



**POP-UP
BIKE LANES**

Municipal Association of Victoria

Program reflections & lessons learned



Department
of Transport
and Planning



Inner Metro Transport
Active Transport
Development & Delivery



Pop-up Bike Lanes Program

Executive summary

As part of the response to Covid-19, the Department of Transport and Planning introduced the Pop-up Bike Lanes Program to enable more people to ride their bikes safely and easily across inner Melbourne.

As part of the monitoring and evaluation of the Pop-up Bike Lanes Program, data has been collected on the following metrics:

- Volumes of people riding bikes & Volumes and speeds of motor vehicles
- User sentiment through intercept surveys
- Community sentiment through an interactive map and a monitored email address
- Post Installation Safety Outcomes
- User diversity (gender, age, type of bike)



Pop-up Bike Lanes Program

Program Snapshot

A breath of fresh air

- If the average trip on the pop-up network is replacing just 1km of equivalent car driving, over 13 tons of CO2e are saved each week.

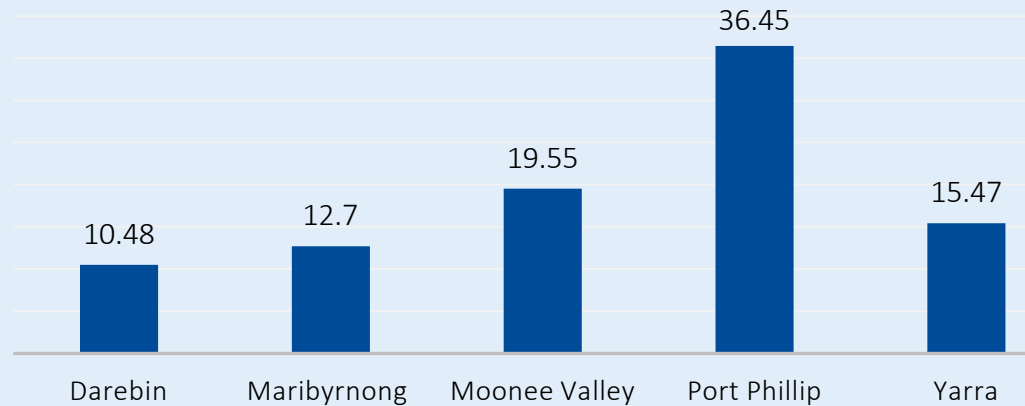
Come ride with me

- 600,000+ safer trips on Heidelberg Road since Jan 2021
- 66,000 average weekly pop-up network trips across 44 count sites
- 28% female riders
- 5% of riders under 18yrs

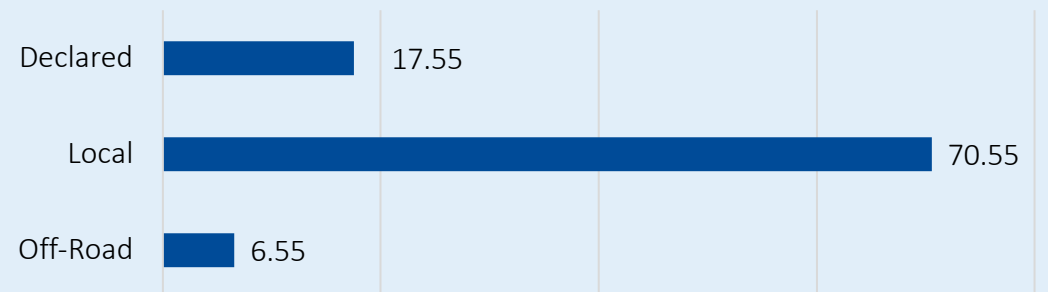
Paint me green

- Successful testing and trailing of innovative treatments
- **94.6kms** of improved bike routes delivered
- 5 Local Government Area program partners
- 20/80 split - Declared vs Local Road
- 7.7kms of new separated bike lanes
- Approx. 50% of routes on shared streets

Route KMs by LGA



Route KMs by Road Type



Pop-up Bike Lanes Program

Key Insights



Safer routes for people on bikes

Across the program, 65% of 702 survey respondents say the pop-up bike lanes have improved safety, with 9% saying safety has become worse.

People riding bikes were more likely to say the pop-up bike lanes had improved safety, compared to people driving or using public transport and people walking.

Across all modes, more people said safety had improved.



Increased rider diversity

Across all sites, in a survey of 13,815 bike riders, women comprise 28% of people using the pop-up bike lanes.

Marine Parade showed the lowest female ridership at 15%

Falconer Street in Fitzroy North saw the highest female ridership at 41%.

Falconer St also saw the highest number of children and young adult riders, with 99 of 612 riders, or 16% of trips supporting ride to school or similar activities.



Increased bike volume

Across all sites, volumes of people riding bikes increased by 6% following the installation of the pop-up bike lanes.

Ridership increased a further 11% between November 2022 and March 2023.

