding;
AITPM	• Opportunity to leverage Olympic and Paralympic Games for funding; • Modern transport planning focusses on place based outcomes, urban design, and an inclusive network for all, with greater investment in pedestrian and cycle networks;
Monash University – Institute of Transport Studies	• Opportunity for WFH to be an effective travel demand management tool • Council to become a facilitator of a good public transport network rather than purely an advocate (via land-use decisions).
QLD Walks	• Safety, including shade, and infrastructure key priorities. • Targets being set for walking need to be matched with equal funding (i.e. x% target = x% budget);
University of Southern Queensland (USQ)	• New transport options such as scooters could fill gaps • Parking is key issue to be addressed/provided by the University.
West Moreton Health (WMH)	• Potential increase in supporting allied health travelling to personal residences. • Limited flexible working opportunities within healthcare environment.
Queensland Disability Network (QDN)	• Transport network has more negatives than positives with regard to accessibility. • Ongoing engagement in design required.

7 Conclusion

Stakeholder engagement during Part A of the iGO major review focussed on both a retrospective review of iGO as well as on community and stakeholder views on current and future challenges and opportunities facing transport in Ipswich.

The retrospective review of the current iGO strategy showed that it is heading in the right direction. Community members noted that the existing strategy has considered the planning and thinking required for success. However, it is too ambitious and requires a more strategic and streamlined approach. There was concern for the significant amount of funding and resources required for a truly robust and integrated transport network. A reprioritisation of spending towards more sustainable travel future is also recommended. Accessibility for all members of the community generated a lot of discussion.

In terms of transport opportunities and challenges in Ipswich, the main theme consistent across all engagement activities, was the concern for the high level of car dependency within the Ipswich region. Other related issues raised included affordability, liveability and sustainability. There was also concern that the current public transport system is limited and irregular and the consistent challenges associated were safety and accessibility.

Active travel was highly regarded as a growth opportunity and area for improvement. Participants saw many advantages in increasing spending on infrastructure in this area. These advantages include affordability, accessibility, liveability, sustainability and well-being. Focusing on the physical environment within Ipswich was also an area that generated much discussion. Stakeholders across all groups saw a direct link between 'greening' the city and the uptake of public transport and active travel alternatives.

Harnessing new and future technologies was seen as a positive growth strategy that should be factored into the emerging iGO plan. This will have positive benefits for the resilience, sustainability, and future of Ipswich.

Increased focus should also be placed on planning new and emerging suburbs, where lessons learnt are taken into consideration. This would allow for a more seamless and easily accessible integrated public transport and active travel network. Stakeholders were also concerned that the integration of these networks take into consideration members of the community who require assistance to travel. Currently these community members are highly dependent on private travel options.

The PSG were broadly supportive of the insights and synthesis drawn from both the suite of technical and engagement activities undertaken in Part A. The group reinforced the challenges associated with self-containment of the transport task in Ipswich, forecast growth and the nature of the Ipswich's built form, whilst also raising the opportunity of micro-mobility. The parallel Ipswich Mobility Study being undertaken by TMR was identified as an opportunity for collaboration and alignment between local and state government transport planning.

8 Appendices

Appendix A – Project Timeline

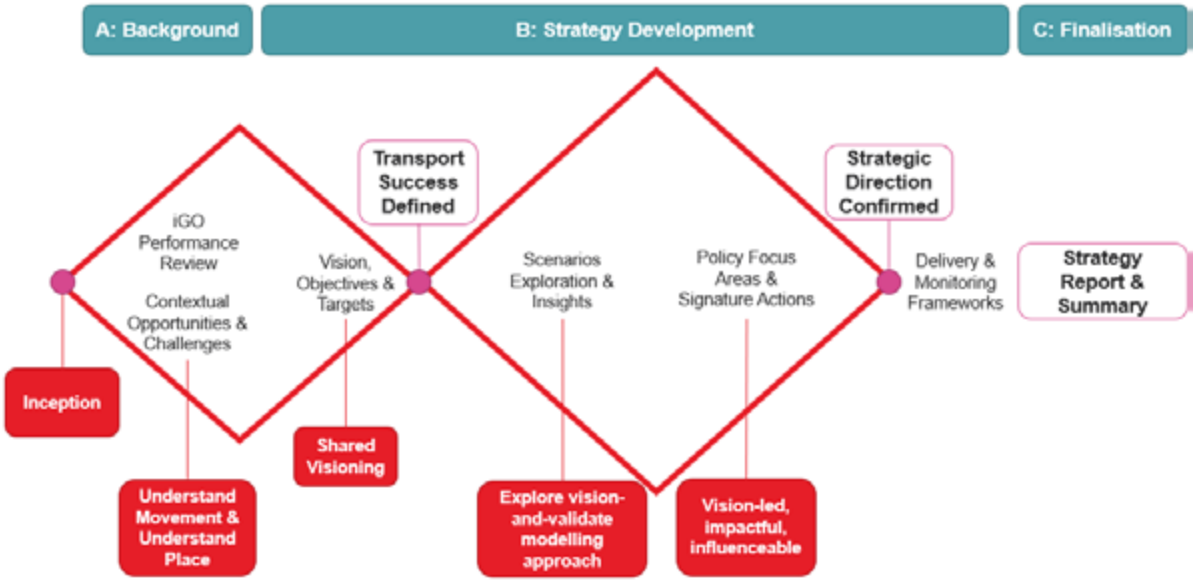
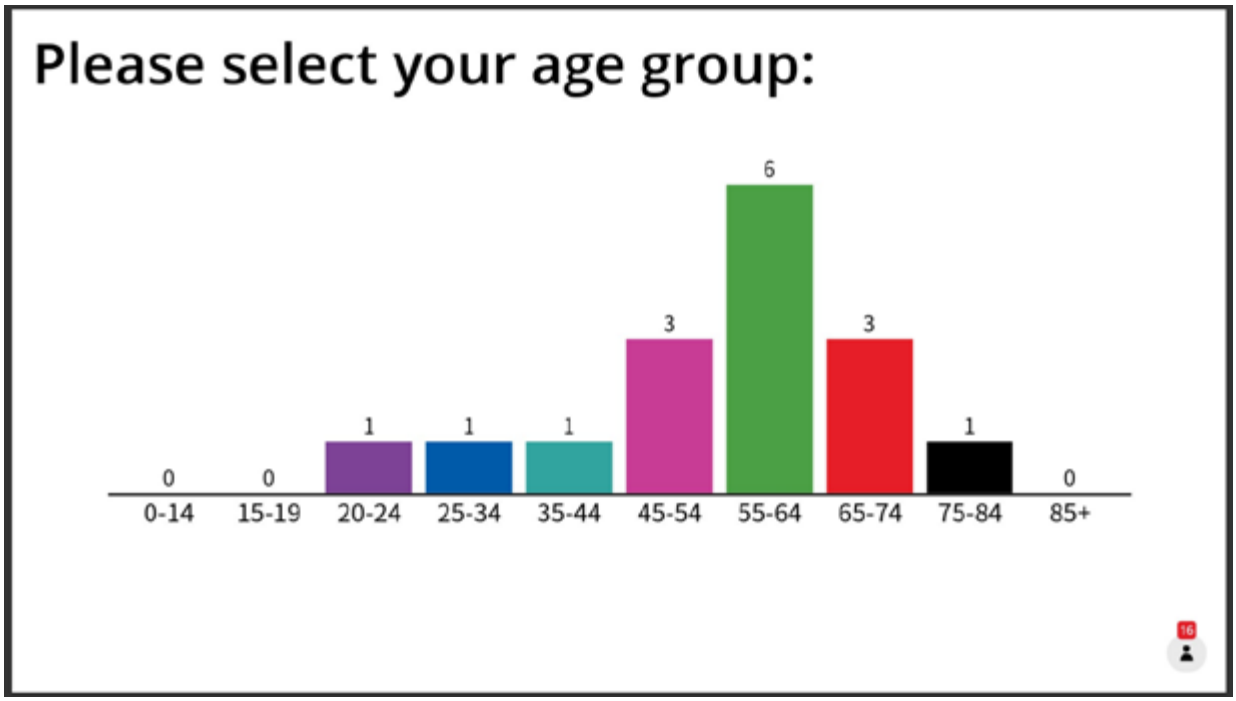


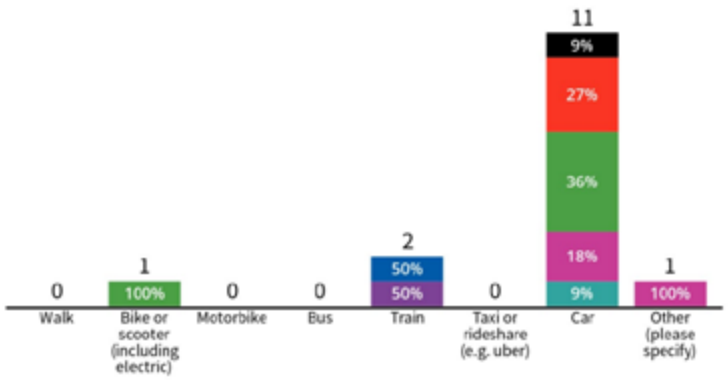
Figure 11 - Project Timeline

Appendix B – ICP 1 Live Polling Results

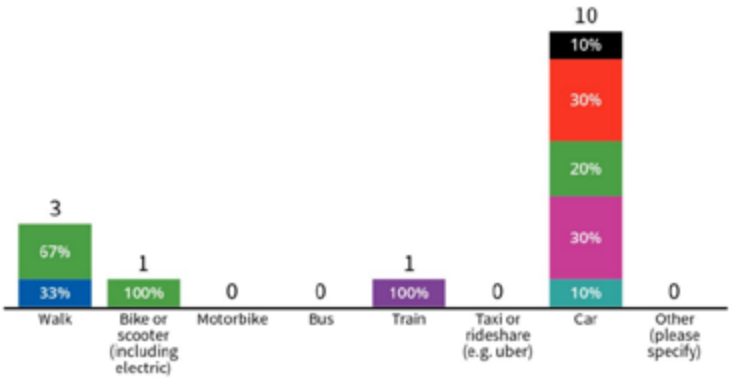


Suburb	Number of panel members
Redbank Plains	1
North Ipswich	1
North Booval	1
Pine Mountain	2
Eastern Heights	3
Collingwood Park	1
The Bluff	1
Woodend	1
Brassall	1
Leichhardt	1
Raceview	1
Goodna	1

What is your primary mode of travel to work?



What is your preferred mode of travel for day to day activities



Appendix C – ICP 1 Persona Activity Template

Chrissy, 36 / Tim, 39 / Eve 7, Bella 4

Chrissy and Tim, Eve and Bella have recently moved in to one of the new neighbourhoods in Ripley. Eve attends the local primary school. Bella is at a day care centre two suburbs away. Tim works in Brisbane every day and Chrissy works in the Ipswich CBD. There are no bus routes that go directly to the Ipswich CBD, and they have one car between them to navigate drop off and pick up for the children at the two different locations. There are times when Chrissy is picking up her children after dark so on those days, she takes the car and finds all-day parking near the Ipswich CBD. Tim is content taking the train into Brisbane as he can work while he is travelling. But there is only one bus route that goes to Springfield Central Station, every 30 minutes.

What are the current transport needs for this family?	What current transport challenges could this family be experiencing?	Which forms of land transport do this family use? How might travel by sustainable transport look?

Finn, 22

22-year-old Finn is a student at University of Southern Queensland. He is a wheelchair user and travels from the suburbs most week days to attend university. He also likes to socialise and go out occasionally on the weekends with his friends. Finn enjoys traveling independently and has limited disposable income.

What are the current transport needs for Finn?	What current transport challenges could Finn be experiencing?	Which forms of land transport does Finn currently use? What could more sustainable forms of transport look like for him?

Nancy, 82

Nancy is 82 and requires assistance to get to doctors' appointments. She is also a volunteer at the local library once a fortnight and belongs to the local artists' group who meet on alternative weeks. She walks with a frame but still likes to do her shopping at the supermarket which is in the suburb next to her. Nancy does not have a car anymore.

What are the current transport needs for Nancy?	What current transport challenges could Nancy be experiencing?	Which forms of land transport does Nancy currently use? What could more sustainable forms of transport look like for her?

Alex, 27

Alex is a tradesperson and lives in Laidley, 45km outside of Ipswich City. Alex is a joiner and works for a residential building company. Alex's job requires him to move around a lot between different suburbs. He also has tools that he must carry to and from work each day. His working day generally begins at 6am on site so he must set off from home early. He likes to stay fit and does not mind walking from bus stops or train stations. Alex usually ends up driving though as his tools are heavy and hard to deal with on public transport. Sometimes Alex can go to multiple jobs/houses per day all over Ipswich.

What are the current transport needs for Tim?	What current transport challenges could Tim be experiencing?	Which forms of land transport does Tim currently use ? What could more sustainable forms of transport look like for him?

Appendix D – ICP 1 Themed Discussion Results

Growth

In your opinion has Ipswich's transport network kept up with growth pressures?	What are some of the deficiencies?	How have recent development patterns supported sustainable travel?
No Driving the only option Lack of public transport Large bus routes add pressure	Planning Coordinate planning and growth Housing development with lack of planning and car reliance State/council linkage Lack of transparency in allocation of taxes/fees to on the ground users Limited in CBD Gap between sporting and training facilities and people's homes	More could be done for non-car options beyond Ipswich e.g. Brisbane travel Could be more self-contained Funding for regional QLD not extending to Ipswich Half full buses and trains – need more intelligent demand management

Affordability

How have recent cost of living pressures affected the way you travel?	Have you been more price sensitive in recent times with regards to transportation costs?
Rail travel is 'coming forward' and is cheap on a pension card Nobody wants to drive with petrol prices Cost of living has not really affected travel. It's just a part of life you have to deal with.	Yes, but what can one do? Yes!

Health and wellbeing

What role does transport play in supporting your health and well-being?	What are some of barriers in Ipswich for using active modes of transport?
To deliver me to a place to exercise e.g. parks but many recreational places are restricted to car access only Limestone Park – free parking and then there is a loop bus service that goes to the hospital and adjacent medical/health precinct	Not enough public transport for marginalized people to get them to the services that can help them Not enough bus stops which means that there is a massive distance between them e.g. School Road in Redbank Plains. This makes it hard in hot weather or rain. Hard for elderly or people with disabilities. Facilities being set up (growth) but no transport to get to them – poor planning Bike way – doesn't loop. Goes onto main road in places. In the new suburbs the streets are so narrow a bus can't even fit up them Planning needs to increase street width

Technology

How do you feel about emerging transport trends (i.e. e-scooters, ride share, autonomous vehicles, electric vehicles etc)?	How has technology changed your experience of transport in recent years?
Use rideshare – can be very positive Good to use when public transport is not reliable Fills a gap Improves reach when lacking fitness (distance)	Very positive – cutting travel time Scooters/e bikes adds safety in numbers Shows behaviour change Roads not solely for cars Watch and see Positive on electric cars and automated vehicles

Sustainability

How well do you feel you can move around Ipswich without a car?	Do you feel you have good sustainable transport options that meet your day-to-day needs?
Can't! Limited public transport options and frequency 500m radius – limited to that for walking Inner city traffic ok Moving between areas difficult Hard to change – limited public transport education	Car dominant Charging points? Bus challenges – targeted services Does it need to be door to door delivery for students? ie health benefits Time poor/time management = dominant consideration Sporting and training facilities not well planned

Accessibility

How easy is it for you to get from one place to another in Ipswich?	What mobility challenges are you aware of?
Is walking safe? In the CBD it is not easy to walk around due to traffic and access Relative to other districts it is ok The motorists are very impatient and sometimes aggressive Electric bike/scooters/wheelchairs Not easy to walk/not safe CBD not close so need to drive Can't park near station East Brisbane could be a parking opportunity to get cars out of the CBD Appalling – how it works: chaos/confusion Get simple stuff right	Pick one item and do it and do it well Street crossings Street smart education Lack of wheelchair readiness and use ability Motorists are aggressive Scooters/wheelchairs not serviced Least accessibility city of its size in QLD

Liveability

How well does transport support your day-to-day lifestyle needs? Provide specific examples.	How does transport influence where you choose to live and recreate?
Good to Brisbane – Train is reasonable – every 30 minutes Generally pretty easy to drive Need big vision – more than band-aid Car city – scares people off	Major influence Electric vehicle infrastructure i.e. charging Cost of petrol

Safety and security

How safe and secure do you feel when using our roads, streets, paths, stops/stations and services? Provide examples	Do you feel that the safety and security of our city streets and transportation infrastructure is improving or worsening?
Central Ipswich has good security cameras – safety has been improved The suburbs have no security Teenage daughter must be home and well-off public transport before dark Maintenance issues in laneways and pathways ie overgrown and not maintained by council – safety risk so walk the long way Important things needed – to be seen, visibility, light, openness, cameras Push/point emergency button – does it go straight to the police? Great idea but no one knows how it works and how it can help. Needs more communication and education	By suburb – some is getting better, some worse Overall a vast improvement is required

Vibrant places

What makes a great place and how can transport support this?	Do you think cities should be designed more for people or for vehicles?
Lower speed limits for cars Walkability Accessibility Frontage closer to footpaths Active edges Hi quality urban places Separate people from cars Design for the people Activity helps safety	People! Consider personal security e.g. cameras Urban environment for people Street trees = shade Carparks can be wasteful Prioritising pedestrians at intersections over vehicles Improve and maintain footpaths

Resilience

How has transport withstood recent community wide challenges? (i.e. extreme weather events and the pandemic). Provide specific examples.	How important is it to have reliable travel options? (noting the recent reduced timetable and cancellations of bus services)
Rail is pretty good Big financial impact Future proofing key routes Make sure there is enough in the budget after these events Resilient maintenance budget	Big impact from reduced bus timetables Affordability of getting to work Ability of getting around is affected Fundamental to have reliable options

Appendix E – ICP 1 Personas Results

Chrissy, 36 / Tim, 39 / Eve 7, Bella 4

Chrissy and Tim, Eve and Bella have recently moved in to one of the new neighbourhoods in Ripley. Eve attends the local primary school. Bella is at a day care centre two suburbs away. Tim works in Brisbane every day and Chrissy works in the Ipswich CBD. There are no bus routes that go directly to the Ipswich CBD, and they have one car between them to navigate drop off and pick up for the children at the two different locations. There are times when Chrissy is picking up her children after dark so on those days, she takes the car and finds all-day parking near the Ipswich CBD. Tim is content taking the train into Brisbane as he can work while he is travelling. But there is only one bus route that goes to Springfield Central Station, every 30 minutes.

What are the current transport needs for this family?	What current transport challenges could this family be experiencing?	Which forms of land transport do this family use? How might travel by sustainable transport look?
• Need to attend work and school and daycare • Tim public transport user • Chrissy has the car	• Travel by car • Limited public transport • Is it safe for Eve to walk? Eg active transport • Bus/rail connection	• School bus could be an option • Walking for Chrissy • Walking school bus • Can Chrissy car pool? • Tim could bike ride or e scooter to train station

Finn, 22

22-year-old Finn is a student at University of Southern Queensland. He is a wheelchair user and travels from the suburbs most week days to attend university. He also likes to socialise and go out occasionally on the weekends with his friends. Finn enjoys traveling independently and has limited disposable income.

What are the current transport needs for Finn?	What current transport challenges could Finn be experiencing?	Which forms of land transport does Finn currently use? What could more sustainable forms of transport look like for him?
• Wheelchair accessible busses • Wheelchair suitable taxis • Train links	• Wheelchair accessible busses are limited for him. • Will a wheelchair accessible bus arrive at the bus stop? • Wheelchair suitable taxis are hard to get • Train links can be many and difficult for a wheelchair user • Quality of footpaths • Bus service timetable • Time it takes to plan and link up services • Number of service changes	• Train • Shuttle bus • Bus service • Environmentally friendly transport • Better linked services • Supercharged electric wheelchair

Nancy, 82

Nancy is 82 and requires assistance to get to doctors' appointments. She is also a volunteer at the local library once a fortnight and belongs to the local artists' group who meet on alternative weeks. She walks with a frame but still likes to do her shopping at the supermarket which is in the suburb next to her. Nancy does not have a car anymore.

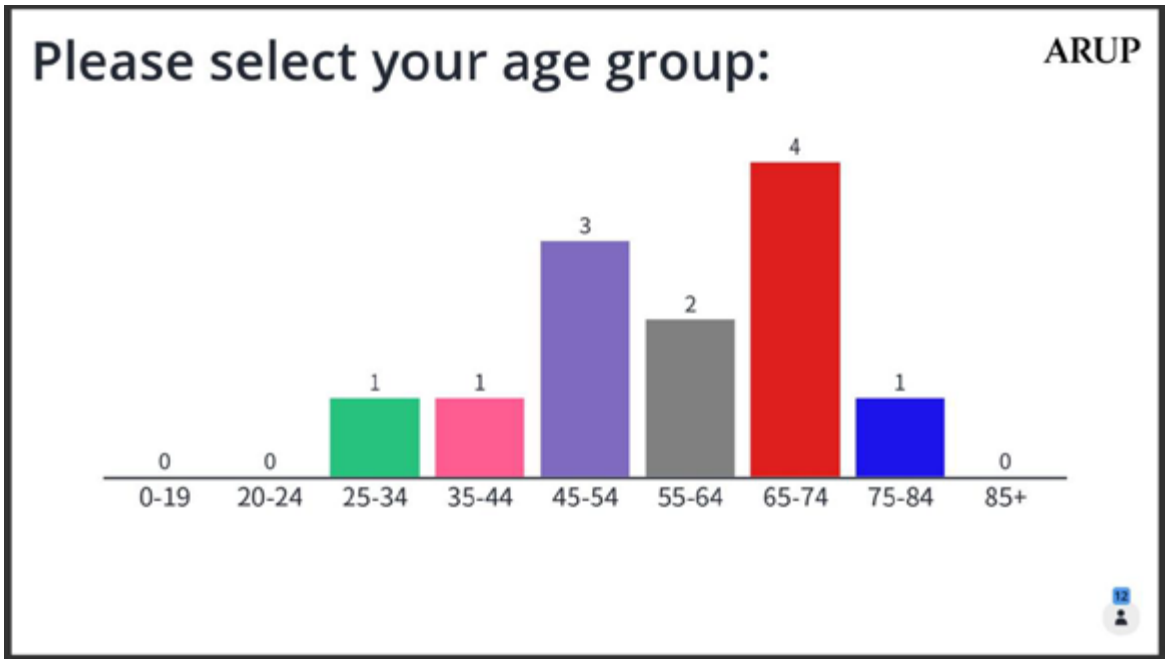
What are the current transport needs for Nancy?	What current transport challenges could Nancy be experiencing?	Which forms of land transport does Nancy currently use? What could more sustainable forms of transport look like for her?
• Certainty • Safety • Helper • Subsidised taxi • Community transport • CODI • Auscare offer assistance • Autonomous vehicles • Network of aged care	• Uncertainty • Fear • Hard to access and catch public transport • Can't walk or ride • Needs a smart phone • Subsidies	• Family, friends and neighbours • Community portal • Maxi taxi • Aged care network • Taxi voucher • Dollar taxis • Electric mobility device

Alex, 27

Alex is a tradesperson and lives in Laidley, 45km outside of Ipswich City. Alex is a joiner and works for a residential building company. Alex's job requires him to move around a lot between different suburbs. He also has tools that he must carry to and from work each day. His working day generally begins at 6am on site so he must set off from home early. He likes to stay fit and does not mind walking from bus stops or train stations. Alex usually ends up driving though as his tools are heavy and hard to deal with on public transport. Sometimes Alex can go to multiple jobs/houses per day all over Ipswich.

