



Future Communities

→ Introducing Strategy to Street

A pivotal moment for urban network planning

It's no secret that transport networks in urban areas are complex; network owners are grappling with compounding challenges and competing expectations. Not only do they need to consider multiple modes of transport within their networks, but they must also allow enough physical space for the community – and all while responding to external factors such as climate change and geopolitical issues.

The pace of change in policy and planning is a further common barrier to progress, hindering the ability to address these challenges and operate proactively. As a result, network owners are often met with resistance when attempting to transform the urban environment.

Historical references and traditional methods are no longer effective tools for exploring complex 'future state' scenarios. In this pivotal moment for transport planning, networks owners need greater control of the decision-making process, meaningful collaboration and considered approaches to move forward.



Aligning strategy, vision and delivery

Our clients have told us they struggle to connect high-level policy and strategic vision with the reality of network planning and project delivery. Together, we have explored this challenge and identified four key barriers:

- The delay, cancellation or watering down of projects resulting in a misalignment with overall strategic direction.
- A loss of community and key stakeholders trust in project delivery, causing resistance to change and decision-making inertia.
- Competition between transport modes and infrastructure requirements for road space allocation.
- Internal agency structures that do not support an integrated approach with land use planning and economic growth.

In response, we are developing a strategic planning approach that will inform everyday decision-making and seamlessly integrate with operational activity. We call this approach 'Strategy to Street'.

Strategy to Street embeds network planning into the wider infrastructure planning, funding and delivery process. This strategic networked approach enhances stakeholder collaboration, community understanding and guides decision-making, helping to prioritise network investment and establish a clear path forward.

By creating a transparent, strategically aligned view of urban land use and multi-modal transport aspirations, we can better meet community expectations and navigate challenges – such as unplanned growth and competing or conflicting projects – while realising development opportunities. Ultimately, our Strategy to Street approach enable our clients to realise a true 'strategy to street' outcome.

Big city planning for small-city budgets

Strategy to Street is scalable and nimble enough to allow for the unique needs of every community. Inherently flexible, it is designed to enable collaboration between disciplines and remain agile to changing inputs, assumptions and scenarios. It can also be applied at different scales and in different locales around the globe – from smaller networks and precincts to large cities. In this way, Strategy to Street disrupts traditional methodologies and seeks to evolve how we evaluate network performance.

We call this 'big city planning for small-city budgets'. It's our way of helping clients deliver optimal value to the community by minimising planning expenditure.

Our philosophy

“Our clients don't feel in control of the transport network decision-making process. Instead, the passage of time, political pressures and community resistance are making decisions for them. Strategy to Street is our solution to circumvent these challenges and proactively lead holistic transport network planning.”

- Erin Jackson,
Strategy to Street Lead

Identifying outcomes through collaboration

Through meaningful collaboration with our clients and their stakeholders, Strategy to Street can be leveraged to establish a common network vision. In doing so, our approach helps clients better evaluate trade-offs; ease the transition of projects and programs from strategy through to delivery; bring together different disciplines and perspectives early on; and establish relationships built on trust. This in turn bolsters decision making uncertainty, creating pathways to tackle the big challenges our communities face.

Ultimately, Strategy to Street supports our clients to deliver urban transformation and thriving transport networks for better connected communities.

ghd.com/FutureCommunities

Strategy to Street is a solution born out of Future Communities – our commitment to create thriving places and spaces, together with our clients, that put people first.

Knowing that every community is different, Future Communities helps solve increasingly complex social, cultural, environmental and economic challenges to deliver on our clients' strategic ambitions and community aspirations.

→ The Power of Commitment