Walking and Bike Riding in the Colac Otway Shire

SMART URBAN FUTURES // 2015

Jonathan Daly & Jodie Fincham
Context
Population
Shire 20,000
Colac 11,000
Apollo Bay 1,100
Connectivity
Safety
Also...

1. Low density
2. Separation of land uses
3. High volumes of big trucks
4. 60 + 80 kmph speed limits
5. Angled car parking
6. Socially disapproval
7. High perceptions of fear
Why?
Vision

In 2023, walking and cycling will be safe, attractive and convenient ways to access a range of local destinations.
Goals

1. Healthy People
2. Healthy Communities
3. Healthy Economy
Targets
1. 30% participation in cycling
2. 40% participation in walking
3. Zero KSI
4. 95% confidence levels
Our Approach
Technology is the answer but what was the question?

Cedric Price
“Build it and they will come”
From the 1989 film 'A Field of Dreams'
Social Ecological Model

- **Intrapersonal Factors**
- **Socio-Cultural Factors**
- **Environmental Factors**
- **Policy & Regulatory Factors**

Central to the model is **Physical Activity**, which is influenced by various factors at different levels of the social-ecological model.
COM-B Model

**CAPABILITY**
Enhance the psychological or physical ability to enact the behaviour

**MOTIVATION**
Activate the reflective and automatic mechanisms that activate or inhibit behaviour

**OPPORTUNITY**
Provide the physical and social environment than enables the behaviour

**BEHAVIOURAL GOAL**
Behaviour Change Design Framework™

1. DEFINE
the project parameters

2. EXPLORE
the key determinants of the current behaviour + the key conditions to support the new behaviour

3. SHAPE
the program iteratively through divergence + convergence

4. IMPLEMENT
the program through prototyping + refinement

5. EVALUATE
through a process of monitoring

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Strategy
Short & Local
Families
Small x Many
How?
Providing for walking

Crossing Distances  Missing Links  Connection

Before

After
**Providing for bike riding**

<table>
<thead>
<tr>
<th>Definitions</th>
<th>Safety</th>
<th>Space</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Before</strong></td>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
<tr>
<td><strong>After</strong></td>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
<tr>
<td></td>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
</tr>
</tbody>
</table>
Lavers Hill

Before

After

Legend:
- Main Road
- Existing Footpath
- Proposed Footpath
- Proposed Future Off Road
- Shared Path (Old Beechy Rail Trail - not included in this Strategy)
- Proposed Mid Block Crossing
- Proposed Roundabout
- Schools

Cross-section layout for Colac-Lavers Hill Road
Schools
Share the Road
Prioritise
## Prioritisation Framework

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Number of attractions/ generators (locations)</th>
<th>ACTIONS 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&gt;5</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>3-5</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1-2</td>
<td>5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5</td>
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<tr>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Land Use Type</td>
<td>Schools</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>commercial / retail</td>
<td>8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8</td>
</tr>
<tr>
<td></td>
<td>residential</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>other</td>
<td>5</td>
</tr>
<tr>
<td>Proximity to activity centre</td>
<td>&lt;250m</td>
<td>10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10</td>
</tr>
<tr>
<td></td>
<td>250-500m</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>500-1000m</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>&gt;1000m</td>
<td>8</td>
</tr>
<tr>
<td>Future Development with attractions</td>
<td>High</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1</td>
</tr>
<tr>
<td>Traffic Impact</td>
<td>Road Hierarchy</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Link</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Collector</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Access</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Minor</td>
<td>0</td>
</tr>
<tr>
<td>Safety</td>
<td>Identified hazardous area</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>None</td>
<td>0</td>
</tr>
<tr>
<td>Crash History</td>
<td>Multiple ped / cycle casualties</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Single ped / cycle crash</td>
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</tr>
<tr>
<td></td>
<td>None</td>
<td>5</td>
</tr>
<tr>
<td>Continuity of Routes</td>
<td>Add to existing facility</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Connect existing facilities</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Extend existing facility</td>
<td>8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8</td>
</tr>
<tr>
<td></td>
<td>Improve existing facility</td>
<td>5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5</td>
</tr>
<tr>
<td>Priority</td>
<td>TOTAL SCORE</td>
<td>38 41 41 41 38 38 38 38 41 38 38 38 38 38 38 38 38 38 38</td>
</tr>
</tbody>
</table>
|                    | Priority                                        | High Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Medium Middle
Monitor
The Future
Doing it differently

