

VicHealth and MAV

Walking and bike riding partnership

Encouraging walking and riding

- Regional Victoria**
- Advocacy**
- Engaging children and young people**

Smart Urban Futures Conference 2023

Ride It Walk It Indigo – Lessons

- Governance - Strong community interest, engaged steering committee, excellent consultant who understood the regional subject matter and had strong engagement skills.
- Steering committee had representation from a strong interest group (horse community) – previously not Council fans due to rail trail construction resulting in reduced horse trail network. They were well engaged and heard.
- A range of innovative engagement options allowed community to pick and chose how to submit views.

Ride It Walk It Indigo – Do differently?

- More realistic timeframes.
- More internal engagement and buy in.
- Community engagement and awareness raising post adoption.
- Use momentum with community to progress actions sooner.

Key questions

Q1. What are peoples experiences of the roundabouts?

Q2. Are some motorists concerns about safety and navigating the roundabouts supported by evidence?

Q3. Have peoples habits changed?

Q4. Has it achieved the outcome of a pedestrian friendly city?

Q5. Has the road safety rating improved?

Gathered data and shared back with all

Doing Things Differently

Values based messaging- tell the story of those who will use it



13 September · 🌐

Work on a new raised pedestrian crossing has been finished in Ward Street, making it much easier for [Warrnambool East Primary School](#) students, and the wider community, to cross the street 🐾🐾🐾

This is the sixth pedestrian-friendly project completed in the city in recent months. Other recent projects include:

- ✅ A raised pedestrian crossing on Garden Street
- ✅ ... See more



Warrnambool City Council

12 May · 🌐

Two pedestrian crossings on a busy East Warrnambool road have been upgraded to raised "wombat" crossings to make them even safer.

The works on Gateway Road were co-funded by the Warrnambool City Council and the [Transport Accident Commission \(TAC\)](#), with Council successfully applying for \$54,659 via the TAC's Local Government Infrastructure Grants program.

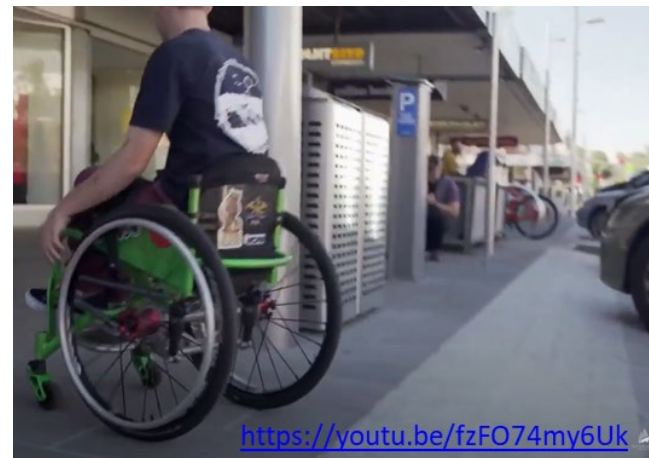
Warrnambool Mayor Cr Vicki Jellie said this upgrade will make it safer for nearby residents, including those at the Ingen... See more



WARRNAMBOOL.VIC.GOV.AU

Gateway Road crossings made safer

Two pedestrian crossings on a busy East Warrnambool road have been upgraded to raised "w..."



<https://youtu.be/fzFO74my6Uk>

Mildura CBD

Major Challenges and Potential Actions





<https://www.abc.net.au/news/2021-05-20/busting-myths-30-kilometres-per-hour-zones-speed-limits/100151294>

Myth-busting 30km/h zones in Australia

#1

Myth They don't make a difference

Fact They save lives



#2

Myth They aren't popular with Australians

Fact Two-thirds support lower speed limits



#3

Myth They'll increase journey times

Fact Negligible if any & can cut congestion



#4

Myth They are anti-motorist

Fact Motoring groups support low speeds



#5

Myth Just for more government fines

Fact ...and safety, health and the economy



Advocacy – Supporting Evidence and Policy

State Government policy, including

- Climate Pledge for Transport of 25% active transport mode share by 2030 (DELWP)
- Plan Melbourne - 20 minute neighbourhoods (DELWP)
- Active Transport Victoria - State Cycling Corridors & Walkable communities (developing) (DoT)
- Active schools framework (DET)
- Priority precinct planning (DJPR)
- Health and Well-being plans (DH)
- Active Victoria strategy (DJPR- Sport & Rec)

Infrastructure Victoria 30 year strategy

- Publish Victoria's transport plan (Reco. 33)
- Partner with local governments to fund pedestrian infrastructure (Reco. 38)
- Transform cycling in Melbourne Ballarat, Bendigo and Geelong (Reco.39)
- Improve walking and cycling data to better estimate travel, health and safety impacts and benefits (Reco.40)
- Reallocate road space to priority transport modes (Reco. 41)

Advocacy - How councils can support the State achieve 25% active transport mode share by 2030