What are the current transport needs for Tim?	What current transport challenges could Tim be experiencing?	Which forms of land transport does Tim currently use ? What could more sustainable forms of transport look like for him?
• Car or ute is essential for him to transport his tools and travel to multiple sites • The heat in summer makes car driving a necessity	• Early transport requirements make public transport out of the question • Cost of transport • Limited options • Public transport not running even if it was feasible	• Car/ute – only real option • Car pooling if possible

Appendix F – ICP 2 Live Polling Results



Suburb	Number of panel members
North Ipswich	1
Redbank Plains	1
Collingwood Park	1
Raceview	2
Pine Mountain	2
Sadlers Crossing	1
Eastern Heights	1
The Bluff	1
Goodna	1
Brassall	1

Appendix G – ICP 2 World Café Results

Growth

How could transport support future growth?	What emerging growth trends does Ipswich need to consider when planning for future transport needs?	What could sustainable travel look like in the future?
ICC Vision – First city in Australia to develop a fully integrated electric vehicle transport plan. Lead, follow OR get out of the way! Autonomous vehicles Variety of integrated transport networks Spatial relationship needs to change Transport from day 1, behaviours need to change Education program for growth areas – fliers Help promote bus drivers and education Dense residential Need greater efficiency Better planning and more external funding	Need to look at east and west separately Self- containment Maximise industrial areas as employment hub Reducing sprawl Embrace electric vehicles – houses to support this 3 phase power	Community hubs Autonomous vehicles Metro style articulated vehicle High frequency public transport Smaller buses – helps with sustainability but can also go down narrow streets More community transport Accessibility to mass transport Micro-mobility More shared paths, cycle infrastructure Public micro-mobility scheme

Affordability

How could investment in future transport be focussed to maximise positive transport outcomes for Ipswich?	How could emerging affordability trends change Ipswich's future transport needs?
Walking and cycling ($4-$5 per $1 invested) More options required Focus on nodes Value capture PPP Keep PT subsidized Investing in smaller vehicles, micro transport Investment in shared paths More green lighting and solar power Second river crossing Lobbying government	Reduced ICE vehicle usage with rising fuel prices Shorter trips by non car methods More community transport, but could be challenging to provide in the future Future proof new development to avoid retro-fitting costs Reduce parking requirements in residential areas and urban areas Review fares

Health and wellbeing

What are some of the key factors in considering future health and wellbeing in the context of future transport?	How could investment in future transport support a more active lifestyle and higher participation levels?	What would you do differently if active travel options were more accessible?
Reduce urban speed limits Make public transport more accessible for everyone Need more planning around peoples activities e.g. more options available on Saturday and Sunday mornings for sport Clean and green Comfortable Light rail Direct and safe walking routes Take away barriers that limit active transport e.g. shade, lack of network of paths Need to reduce tyranny of distance – it is different for everyone 20 minute city Access to health facilities – medical and exercise combined e.g. White Rock Create habits by planning better when creating new suburbs e.g. setting up public transport from the beginning and not waiting until after people have moved in Safety – physical and mental Ease of use Make public transport attractive	Shared paths along waterways and railway corridors Shared paths to sporting facilities The network could be more cost effective on green energy Investment in education necessary to promote safety and ease of use Need to increase regularity Offenders to safety need to be accountable Need a more coordinated network Ripley and Springfield need two separate transport hubs More frequent travel More acceptance/friendly – at the moment its crowded with unruly people and is unsafe and dirty Make it the norm to not have cars Youth education – more technology on bus/train for young people and more education on how to ride Bus stops need to be placed in more visible places to make it safer getting on/off bus Play and Ride – e.g. free travel in your ticket to footy games Dedicated bike lanes that don't go onto roads	Walk Ride Scoot Walk to cafes and restaurants Go out more Be healthier and happier

Technology

What role could technology play in your future transport needs?	What emerging transport technology would you like to see more of within Ipswich?	How could emerging transport trends and technologies change Ipswich's future transport network?
Fully integrated traffic light system Bus timetable app Public transport app Integrate timetable e.g. train and bus Smart transport technology system – operations room 24/7 Great for events Education on how to use the technology e.g. through schools CCTV for active transport and for safety Sure and flexible network and cars More flexible, smaller vehicles	Transport app CCTV – Eastern Ipswich and Central Ipswich CCTV – use for electric vehicle for use of the road network Charging stations and power sources Information available on the system e.g. timetables Public hire e –scooters, e bikes and other innovation Uptake of technology/information to avoid incidents	Make it more accessible Electric and automated vehicles Accessible and safe vehicles Denser residential areas enable micro mobility Data capture tracking – usage, financial uplift, live data, instant feedback

Sustainability

What are your primary environmental concerns regarding Ipswich future transport?	What do you see as the primary environmental opportunities regarding Ipswich future transport?	What would you consider to be good sustainable transport options that meet your day-to-day needs?
Reliance on fossil fuels (petrol) Not providing for riding and walking Pollution Population growth = more vehicles Potholes Carbon impact Pollution	Provide better walking and riding connections – lots of opportunity Green energy Education around green energy Cost effective transport – don't spend $8 billion on little benefit projects Don't build more roads How we balance travel – more sustainable travel options Offset more trees – more people = more trees Bring community along the journey = ownership of concept Electric-based transport – private and public	Walking Cycling Scooting More frequent transport options Need more options generally Late services Flexibility through reliable services Walking Train

Accessibility

How could Ipswich be an easier place to get around, for all users?
To have a large portion of people without a car
Need paths (easy win)
Focused on active transport and public transport
Avoid roads
Make roads safer by lowering speeds
Less cars through the town centre
Not obvious where you need to go
When creating suburbs, build high quality paths with more direct routes – it is currently hard to get in and out of
Footpaths need to be better
Less road crossings
Narrow streets
Safer paths (wider) for wheelchairs and walking
Easy and visible crossings of roads
Footpaths need to meet standards
Need buses that drop down for prams and wheelchairs
Flexible and consistent timetable – Reliable so people can count on it
Community transport
Fast lane for buses
More affordable transport options
Low cost solutions e.g. metro?, flexible transport, alternative modes to common uses (car)
Info needs to be easy and accessible (not only rely on mobiles)
Has Flexilink finished?

Liveability

How could transport better support your day-to-day lifestyle needs? Provide specific examples.	How could emerging transport trends influence liveability in Ipswich in the future? Provide examples.
Linked up bike and walk paths Better access to Defence Base for events More consolidated info hub on council website e.g. public transport linked to events and helps you plan your trip Central information hub for public transport supported by central information hub for events Ripley/Springfield are not attractive suburbs for active transport – stark, no trees/shade, no feeling of beauty Reduce urban speed limits – make it safer and more pleasant to walk/cycle Open a direct path along railway from Rail Museum to Riverlink Give priority to pedestrians around the Ipswich railway station	Education in schools – teach kids how to catch public transport – specifically create awareness around safety, how to obtain and use PT passes, options for payment (use current smart phone technologies) Education around active travel e.g. learn to ride bikes/scooters, road rules, safety Follow international trend to reduce speed limits and make vehicle drivers responsible for crashes i.e. people priority

Safety and security

What safety and security improvements would you like to see on our roads, streets, paths, stops/stations and services? Provide examples	What alternative forms of transport would you use more regularly if you felt safe and secure?
More public toilets along transport corridoes, paths and bikeways Activation of places – encourage people to come into town More people living in the CBD to improve security Actual and perceived when walking along footpaths – separation from cars Separated and secure pathways More dog drinking facilities along paths Curve buildouts, traffic islands for pedestrians Safe road network Reducing speed limits CCTV Security guards on public transport Footpaths on at least one side of all streets Emergency warning alerts More footpaths to Australian standards and lighting Better lighting Better security Visual security e.g. signs and apps Community hubs e.g. security and support community groups Interactive activities for walking More foot traffic e.g. on Bell St and shops on Bell St Education campaign to use public transport Improve the visual amenity of Bell St and the train station	Walking more if it was safe More variety of density Tyranny of Distance Ride share has safety issues with strangers

Vibrant Places

How might transport support more vibrant places in the future in Ipswich?	How could emerging transport trends influence vibrant places in Ipswich in the future?
Direct transport to events Park and ride – transport hubs for outer suburbs More transport links More technology More frequency Links and technology for different modes of transport Change zoning in suburbs to allow for small businesses to emerge e.g. restaurants, cafes, bars, shops to people can use active travel to go out instead of having to drive long distances	Springfield public transport works well Young adults and families need more public transport options to allow them to go out without their car Nowhere to park in town Density – increase density in regards to restaurants/bars/pubs etc in a concentrated area to make a 'night time' hub

Resilience

How could Ipswich's transport system be more resilient in the future?	How could emerging trends impact the resilience of Ipswich's future transport network?
More storm drains Maintained infrastructure More exits out of trouble – Ipswich has limited access points Need emergency response funding Need ready bus company locally (not North Brisbane) More state and federal funding Hot spell impacts – un-airconditioned vehicles/bike riding More shade Rail/road resilience not such a priority – could be better focused somewhere else Currently have rail bus to substitute for rail More exit options for fire or flood events – lots of people are not prepared Emergency pick-up services (short term) – need to train these emergency people Need to be flood proof (long term) Affects rural areas more Need variety of options	Transport apps Brisbane to Ipswich connections – Moggill Ferry closed etc Linkt gives real-time information Radio Links between maps and real-time info – to keep hands free Automated system – everyone needs to talk to each other and work together ICC disaster workforce Air travel Smart systems Micro-mobility and PODS (small vehicles)

Appendix H – TWG 1 Personas reporting

Chrissy, 36 / Tim, 39 / Eve 7, Bella 4

Chrissy and Tim, Eve and Bella have recently moved in to one of the new neighbourhoods in Ripley. Eve attends the local primary school. Bella is at a day care centre two suburbs away. Tim works in Brisbane every day and Chrissy works in the Ipswich CBD. There are no bus routes that go directly to the Ipswich CBD, and they have one car between them to navigate drop off and pick up for the children at the two different locations. There are times when Chrissy is picking up her children after dark so on those days, she takes the car and finds all-day parking near the Ipswich CBD. Tim is content taking the train into Brisbane as he can work while he is travelling. But there is only one bus route that goes to Springfield Central Station, every 30 minutes.

What are the current transport needs for this family?	What current transport challenges could this family be experiencing?	Which forms of land transport do this family use? How might travel by sustainable transport look?
• Car • Bus and train • Shorter trips • Safety for kids • Parking requirements • Park 'n' rides	• Limited options • Reliance on private transport • Accessing train • Time constraints • Safety considerations • Reliability impacts	• Car/Train • Maybe bus? • Walk/ride to school (Tim/Eve) • Work from home (Tim) • Bus/train (Tim) • Change childcare venue • Be closer to school @ 3:30pm

Finn, 22

22-year-old Finn is a student at University of Southern Queensland. He is a wheelchair user and travels from the suburbs most week days to attend university. He also likes to socialise and go out occasionally on the weekends with his friends. Finn enjoys traveling independently and has limited disposable income.

What are the current transport needs for Finn?	What current transport challenges could Finn be experiencing?	Which forms of land transport does Finn currently use? What could more sustainable forms of transport look like for him?
• Independence • To get to university • Needs wheelchair vehicles (taxi's, personal vehicle?) • Accessible public transport stations and stops (inc PWD spaces) • A means to navigate through hilly terrain - associated effort mapping information (bio metrics wheelchairs) • Fit for purposes footpath infrastructure • Accessible lifestyle for a student (post pub options!!)	• Physical mobility challenges • First/last mile challenges • Cost of taxi services • Accessibility and travel times of public transport. Reliant on particular stops (both ways). Reliant on quality footpaths for accessibility. • Social and economic participation isolation • Heat, and cooling at stops and stations • Hard to be spontaneous	• Community transport • Modified vehicles (may be costly) • Trains and buses • On-demand services • Taxis • Tailored personal car • Wheelchair (in isolation)

Samaria, 30

Samaria lives in an apartment in central Ipswich. Many of her friends and family live in the suburbs. Samaria is part of the Samoan community so being with her family and friends is a major part of her life. It is very important to visit them but the cost of petrol makes her think twice about it.

What are the current transport needs for Samaria?	What current transport challenges could Samaria be experiencing?	Which forms of land transport does Samaria currently use ? What could more sustainable forms of transport look like for her?
• Car	• Reliable services not available • Lost time travelling • Reliability	• Train • Maybe bus?

Alex, 27

Alex is a tradesperson and lives in Laidley, 45km outside of Ipswich City. Alex is a joiner and works for a residential building company. Alex's job requires him to move around a lot between different suburbs. He also has tools that he must carry to and from work each day. His working day generally begins at 6am on site so he must set off from home early. He likes to stay fit and does not mind walking from bus stops or train stations. Alex usually ends up driving though as his tools are heavy and hard to deal with on public transport. Sometimes Alex can go to multiple jobs/houses per day all over Ipswich.

What are the current transport needs for Alex?	What current transport challenges could Alex be experiencing?	Which forms of land transport does Alex currently use ? What could more sustainable forms of transport look like for him?
• Employment – must move to multiple sites • Needs to carry tools	• Congestion • Road safety • Long distance	• Carpooling • Electric car/sustainable vehicle

Appendix J – SYI + Pop-Up Full Responses by Theme

IGO REVIEW – COMMUNITY FEEDBACK ON ACCESSIBILITY

1st December 2022 to 13th March 2023

Respondent Profile

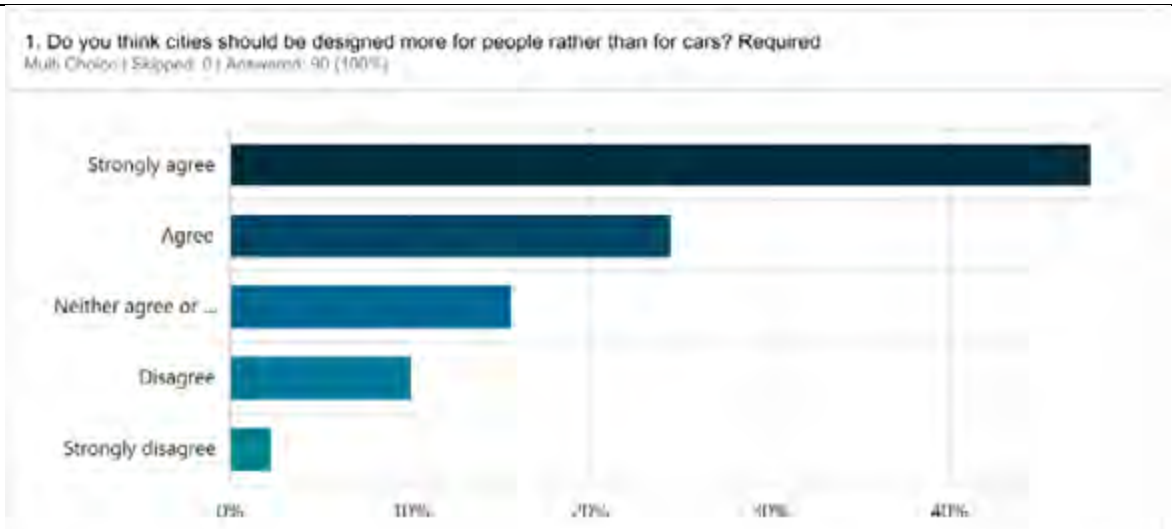
(All Questions)

Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		12	43	35	1	7	28	21	15	11	7	0

(Other Questions only)

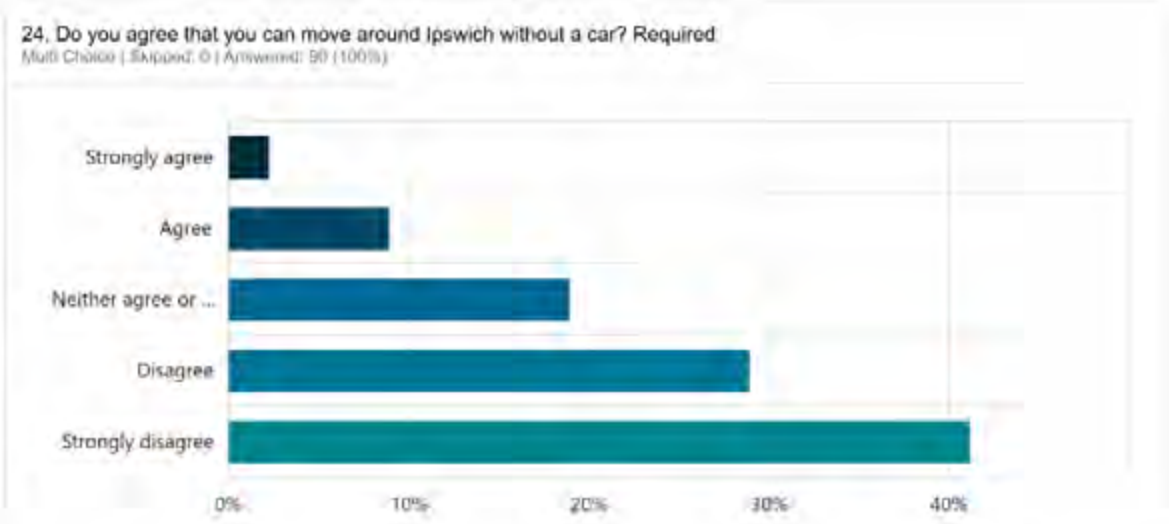
Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Ripley Markets	32	10	0	18	14	0	2	13	7	4	3	2	1
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	**263**	**10**	**0**	**101**	**162**	**55**	**33**	**48**	**32**	**42**	**27**	**17**	**8**

QUESTIONNAIRE RESULTS



Answer choices	Percent	Count
Strongly agree	47.78%	43
Agree	24.44%	22
Neither agree or disagree	15.56%	14
Disagree	10.00%	9
Strongly disagree	2.22%	2
Total	100.00%	90

Feedback on Question 1
I do agree that cities should be about the people and their needs. But a lack of adequate public transport makes this difficult. You should also be connecting to other city councils public transport so that people who live in the nearby suburbs of Mount Crosby and Karana Downs and work in Ipswich can actually access Ipswich. Some of us do not have a car or have a disability so cannot drive. There is also only one community transport provider for our area (Anglicare) and they are not staffed enough to be able to assist us.
More public transport and bike ways to easily access
Many people require public transport to get around. Not everyone is able to get their license for medical or disability reasons even financial. Cities need to make public transport more accessible.
Need to move toward improving access to frequent public transport to ease congestion.
Safe walkability of the city is key to supporting a thriving city centre. Safe pedestrian access increases foot traffic to more businesses, encourages active and healthy lifestyles and ensures the city centre is accessible for all. It also reduces traffic pollution and noise for city centre patrons and businesses.
Restricting car entry into the city creates issues of getting directly to where you need to be in a timely manner plus if you need to travel quickly between locations within the city on the same day if you need to rely on public transport solely you would experience again time delays. If public transport numbers or scheduling is increased to cope with this issue then you are self defeating with its impact on the environment. Also with an aging population with mobility issues you are



Answer choices	Percent	Count
Strongly agree	2.22%	2
Agree	8.89%	8
Neither agree or disagree	18.89%	17
Disagree	28.89%	26
Strongly disagree	41.11%	37
Total	100.00%	90

Question 24 Feedback
I have a bike, eScooter and two good feet. Unfortunate there is no direct and/or safe way to travel from my home to work. Particularly if my travel coencides with peak our
Catching a train to a bus takes hours. Even going from 1 bus to another can take a long time. It's quicker and safer to drive
There are many spots around Ipswich that don't have shared pathways/cycleways connecting suburbs.
"lack of meeting trains/busses, *lack of bike paths"*
There is public transport but I don't think it is effective enough to solely rely on
suburbs are not accesssible - eg Barellan Point without a car
We have no viable centre. Businesses are strung out across the city and there is no interconnecting public transport or cycling infrastructure.
There is no public transport and limited school transport available in Karalee, Barellan point, Chuwar, or anywhere over the highway. It's like a lost part of ipswich that has been forgotten.
Without a car I would not be able to travel to anywhere far from my house
No, you need a car. Buses are infrequent.
It is not easy to get from one place to another. With lack of services and operational bus stops. Certainly in my part of Redbank plains I work at Ipswich central state school and there is a lot of mucking around to get to and from work. 20 min walk to the nearest bus stop then a 524 to Goodna station switch to a 500 get off at limestone street and walk 15 minutes to the school. Also I haven't been able to find a journey home. I previously worked at Goodna special school which is one bus either way. Moving to a new location it's almost impossible to get to and from work. The transport lady said walk to Ipswich special school 12 minutes get a bus to Redbank plaza then a

IGO REVIEW – COMMUNITY FEEDBACK ON RESILIENCE

1st December 2022 to 13th March 2023

Respondent Profile

(All Questions)

Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		*12*	*43*	*35*	*1*	*7*	*28*	*21*	*15*	*11*	*7*	*0*

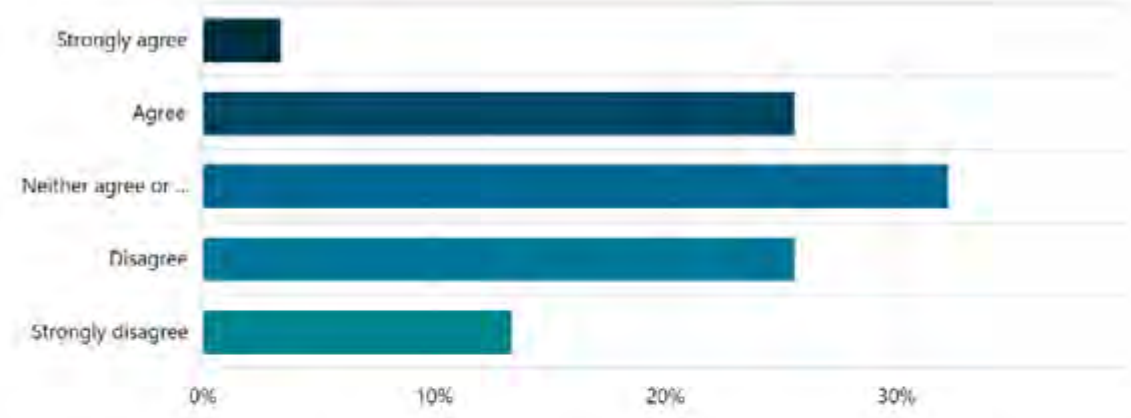
(Other Feedback Only)

Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Ripley Markets	32	10	0	18	14	0	2	13	7	4	3	2	1
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	**263**	**10**	**0**	**101**	**162**	**55**	**33**	**48**	**32**	**42**	**27**	**17**	**8**

QUESTIONNAIRE RESULTS

15. Do you feel that transport has withstood recent community wide challenges? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)



Answer choices	Percent	Count
Strongly agree	3.33%	3
Agree	25.56%	23
Neither agree or disagree	32.22%	29
Disagree	25.56%	23
Strongly disagree	13.33%	12
Total	100.00%	90

Feedback on Question 15
Trains are usually knocked out during bad storms, but that can't be helped.
When we have weather events and Colleges Crossing goes under water it impacts Mt Crosby residents in a huge way. A lot of residents work in Ipswich. The weir will be open to traffic soon, with the new bridge opening perhaps later this year. With future wet weather and bridge closures we will still have the same issues of inadequate public transport. If public transport to Mount Crosby / Karana Downs was considered, would it change its route to go the back way (if the new bridge was not under water) when Colleges crossing is under water?
Congestion has increased as a result of population increase.
flooding has affected many local roads in the area and has prevented people from leaving their homes for a considerable time.
I wasn't able to get to work when the floods happened but I got disaster leave so that was ok. There have been a number of times where my bus didn't show up and I had to get an Uber to work which messed with my budget and got me there just in time. So no having to wait more than 30 minutes between bus services was not good.
Not much pact on my local bus routes but train certainly stopped due to floods.
Transport has been disrupted as part of recent severe weather events, but I don't think any mode of transport would be able to be sufficiently resilient to these forms of extreme weather. Generally speaking, I think current forms of transport a sufficiently resilient to extreme weather. Further improvements to drainage works on roads and waterways is still required.