Darebin and Yarra monitoring sites have high volumes of bike riders, ranging from 1,800 riders per week (Falconer Street) to over 8,000 riders per week (Napier Street).

By LGA, these changes ranged from a 48% increase in Port Phillip to a 9% decrease in Moonee Valley.



Safer vehicle speeds attract more bikes

Across the four areas with pop-up bike lanes, there is a correlation between bike rider volumes and motor vehicle volumes, with an increase in bike riders associated with a decrease in motor vehicles.

Port Phillip performed best, with:

- 48% increase in bike trips
23,000 weekly data points Feb 23'
- 17% decrease in vehicle trips
- 10% decrease in vehicle speed

Cross St in West Footscray saw a 35% reduction in vehicle speed, supporting almost 2,000 weekly bike trips.



Local Networks, Local Trips

Post-lockdown, as the community moved toward COVID-normal, the pop-up program responded to changing movement patterns and behaviours.

The focus on creating local networks to support active trips to schools, shops and stations proved successful.

Neighbourhoods with connected local networks (Darebin, Yarra and Port Phillip) saw increased ridership and increased rider diversity, when compared to less-connected networks (Moonee Valley, Footscray).

Pop-up Bike Lanes Program

Lessons Learned – Treatments



Successes

1. Separated bike lanes – Quick build, road space reallocation. Community favourite!
2. Painted road narrowing and reallocation – Redefining redundant roadside for people
3. Wayfinding signage – Well designed route information, travel distance and time
4. Green surface treatment – Highlighting conflict points, defining space for bikes.



Challenges

1. Amenity – Materiality not considerate of local heritage and aesthetic
2. Centre cycleway – Treatment = Winner. Execution = Loser. Perceived safety risks. Treatment deployed without user information to guide expectations and responsibilities.



Pop-up Bike Lanes Program

Lessons Learned – Key Themes



Government Priorities

Program adaption - evolving Government priorities pre and post COVID.

Link active projects to boarder benefits – Health, Environment, Transport.

Support active projects through stronger policy objectives, strategies and action plans.



Decision Making

Change can not be achieved without some level of impact – There can be no winners without some compromise.

Road space reallocation – does it address the needs of your community, are there wider benefits (reduced maintenance)?

Car parking changes – Perceived ‘ownership’ of public space. Planning and policy levers needed to reduce on-street parking reliance over time.



Local Government Partnering

LGA buy-in is critical to success – Officers, Executive and Councillors.

Strong, collaborative relationships often exist at the officer level.

Stronger support is required at Executive and Councillor level to champion active transport objectives.

Protracted approval timelines can result in wavering support from community (and decision makers).



Trials vs Pilots

Trialing works! The ability to listen and respond to community feedback is invaluable – Builds trust and support.

Consider Trial vs Pilot – 40/60 vs 80/20. High time and cost in delivering quick build trials – requires 2 projects in 1.

Medium-term ‘Pilot’ projects that deliver more up front but retain dedicated community responsiveness and adjustability may cost less overall.

Trial life-cycle, objectives and metrics need to be clear and in-place prior to delivery – You can’t finish without a finish line in sight.



Communications & Engagement

Early engagement with community would aid in reducing distrust and pushback – Aid acceptance of the change process.

Collaborative engagement practices can build trust and community ownership – Start by asking what they need.

Greater focus on the ‘why’ not just the ‘what’ – We ask community to embrace the infrastructure without giving them the tools needed to understand the project.

Stronger user education and behaviour change programs would aid community knowledge and understanding.

Pop-up Bike Lanes Program

Lessons Learned – Quiet Streets

Our data supports physical treatments that create slower speeds and shared streets

Typically, quiet streets saw:

- Higher rates of positive community sentiment
- Stronger uptake in cycling numbers
- Reduction in vehicle volume (ie. Less rat-running).
- Reduction in vehicles speed

Highlight

Pop-up routes in Port Phillip included approximately 100 speed humps, in combination with temporary kerb extensions, monitoring data showed:

- Increased bike trips (+48%)
- Less vehicles trips (-17%)
- Slower vehicles speeds (-19%).