Local Government priorities

1. Communities want more and safer walking and bike riding facilities
2. Clear state leadership and priority actions to facilitate delivery
3. Increase funding and remove overly restrictive grant requirements to enable improved project delivery
4. Better connect communities to public transport and Big Build infrastructure
5. Safe and easy walking access to schools and priority local destinations including shops
6. Better data and information for users and decision makers
7. Strengthened collaboration and coordination to more efficiently deliver consistent projects

Proposed State Government actions

1. State Government has committed to a 25% active transport mode share by 2030
2. Government establish a vision for walking and deliver Strategic Cycling Corridors
3. Provide flexible funding for local walking and riding priorities as well as the State building regional paths and connections
4. Minor expansion of scope and engagement focus to improve value of Big Build projects
5. Ability for councils to lower speed limits near schools and other sensitive environments
6. Support data standards development and information sharing
7. Collaboration frameworks and provision of toolkit guidance for project development and design

Advocacy Framework



<https://www.evaluationinnovation.org>

10-Part Advocacy Strategy Development

1. What is the **issue** you want to advocate for?
2. What is your advocacy **goal**?
3. Who are the **decision-makers** and the people who **influence** the decision-makers?
4. What are the **key interests** of your target decision-makers?
5. Who might **resist** your goal, or what obstacles might you face?
6. What are your **assets and gaps** for conducting advocacy activities?
7. Who might you **partner** with to help you reach your goal?
8. What **tactics** might you use to reach your goal?
9. What **messages** will you develop to persuade your target decision makers?
10. What is your plan to **measure success**?

Reasons for Councils delivering more or less projects

More projects

- Council has a current strategy or plan
- More Council staff available to deliver
- DOT commencing the pop-up bicycle lane project has led to funding opportunities
- Climate emergency action commitments
- Council received State funding

Less projects

- Reduced budgets and funding
- Difficulty attracting and retaining qualified and experienced staff
- Councillors are hesitant to deliver projects that change parking and traffic conditions

Consensus Statement

[Streets are for everyone: a consensus statement](#) to support more walking and bike riding in Victoria

Vision: Create vibrant, active, connected communities so people can walk and ride bikes for leisure, running errands or commuting

Recommendations:

1. Recognise walking and bike riding as an essential part of integrated transport planning
2. Prioritise streets for people in residential areas, around schools and shopping strips
3. Upgrade cities, regional centres and local neighbourhoods by improving footpaths, bike lanes, crossing opportunities and completing missing links

Messaging Principles and Guide

Framing walking and bike riding

Tip sheet

This tip sheet is a shortened version of VicHealth's *Framing walking and bike riding: Message guide*, produced by Common Cause Australia. To view the full guide visit: www.vichealth.vic.gov.au

The **9 messaging tips** presented below will help advocates build public support for actions that support more walking and bike riding (e.g. paths, crossings, safer speed limits). We can best do this by:

- Motivating existing **supporters** of actions that support walking and bike riding to speak with others and encourage their support too
- Moving **persuadables**, who hold ambivalent or conflicting attitudes, to support actions
- Ignoring our entrenched **opponents** who strongly and consistently disagree with actions.

For Tip Sheet & Full Guide:

www.vichealth.vic.gov.au/our-work/encouraging-regular-physical-activity

Engaging and co-designing with young people around walking and bike riding

- **Effective co-design with children and young people can:**
- Ensure local walking and bike riding activities and environments are suitable for a wide range of needs
- Help identify behavioural, structural or environmental barriers or challenges to supporting walking and bike riding for children and young people
- Promote ideas and solutions from local children and young people that would encourage walking and bike riding program participation
- Help tailor active travel programs, environments, and campaigns to feature components that will resonate best with children, young people and families in their local community
- Increase and improve community engagement, enthusiasm, satisfaction and innovation








Active Schools Initiative

- **\$45.4 million** initiative since 2019 to support schools to implement a whole-school approach to physical activity based on the Active Schools Framework
- Active Schools recognises that there is no one single solution to getting kids active – it takes a multifaceted approach
- Aims to shift focus from solely organised sport and PE to a broader holistic view of what it means to be active.