IGO REVIEW – COMMUNITY FEEDBACK ON SAFETY AND SECURITY

1st December 2022 to 13th March 2023

Respondent Profile

(All Questions)

Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		*12*	*43*	*35*	*1*	*7*	*28*	*21*	*15*	*11*	*7*	*0*

(Other Feedback Only)

Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
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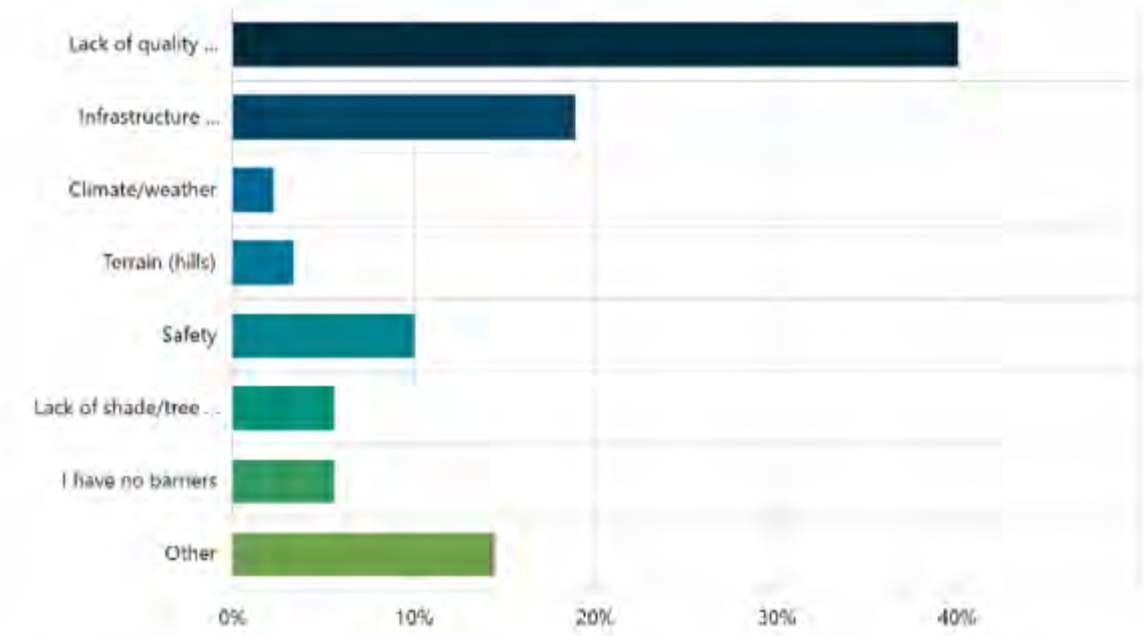
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	**263**	**10**	**0**	**101**	**162**	**55**	**33**	**48**	**32**	**42**	**27**	**17**	**8**

QUESTIONNAIRE RESULTS

19. What are some of the barriers to using active modes of transport like walking and cycling in Ipswich? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)

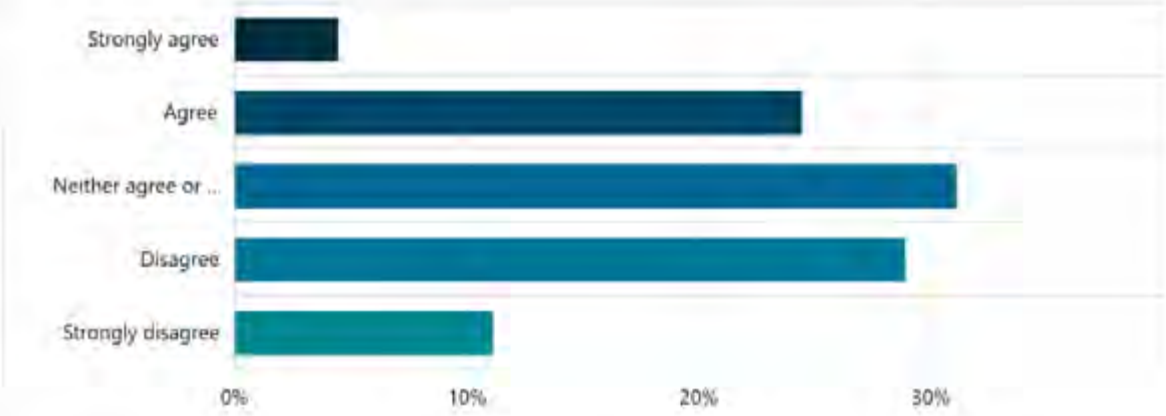


Answer choices	Percent	Count
Lack of quality infrastructure	40.00%	36
Infrastructure doesn't take me where I want to go	18.89%	17
Climate/weather	2.22%	2
Terrain (hills)	3.33%	3
Safety	10.00%	9
Lack of shade/tree canopy	5.56%	5
I have no barriers	5.56%	5
Other	14.44%	13
Total	100.00%	90

Feedback on Question 19
Cannot choose more than one option above, climate/weather and safety are my concerns
Distance between places I want to go and safety
Climate, safety, lack of shade, lack of appropriate infrastructure
Lack of infrastructure and safety.
Overall amenity and safety. Bike paths need to be separated from traffic

20. Do you feel safe using city streets, paths, stops/stations and transport services in Ipswich? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)



Answer choices	Percent	Count
Strongly agree	4.44%	4
Agree	24.44%	22
Neither agree or disagree	31.11%	28
Disagree	28.89%	26
Strongly disagree	11.11%	10
Total	100.00%	90

Feedback on Question 20
Trains do not feel safe outside peak times
No I don't feel safe using public transport
Public transport in Ipswich has a reputation problem based on the potential patrons and negative interactions of anti-social behaviour.
I drive further to catch the train at Springfield rather than catch the train closer at Ipswich. I find Springfield has always been safer since it opened. There doesn't seem to be as many undesirable people loitering about there.
Bell Street.....
I feel safe in the daytime. I don't use public infrastructure at night.
I'm a big and ugly white male. Most of my concern is getting hit by a car while cycling because the road is not wide enough for car/truck and cyclist. You don't solve it with bike paths, they are infuriating and disrupt the riding flow.
I do not feel safe as there's nothing in place for safe transitions between transport options. Therefore I would not allow my children to ride at night due to failure of police/security to protect people using it during the day.
I hate waiting at Ipswich train station at night to get home. I feel very unsafe
I wish I could respond in a different way. The one time I have walked streets of Ipswich (away from Riverlink and Nicholas St) there was a rather threatening youth element that prompted me to rethink my decision and return to Nicholas St. *No I do not feel safe. I was almost mugged by some teenager at booval train station last year. I managed to get up to the train platform before anything happened. Also I do not feel safe walking home at night / as it gets dark. There needs to be more bus services more regularly. It shouldn't*

IGO REVIEW – COMMUNITY FEEDBACK ON GROWTH

1st December 2022 to 13th March 2023

Respondent Profile

(All Questions)

Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		*12*	*43*	*35*	*1*	*7*	*28*	*21*	*15*	*11*	*7*	*0*

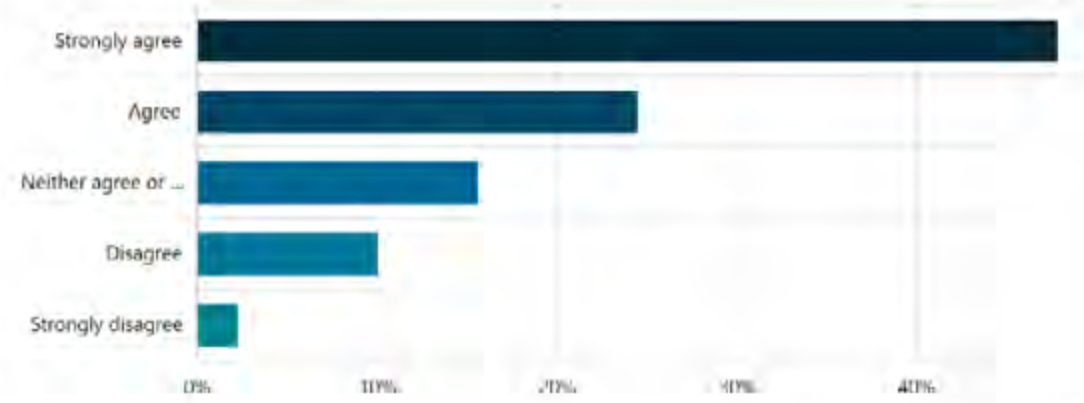
(Other Questions only)

Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Ripley Markets	32	10	0	18	14	0	2	13	7	4	3	2	1
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	**263**	**10**	**0**	**101**	**162**	**55**	**33**	**48**	**32**	**42**	**27**	**17**	**8**

QUESTIONNAIRE RESULTS

1. Do you think cities should be designed more for people rather than for cars? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)

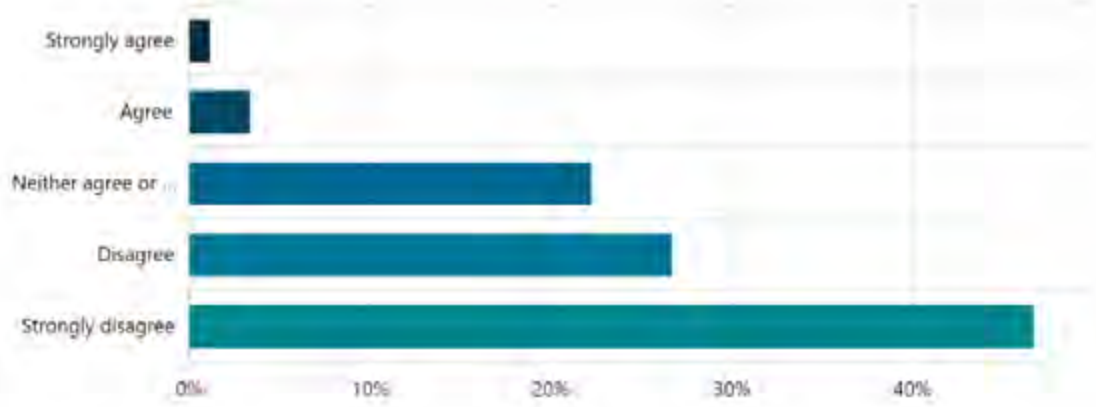


Answer choices	Percent	Count
Strongly agree	47.78%	43
Agree	24.44%	22
Neither agree or disagree	15.56%	14
Disagree	10.00%	9
Strongly disagree	2.22%	2
Total	100.00%	90

Feedback on Question 1
I believe alternatives to cars for transport should be a high priority with the speed of urban sprawl
Cars are necessary, but unlike Brisbane, Ipswich is not sprawling. Most built-up Ipswich suburbs are within 6 km of the Ipswich train station which means it is faster to ride a bike or e-scooter than wait 30 minutes or 60 minutes for a bus to turn up before even beginning the bus journey
New areas or transport corridors are always based on cars. Any other user is then designed around what will mesh with the all important road, no matter how inconvenient or out of the way it will be for the other users

4. In your opinion, do growth areas in Ipswich (eg. Ripley Valley, Redbank Plains) have good transport options? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)

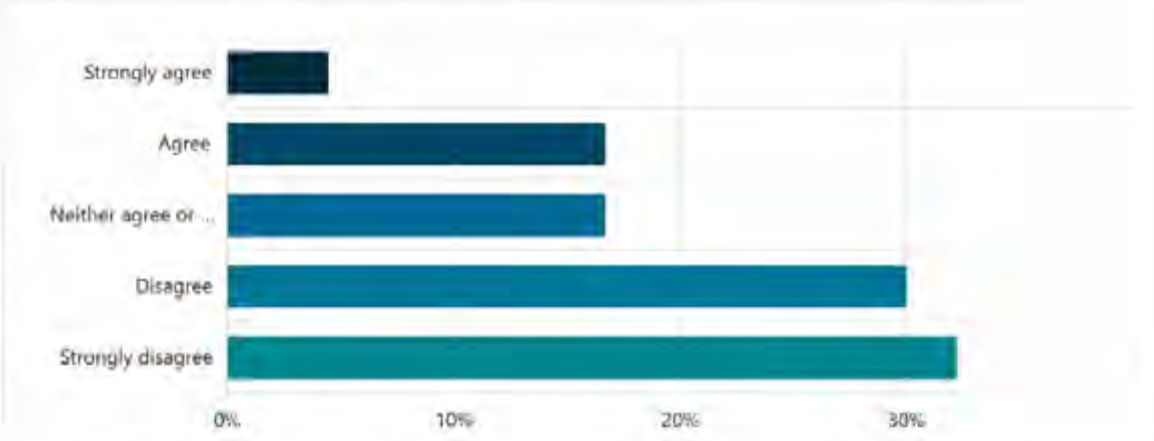


Answer choices	Percent	Count
Strongly agree	1.11%	1
Agree	3.33%	3
Neither agree or disagree	22.22%	20
Disagree	26.67%	24
Strongly disagree	46.67%	42
Total	100.00%	90

Feedback on Question 4
"The parking in the mentioned areas is insufficient. *The public transport to some of the areas is virtually non existent particular out of business hours.* *Majored infrastructure and venues have been introduced with no planning on managing people, cars or how they interact. Springfield lions stadium is a great example of this"*
Lots of houses little skiing roads to get in and out. Expanding 2 lanes to 4 without consultation with the community increases noise pollution. It's a fine balance
Public transport connections haven't been significantly provided to growth area's. Planned extension of the new rail corridor is essential to providing affordable housing, and having new residents adopt housing and car choices that will make the best use of rail in the future. In the interim bus transport doesn't reflect the changing connections in the area, such as utilisation of Mount Juillerat drive to speed up bus services and provide an interim option to rail.
I realise the Springfield - Ipswich Railway Line is on its way, but at the moment, Springfield is seeing a lot of congestion & Ripley is getting that way now, too.
Most areas do not have adequate public transport.
buses and trains dont align very well, disconnect between springfield central and RBP, ripley
Public transport could use improvement
no train stations, not enough buses
They are almost totally reliant on private vehicle transport.
Transport infrastructure should be in place as developments begin or prior to, with activation taking place as occupation begins. This makes these housing options more accessible to a larger variety of residents and allows residents to get into good habits early on.
"Karalee is a high growth area and has no public transport at all. Not even able to get Ubers.

10. Do you feel you have good sustainable transport options that meet your day-to-day needs? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)

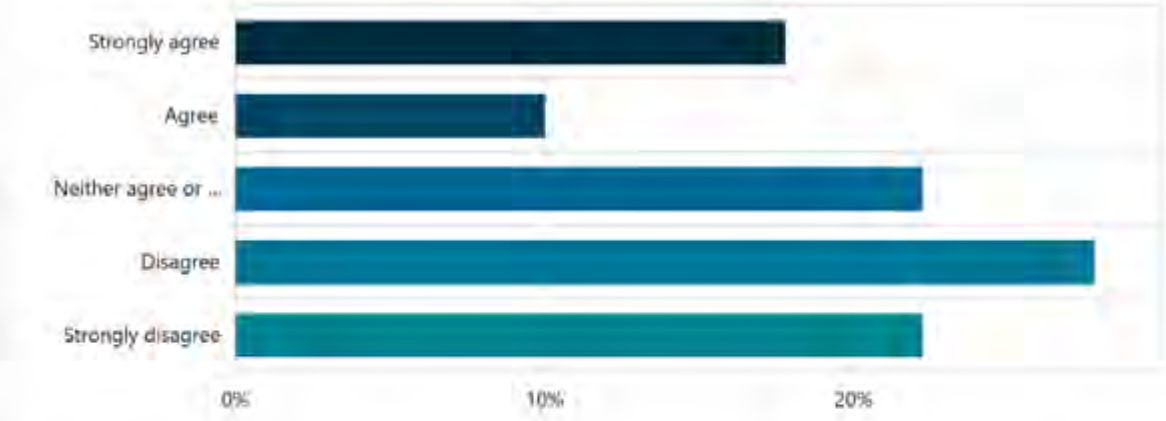


Answer choices	Percent	Count
Strongly agree	4.44%	4
Agree	16.67%	15
Neither agree or disagree	16.67%	15
Disagree	30.00%	27
Strongly disagree	32.22%	29
Total	100.00%	90

Feedback on Question 10
Limited ability to use public transport as an alternative to car travel in the growth area's. Redbank Plains in particular needs bus services along Mount Juillerat Drive to connect to the Springfield Train Station and jobs in the area.
Public transport needs work around springfield/augustine heights/redbank plains. No incentive to use it, expensive and far away
Would be amazing to have the train that's been talked about for a few years between Springfield and Ipswich. I'd also like to see more cycle paths in the new suburbs being built and along the centenary highway off the road
I do not believe south ripley has any option other then vehicle

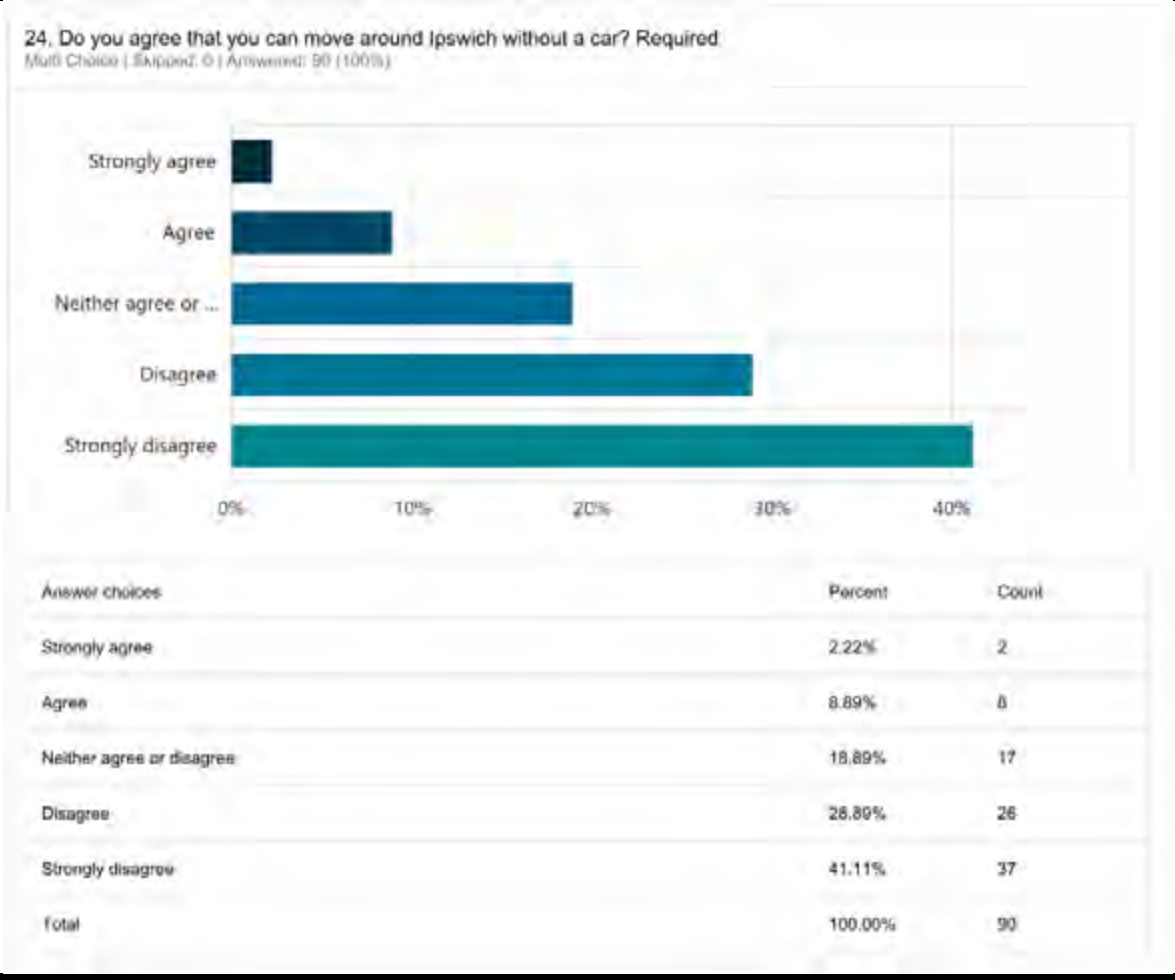
17. How much do you agree with this statement, "Ipswich cannot afford to build more roads or expand roads to reduce congestion"? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)



Answer choices	Percent	Count
Strongly agree	17.78%	16
Agree	10.00%	9
Neither agree or disagree	22.22%	20
Disagree	27.78%	25
Strongly disagree	22.22%	20
Total	100.00%	90

Feedback on Question 17
If you putting in large estates the traffic has to go somewhere. Changing the areas to become freeways is not the way
The Pigou-Knight-Downs paradox, or induced demand paradox suggests that without public transport continual investment in roads only traffic solutions will result in reduced returns.
I think there will always be a need to accommodate for widening/adding lanes & extra traffic as the population grows. Not everyone wants to cycle or walk to work.
huuge population increase and huge new building must equal more rates income surely
State government should have provided Ipswich with more budget for transport. It is unfortunate to not have the support of the state.
It's about priorities. If ICC chooses to prioritise this, it can happen.
It is not a matter of affordability, the right kinds of roads need to be built to meet the needs of the community at large, but the roads are only part of it.
Seems our rates are not even used for repair and maintenance of the current riads
If there is no affordability for infrastructure, then there should not be any more housing development until roads, healthcare, schools and other infrastructure can be afforded.
The congestion needs to be fixed. The council needs to find the money
Ipswich LGA is so spread out roads are necessary and should be a focus in conjunction with rail/light rail
I imagine someone would budget for this. We need more bus routes and I'm sure money could be spared for it.
Build or expand roads that cater for cycling



Answer choices	Percent	Count
Strongly agree	2.22%	2
Agree	8.89%	8
Neither agree or disagree	18.89%	17
Disagree	28.89%	26
Strongly disagree	41.11%	37
Total	100.00%	90

Question 24 Feedback
Technically, I could move throughout Ipswich without a car, but it takes significantly longer. Ipswich lacks sufficient and quality public transport/bike way infrastructure to commute efficiently.
Without a car I would have to move house to be closer to public transport.
If you live in a Redbank Plains and wanted to go to Yamanto or Brassall you would need an entire day and a small loan.
Ipswich is a very very spread out city now and many areas currently lack a functional public or active transport alternative and it would not be practical to navigate around the city without a car
Ipswich is being planned as a car centric city.