Pop-up Bike Lanes Program

Lessons Learned – Local connections

Safe, Simple, Connected

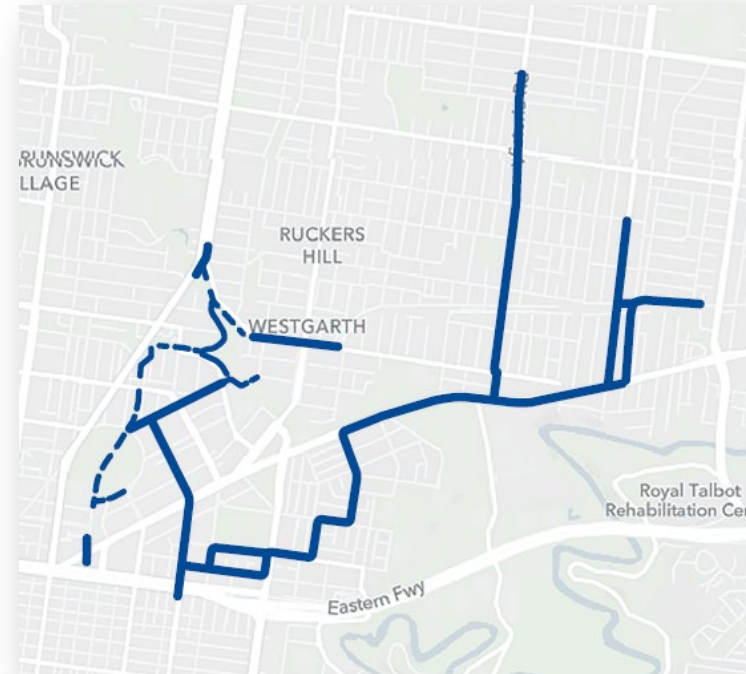
Areas where connected, local cycling networks were delivered showed substantial increase in cycling trips across trial count periods.

Successes

- Safer connections to schools, shops and stations
- Linking residents with recreation places
- Not only commuter focused – 7-days / all day / all ages and abilities
- Improved local links to existing off-road or high-quality cycling routes

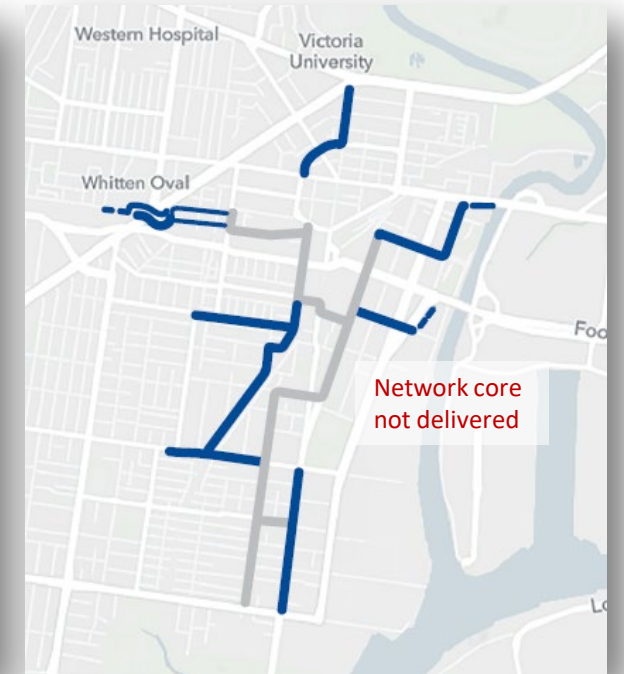
Challenges

- Results reflected lower rates of success across key indicators in areas where connected networks were not achieved in-full
- Delivery impacted by major projects or utilities works.



Darebin and Yarra

Connected Network with feeder routes serving the core route of Heidelberg Road, connecting local schools, shops and stations.



Footscray

Core routes not installed, resulting in poorly connected routes not serving local destinations, such as school and shopping precinct.

Lessons Learned – Experience with Local Government



Executive & Councillor Buy-In

Who is championing the project?

Do you have adequate buy-in from all levels of your organization to develop, deliver and ultimately overcome any pushback.

Strongest community pushback / outrage will generally occur when delivery begins and remain in the first 12 weeks of operation.

Acknowledge the silent majority – Typically, the negative voices are loudest, but not the majority. Are you representing those who don't or can't speak up?

Are you supporting your officers to deliver on endorsed strategies and policies?

When the negative feedback inevitably arrives – are you proactive or reactive.



Permits & Approvals

Do you know your pathway to success?

What are your organization's expectations of approvals processes – Are they standard or can non-standard processes support project objectives?

What existing policies, strategies or resolutions are in place to support your project?

What are your works permit categories and does the project fit the mould?

Work to align departments / teams within your organization to mitigate roadblocks – e.g. project, permits and asset teams.



Project Partnerships

Projects have a higher chance of success when they are a partnership – Who are your allies?

If co-funded, what is your ownership model? Who is responsible for asset management and maintenance?

Is the partnership equal, or weighted? – Do you have enough ownership and buy-in for Council to support the project as one of its own?

Co-branding & Co-ownership – Project success requires a unified approach and messaging between all-parties. Media will exploit disunity.

Who will be responsible for delivery, contract management and financials?



Delivery & Disruptions

When will you deliver the works?

Day vs night works – network impact vs community impact. DTP prefers nightworks on declared network to limit network impacts. Local road impacts are less traffic focused, and more resident focused – Noise is less acceptable.

Scheduling and set-backs – Wet and cold weather inhibit successful delivery, limiting progress.

Works notifications for residents do not capture the full audience – How will you communicate to transiting users?

Materiality – Perceptions of products suitability, including environmental concerns – What is acceptable for your community?



Pop-up Bike Lanes Program

Delivered Treatments



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Delivered Treatments



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