1. Solution focused
2. Interdisciplinary
3. Map walking networks
4. Focus on local trips & families
5. Avoid iconic projects
6. State-level funding
Colac Otway Shire Council
Active Transport in Regional areas: Successes and Challenges

Jodie Fincham
Colac Otway Shire Recreation & Events Coordinator
March 2015
Aim of this presentation

• Delivery of an Active Transport strategy from Council officer perspective

• Outline successes and challenges of implementing walking and cycling in Regional Victoria

• Share some thoughts and ideas to assist others with the delivery of their own strategies
Colac Otway Shire
Local context

Profile:

• Area 3,433 km²
• Population 20,735
• Two major centres – Colac & Apollo Bay
• 21 minor towns
• Sealed roads 558km, unsealed 1074km
• ~30% Crown land
Local Government Challenges

- Size
- Resourcing - new projects
- Population distribution
- High maintenance areas
Relative Size of Shire
## Comparative Size of Shire

<table>
<thead>
<tr>
<th></th>
<th>Colac Otway Shire</th>
<th>City of Boroondara</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>20,735</td>
<td>168,293</td>
</tr>
<tr>
<td>Rateable Properties</td>
<td>14,768</td>
<td>72,261</td>
</tr>
<tr>
<td>Revenue</td>
<td>$44.6m</td>
<td>$185.6m</td>
</tr>
</tbody>
</table>
Colac vs Boroondara
**Active Transport Strategy**

- **Active Transport**: Using physical activity to get around i.e. walking & cycling
- **Aim**: Incremental behaviour change, where community is encouraged to gradually increase active transport
- **Key outcomes include**:  
  - Understanding the local context  
  - A framework for supporting Active Transport  
  - Actions for supporting Active Transport  
  - Delivering the strategy  
  - Monitoring and evaluating the Strategy
Gap Analysis

Transition at Intersections
Upgrading Existing Facilities
Enhancing and Delineating

Before
After
Before
After
Before
After
Example of Infrastructure Planning
Challenges & Successes
Challenges During Development

- What is Active Transport?
- What does it mean for Council?
- Why do we need it?
Successes During Development

- Active Transport Strategic Plan development – use of a consultant
- Formation of Active Transport Project Working Group
- Capital Works program
Challenges During Implementation

• Multitude of actions – inadequate resources in a Regional Council to deliver all recommendations

• Only some Active Transport Business Cases funded by Council

• Challenge to deliver recommendations
Successes During Implementation

• External funding secured for projects
• Bike rack audit completed
• Bike lanes project commenced
• Designs for pedestrian intersection underway
• Active Transport Working Group
• Increased awareness of Active Transport across organisation
Challenges During Delivery

• Bike lane project – providing bike lane widths to required standards whilst meeting the needs of all users

• Time required to deliver Active Transport actions vs other projects

• Data- current vs future
Successes During Delivery
Orientation Wayfinding
Directional Wayfinding
Coastal Wayfinding
Bike Rack Audit
Walk to School Funding - $10k
New Footpaths in Apollo Bay
Key Messages

• Having a Strategic document is just the start
• Ensure all key personnel are aware of strategy and are on board!
• Relentlessly pursue any sources of external funding
• A slight improvement is better than no improvement at all
Questions?

Jodie Fincham  
Recreation & Events Coordinator  
Colac Otway Shire  
jodie.fincham@colacotway.vic.gov.au  
03 5232 9472

Jonathan Daly  
Director  
Studio Huss  
jonathan@studiohuss.com  
03 9088 0767