Other Feedback
Public transport to outer regions ie Ripley/Karalee
Ipswich to Springfield rail corridor
Walloon / Thagoona - an emerging suburb and road speed is 100km - near pedestrian crossing / schools. Reduce speed limit to cater for development.
Public transport in Deebing Heights - especially for the elderly
Community bus - taking people from Redbank Plains directly to Springfield / Redbank Plains Shops
There are some bus stops but no buses coming to them
Traffic in Ripley, there are 3 schools and no public transport and no room to park
Ripley - no way for school kids to cross from the school to the shops, main road / highway, no footpath - safety hazard

IGO REVIEW – COMMUNITY FEEDBACK ON VIBRANT PLACES

1st December 2022 to 13th March 2023

Respondent Profile

(All Questions)

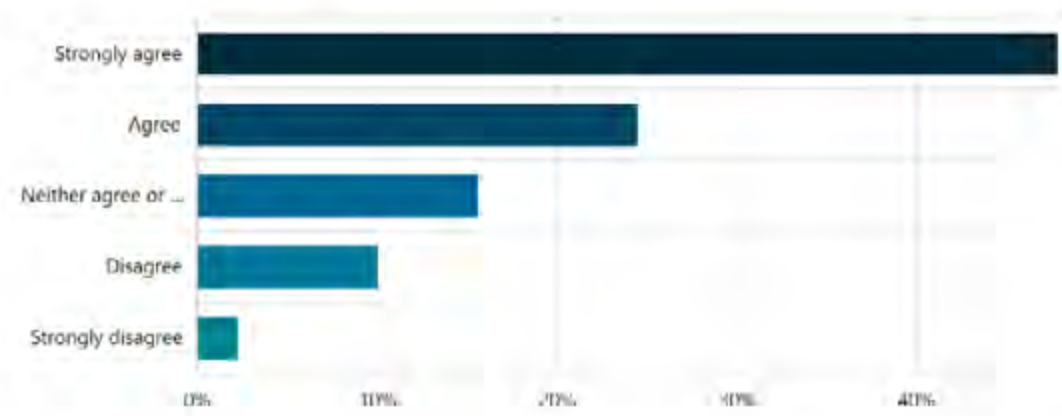
Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		*12*	*43*	*35*	*1*	*7*	*28*	*21*	*15*	*11*	*7*	*0*

(Transport Corridor Question)

Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Ripley Markets	32	10	0	18	14	0	2	13	7	4	3	2	1
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	**263**	**10**	**0**	**101**	**162**	**55**	**33**	**48**	**32**	**42**	**27**	**17**	**8**

QUESTIONNAIRE RESULTS

1. Do you think cities should be designed more for people rather than for cars? Required



Answer choices	Percent	Count
Strongly agree	47.78%	43
Agree	24.44%	22
Neither agree or disagree	15.56%	14
Disagree	10.00%	9
Strongly disagree	2.22%	2
Total	100.00%	90

Feedback on Question 1
Whilst in the city safe walking routes with a central parking facilities would be great. Public transport that reach suburbs at later hours would be great also
I think there should be an even balance. Cars have just as much right to be present traversing through cities as pedestrians/cyclists do. Physically disabled people who cannot use bikes, or walk safely for example, are entitled to be transported by car at every opportunity.
I do agree that cities should be about the people and their needs. But a lack of adequate public transport makes this difficult. You should also be connecting to other city councils public transport so that people who live in the nearby suburbs of Mount Crosby and Karana Downs and work in Ipswich can actually access Ipswich. Some of us do not have a car or have a disability so cannot drive. There is also only one community transport provider for our area (Anglicare) and they are not staffed enough to be able to assist us.
I believe alternatives to cars for transport should be a high priority with the speed of urban srawl
People mainly, but would like available car parking at reasonable prices
Cars take us from A to B, in the case of the Ipswich CBD, this means that people pass through the city, rather than stopping. Cars create congestion; they divide and separate us. They do not contribute to community.
True cities should be designed primarily for pedestrians, but we need to consider that for most people the first part of the journey will be either driven in a vehicle or ridden on a bike, due to limited bus/train options in outer laying areas as well as personal needs such as time limitations.

Rank these transport corridors (ways to move between places) in order from most preferred to least preferred, 1 being most preferred and 5 being least preferred.

Gratiot Avenue, Detroit (United States)
82% of space for vehicles
18% of space for pedestrians

Orchard Road, Singapore (Singapore)
50% of space for vehicles
50% of space for pedestrians

East Street, Ipswich (Australia)
65% of space for vehicles
35% of space for pedestrians

George Street, Sydney (Australia)
50% of space for light rail
50% of space for pedestrians

Houten Station, Houten (Netherlands)
100% of space for pedestrians and cyclists

Results from Pop-ups

	Most preferred				Least preferred	Average Score
	1	2	3	4	5	
Detroit	7	6	8	26	123	4.48
Singapore	76	58	43	5	2	1.91
Ipswich	9	29	48	72	8	3.24
Sydney	54	62	33	13	7	2.15
Netherlands	25	23	45	49	26	3.17

Results from SYI

	Most preferred				Least preferred	Average Score
	1	2	3	4	5	
Detroit	4	8	4	19	52	4.23
Singapore	43	20	21	3	2	1.89
Ipswich	7	11	20	40	9	3.38
Sydney	15	30	24	19	0	2.53
Netherlands	21	20	19	6	23	2.92

Combined results

	Most preferred				Least preferred	Average Score
	1	2	3	4	5	
Detroit	11	14	12	45	175	4.40
Singapore	119	78	64	8	4	1.90
Ipswich	16	40	68	112	17	3.29
Sydney	69	92	57	32	7	2.28
Netherlands	46	43	64	55	49	3.07

IGO REVIEW – COMMUNITY FEEDBACK ON TRANSPORT TECHNOLOGY

1st December 2022 to 13th March 2023

Respondent Profile

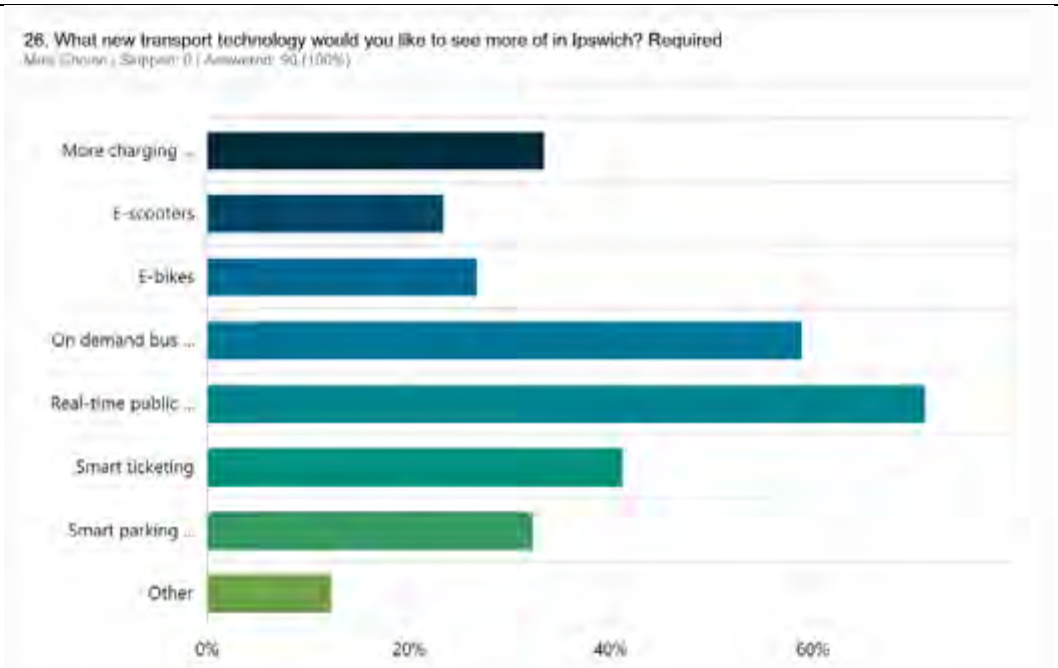
(All Questions)

Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		*12*	*43*	*35*	*1*	*7*	*28*	*21*	*15*	*11*	*7*	*0*

(Questions 28 & 30 only)

Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Ripley Markets	32	10	0	18	14	0	2	13	7	4	3	2	1
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	**263**	**10**	**0**	**101**	**162**	**55**	**33**	**48**	**32**	**42**	**27**	**17**	**8**

City of Ipswich



Answer choices	Percent	Count
More charging stations for electric vehicles	33.33%	30
E-scooters	23.33%	21
E-bikes	26.67%	24
On demand bus services	58.89%	53
Real-time public transport information at stops and stations	71.11%	64
Smart ticketing	41.11%	37
Smart parking applications	32.22%	29
Other	12.22%	11

Question 26 'Other' Feedback
None of the above. All will add to the rate bill and provide very little if any return to the average rate payer. E Scooters and E bikes mixing with pedestrians, left all over foot paths when not in use.
A camera/device that can monitor people parking in disability parks that don't have a permit - issuing fines to them.
Smart street lights; Main arterial roads cool white LED (keep people awake at night), suburban streets warm white (don't keep residents awake) that provide low light until motion sensors person/car/bike. This will reduce light pollution and help residents sleep better.
Just put in paths for existing technologies. Fix the system first before looking to the future
Ticketing machines at bus stations, so those without a go card can purchase a ticket.
Use of AI at traffic signals waiting for lights to change when there are no cars coming the other way.
24/7 circular interconnecting public bus route network
Separate road space for electric vehicles and more incentive for electric vehicle owners and solar panel owners in utility bills

IGO REVIEW – COMMUNITY FEEDBACK ON SUSTAINABILITY

1st December 2022 to 13th March 2023

Respondent Profile

(All Questions)

Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		*12*	*43*	*35*	*1*	*7*	*28*	*21*	*15*	*11*	*7*	*0*

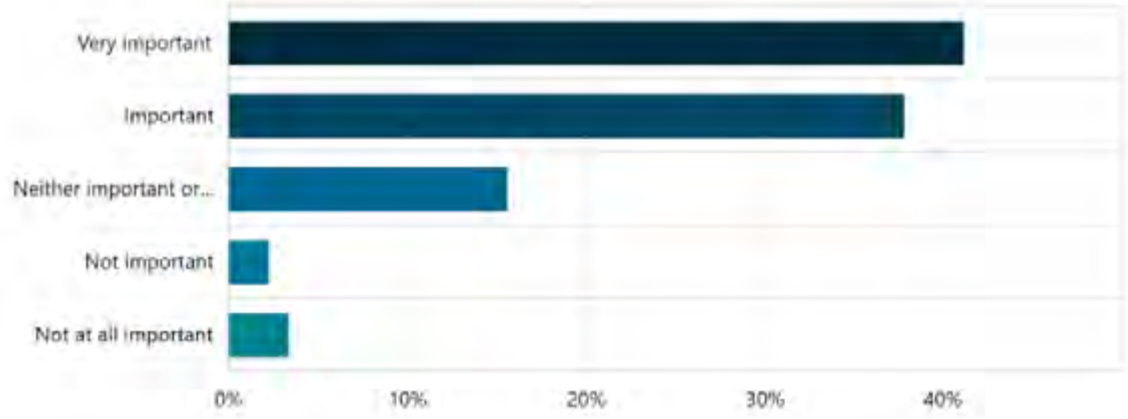
(Question 28 only)

Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Ripley Markets	32	10	0	18	14	0	2	13	7	4	3	2	1
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	**263**	**10**	**0**	**101**	**162**	**55**	**33**	**48**	**32**	**42**	**27**	**17**	**8**

QUESTIONNAIRE RESULTS

9. How important is the issue of climate change to you personally? Required

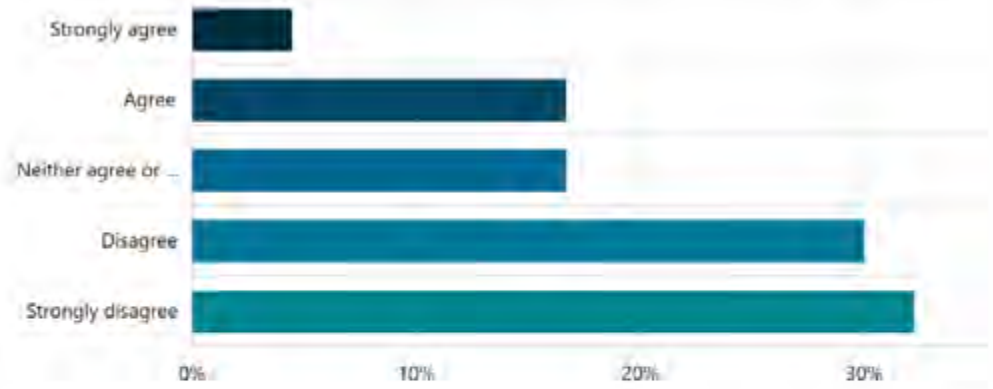
Multi Choice | Skipped: 0 | Answered: 90 (100%)



Answer choices	Percent	Count
Very important	41.11%	37
Important	37.78%	34
Neither important or not important	15.56%	14
Not important	2.22%	2
Not at all important	3.33%	3
Total	100.00%	90

10. Do you feel you have good sustainable transport options that meet your day-to-day needs? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)



Answer choices	Percent	Count
Strongly agree	4.44%	4
Agree	16.67%	15
Neither agree or disagree	16.67%	15
Disagree	30.00%	27
Strongly disagree	32.22%	29
Total	100.00%	90

Feedback on Question 10
no public transport in karalee area
Limited ability to use public transport as an alternative to car travel in the growth area's. Redbank Plains in particular needs bus services along Mount Juillerat Drive to connect to the Springfield Train Station and jobs in the area.
We have to drive anywhere we need to go because the public transport is inadequate. This is not only expensive, but I have concerns about sustainability and carbon emissions.
not many bike paths in ipswich
there are no footpaths, cycle paths, alternative transport options
Footpaths in my area are poorly maintained and can be dangerous. Cycling infrastructure is poor so there is little choice but to ride on the road which is dangerous. Road rage from car drivers occurs frequently.
Nothing sustainable in Karalee
There isn't even an option to ride to work, as there are no safe bikeways/pathways/road sharing available. The congestion of cars makes walking impossible and unsafe and there is no public transport available to reduce the use of a car for every trip.
Queensland in general has a terrible public transport system which encourages people to drive
Karalee and surrounding area has a lack of public transport and would be impossible to travel without driving a car
Karalee has no public transport available and this causes too much traffic and pollution
Climate change is not controlled by human travel
It's not an option for me to walk or cycle to a train station as there is limited cycleway infrastructure, and the distance is too far. I'm required to drive which is considered one of the least sustainable options for transport.

28. Thinking about the challenges facing our city, what are the most important to address? Required

Results from Pop-ups

	Top 3 Response (Count)	Rank	Top Response (Count)	Rank
Road congestion - traffic	103	3	43	3
Rising cost of using a vehicle	106	2	50	2
Walking and cycling networks that aren't connected	68	4	17	5
Climate Change	53	6	15	6
Public transport affordability, quality and reliability	119	1	51	1
Parking within activity centres	66	5	10	7
Physical inactivity	29	8	4	8
Other suggestions	51	7	29	4

Results from SYI

	Top 3 Response (Count)	Rank
Road congestion - traffic	52	3
Rising cost of using a vehicle	22	5
Walking and cycling networks that aren't connected	60	2
Climate Change	28	4
Public transport affordability, quality and reliability	65	1
Parking within activity centres	21	6
Physical inactivity	20	7
Other suggestions	3	8

Combined results

	Top 3 Response (Count)	Rank
Road congestion - traffic	155	2
Rising cost of using a vehicle	128	3
Walking and cycling networks that aren't connected	128	3
Climate Change	81	6
Public transport affordability, quality and reliability	184	1
Parking within activity centres	87	5
Physical inactivity	49	8
Other suggestions	54	7

Question 28 Feedback
Electric cars should be banned. They are fake and bad for the environment
More Greenery / Shade - pathways, along roads
More sustainable transport options
Integrated transport that reduces emissions

IGO REVIEW – COMMUNITY FEEDBACK ON AFFORDABILITY

1st December 2022 to 13th March 2023

Respondent Profile

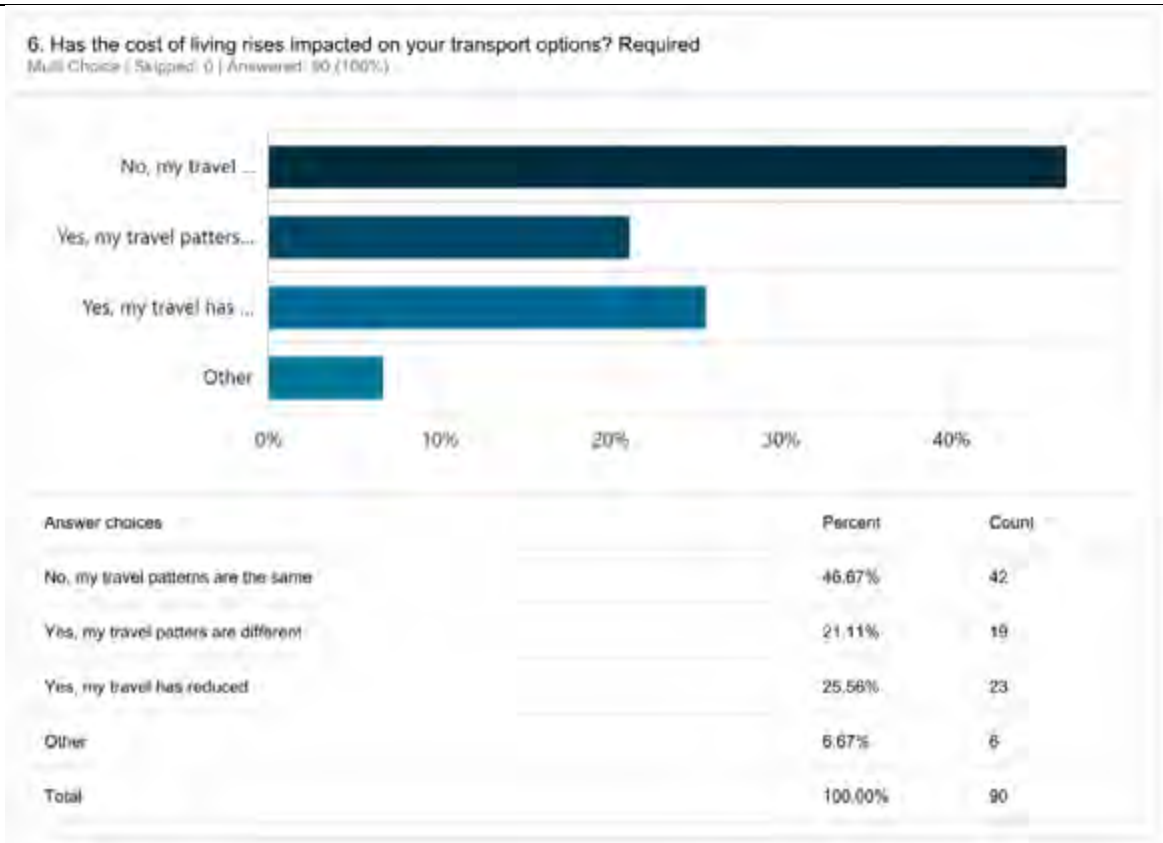
(All Questions)

Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		*12*	*43*	*35*	*1*	*7*	*28*	*21*	*15*	*11*	*7*	*0*

(Question 28 only)

Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Ripley Markets	32	10	0	18	14	0	2	13	7	4	3	2	1
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	**263**	**10**	**0**	**101**	**162**	**55**	**33**	**48**	**32**	**42**	**27**	**17**	**8**

QUESTIONNAIRE RESULTS



Answer choices	Percent	Count
No, my travel patterns are the same	46.67%	42
Yes, my travel patters are different	21.11%	19
Yes, my travel has reduced	25.56%	23
Other	6.67%	6
Total	100.00%	90

Feedback on Question 6
A lack of alternative public transport options force a lack of choice, on those of us who can least afford it.
I am staying home more and focussing on more self-sufficient living, such as growing food and buying more items in basic bulk form in order to make more things.
There are no options other than to pay rising fuel costs, and parking fees in order to travel around ipswich and for work
I would use public transport more often if it was not so expensive
My bills etc have gone up even if I could drive I couldn't afford to buy a car or maintain it rego services petrol etc. I solely rely on bus services. I am a teacher aide. I live by myself in a one bedroom. My pay is just enough to survive on.
Public transport is expensive and it should be cheaper to encourage more use, it is cheaper for me to drive than use public transport
I don't own a car, use bike, scooter and public transport everywhere and so I am not exposed to private car petrol cost increases, insurance increases, or rego increases.
Since moving to Ipswich we had already tried to decrease the amount we were driving, preferring to walk or catch public transport where possible. We continue to do this, but would love even more improved and regular public transportation options.
"I take the train into the city. Only because it is cheaper because i have a concession card. The cost of fuel is too high. *Still drive to Springfield, as there is no other option.* *No other options to travel around Ipswich."*
I am retired. I go wherever I want to, whenever I want to. I travel by car, as I do not have close access to any public transport, and public transport in Ipswich City is less than poor.

17. How much do you agree with this statement. "Ipswich cannot afford to build more roads or expand roads to reduce congestion"? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)

Answer choices	Percent	Count
Strongly agree	17.78%	16
Agree	10.00%	9
Neither agree or disagree	22.22%	20
Disagree	27.78%	25
Strongly disagree	22.22%	20
Total	100.00%	90

Feedback on Question 17
The Pigou-Knight-Downs paradox, or induced demand paradox suggests that without public transport continual investment in roads only traffic solutions will result in reduced returns.
huuge population increase and huge new building must equal more rates income surely
State government should have provided Ipswich with more budget for transport. It is unfortunate to not have the support of the state.
It's about priorities. If ICC chooses to prioritise this, it can happen.
It is not a matter of affordability, the right kinds of roads need to be built to meet the needs of the community at large, but the roads are only part of it.
Seems our rates are not even used for repair and maintenance of the current riads
If there is no affordability for infrastructure, then there should not be any more housing development until roads, healthcare, schools and other infrastructure can be afforded.
The congestion needs to be fixed. The council needs to find the money
Well, you seem to be able to find the money to build a multi million dollar council building, while there were plenty of empty buildings in the CBD that could have been utilized. Also, Ipswich residents pay the highest rates (or one of the highest rates) in the state.
Ipswich LGA is so spread out roads are necessary and should be a focus in conjunction with rail/light rail
I imagine someone would budget for this. We need more bus routes and I'm sure money could be spared for it.
Build or expand roads that cater for cycling
Roads build a good economy
Build more roads for major corridor/highway like centenary highway bottleneck is a good thing and best build a dedicated bike path too. Build as wide and multi lanes as possible to start with as

28. Thinking about the challenges facing our city, what are the most important to address? Required

Results from Pop-ups

	Top 3 Response (Count)	Rank	Top Response (Count)	Rank
Road congestion - traffic	103	3	43	3
Rising cost of using a vehicle	106	2	50	2
Walking and cycling networks that aren't connected	68	4	17	5
Climate Change	53	6	15	6
Public transport affordability, quality and reliability	119	1	51	1
Parking within activity centres	66	5	10	7
Physical inactivity	29	8	4	8
Other suggestions	51	7	29	4

Results from SYI

	Top 3 Response (Count)	Rank
Road congestion - traffic	52	3
Rising cost of using a vehicle	22	5
Walking and cycling networks that aren't connected	60	2
Climate Change	28	4
Public transport affordability, quality and reliability	65	1
Parking within activity centres	21	6
Physical inactivity	20	7
Other suggestions	3	8

Combined results

	Top 3 Response (Count)	Rank
Road congestion - traffic	155	2
Rising cost of using a vehicle	128	3
Walking and cycling networks that aren't connected	128	3
Climate Change	81	6
Public transport affordability, quality and reliability	184	1
Parking within activity centres	87	5
Physical inactivity	49	8
Other suggestions	54	7

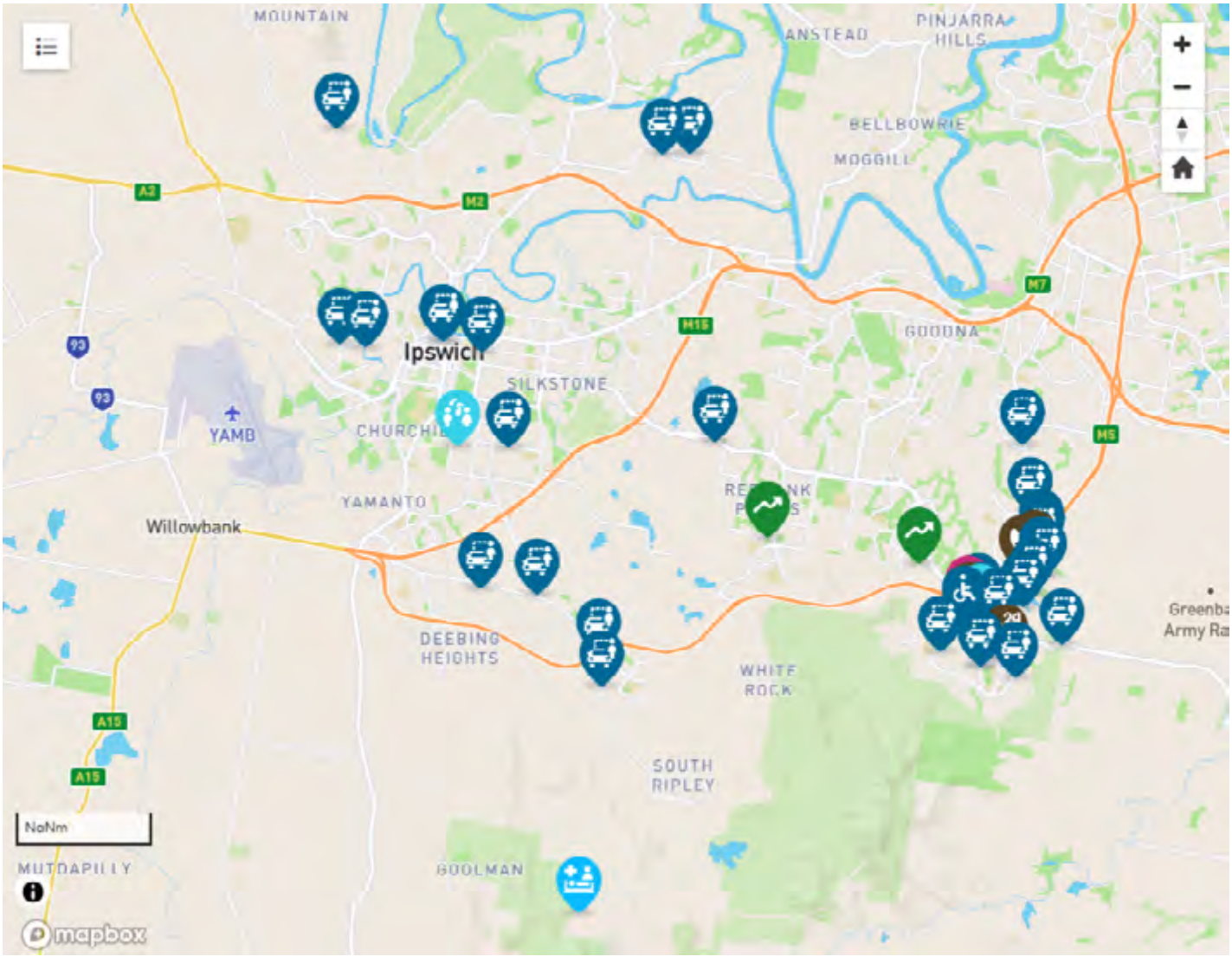
Question 28 Feedback

There seems to be cycling paths around Springfield but doesn't seem to connect properly within Springfield. For example a bike/foot path is currently being built on the Greenbank arterial at Lion stadium but stops half way to top of hill towards Kalina estate. Not sure why even build it if it won't connect and having to share single lane roads with cars. What a waste. Also I spend 12.88 per day on public transport and that's over $3k per year. More expensive than driving (fuel and service combined). Started cycling to Brisbane in 2016 but reduced trips due to lack of safety especially along Old Logan Road stretch with cars speeding past at arms length.