Active Schools Initiative - Components

Component	Target group	Details
<p>Get Your Move On campaign</p> 	Schools, parents and community	<ul style="list-style-type: none"> Promotes physical activity as a crucial part of a child's day, focussing on the importance of physical activity at school, after school hours and at home.
<p>Active Schools Toolkit</p> 	All schools	<ul style="list-style-type: none"> Provides universal support for schools to implement an Active Schools approach via an online digital platform, including information, strategies and resources to assist schools with: <ul style="list-style-type: none"> improving their approach to physical education and school sport making their classrooms more active offering outdoor education improving their school environment to encourage more students to be active at recess and lunch.
<p>Expert support</p> 	<p>All government schools</p> <p><small>*varying levels of support according to need</small></p>	<ul style="list-style-type: none"> The Active Schools Support Service work with schools to build their capacity to implement an Active Schools approach. Managed by the Australian Council of Health, Physical Education and Recreation (ACHPER) Victoria.
<p>Funding</p> 	<p>Some government schools</p> <p><small>*All grants will be prioritised according to need, such level of disadvantage, and whether the school has a specialist physical education teacher</small></p>	<ul style="list-style-type: none"> Active Schools Grants – grants of \$30,000 are available to schools each year to implement a whole-school approach to physical activity PE and Sports Funding Boost - 300 disadvantaged Victorian government schools will receive this boost each year to support them with the costs of physical education, sport and outdoor education, Extracurricular Boost - provided to approximately 181 disadvantaged secondary schools each year to encourage more teens to be active before and after school.
<p>Innovation Pilots</p> 	Select groups/schools	<ul style="list-style-type: none"> The department is funding a select number of behavioural intervention trials aimed at getting secondary students more active.

Bike Ed

- Gain knowledge and understanding of the road traffic environment and the road rules
- Develop physical and cognitive skills for safe cycling
- Develop responsible behaviours, attitudes and decision-making skills

Goal to modernise the Bike Ed curriculum and extend the program to cover adolescents and adults.

- Primary School students
- Secondary School students
- Adults and community members
- Lesson plans and resources
- Training materials



Merri-bek Ride & Stride



Merri-Bek Open Streets



20% average increase in bike riding

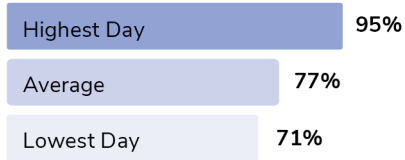


20% average decrease in driving



82% of parents agreed or strongly agreed that children could walk and ride safely within the Open Street areas

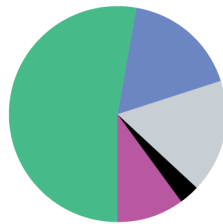
77% of students walked, rode or scooted to school



170 cars left at home across the three trials

90% of parents and local residents want to see Open Streets continue at their school

- 53% Daily
- 17% Monthly
- 17% Weekly
- 3% Yearly
- 10% Never



Car traffic down

74% ↓

on some neighbouring streets compared to a normal school day



Merri-Bek E-cargo Bike Trials

- 83 free four week trials
- Partnership with subscription service Lug & Carrie
- 45% conversion rate
- 70% women
- 60% previously drove, 98% own at least one car
- Previously 6% rode to school, 78% now likely to continue riding the school run
- 41% used their bike once or more a day, and another 33% used it 2-3 times a week.



Wellington Shire - 'active travel portfolio'

VicRoads Community Road Safety

Bike Ed Training

Bike Ed Trailers (2) and Bikes (24)

Bike Ed Challenges - 10 challenges annually

Rural Cluster Bike Ed Program – Rural schools working together to deliver bike ed program

Safe Routes to School Program - 16 out of 30 schools completed

TAC Community Road Safety Grants

Wellington Bike Ed Framework – Teacher resource on how to incorporate into classroom curriculum

Wellington Active Travel Website

Road Safety Education Program – From Early years to Secondary School (Safe Systems Approach)



Bicycle Victoria

Ride 2 School Program - Linked all W2S schools with Hands Up Count

Footpath Decals (stop look listen think)

Category	Count
RED	1
YELLOW	1
TRUCK	1
SILVER	1
BLACK	1
GREEN	1
WHITE	1
BLUE	1
ORANGE	1
BIKES	1
MOTORBIKE	1
PEDESTRIAN	1
Other	1
Total	160

But my most favourite was...

St Patrick Primary School – Stratford

“The grade six teacher is really keen for the kids to make a presentation outlining some dangerous walking or riding areas in Stratford...”

<https://www.facebook.com/WINNewsGippsland/videos/vb.157108927693208/973713569366069/?type=2&theater>

<https://fb.watch/fGvbIT16Lf/>



WELLINGTON SHIRE COUNCIL

Urban Paths Plan




Wellington Urban Paths Plan

- Infrastructure and Social strategy
- High community engagement
- Data informed planning
- Footpath Framework which identified what footpaths will be built
 - Focus on creating footpath network to community nodes
 - Closed gaps
 - Safety and accessibility
- Engagement focusses on framework, strategy outcomes and consideration and any missed paths
- Increased annual capital budget (approx. \$1.5M)

Themes?

- **Strategy - Be clear about what you are trying to do and why**
- **Engage – internally and externally, use a variety of techniques, ongoing**
- **Use data and evidence – before, during and after**
- **Values Based messaging – how you tell your story, focus on persuadables**
- **Pilots and trials – adapt and learn**
- **Collaborate – connect people and programs**
- **Time – build, maintain momentum, but don't rush**
- **Learn – share approaches that work (and those that don't!)**



www.mav.asn.au/what-we-do/policy-advocacy/transport-infrastructure/walking-and-bike-riding-resource-hub

Questions?