Making public transport easier and having more of it and reducing the cost of parking and public transport

CBD parking remains a major problem. Not the cost of meters etc; just availability. Not afraid to walk from park to destination, but CBD needs parking facilities; especially covered and secure ones; at a reasonable (to the user) price. Big opportunity begs developers/investors.

Appendix K – SYI 'Social Map' Responses



Contribution ID	Summary of comments	Category	Latitude	Longitude
10014	Improve shared footpaths for pedestrian and cyclist access between Orion and SGA.	Accessibility	-27.67697022	152.9049176
10012	Upgrade the existing bike kerb ramp and footpaths.	Day to day transport	-27.68884212	152.9075943
10011	Why was this intersection upgraded?	Day to day transport	-27.69068671	152.9054378
10010	Improve active transport connectively from here to Grande Avenue.	Day to day transport	-27.68709481	152.8946216
9990	Trim hazardous tree branches hanging over bike lanes along Springfield Central Blvd and Parkland Dr.	Safety and security	-27.68914176	152.9122341
9989	Unsafe crossing due to visibility concerns.	Safety and security	-27.66800932	152.9163811
9988	Improve visibility of crossing for pedestrians	Safety and security	-27.6791843	152.9023958
9987	Improve active transport connections for bikes/scooters/wheelchairs from west/ south-western areas of Springfield to Orion.	Accessibility	-27.67995983	152.9010288
9981	Visibility concerns, particularly for bikes and scooters	Safety and security	-27.6676456	152.9189976
9980	Provision of parking options for bikes and scooters to encourage other transport modes.	Day to day transport	-27.67755478	152.9026019
9979	Main St should be pedestrian-only.	Liveability	-27.67755018	152.9020629
9978	Missing footpath link to be addressed.	Day to day transport	-27.66918069	152.9226686

9977	Consider traffic calming measures to improve pedestrian safety.	Safety and security	-27.66805521	152.9173263
9976	Consider traffic calming measures to improve pedestrian, cyclist, scooter and children's safety.	Safety and security	-27.66670212	152.9200048
9975	Concern with ongoing stormwater run-off occurring on the footpath.	Accessibility	-27.66291473	152.9221098
9974	Why was fencing installed to redirect pedestrians from desire lines.	Day to day transport	-27.6617308	152.9217709
9972	Consider safer crossing facility for family and children safety.	Day to day transport	-27.66833814	152.9216891
9931	Improve on road cyclist facilities within Springfield Lakes, particularly Lakeside Ave.	Day to day transport	-27.67650207	152.9168899
9923	Review bus stop locations for route 528 to facilitate senior citizens and small children requirements using public transport.	Day to day transport	-27.69331795	152.9149048
9877	Consider connecting Brisbane Valley Rail Trail up to Hillview Drive MTB Trails in Muirlea & to Kholo Gardens.	Day to day transport	-27.56249254	152.7320225
9876	Install wayfinding signs from Ipswich Train Station to direct users to Brassall Bikeway and Brisbane Valley Rail Trail	Day to day transport	-27.61315338	152.7607836
9875	Update Brassall Bikeway signage at Wulkuraka Train Station and add signage to direct users to the new Wulkuraka Trail Head of the Brisbane Valley Rail Trail (163 Grace St, Wulkuraka).	Day to day transport	-27.61376335	152.7328308

9874	Upgrade pedestrian footbridge on Sadliers Crossing Railway Bridge to improve access to the BVRT from the Ipswich CBD	Day to day transport	-27.6146224	152.7397753
9873	Provide a shared pathway along Ripley Rd and Watsons Rd to link to the Ipswich-Boonah Rail Trail.	Day to day transport	-27.69533047	152.8033714
9872	Improve Trail Head or create carparking for Boonah - Ipswich Rail Trail at Spowers Rd entrance.	Health and wellbeing	-27.74923805	152.797246
9871	Expedite road connection of Binnies Rd, Deebing Heights, to Ripley, including shared pathway/ cycleway facilities.	Day to day transport	-27.67199827	152.7707106
9848	Review and improve the on-road cycle facilities on the SGA as well as the transition ramps.	Day to day transport	-27.68028126	152.9102961
9776	Consider cyclist facilities on the SGA through to Greenbank.	Day to day transport	-27.68541117	152.9273217
9775	Consider more footpath connections to the Ripley Town Centre to encourage alternate transport modes.	Day to day transport	-27.687836	152.8025313
9767	Consider more separated off street shared paths such as that connecting Education City to Springfield Central station.	Vibrant places	-27.67953951	152.9052206
9766	Consider on road cycle lanes along the entire length of Ripley Rd, and then a connection through to Ipswich Central.	Day to day transport	-27.67348316	152.7859605

9765	Investigate the current operation of the traffic lights along Sportstar Drive to improve flow and minimise long waiting times for motorists, cyclists, and pedestrians.	Day to day transport	-27.6904639	152.9053693
9756	Improve public transport in Redbank Plains.	Growth	-27.66001383	152.8480583
9750	Karalee has no public transport and only one access road, while the population continues to grow.	Day to day transport	-27.56846432	152.8271659
9718	Consider bins along the redeveloped Small Creek and associated pathways.	Vibrant places	-27.63812201	152.7645902
9717	Consider a safe crossing point along Cascade St near Thornton St.	Day to day transport	-27.63847403	152.7782203
9705	Investigate the incomplete footpath in the easement.	Accessibility	-27.67917239	152.9051742
9698	Re-evaluate the connection between bus route 528 and train services as the timetables do not appear to align.	Day to day transport	-27.66439332	152.9217089
9676	Investigate a road upgrade to improve cycling from Springfield, Augustine Heights, or Redbank Plains to Ipswich.	Day to day transport	-27.63712729	152.8338614
9629	Introduce public transport and cycling connections between Karalee and the Ipswich CBD.	Day to day transport	-27.56867081	152.8197508
9445	Consider more shade for public transport stops.	Day to day transport	-27.6130243	152.7602703
9440	Improve infrastructure along Springfield Lakes Blvd so children are able to walk safer to school.	Day to day transport	-27.67336814	152.9193887
9439	Consider on road cycling facilities for Old Logan Road as an alternate until the Centenary Bikeway extension occurs.	Day to day transport	-27.63775261	152.9166629

9438	Consider high quality shared pathway when Mount Juillerat Dr is extended to Cedar Rd.	Growth	-27.66611724	152.8888796
9435	Consider alternate options to disperse traffic away from the 5 ways intersection, particularly as the city grows and gets more congested.	Day to day transport	-27.61575179	152.7712323

Engagement Outcomes Report

iGO Transport Plan Major Review

Part B: Engagement Outcomes Report (update)

8 May 2024

Infrastructure Strategy Branch

Asset and Infrastructure Services Department

DRAFT

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1 Executive Summary

Ipswich City Council (ICC), in collaboration with Arup, are undertaking a major review of their long-term transport plan, iGO. The desired outcome of the review is a new and contemporary transport strategy that aligns with the community and stakeholders, and with Council's aspirations to accommodate a future population of approximately 530,000 by 2046.

The major review has been segmented into three parts (A, B and C) between October 2022 and July 2024, with stakeholder engagement activities occurring in parallel with technical project activities. An array of engagement techniques has been used to ensure all residents, businesses and organisations have a say in their transport future. This report outlines the results of engagement during Part B, which to date has focussed on:

- **Vision, objectives and indicators** | that will be used to define success for transport in the refreshed IGO.
- **Transport scenarios modelling** | that has been carried out to understand the relative benefits and impacts of the transport initiatives and ideas.
- **Policy focus areas** | that will be included in the updated strategy to outline Council's broad approach to meeting the updated vision and objectives.

This report provides a summary of the overall engagement process for Part B, outlines the objectives of the engagement process, and the results obtained from engagement. Part B engagement commenced in April 2023 and concluded in December 2023.

Part B engagement involved eight interactive workshops, one with the Ipswich Community Panel (ICP), two with the Technical Working Group (TWG), one with the Councillor Working Group (CWG), two with the Transport Modelling Working Group (TMWG) and two with the Project Steering Group (PSG). A range of engagement methods were used to maximise participation from each group, including live polling, world café and small group discussions.

ICC also led community engagement with an online survey, via the Shape Your Ipswich (SYI) platform, and 'Talk to a Transport Planner' Pop-Up stalls.

<u>Draft Vision, Objectives and Indicators</u>

Each stakeholder group contributed meaningful suggestions regarding improvement to the draft vision, objectives and indicators. It should be noted that the draft vision statement and objectives were updated immediately following each engagement activity so that the next engagement activity was providing feedback on the latest version. This iterative approach maximised collaboration and insights from each engagement activity. Overall, there was a high degree of agreement and consistency of responses, except for the online survey which received polarised views about the draft vision.

In summary, the TWG confirmed that the planning horizon for the updated strategy should align with other recent Council planning activities (i.e., the plan should have a horizon of 2046 and be based on demographic forecasts used to underpin the recently endorsed Local Government Infrastructure Plan (LGIP)). They also agreed that the draft vision, objectives and indicators should align with the iFuture themes, and focus on what Council can control.

90% of the ICP supported the draft vision statement, this was inclusive of 60% of the ICP who supported the draft vision statement with changes.

44% of SYI online survey respondents and 75% of pop-up stall respondents supported the draft vision statement. However, the key community feedback themes regarding the vision were:

- Make the vision statement less generic and increase its relevance to Ipswich
- Tangible outcomes for the Ipswich community needed
- Improved public transport provision is required
- Equity and inclusiveness should be a key consideration.

The TWG, ICP, SYI and pop-up stall feedback was presented to the CWG and this led to a contextualising paragraph being recommended to support the vision, to make it more relevant to Ipswich.

The PSG then provided feedback on the updated vision and objectives. Whilst the objectives were broadly supported, it was identified that the updated vision statement could benefit from some tightening. This resulted in one final round of refinement of the vision statement before being circulated to the group for endorsement as for the draft to be used for the purposes of progressing the project. It is noted that community consultation on the updated IGO is planned in 2024, which may result in the need for final changes. The draft vision and objectives as stated in section 6.1.6.

Figure 1 - Ipswich Community Panel members discuss themes

Transport Scenarios Modelling and Policy Focus Areas

Engagement on transport scenarios modelling and policy focus areas was undertaken with each the Transport Modelling Working Group, Technical Working Group, and Project Steering Group.

The TMWG has directly influenced each the approach, inputs and outputs of the strategic transport modelling activities, as well as the synthesis of outputs. An early summary of the modelling results was also presented and discussed with the PSG.

A dedicated TWG session, previous engagement and technical exercises for the project were used as direct inputs to the development of draft policy focus areas. Once generated, the draft policy focus areas were presented to the PSG for feedback and further updated for use in the draft iGO Ipswich Transport Strategy.

Engagement activities across all aspects of Part B of the iGO Major Review were considered constructive and have each directly contributed to final draft material presented within the working papers developed to date and the draft iGO Ipswich Transport Strategy.

2 Project Background

The City of Ipswich Transport Plan (branded 'iGO') is Ipswich City Council's masterplan for Ipswich's transport future. iGO responds to current and future transport challenges and outlines council's aspirations to advance the city's transport system. iGO is a strategic long-term plan with a range of policy focus areas, network maps and actions. iGO was released in 2016 and took a positive step in setting direction in transport planning and investment, and enabled focus for Council resources and advocacy.

Arup has been engaged by Ipswich City Council (ICC) to collaboratively review the strategic direction of Council's forward-looking focus and investment in transport and deliver an updated transport strategy for Ipswich. The anticipated outcome of the review will be the release of an updated version of iGO in 2024, following a series of technical investigations and consultations with key stakeholders and the community from 2022 to 2024.

The project is being delivered in three parts: Part A, Part B and Part C. Part A was completed in early 2023 and provided both a retrospective review of iGO, as well as identifying current and forecast transport challenges and opportunities in Ipswich. Factors including growth of neighbourhoods, increasing liveability in Ipswich and emerging transport related trends were discussed in detail.

This report outlines the outcomes of engagement undertaken during Part B which has focussed on:

- Vision, objectives and indicators
- Transport scenarios modelling
- Policy focus areas.

Part C will be undertaken in 2024 and deliver an updated draft transport strategy for consultation with the community followed ultimately by a Council endorsed final strategy report.

Stakeholder engagement played a key role in Part B of this project and is critical to the success and endorsement of an updated strategy.

3 Engagement Purpose and Objectives

3.1 Engagement Purpose

The purpose of engagement for this part of the project was to garner community and stakeholder insights about future transport for Ipswich and build support and stewardship for the final strategy. These insights are also gathered to inform and influence the relevant working papers being produced by Arup.

Part B of the iGO project is critical in determining the vision statement and the following key elements of the updated Part B strategy report.

- **Vision, objectives and indicators** | defining what success for future transport in Ipswich looks like, in the form of a clear aspirational vision statement and supporting objectives and indicators.
- **Transport scenarios modelling** | undertaking the relative benefit and impacts of different transport planning and policy initiatives and ideas through the lens of the updated vision and objectives.
- **Policy focus areas** | defining the broad approach that Council and stakeholders will take in achieving the vision and objectives during the effective life of the updated IGO.

The overall intent of the activities was to garner key community and stakeholder insights into the transport vision for Ipswich, objectives, indicators and maximise alignment with their values.

Figure 2 - Arup Presentation to Ipswich Community Panel members session 3

3.2 Engagement Objectives

The following engagement objectives were applied to Part B of this project:

- Inform all stakeholders about the project and create opportunities to provide input and feedback
- Understand all relevant stakeholder values to inform the development of the iGO strategy
- Educate all stakeholders about the purpose of the iGO Ipswich transport strategy and the implications of transport choices, options and scenarios so they can provide informed feedback for the future strategy
- Work with key stakeholders to identify key themes of what future success should look like in the context of future transport, informing the development of the vision, objectives and indicators
- Inform the development of working papers, which provide further detail regarding how community and stakeholder feedback has been used to guide or provide input to technical content.

4 Key Stakeholders

The following stakeholder groups were identified as either having a role and/or an interest in the major review of the iGO strategy, and participated in Part B engagement activities led by Arup:

- Ipswich Community Panel
- Technical Working Group
- Transport Modelling Working Group
- Councillor Working Group
- Project Steering Group

ICC has also undertaken additional engagement with the Ipswich community via the SYI webpage and three 'Talk to a Transport Planner' Pop-Up stalls. The outcomes of this engagement are summarised in the sections following based on outputs provided by ICC. Refer to section 5 Engagement Methodology for information about how each key stakeholder group participated in Part B engagement activities. Further details of each group are also provided as follows.

4.1 Technical Working Group

The TWG includes representatives from the Department of Transport and Main Roads (TMR), the Department of State Development, Infrastructure, Local Government and Planning (DSDILGP), and ICC subject matter experts from relevant departments and teams (e.g., environment, urban planning). Their interest is in state significant and local transport infrastructure and services, planning and policy. They are also seeking alignment with other planning either existing or in development (e.g., the draft South East Queensland (SEQ) Regional Plan (Shaping SEQ)).

4.2 Ipswich Community Panel

The Ipswich Community Panel pre-registered via the Shape your Ipswich (SYI) website and were asked to share their inputs about the vision, objectives and metrics of success for their future transport system. This group has interest in potentially all modes of land transport, parking/traffic complaints, daily transport needs and experiences. They are also interested in place, health, and liveability outcomes.

4.3 Transport Modelling Working Group

Transport modelling activities have included engagement with a small group of Council and TMR representatives and established for the purposes of overseeing and contributing to the transport modelling scenarios definition and offering insights regarding modelling inputs and outputs. In effect, this group was formed by a subset of the stakeholders within the TWG, with the addition of stakeholders from the TMR Transport Analysis Unit (TAU). This group has interests in transport and land use forecasting, model- based analytics of potential future scenarios, and how these analytics provide insights regarding future transport network, policy and integrated transport- land use decision-making.

4.4 Councillor Working Group

The CWG comprises of the Mayor and Divisional Councillors and its interest is broadly regarding the connection between the outcomes of the major review and community interests. This group is focused on the city-wide perspective and issues. Their involvement is through working group sessions to guide, test and refine the development of the iGO strategy.

4.5 Project Steering Group

The PSG comprises of a Council executive leadership team including departmental general managers as well as senior representatives of TMR (for each TMR Metropolitan District, TransLink and Transport Strategy & Planning branch). The role of the PSG is to provide strategic guidance and direction to the delivery team, foster alignment across represented agencies, and endorse (or contribute to updated) outcomes and recommendations of the iGO review. Their involvement is through steering group meetings focussed on summary content of progressed work, providing guidance, direction and endorsement (with changes as required) at key milestones throughout the major review.

4.6 Broader Ipswich Community

In addition to the Ipswich Community Panel, ICC engaged with the Ipswich community through SYI. SYI is Council's online community engagement platform where residents are given the opportunity to have their say on Council projects, initiatives and new ideas. Engagement was achieved through a survey on the SYI iGO Ipswich Transport Strategy Review webpage. An email was also sent to the Special Interest Group Representatives/ Industry Bodies that were engaged in Part A of the project, directing them to the SYI engagement platform for Part B project engagement.

The ICC Transport and Traffic Team, assisted by the ICC Community Engagement Team, also conducted three (3) 'Talk to a Transport Planner' Pop-Up stalls at various locations across the local government area. These sessions aimed to raise awareness of the iGO review and allow for a more in-depth discussion on the draft vision and objectives.

5 Engagement Methodology

This section provides an overview of each engagement session and information about the format and design of engagement activities for each session.

5.1 Vision, objectives and indicators

5.1.1 Technical Working Group Session 4

A direction-setting and input gathering workshop was held in a hybrid format (both in-person and online via MS Teams) on 13 April 2023 with the Technical Working Group (TWG). Attendees included representatives across Council, TMR and DSDILGP.

The session was attended by:

- 12 Ipswich City Council stakeholder representatives
- 3 TMR representatives
- 2 DSDILGP representatives
- 3 Ipswich City Council project team members
- 4 Arup project team members

Presentation | The session included an overview of each the planning context, prioritised opportunities and challenges, and benchmarking of local and state government success frameworks. The workshop session was used to gather stakeholder direction and inputs to updating horizon, vision, objectives and indicators that will be used to define success for future transport in Ipswich and guide the development of the refreshed iGO.

Group discussions | Three key questions were discussed:

- What planning horizon and scenario do we feel is most appropriate for a refreshed iGO?
- What framework for defining success do we prefer?
- What are the key gaps & key moves to make for both vision and objectives?

The first two questions were discussed as one group and the third question was discussed in more detail in breakout groups.

Refer to section 6.1 for a summary of the engagement outcomes and results from this session.

5.1.2 Ipswich Community Panel Session 3

This engagement session was held on Wednesday 7 June 2023 from 6-8pm at Leichardt One Mile Community Centre and attended by:

- 11 Ipswich Community Panel members – 8 members participated in the previous two sessions and 3 were new members
- 5 Ipswich City Council staff

- 3 Arup staff

The purpose of this session was to gain input and insight into the emerging draft vision, objectives, and indicators of success to support the future transport needs of Ipswich.

The two-hour session included a presentation from Arup with an overview of the project's progress and the community panel's input to date. This presentation included a recap of the opportunities, challenges and the 10 themes that were used as discussion points in the previous two meetings. The session also covered how the emerging draft vision and objectives have been framed to date. The community panel were then asked to discuss the draft vision and objectives and provide input into their final formulation.

Live polling | panel members were each asked demographic questions including their age group and the suburb where they live. Panel members were also asked to rank their level of support for the emerging draft vision.

Q&A | panel members had two opportunities to ask questions. They were invited to ask questions at the end of the recap presentation and about the new information presented on the draft vision and objectives.

World café | panel members were asked to answer two questions about the draft objectives and measures of success. Four overarching themes (from iFuture) were provided with objectives for each theme. Participants were asked to discuss 'how might this objective be improved (if at all)?' and 'how might we measure success?'.

Panel members were invited to move around the room and provide input to each theme (see Table 1).

Table 1: Session 3 emerging draft iGO objectives by iFuture theme

Theme	Objectives
Vibrant and growing	• Connected: current and emerging communities and visitors can fulfill their daily lifestyle and business needs by moving around Ipswich with ease and choice. Our city of centres are accessible by an integrated network that provides more sustainable travel choices. • Vibrant places: from supporting increased density and diversity of uses to providing amenity and activation, our network provides more vibrant places for the Ipswich community. • Productive: enables a thriving economy by supporting Ipswich's businesses and industries.
Safe, inclusive and creative	• Safe and secure: improve the safety of our network and ensure people feel secure in our transport places and spaces. • Inclusive: our transport infrastructure, services and places are easy to use and provide affordable and accessible mobility options to people from all backgrounds, cultures and abilities. • Healthy and well: It is easier and more attractive to make travel choices that improve our health and wellbeing.
Natural and sustainable	• Nature: Councils transport investment and delivery seeks to protect, and maximise opportunities to enhance, the natural environmental. • Climate: Ipswich transport responds to emerging climate stresses through reducing urban heat and carbon emissions. • Resilient: the transport system is resilient during both planned and unplanned events, from day-to-day incidents to major weather events.

Theme	Objectives
A trusted and leading organisation	• Leadership: Council strives to meet the needs of the community that are beyond the limitations of Council's own resources, whether it be through advocacy or pursuing new partnerships across government and industry. • Financial responsibility and risk: Council's investment in transport is framed by its aspirations, minimizing risk to the community and the funding resources available.

Refer to section 6.2 for a summary of the engagement outcomes and results from this session.

Figure 3 – Panel Members at table discussions during session 3

5.1.3 Shape your Ipswich and Pop-Up Stalls

Community consultation through SYI during Part B involved two elements: an online survey and direct engagement with the community at three 'Talk to a Transport Planner' pop-up stalls.

The Ipswich community had the opportunity to provide their feedback on the draft vision and objectives for transport in Ipswich through the SYI online survey. The survey was open online from 10 June to 10 July 2023.

The survey statistics are outlined below.

Table 2: Shape Your Ipswich online survey statistics

Views	Visits	Visitors	Contributions	Contributors	Followers
1464	1189	1066	59	51	9

Participants were asked to provide their level of agreement for both the draft vision and for the objectives under each of the four themes on a scale from 1 (not at all agreeable) to 5 (very agreeable) stars and had the opportunity to provide their thoughts and feedback in written form.

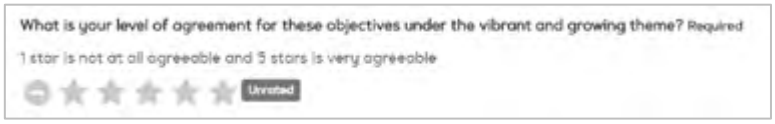

Figure 4: Level of agreement rating (screenshot)

Pop-up stall engagement was held in three different locations:

- Experience Nature Family Day 2023 Hardings Paddock (Saturday 10 June 2023, 10am to 2pm)
- Redbank Plaza (Wednesday 15 June 2023, 9am to 5pm)
- Naidoc Week Event at the Ipswich Turf Club (Thursday 6 July 2023, 10am to 2pm).

Across the three pop-up events, around 100 participants provided their feedback on the draft vision using stickers.

Refer to section 6.3 for a summary of the engagement outcomes and results from these platforms.

5.1.4 Councillor Working Group Session 2

The second Councillor Working Group Session for the project was held on 25 July 2023 from 3pm to 4pm at Ipswich City Council and attended by:

- Councillors, Mayor and CEO of Ipswich City Council
- 4 Ipswich City Council project team members / sponsors
- 2 Arup project team members.

The purpose of this session was to seek input from the Councillor Working Group on the proposed updated iGO vision and objectives.

Presentation | Arup presented:

- A recap of the iGO major review project including project background, progress to date, prioritised opportunities and challenges, and proposed revised delivery structure
- The current success framework and the approach to the review of horizon, vision, objectives
- Feedback from the TWG and community consultations
- Resulting draft vision and objectives.

Discussion | Arup facilitated a group discussion and specifically sought feedback in relation to the proposed delivery structure, the draft vision and objectives.

Refer to section 6.4 for a summary of the engagement outcomes and results from this session.

5.1.5 Project Steering Group Session 2

This meeting with the Project Steering Group (PSG) was held on 8 August 2023 at Ipswich City Council and online and was attended by three TMR senior representatives and Council representatives.

The purpose of this session was to:

- Present on the current progress of the iGO review project
- Present, discuss and receive endorsement (with changes as required) for the revised iGO draft vision and objectives.

Presentation | Arup presented information tailored toward the roles and desired feedback of the PSG. This was summary type content, delivered in a present-and-discuss (for alignment and endorsement) type format.

Discussion | Arup facilitated a discussion with the group to gather their feedback on the current draft vision and objectives and changes required to achieve endorsement from the PSG before moving on to the next project stages (scenario modelling and outcomes, policy focus areas, delivery and monitoring).

5.2 Transport Modelling Scenarios and Policy Focus Areas

5.2.1 Transport Modelling Working Group Session (TWG Session 5)

Two primary engagement activities occurred with the TMWG:

- Initiation meeting – foccussed on understanding model inputs available, how the Ipswich Strategic Transport Multi-Modal Model (ISTM-MM) can be best utilised, and initial discussion on model scenarios and scope.
- Workshop – as detailed following.

An interactive workshop with the TMWG (which effectively fulfilled Session 5 in the TWG workshop series) was facilitated in a hybrid format on 28 September 2023 and was attended by:

- 3 Ipswich City Council stakeholder representatives
- 2 TMR representatives
- 3 Ipswich city council project team members
- 3 Arup project team members
- 2 Jacobs team members

Presentation | The session included an overview of outcomes from previous iGO review stages, a description of the scenarios that were modelled, and a presentation of key initial outputs produced by the ISTM-MM. All modelling was undertaken by Jacobs, who were represented at the workshop. The workshop session was used to gather initial stakeholder insights from the initial modelling outputs produced and seek direction on how further analysis should be undertaken to present highest value to the development of the strategy.

Group discussions | Leading questions were designed around each key relevant initial model outputs presented – to guide discussion and stakeholder input.

Refer to section 6.6.1 for a summary of the engagement outcomes and results from this session.

5.2.2 Technical Working Group Session 6

An interactive workshop on policy focus areas was held in a hybrid format (both in-person and online via MS Teams) on 16 November 2023 with the Technical Working Group (TWG). Attendees included representatives across Council, TMR and DSDILGP, and was attended by:

- 12 Ipswich City Council stakeholder representatives

- 5 TMR representatives
- 1 DSDILGP representative
- 2 Ipswich City Council project team members
- 4 Arup project team members

Presentation | The session included presentation of an overview of outcomes of relevant previous IGO review stages and a series of slides developed by the project team designed to provide stakeholders with a range of potential policy focus areas – and to inform discussion during interactive group sessions. The workshop session was designed to garner subject matter expertise and collaboratively identify a series of broad approaches that Council can take to achieving the updated IGO vision and objectives.

Group discussions | were guided by a single leading question:

- What are the key moves that support the revised IGO vision?

Stakeholders were asked to spend 10 minutes discussing their response to this question for each of the four iFuture themes:

1. Vibrant and growing
2. Safe, inclusive and creative
3. Natural and sustainable
4. A trusted and leading organisation

A total of three groups were established, two in the meeting room and one group for those who attended online. Groups were asked to first discuss their key moves, then prioritise them for presentation to the room.

Refer to section 6.1.1 for a summary of the engagement outcomes and results from this session.

5.2.3 Project Steering Group Session 3

This meeting with the Project Steering Group (PSG) was held on 11 December 2023 at Ipswich City Council and online and was attended by five TMR senior representatives and Council representatives:

The purpose of this session was to:

- Present on the current progress of the IGO review project
- Present and discuss outcomes of the transport scenarios modelling and policy focus area activities

Presentation | Arup presented information tailored toward the roles and desired feedback of the PSG. This was summary type content, delivered in a present-and-discuss type format to allow strategic input and guidance from the PSG.

Discussion | Arup facilitated a discussion with the group to gather their feedback on key insights from the transport scenarios modelling and the working draft policy focus areas.

Refer to section 6.1.5 for a summary of the engagement outcomes and results from this session.

6 Engagement Outcomes

This section provides a summary of the key findings for each engagement session.

6.1 Vision, objectives and indicators

6.1.1 Technical Working Group Session 4

Key outcomes from discussions around the focus questions are summarised below.

What planning horizon and scenario do we feel is most appropriate for a refreshed iGO?

Stakeholders were presented this focus question with a summary of lessons learnt from the previous iGO, trends and considerations in planning timeframes, and an overview of differences between population and employment forecast scenarios across local and state government (see Figure 2 below). It was also reinforced to stakeholders that the subject of the vision is 'transport serving the Ipswich community, businesses and visitors'[1].

The clear direction from the group was to align with planning that has been used to underpin the Ipswich Plan 2024 and the recently endorsed Local Government Infrastructure Plan (LGIP). This represents an approximate 20-year horizon to 2046, by which time these sources forecast a population in Ipswich of approximately 535,000 people. It is noted these forecasts for Ipswich are lower than those generated by state government, though represent Council's view on an appropriate forecast for the local government area (LGA) based on their own analysis.

[1] *It was also noted that as Council cannot control all aspects of transport for the community – the responsibility is shared across all levels of government. An increasing focus is to be placed on elements within Council's current or potential influence and control in the transition from vision down to targets and indicators.*

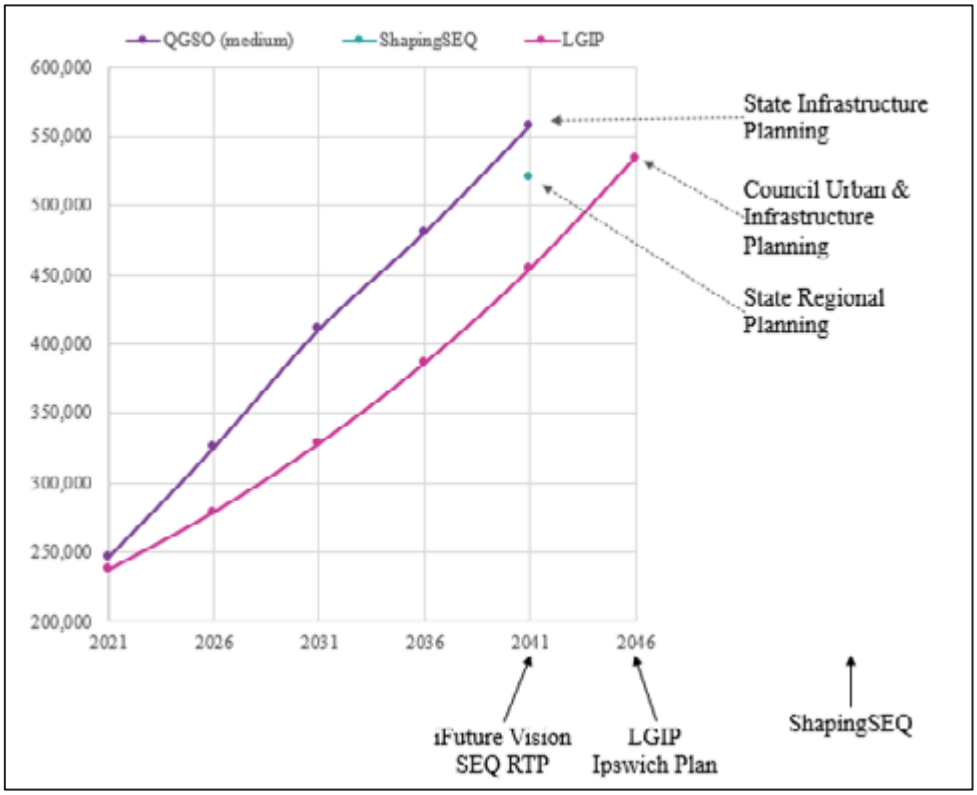

Figure 5: Current local and state government population projections (Prior to the 2023 Draft SEQRP release)

What framework for defining success do we prefer?

Two frameworks for vision, objectives and indicators were presented to the group, shown in Figure. The first is the current iGO and the second is an alternative framework reflective of the iFuture community vision and associated four themes. Results of a quick poll are shown in Figure.

The results show a strong preference for reviewing (and potentially updating) the iGO vision and objectives around the place-based themes of iFuture. Targets and indicators should evolve to meet these themes as well.

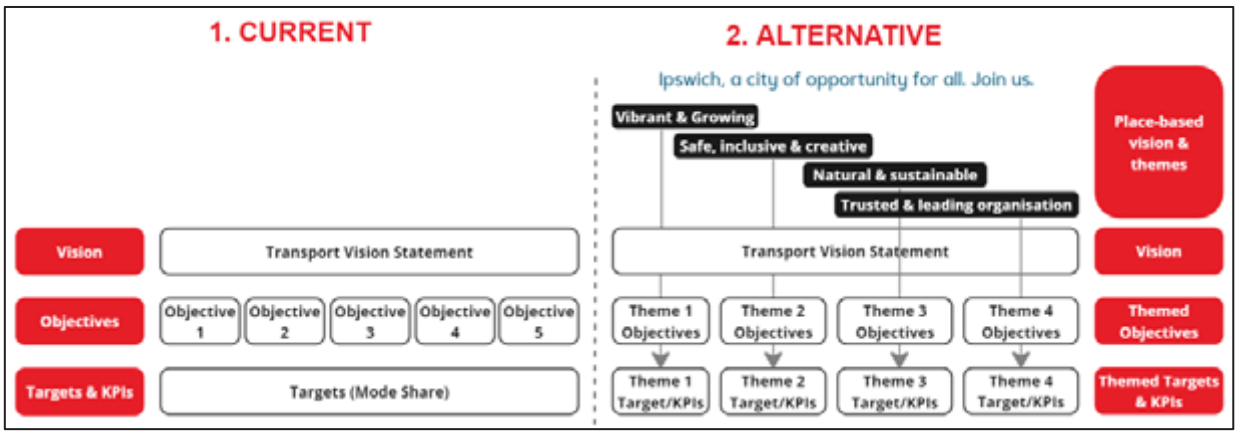

Figure 6: Options for framing vision, objectives, and indicators

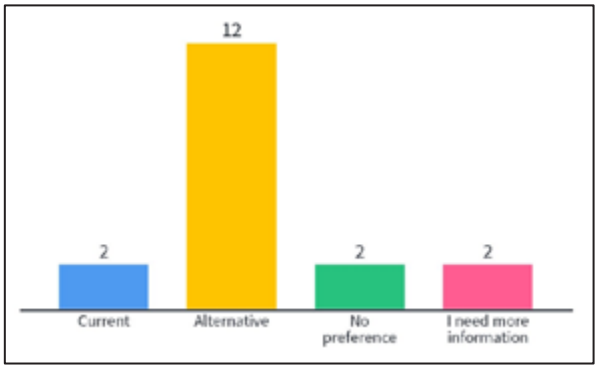

Figure 7: TWG 4 polling results

What are the key gaps and key moves to make for both vision and objectives?

Presented with the iFuture theme vision statements, stakeholders were then asked further questions to discuss in groups. This then extended to address targets and indicators, after a presentation on current iGO targets and indicators and key trends in metrics including 30-minute accessibility and carbon.

The following key outcomes were identified:

- **Vision and objectives** | It was broadly agreed that the vision needs to emphasise place-based outcomes and objectives need to evolve and encompass key place themes such as safety, sustainability and inclusivity.
- **Targets and indicators** | It was broadly agreed that targets and indicators should focus on outcomes and elements within Council's control. This may include incorporating measures for growth, safety, active transport, and liveability.

The outcomes of this workshop led to the development of a draft vision and supporting set of objectives and indicators, that were then circulated to the working group for comment before engagement with the community.

6.1.2 Ipswich Community Panel Session 3

Eleven Ipswich community panel members attended session 3 with an age range from 25 to 84. The largest group represented was the 65-74-year age group (40%).

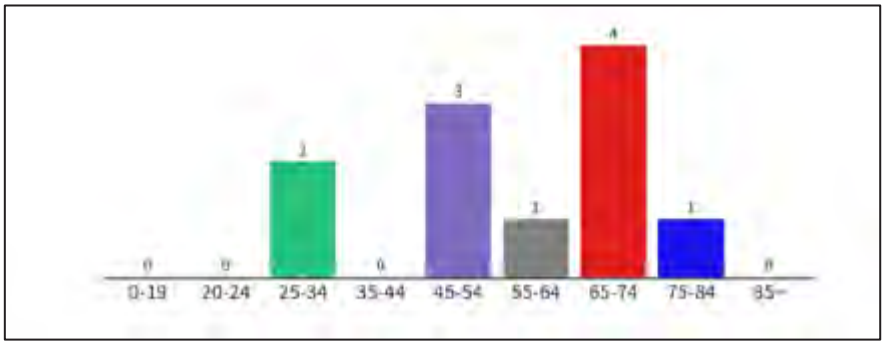

Figure 8: Age group live polling results session 3

Eight Ipswich suburbs were represented by the panel:

- North Ipswich (2)
- Eastern Heights (2)
- Ripley (2)
- Pine Mountain
- Redbank Plains
- Coalfalls
- One Mile
- The Bluff

Arup presented a recap of the prioritised opportunities and challenges plus key outcomes of the previous panel session. The updated framing of the vision and objectives was then presented with an explanation on how they have been developed. Participants were then invited to indicate their level of support for the emerging draft vision and the results are presented in Figure 6. The results indicate that 9 out of 11 panel members either support it as is or support it with changes. One panel member did not support the vision and another panel member didn't provide a response to the question. 90% of the community panel supported the draft vision statement, of this 60% of the community panel supported the draft vision statement with changes.

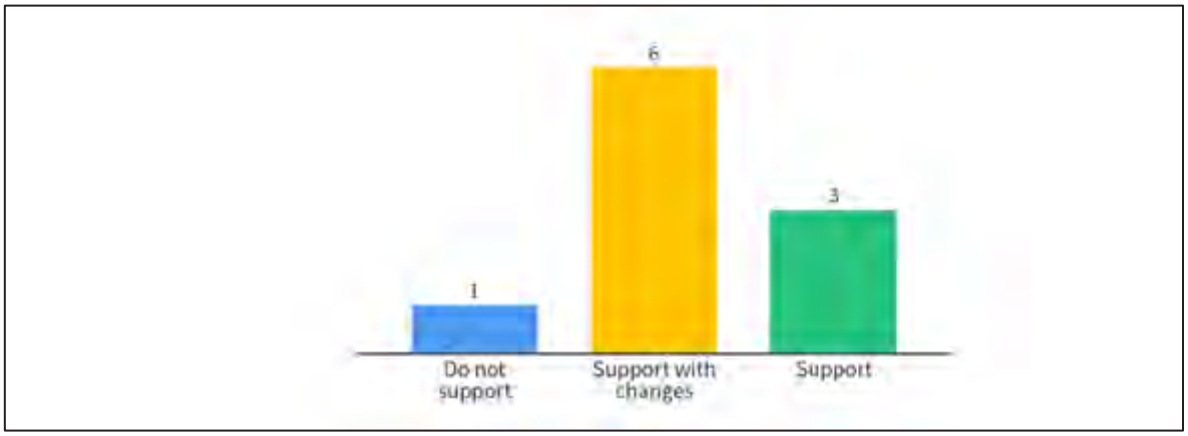

Figure 9: Community panel live polling results – level of support for draft vision statement

During the Q&A session, the panel members were asked to try and focus their inputs on desired outcomes for future transport, rather than just the challenges of using transport today. Panel members raised the following points:

- **Achievability** | several members questioned how achievable the vision and objectives were, and how Council can influence them.
- **Challenges of today** | several members articulated how far away the transport provisions of today are, relative to the vision and objectives, particularly on subjects of public transport and congestion.
- **Density** | members expressed mixed perspectives on the topic of density and the need for it in Ipswich.

Panel members then were asked to move to one of four tables and discuss the emerging draft vision and objectives. At each table was a theme with a set of draft objectives. Two focus questions were asked of the Panel members:

- How might this objective be improved (if at all)?
- How might we measure success?

Table 3 provides a summary of the key feedback per objective, and any recommended changes.

Following this panel session, Council and Arup made changes to the draft vision and objectives informed by the panel feedback. The revised draft vision and objectives were then presented to the broader community for feedback via Shape Your Ipswich.

Table 3: Session 3 - Summary of table theme discussions

Objective	Improvement comments	Proposed objective changes	Potential measures
Theme 1 Vibrant and growing			
Connected | current and emerging communities and visitors can fulfill their daily lifestyle and business needs by moving around Ipswich with ease and choice. Our city of centres are accessible by an integrated network that provides more sustainable travel choices.	Lots of commentary around how far aspiration is from reality of today, particularly to delivering sustainable travel choices (lack of basic footpaths, end of trip facilities, public transport services) 'Integrated network' is subjective, perhaps too jargony, but needs to be strengthened	Making statements more relative rather than absolute (i.e. 'with greater ease and choice). To address comment, consider changing 'integrated network' to 'seamless journeys'.	Public transport patronage Accessibility (e.g. LUPTAI) Mode share Active transport network extent and connectivity
Vibrant places | from supporting increased density and diversity of uses to providing amenity and activation, our network provides more vibrant places for the Ipswich community.	Agreement that supporting 'density and diversity' needs to be included Acknowledgement that alternate travel choices are required to unlock amenity and activation. Potential need for a more inclusive statement (perhaps in place of 'for the Ipswich community). Behaviour of driving to more difficult areas to access free parking is a barrier to accessing central places with parking fees	None.	Density around notes and centres Placemaking on roads and streets Activity levels at places
Productive | enables a thriving economy by supporting Ipswich's businesses and industries.	Acknowledgement of the need for this to support Ipswich attracting jobs Noted the potential for this objective to consider adding '…by creating commissionable activities' – so that Ipswich can get economic return and retention from industrial and business activity		Quality and connectivity of industrial precinct access roads Freight traffic in places
Theme 2 Safe, inclusive and creative			

Objective	Improvement comments	Proposed objective changes	Potential measures
Safe and secure | improve the safety of our network and ensure people feel secure in our transport places and spaces	Security at transport hubs important How do people report not feeling safe? Use of technology to improve ease of reporting	None	Decrease in reported safety incidents Community survey to measure sense of safety Growth of the night-time economy (increase in night-time patronage, walking and cycling) Provision of additional lighting Increase in businesses, events and housing/accommodation in the CBD Bike lockers at stations – number of applications, access and usage Number of emergency buttons in hotspots Heatmapping
Inclusive | our transport infrastructure, services and places are easy to use and provide affordable and accessible mobility options to people from all backgrounds, cultures and abilities	Technology and online information is an important part of accessible All ages including kids and elderly	Add 'all ages' to the end of the objective	Increase in footpath network (metres or kms) especially in suburbs without footpaths Number of destinations that could be reached in a wheelchair Increased awareness of mobility challenges (guided community tours by wheelchair users) Increase in community events including First Nations
Healthy and well | It is easier and more attractive to make travel choices that improve our health and wellbeing.	Depends on the time of day All of the community should have choices, not just some	Consider reference to 'all of our community'	Increased activity in parks and recreational areas Number of people walking and cycling for recreation eg survey, counters Increase in bike paths / paths around and in parks for walking and cycling Fun runs – attendance, number of events per year Community events – attendance, number of events per year

Objective	Improvement comments	Proposed objective changes	Potential measures
			Appreciation of natural environment
Theme 3 Natural and sustainable			
Nature | Council's transport investment and delivery seeks to protect, and maximise opportunities to enhance, the natural environment.	'Maximise' and 'enhance' seems ingenuine as roads usually cause of the impact. Focus should be 'reducing', 'conserving' or 'limiting impact' Fauna and wildlife roadkill is of community concern, technology may help Local offsets are important but should be last resort Smart design of fauna crossings are important to protect wildlife Transport connecting to environment can help 'promote' and help people 'embrace' environment (paths to and through, interaction and learning, first nations etc.) Good town planning to avoid urban sprawl and maintain urban footprint Reduce car reliance and get more people out of cars	Replace 'protect' with 'reduce impacts on' Consider impacts to different types of biodiversity (e.g. roadkill) in measures	Measure environmental area disturbed/impacted by transport projects Measure amount of roadkill Mode share (reducing car reliance) %/No. car ownership
Climate | Ipswich transport responds to emerging climate stresses through reducing urban heat and carbon emissions	Reducing fossil fuelled vehicles (enable and incentivise electrification) Plant more trees Transport has a responsibility to decarbonise and important role to reduce emissions	Consider weaving in 'decarbonising' transport.	% fleet electrified Measuring tree canopy coverage Urban heat monitoring %/No. electric charger parking
Resilient | the transport system is resilient during both planned and unplanned events, from day-to-day incidents to major weather events	Designing roads and public transport (rail) to be more flood resilient Prioritise vulnerable areas with limited exits or regular flooding Emergency service access is key Event surge demand should be planned/catered for to boost visitor experience (working with events and traffic managers)	Change to 'Resilience' Increase priority of major weather events to reflect focus on natural disasters	% roads under certain flood level % community trapped/isolated under certain flood conditions
Theme 4 A trusted and leading organisation			
Leadership | Council strives to meet the needs of the community that are beyond the limitations of Council's own resources, whether it be through advocacy	How do we align state government member priorities across Ipswich with Council's priorities? Acknowledgement that lobbying is essential, and timing of advocacy is important. Desire for project specific advocacy (Ipswich Train Station redevelopment) as	Add 'community' to the list of key partnerships (others identified relate to some form of government)	Investment from state government or industry Commitments from state & federal government No./mode share of children using AT to school

Objective	Improvement comments	Proposed objective changes	Potential measures
or pursuing new partnerships across government and industry	well as broad advocacy outcomes (jobs, infrastructure) Partnerships should include those with the community, and adjacent Councils, and those those with 'teeth' (e.g. LGAQ, Council of Mayors) Wording comments: strong advocacy strive not strong enough	Strengthen wording of 'strive' to 'proactively seeks'	
Financial responsibility and risk | Council's investment in transport is framed by its aspirations, minimizing risk to the community and the funding resources available	Noted agreement with objective, focussed need for long term financial sustainability Noted Councillors have responsibility to ensure ratepayers money used well Acknowledgement that cost of infrastructure is often outside of what Council can afford. Interest to focus investment on key transport infrastructure that has a large impact (e.g. transport hubs). Opportunity to quicker, lighter solutions rather than engineering design led Request to change order of objective to link aspirations and funding more, and then link it around safety risk If focus is on minimising risk nothing may happen – rephrase to 'return on investment'	Change 'minimising risk' to 'minimising safety risk' and consider adding 'maximising return on investment'. In noting iFuture Theme 4 aspiration for transparency, and the community identification of transparent budget as a measure, and following discussions with ICC after the community panel, recommend that best wording and commitments to transparency in objectives and indicators be raised with the Councillor Working Group.	Transport improvement return on investment Transparency and balanced nature of budget Ratepayer costs / developer contribution ratios Long term financial forecast Active transport mode share

6.1.3 Shape your Ipswich and Pop-Up Stalls

A summary of the results of the responses received during the SYI consultation is provided below.

Responses received for draft vision

The draft vision statement received mixed levels of support. 12 community members voted very dissatisfied, while 10 community members voted very satisfied (refer to table below).

For the pop-up stalls overall agreement was much higher, with over 70 respondents being satisfied or very satisfied with the vision statement. However, pop-up stall supervisors from ICC noted that the overall satisfaction possibly rather relates to the fact that transport in Ipswich has to be improved rather than the vision statement itself.

The key feedback themes were:

- Make the vision statement less generic and increase relevance to Ipswich.
- Tangible outcomes for the Ipswich community needed.

- Improved public transport provision is required.
- Equity and inclusiveness should be a key consideration.

Table 4: Level of agreement with vision statement

SYO online survey

Do you support the vision statement?

Level of agreement	Score	Count
Very dissatisfied	1	12
Dissatisfied	2	3
Neither	3	5
Satisfied	4	6
Very satisfied	5	10

Pop up stalls

Do you support the vision statement?

Level of agreement	Score	Count
Very dissatisfied	1	7
Dissatisfied	2	12
Neither	3	7
Satisfied	4	44
Very satisfied	5	32

Responses received for objectives

The objectives received a high level of support as shown in the level of agreement tables below. Key feedback themes included:

- Improving the overall connectivity and convenience of the transport network
- Safety is critical
- Protecting the liveability of the community through more public and active transport
- Agreement with the inclusion of sustainability objectives
- Better alignment of Council spending and improved advocacy
- Specific wording suggestions for objective statements

Table 5: Level of agreement with draft objectives

Theme 1 Vibrant and growing

What is your level of agreement for these objectives under the vibrant and growing theme?

Level of agreement	Score	Count
Very dissatisfied	1	2
Dissatisfied	2	2
Neither	3	3
Satisfied	4	9
Very satisfied	5	9

Theme 2 Safe, inclusive and creative

What is your level of agreement for these objectives under the safe, inclusive and creative theme?

Level of agreement	Score	Count
Very dissatisfied	1	3
Dissatisfied	2	1
Neither	3	3
Satisfied	4	5
Very satisfied	5	13

Theme 3 Natural and sustainable

What is your level of agreement for these objectives under the natural and sustainable theme?

Level of agreement	Score	Count
Very dissatisfied	1	3
Dissatisfied	2	1
Neither	3	5
Satisfied	4	6
Very satisfied	5	10

Theme 4 A trusted and leading organisation

What is your level of agreement for these objectives under the trusted and leading organisation theme?

Level of agreement	Score	Count
Very dissatisfied	1	3
Dissatisfied	2	1
Neither	3	3
Satisfied	4	6
Very satisfied	5	12

The feedback informed another iteration of the draft vision and objectives that was presented to the Councillor Working Group, along with a summarised analysis of the feedback received.

6.1.4 Councillor Working Group Session 2

A summary of key commentary gathered during the Q&A style presentation to the CWG is as follows.

Proposed delivery structure

- Consider resources required for the development of new iGO and supporting documents to ensure it can be delivered with internal resources and focus on items under Council's control.

Community outcomes and expectations

- Once updated, the plan will need to clearly communicate benefits to residents. How does iGO deliver outcomes for the Ipswich community?
- Will need to manage community expectations in line with iGO refresh ambitions.
- The engagement participation to date is relatively small.

Objectives

- Biggest transport issues are not Council's responsibility. Council has no funds to deliver public transport. An approach could be to improve advocacy work with the state government.

Key wording changes suggested

- Theme 4 Financial responsibility and risk objective could use the wording "is guided by" instead of 'framed'.
- Include the wording that relates to Ipswich as a city of centres.

Key projects

- With the Cross River Rail announcement that the Ipswich rail line will finish at the Brisbane Airport, we should understand what opportunities this may open for Ipswich if it becomes a permanent arrangement.

Community feedback

- In regards to feedback that the vision statement is too generic and needs to relate more to Ipswich, a possible solution is to use supporting sub-text that includes local priority initiatives to help 'Ipswichify' the vision.

As a key outcome, the vision statement was updated, and a contextualising paragraph was added. The updated vision statement was then presented to the Project Steering Group for endorsement.

6.1.5 Project Steering Group Session 2

A summary of key outcomes of the engagement session are as follows.

Delivery structure

- The addition of an implementation plan to the delivery structure, aligned with the ICC Strategy Development Administration Directive, was seen as a positive move.
- Participants discussed the interface of the implementation plan with external parties, the need for a mechanism to address aspects that Council can't control directly, that key parties need to work collaboratively, and there is no reason these discussions can't begin now.

Vision and objectives

- While there was no significant issue with content specifically, it was broadly agreed that the added supporting text is too long.
- A few queries were taken on the objectives, but no changes recommended.

Endorsement

- It was agreed that the presentation material and an updated and abbreviated vision statement sub-text will be distributed to the attendees post-meeting for endorsement.
- It was clarified that the current vision can be endorsed as "draft vision" and further changes to the vision statement will still be possible in the future.

6.1.6 Draft Vision Statement and Objectives

Our vision is for a transport system in Ipswich that supports a thriving and liveable city, providing access to opportunity and travel choices for all, and managing growth in a sustainable manner.

Serving as a catalyst for positive change in the Ipswich region, our transport network will be characterised by quality walking, cycling and public transport connections, a sustainable road network, a new Bremer River crossing, and infrastructure that recognises Ipswich's role as South East Queensland's pre-eminent freight hub.

Vibrant and growing

Connected | Our city centres are accessible by a network that provides more seamless journeys and sustainable travel choices. Current and emerging communities and visitors can fulfill their daily lifestyle and business needs by moving around Ipswich with greater ease and choice.

Vibrant places | Our network provides more vibrant places for the Ipswich community, from supporting increased density and diversity of uses to providing amenity and activation.

Productive | Our network supports Ipswich's businesses, industries and tourism to enable a thriving economy.

Safe, inclusive and creative

Safe and secure | Improve the safety of our network and ensure people feel secure in our transport places and spaces.

Inclusive | Our transport infrastructure, services and places are easier to use and provide more affordable and accessible mobility options to people from all backgrounds, cultures, abilities and ages.

Healthy and well | It is easier and more attractive for everyone to make travel choices that improve our health and wellbeing.

Natural and sustainable

Nature | Council's transport investment and delivery seeks to reduce impacts on, and maximise opportunities to enhance, the natural environment.

Climate | Ipswich transport responds to emerging climate stresses through reducing urban heat and carbon emissions.

Resilience | The transport system is more resilient during both planned and unplanned events, from major weather events to day-to-day incidents.

A trusted and leading organisation

Leadership | Council proactively seeks to meet the needs of the community that are beyond the limitations of Council's own resources, whether it be through advocacy or pursuing new partnerships across government, industry and within the community.

Financial responsibility and risk | Council's investment in transport is guided by its aspirations, available funding resources, and safety risk to the community.

6.2 Transport Modelling Scenarios and Policy Focus Areas

6.2.1 Transport Modelling Working Group Session (TWG Session 5)

A summary of key outcomes of the engagement sessions are as follows.

Key insights and reflections on initial modelling results

- Opportunities to increase public transport along the western growth corridor should be explored.
- It was noted the Karrabin-Rosewood Road was also approaching capacity in the Base Case.

Key recommendations for further analysis

- The project team cautioned any over-analysis of ISTM regarding short-range and active transport trips due to limitations of strategic transport models.
- There is a need to review the centres that are included in the accessibility analysis.
- There is a need to identify key transit routes and corridors as there is growing competition for space – there is an important planning exercise that needs to be done. This was identified as out scope for the IGO Major Review and was flagged for more detailed downstream network planning activities.
- There is a potential need to review the Base Case assumptions and/ or testing.

6.2.2 Technical Working Group Session 6

Following a presentation to inform stakeholders of potential policy focus areas, stakeholders were broken in to three group to identify and prioritise the key moves they believe are required to support the revised IGO vision. The interactive sessions were structured around the four iFuture themes, with the top three from each group summarised in Table 6.

Table 6: Summary of priority focus areas identified by each group

Groups	Vibrant and growing	Safe, inclusive and creative	Natural and sustainable	Trusted and leading organisation
Group 1	A connected road network- for PT Prioritising pedestrians in our centres e.g. reduce number of car lanes, improve streetscapes to enable business activity Last mile connections	Creating walkable communities – walking network plans Placemaking On Demand Transport options	Innovative greening options – not always thinking about trees as an option Community disruption access plans – how to get	Get actions into the SEQ RTPs Look at other funding opportunities. Leveraging off the Games – Council's Legacy Roadmap Transport

	More local/ neighbourhood hubs		to help in an emergency Link investment to climate impact	Connectivity, both local and mass transit solutions
Group 2	Walkability around transport hubs Urban realm (façade, greening) enhancement projects in activities centres Supplementing enhanced PT with MAAS/DRT (CAVs in med-long term)	More connected AT networks. Enhancing perceptions of safety in transport spaces lighting, cleanliness, increasing passive surveillance). Making AT networks more amenable and attractive (urban greening, aligning to blue/green networks)	Avoiding areas of ecological value Fauna infrastructure (at transport interfaces – both new and retro-fit) Urban greening	Precincts and growth areas advocacy (improve funding to better support, use opportunity of new planning scheme to request changes) Funding sources review Develop framework for communication of transport challenges, benefits, prioritisation (assist in developing common understanding)
Group 3	Giving people choice – more equitable and connected – Ipswich place is not connected by all mode types E-mobility in more centres to extend walkable active catchments Movement and place implementation	Passive and active surveillance Lack of trust in the network Travel behaviour	Decarbonisation, particularly through reduced travel (inc. WFH support initiatives) Flood islands (IICP) Fauna movement and connection	Better prioritise advocacy efforts (supporting by better evidence) Leading key projects (e.g. I2S) Parking charges

6.2.3 Project Steering Group Session 3

A summary of key outcomes of the engagement session are as follows.

Transport scenarios modelling insights

- Regarding forecast congestion levels, the key message is that you can't build your way out of congestion.
- There are limitations of strategic models, particularly in forecasting public transport demand, and outputs need to be considered accordingly.

Draft policy focus areas

- Broad directions and recommendations

- 18 focus areas may be too many and we may need to prioritise – the six groupings of the draft focus areas could provide the framework for consolidating them and reducing repetition/ overlaps.
- There are a few identified focus areas where it needs to be clearer as to the role of Council verse other key stakeholders.

- Subject- specific comments
  - There may be an opportunity to call movement and place more specifically in the focus areas.
  - Active transport and 10-minute neighbourhoods is the area where Council need to make a real impact in, because realistically we will be constrained in building new infrastructure.
  - There is a potential need to cross-reference 'universal design' in regard to equity and inclusivity.
  - Council may not yet be at the point of considering carbon assessments as part of transport projects, potential long term action.

7 Conclusion

All engagement activities during Part B of this project were held between April and December 2023. Most engagement activities were well attended and/or received a good response rate, except for the online survey for the vision and objectives which received a lower-than-expected response rate.

Vision and Objectives

There was a high degree of agreement and consistency of responses for most engagement activities, except for the online survey which received polarised views about the draft vision.

30% of the Ipswich community panel supported the draft vision statement and 60% of the Ipswich community panel supported the draft vision statement with changes.

44% of online survey respondents and 75% of pop-up stall respondents supported the draft vision statement.

Each stakeholder group contributed meaningful suggestions and improvement about the draft vision objectives and targets. This was done iteratively in the following order so that each stakeholder group was reviewing a version that had been updated with feedback from the previous group/s.

1. Technical Working Group
2. Ipswich Community Panel
3. Shape Your Ipswich
4. Councillor Working Group
5. Project Steering Group

Important clarifications or changes made to the draft vision and objectives as a result of engagement activities were:

- Planning horizon to 2046

- Alignment with iFuture themes
- A focus on what Council can control
- Addition of a contextualising paragraph added to the vision statement that enhanced the relevance to Ipswich

An updated vision statement and objectives have since been circulated to the PSG for endorsement as final draft, and any comments received addresed. This is noting that community consultation on the updated IGO is planned in 2024, which may result in the need for final changes.

Transport scenarios modelling and policy focus areas

Engagement on transport scenarios modelling and policy focus areas was undertaken with each:

1. Transport Modelling Working Group
2. Technical Working Group
3. Project Steering Group

The TMWG has directly influenced each the approach, inputs and outputs of the strategic transport modelling activities, as well as the synthesis of outputs. An early summary of the modelling results was also presented and discussed with the PSG.

A dedicated TWG session, previous engagement and technical exercises for the project were used as direct inputs to the development of draft policy focus areas. Once generated, the draft policy focus areas were presented to the PSG for feedback and further updated.

Engagement activities across all aspects of Part B of the iGO Major Review were considered constructive and have each directly contributed to final draft material presented within the working papers developed to date.

City of Ipswich

iGO Transport Plan Major Review

Part C: Community Engagement Report

Infrastructure Strategy Branch
Asset and Infrastructure Services Department

May 2025

DRAFT

City of Ipswich

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Disclaimer: Quantitative and qualitative data was collected from participants during the engagement, in accordance with council's Information Privacy Policy. Quantitative data was downloaded from the various digital platforms and/or transcribed into a master Excel database by project staff. The data was cleaned, de-identified, aggregated and charted in the master database. Open thematic analysis of qualitative comments was carried out using Excel. For the purposes of this report, percentages are rounded to the nearest whole number, which may result in a total not equal to 100%.

EXECUTIVE SUMMARY

Ipswich City Council (ICC), in collaboration with Arup, are undertaking a major review of ICC's long-term transport plan, iGO. The desired outcome of the review is a new and contemporary transport strategy that aligns with community aspirations and a future population of 533,802 by 2046.

Stakeholder engagement for this project was segmented into three parts (A, B and C) between October 2022 and December 2024, with technical project activities occurring in parallel. An array of engagement techniques were used to ensure all residents, businesses and organisations had the opportunity to have a say in their transport future.

Part A engagement findings can be seen here. Part B engagement findings can be seen here.

This report provides a summary of the themes and stakeholder insights identified from Part C of engagement and will help inform the final iGO Ipswich Transport Strategy.

Figure 1: iGO Major Review Project Phases

WHY WE ENGAGED

Part C engaged the community with the aim to:

- confirm whether the strategy's draft strategic directions and approaches align with community expectations
- provide an opportunity for the community to identify any potential gaps that need to be addressed in the final iGO Ipswich Transport Strategy.

Part C also involved engagement with the iGO Councillor Working Group (CWG) and iGO Project Steering Group (PSG) with the aim to:

- discuss the Part C community feedback, seek input and confirm the strategy's draft strategic directions and approaches
- discuss the barriers and enablers to the future implementation of the iGO Ipswich Transport Strategy.

Part C

Community Engagement

HOW WE ENGAGED

Engagement channels

Part C community consultation was undertaken between 13 November 2024 and 15 December 2024. The community was able to contribute their feedback through five channels, as detailed below.

In addition to broader community consultation, an internal Councillor Working Group 3 was held on 4 February 2025 and Project Steering Group 4 was held on 26 February 2025.

Shape Your Ipswich

The Ipswich community had the opportunity to provide their feedback on Part C of the iGO Ipswich Transport Strategy through the Shape Your Ipswich (SYI) online survey. The SYI page was active for a four-week period between 13 November 2024 to 15 December 2024.

Content on the SYI page included the following:

- Project Background
    - Part A aimed to understand the current transport opportunities and challenges in Ipswich.
    - Part B aimed to capture feedback on the proposed vision and objectives for the iGO Ipswich Transport Strategy.
    - Part C aimed to capture feedback on the proposed strategic directions for the iGO Ipswich Transport Strategy.
- iGO Ipswich Transport Strategy Strategic Directions
    - Six draft strategic directions were identified from community engagement activities and the workings from technical investigations and summary reports.
- Online Survey
    - The community were asked their level of support or non-support of the Strategy's proposed strategic directions and approaches.
    - The community were asked to identify if anything was missing from the new iGO Strategy that should be considered.
    - Survey questions can be seen in Appendix 1.
- Frequently Asked Questions
    - Explaining the role of the iGO Ipswich Transport Strategy; and
    - Reasons why iGO is being reviewed.
- Pop-up stall engagement
    - Notification was provided on the Shape Your Ipswich webpage of four in-person pop-up stall engagements:
        - Ipswich Central Library, Nicholas Street, Ipswich (Thursday 14 November 2024, 9:00am to 12:00pm).

- Goodna Marketplace (Thursday 21 November 2024, 9:00am to 12:00pm).
- Brassall Shopping Centre (Thursday 28 November 2024, 9:00am to 12:00pm).
- South Ripley Markets at Providence (Saturday 14 December 2024, 3:00pm to 8:00pm).

Community Engagement Events

Four in-person 'pop-up stall' community engagement events were held to provide the broader community with general information on the project and capture feedback. Engagement activities followed a simplified version of the Shape Your Ipswich survey, using posters to capture community sentiment on the plan's proposed strategic directions. A copy of one of the posters used at the events can be seen in Appendix 2. The 'pop-up stall' events were held in locations across all four divisions of Ipswich to capture a variety of feedback. Across the four pop-up events, around 78 participants provided their feedback on the draft IGO Ipswich Transport Strategy.

Date	Location	Contributors
14 November 2024	Ipswich Central Library	9
21 November 2024	Goodna Marketplace	16
28 November 2024	Brassall Shopping Centre	28
14 December 2024	South Ripley Markets	25
Total		**78**

Table 1: Part C Pop-Up Stall Engagement Results

Email

The community was able to directly reach out to council via igoipswich@ipswich.qld.gov.au with feedback on this project.

Phone

The community was able to directly reach out to council via 3810 6666 with feedback on this project.

Letter

The community was able to directly reach out to council via letter at GPO Box 191, Ipswich QLD 4305 with feedback on this project.

Councillor Working Group

Councillor Working Group 3 was held on 4 February 2025 to discuss the project status, community engagement results, key changes to the project and next steps. Attendees included:

- Representatives from council's project team and project sponsor
- Deputy Mayor Nicole Jonic
- Councillor Pye Augustine
- Councillor Paul Tully
- Councillor Andrew Antoniolli
- Councillor David Martin
- Councillor Jim Madden
- Chief Executive Officer

Project Steering Group

Project Steering Group 4 was held on 26 February 2025 to discuss the project status, community engagement results, key project changes and next steps. Attendees included:

- Representatives from council's project team and project sponsor
- Representatives from ARUP's project team
- Representatives from council's Executive Leadership Team
- Representatives from the Department of Transport and Main Roads Metropolitan Region and Translink Division

Marketing

To maximise engagement for part C community engagement, the following communication channels were used to reach the community and trigger awareness.

Letter

A letter inviting a written submission from the Department of Transport and Main Roads on the draft iGO Ipswich Transport Strategy was sent on 29 November 2025.

Email

An email inviting written submissions on the draft iGO Ipswich Transport Strategy was sent on 19 November 2024 to a variety of government and industry body representatives including but not limited to RACQ, Rail Back on Track, UDIA, West Moreton Health, Queensland Walks, Bicycle Queensland and the University of Southern Queensland.

Ipswich City Council Social Media

A number of social media posts were made about the project via two separate social media channels in November to December 2024 in order to raise awareness of the project, direct people to the Shape your Ipswich webpage or to a local community pop-up stall to share their feedback. A screenshot of some of the posts can be seen in Figure 2 below. The effectiveness of the posts is identified in Table 2.

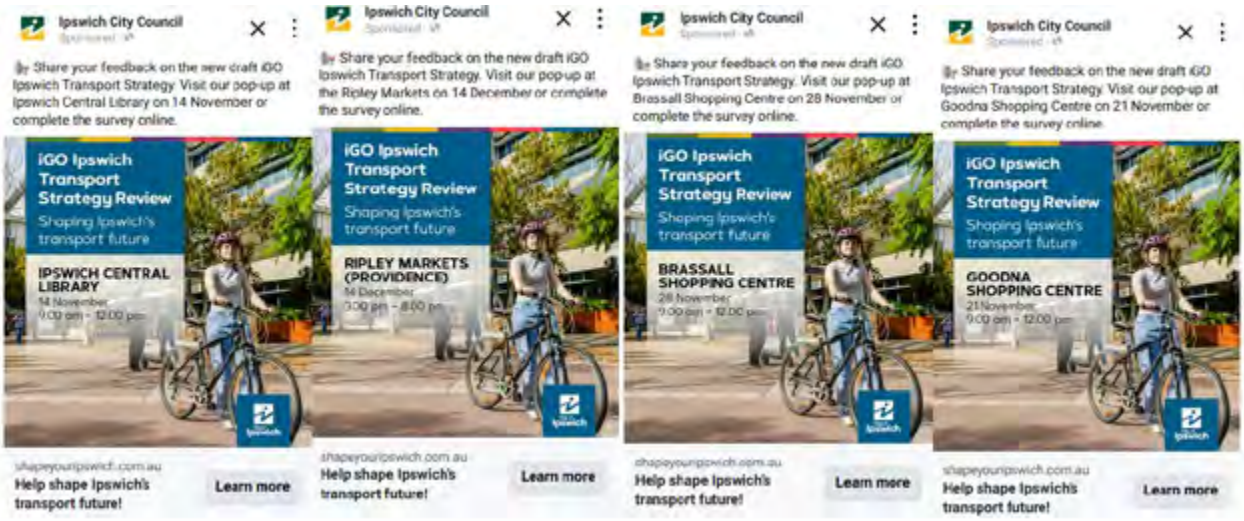


Figure 2: Extract of Example Social Media Posts

Social Media Channel	Date of posting	Reach[1]	Clicks[2]
Meta	13 November 2024 to 14 December 2024	50,000 impressions	491 clicks
Google Ads	14 November to 27 November	183,000 impressions	1,559 clicks

Table 2: Social Media Post Analysis

Shape Your Ipswich

Two email campaigns were sent out via Shape Your Ipswich:

- The first email was sent on 13 November 2024 and was sent out to Shape Your Ipswich members who were following the project page, iGO Ipswich Transport Strategy. This campaign was sent to a total of 83 members, of which 55 opened the email.
- The second email campaign was sent on 29 November 2024 and was sent out to members subscribed to Shape Your Ipswich general newsletters. This campaign was sent to a total of 3,772 members, of which 1,592 opened the email.

[1] Total number of times a social media post was viewed.
[2] Total number of times a URL in a social media post was clicked.

Overall, the above engagement and marketing activities led to 2,838 views (inclusive of 1,750 unique visitors) of the Shape Your Ipswich page and 113 contributors throughout Part C of the engagement as outlined in Table 3 below.

Engagement Channel	Contributors[3]
Shape Your Ipswich	33
Four 'pop-up stall' community engagement events	78
Email	0
Phone	0
Letter	2
Total	**113**

Table 3: Engagement contributors

WHAT THE COMMUNITY TOLD US

This section provides a summary of the key findings of the Part C community consultation. . Where the same question was used across multiple channels, comments have been summarised together for a holistic understanding of community sentiment.

Shape your Ipswich and Community Pop-Up Stalls

The community were asked how well the six proposed strategic directions for the draft iGO Ipswich Transport Strategy align with how they would like council to support transport in Ipswich. Sentiment was captured from respondents using the engagement channels:

- Shape Your Ipswich; and
- Community engagement events.

For summary purposes, the responses have been categorised as outlined in the table below.

	Supported	**Neutral**	**Did Not Support**
Shape Your Ipswich	Ranking of 4-5 out of 5	Ranking of 3 out of 5	Ranking of 1-2 out of 5
Community Engagement Events	Thumbs up vote	-	Thumbs down vote

Table 4: Result summary categorisation

[3] Total number of unique individuals who submitted feedback per engagement channel. An individual who makes more than one contribution on a single engagement channel is only counted as a single contributor. Noting individuals may be counted multiple times if submitting feedback across multiple engagement channels.

The graph below outlines the overall sentiment provided by all respondents, indicating significant support for all six proposed strategic directions and their associated approaches.

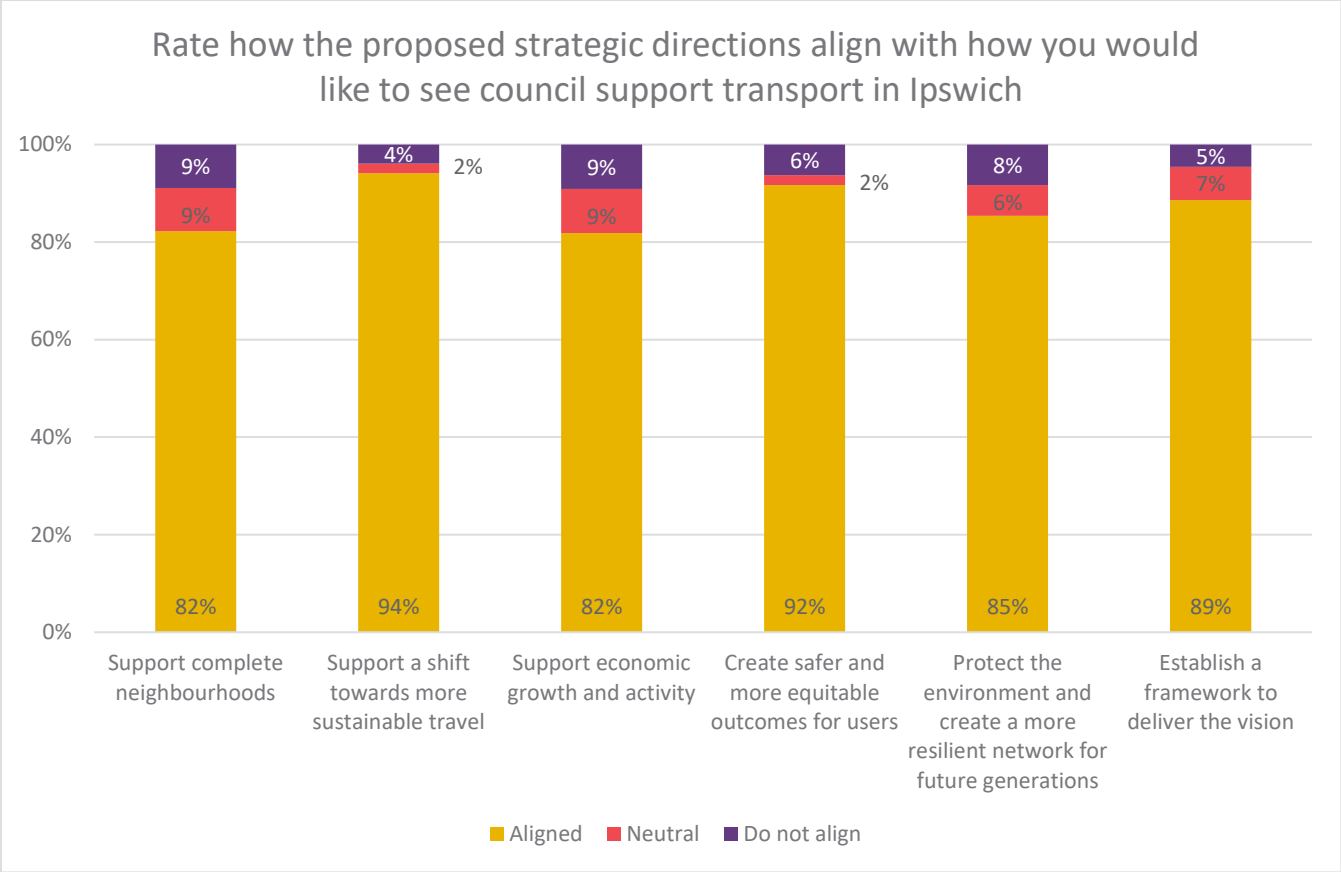


Figure 3: Summary of results – strategic direction alignment

Limited free-field comments were provided as part of the Shape Your Ipswich survey and community engagement events on each of the strategic approaches.

Seven respondents (6%) provided comments on the strategic direction, “support complete neighbourhoods”. This included discussing opportunities to improve streetscapes with road kerbing, greenery and improving links between activity centres through public and active transport infrastructure.

Nine respondents (8%) provided comments on the strategic direction, “support a shift towards more sustainable travel”. Most comments emphasised opportunities to improve sustainable travel options, including investing in active and public transport infrastructure. One comment suggested more ambitious targets for sustainable transportation. In contrast, two comments were concerned that public and active transport were not realistic transport solutions due to inconvenience, safety concerns and Ipswich’s topography.

Six respondents (5%) provided comments on the strategic direction, “support economic growth and activity”. Comments were generally concerned about freight being prioritised over other transport modes, with suggestions to limit freight access to specific times, areas, and transport modes.

Seven respondents (6%) provided comments on the strategic direction, “create safer and more equitable outcomes for users”. Most comments focused on the opportunity to improve safety for all users, particularly non-motorised vehicles such as wheelchair and bike users. Suggestions included providing well-lit footpaths and more accessible public transport.

Six respondents (5%) provided comments on the strategic direction, “protect the environment, and create a more resilient network for future generations”. Comments indicated respondents wanted to see more done in this space, with concerns around current practices damaging the environment. Two comments requested more communications needed for community knowledge and awareness. One respondent felt this approach was not worthwhile if other countries weren’t doing the same.

Three respondents (3%) provided comments on the strategic direction, “establish a framework to deliver the vision”. One respondent called for all developments to stop until all infrastructure is planned, while another respondent stated no further plans were required and to act. One raised concern around development not being sufficient to support the Olympics.

When provided with an opportunity to provide any further comments on the project, 29 respondents provided additional feedback, with key themes summarised in the table below.

Theme	Detail
Public transport	45% of respondents referenced public transport, with comments around: • introduce new/extended routes in areas with no or limited public transport • use bus lines to close the gap between train lines • greater frequency and reliability of existing public transport.
Active transport	41% of respondents referenced active transport, with comments around: • more investment in infrastructure for bikes, personal mobility devices and pedestrians • improve connectivity between existing active transport infrastructure • Ensure safety through dedicated lanes and safe crossings.
Private vehicles	24% of respondents referenced private vehicles, with comments around: • reduce car dependency through prioritisation of public and active transport • improve traffic controls.
Nature and Aesthetic	14% of respondents referenced nature and aesthetic, with comments around: • more shade, greenery, and heritage • active transport corridors built alongside riverside and parklands to create attractive spaces • minimise transport corridors that cut through natural areas.

Table 5: Summary of Shape Your Ipswich additional free-field commentary

Letter Submissions

Two formal letter submissions on the draft iGO Ipswich Transport Strategy were received with their feedback summarised below.

Department of Transport and Main Roads (TMR)

Feedback provided by letter on 17 December 2024:

- TMR acknowledged the task Ipswich has in supporting ongoing rapid population growth. Further, that the future provision of public transport services need to be considered and enabled by development, noting that the proposed Integrated Transport and Land Use Plan will be a vital tool for this;
- TMR commended council for their efforts on aligning with ShapingSEQ 2023 and TMR's SEQ Regional Transport Plan, the collaborative engagement approach with TMR though the development of iGO and that they look forward to a productive partnership;
- TMR look forward to hearing and collaborating on the results of council's community consultation and transport advocacy priorities; and
- Requested other minor changes including terminology, and representation of the Principal Cycle Network Plan and local Walking Network Plans within the strategy.

UDIA

Feedback provided by letter on 13 December 2024:

- Commended council in seeking other viable travel choices;
- Acknowledged the significant population projections for Ipswich between now and 2046;
- Strongly supports council's review of strategic transport planning;
- Welcomes inclusion of information on car sharing and e-mobility advances in the Strategy;
- Welcomes the reflection of public transport corridors linking Springfield, Redbank Plains, Ripley and Ipswich Central;
- Encourages greater action to define measurable targets, timeframes and specific actions around increased public transport provisions;
- Identifies that the delivery of transport infrastructure (including public transport) is essential to creating connected communities, particularly with daily trips estimated to more than double; and
- Suggested that consideration should be given to further reducing private vehicle dependence.

Councillor Working Group 3

The project team met with Councillors on 4 February 2025 and provided a briefing on the project status, community engagement results and posed questions relating to the strategic directions of the draft Strategy. The following feedback was received:

- Emphasised the importance of active travel for public health;
- Older suburbs require a focus to establish 'basic connections' in the active transport network, which can also help with access to public transport;

- Acknowledged that while new development does active transport well, public transport usually lags behind, letting new settlers establish poor travel habits and car dependence;
- Public transport is a key focus of the plan. While council does not control public transport services, we still have a key advocacy role to play;
- Provided clarifications around council working towards net-zero emissions within the 10-year iGO timeframe; and
- Discussed alternative infrastructure funding options.

Project Steering Group 4

The project team met with the Project Steering Group on 26 February 2025 and provided a briefing on the project status, community engagement results and posed questions relating to the future implementation of the draft Strategy. The following was discussed:

- General support for the direction of the iGO Ipswich Transport Strategy;
- Discussed how both parties could work better together to ensure the successful implementation of iGO;
- Discussed alternative infrastructure funding options; and
- Discussed next steps for the implementation of iGO.

WHO ENGAGED

Demographic data was captured as part of engagement activities to understand the diversity of respondents. Several stakeholders that were previously engaged with in early project phases were re-engaged as part of the Part C community engagement.

Age

Age was captured from respondents providing feedback via Shape Your Ipswich and community engagement events. Respondents represented all reported age groups.

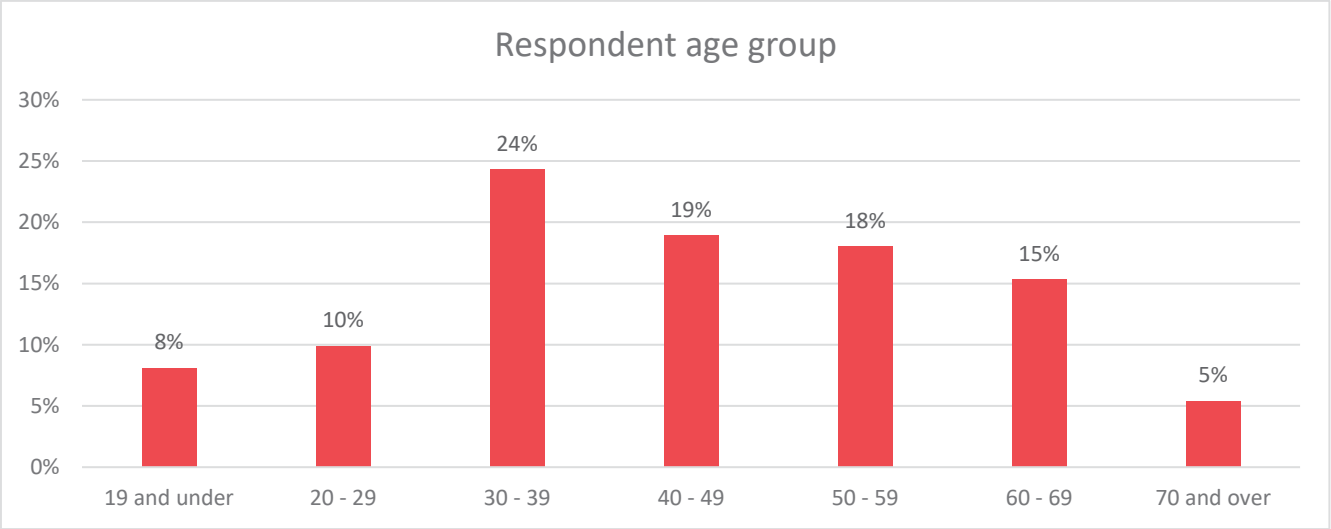


Figure 4: Age group summary

Gender

Gender was captured from respondents providing feedback via Shape Your Ipswich and community engagement events. 55% of respondents identified as male and 41% of respondents identified as female, with 4% preferred not to say.

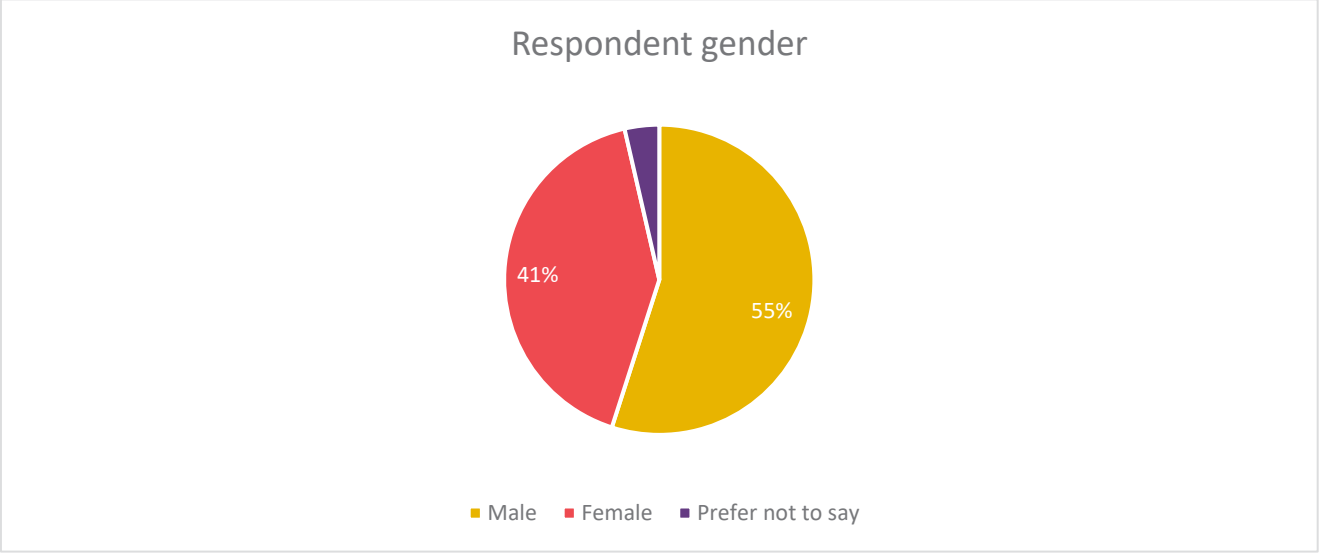


Figure 5: Gender summary

Locality (Shape Your Ipswich only)

Locality was captured from respondents providing feedback via Shape Your Ipswich. Respondents were spread across 25 different suburbs across Ipswich Local Government Area, across all four divisions, with the greatest representation from division 3. Two respondents were located outside of Ipswich but were situated in neighbouring cities.

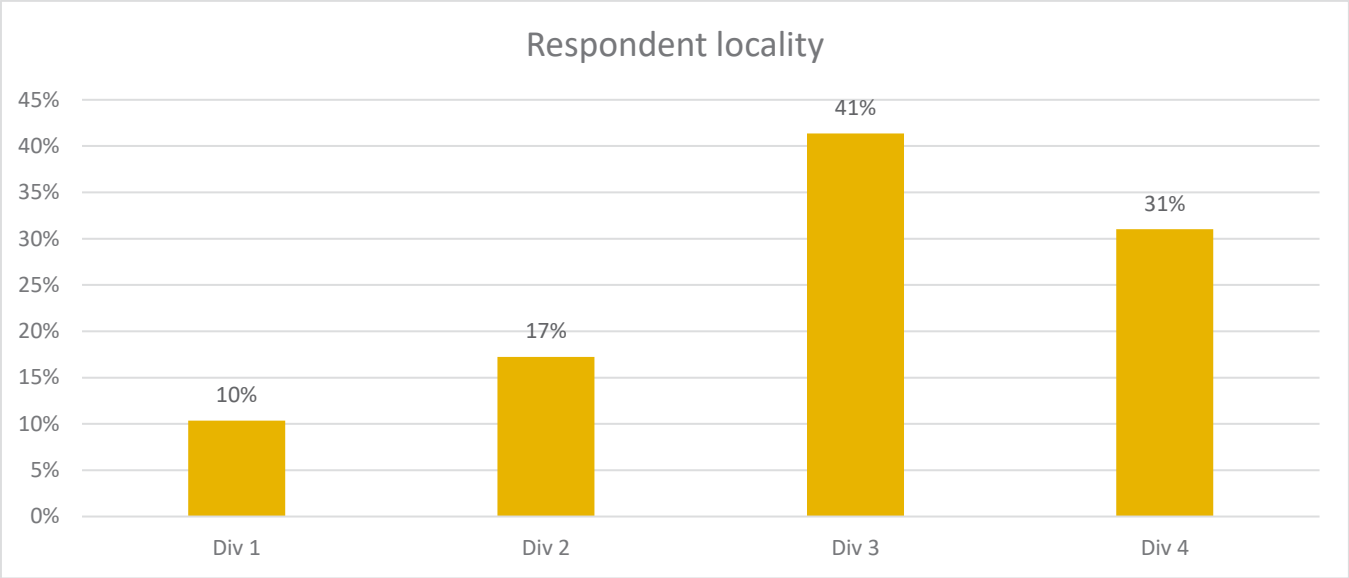


Figure 6: Locality summary

FINDINGS

Review and analysis of the data from all engagement activities identified the following key findings from the community.

- Respondents provided very strong support for the six proposed strategic directions and their associated approaches, with each strategic direction being considered supported by 82% or more of respondents.

- Respondents were most supportive of the strategic direction, “support a shift towards more sustainable travel”. This aligns with the significant commentary from respondents indicating the desire for both public and active transport to be prioritised to help encourage a shift away from car dependency across Ipswich.

Findings as outlined in this report are to be shared publicly via Shape Your Ipswich, along with relevant project updates to show how the community’s feedback has shaped this project.

The information in this report may be used to inform next steps for this project.

APPENDIX

1. SHAPE YOUR IPSWICH SURVEY QUESTIONS

SHARE YOUR THOUGHTS

Let us know if our proposed approaches are on the right track, or what else you would like to see.

Rate each of the approaches below based on how well it aligns with how you would like to see council support transport in Ipswich.

Rate the approach below based on how well it aligns with how you would like to see council support transport in Ipswich.

01. Support complete neighbourhoods Required

__ / 5

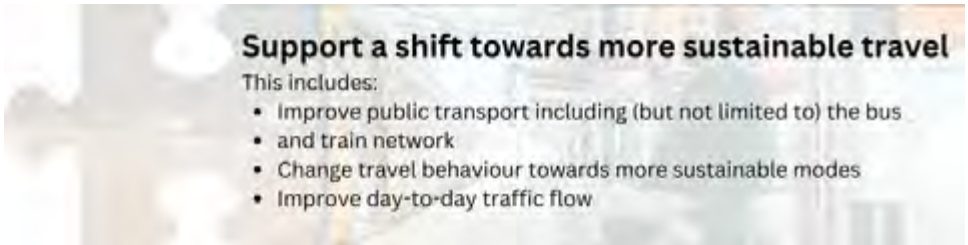
02. Thanks for letting us know. What do you think is missing from this strategic direction?

Skip this question if

- your answer to question Support complete neighbourhoods is greater than 3

Rate the approach below based on how well it aligns with how you would like to see council support transport in Ipswich.

03. Support a shift towards more sustainable travel Required



__ / 5

04. Thanks for letting us know. What do you think is missing from this strategic direction?

Skip this question if

- your answer to question Support a shift towards more sustainable travel is greater than 3

Rate the approach below based on how well it aligns with how you would like to see council support transport in Ipswich.

05. Support economic growth and activity Required

__ / 5

06. Thanks for letting us know. What do you think is missing from this strategic direction?

Skip this question if

- your answer to question Support economic growth and activity is greater than 3

Rate the approach below based on how well it aligns with how you would like to see council support transport in Ipswich.

07. Create safer and more equitable outcomes for users Required

__ / 5

08. Thanks for letting us know. What do you think is missing from this strategic direction?

Skip this question if

- your answer to question Create safer and more equitable outcomes for users is greater than 3

Rate the approach below based on how well it aligns with how you would like to see council support transport in Ipswich.

09. Protect the environment and create a more resilient network for future generations Required

__ / 5

10. Thanks for letting us know. What do you think is missing from this strategic direction?

Skip this question if

- your answer to question Protect the environment and create a more resilient network for future generations is greater than 3

Rate the approach below based on how well it aligns with how you would like to see council support transport in Ipswich.

11. Establish a framework to deliver the vision Required

__ / 5

12. Thanks for letting us know. What do you think is missing from this strategic direction?

Skip this question if

- your answer to question Establish a framework to deliver the vision is greater than 3

13. Share any other thoughts on this project Required

Please submit any other comments you would like us to consider, or send a submission directly to our team at igoipswich@ipswich.qld.gov.au

14. Year of Birth Required

This question must be between 1900 and 2019

15. Gender Required

Select one answer only
◯ Male
◯ Female
◯ Other identity

16. Suburb Required

2. COMMUNITY ENGAGEMENT EVENT POSTER

City of Ipswich

Ipswich City Council
PO Box 191, Ipswich QLD 4305, Australia

Phone (07) 3810 6666
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Ipswich.qld.gov.au

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