

Advocacy for Increased Walking and Riding

**VicHealth and MAV Walking and Bike Riding Partnership
Phase 2**

14 September 2022

Agenda

- Welcome and Indigenous Acknowledgment
- Partnership Overview
- Advocacy Frameworks
- Recent Survey Results
- Advocacy Materials
- MAV Advocacy Priorities
- Questions and Answers
- Next Steps

Context

- Walking and Riding is a current MAV focus
- Many health, wellbeing, environmental and equity benefits
- Low cost mobility even more important with rising cost of living
- Upcoming State election is an opportunity
- Delivery is a challenge on a number of fronts – costs, funding, approvals, community and council support
- We want to give you some tools and advice to assist and enable councils to continue leading on walking and riding
- Small scale projects delivered locally clearly benefit communities
- More active transport can be a win – win – win for councils, communities and candidates

VicHealth and MAV Walking and Bike Riding Partnership Phase 2

Priorities	Activities
Refresh our understanding of key local government issues	Undertake a survey of Victorian councils to understand key issues and priorities in delivering walking and bike riding projects
Host webinar series to showcase council case studies	Develop and deliver three webinars as follows: <ul style="list-style-type: none"> • Rural and regional focus (Tues 23 August) • Advocacy (Wed 14 Sept) • Children and young people (Tues 11 Oct)
Develop advocacy package for councils leading up to the State election	Develop an advocacy package based on common priorities of local government and VLGP program
Update MAV Walking and Bike Riding online resource hub	Review and update online resources to include stronger connection to VLGP and activities and outcomes from this program
Final report	Document delivery of priorities including relevant measures of success or impact. Include any recommendations for further engagement, investment or legacy

Advocacy Framework

<https://www.evaluationinnovation.org>

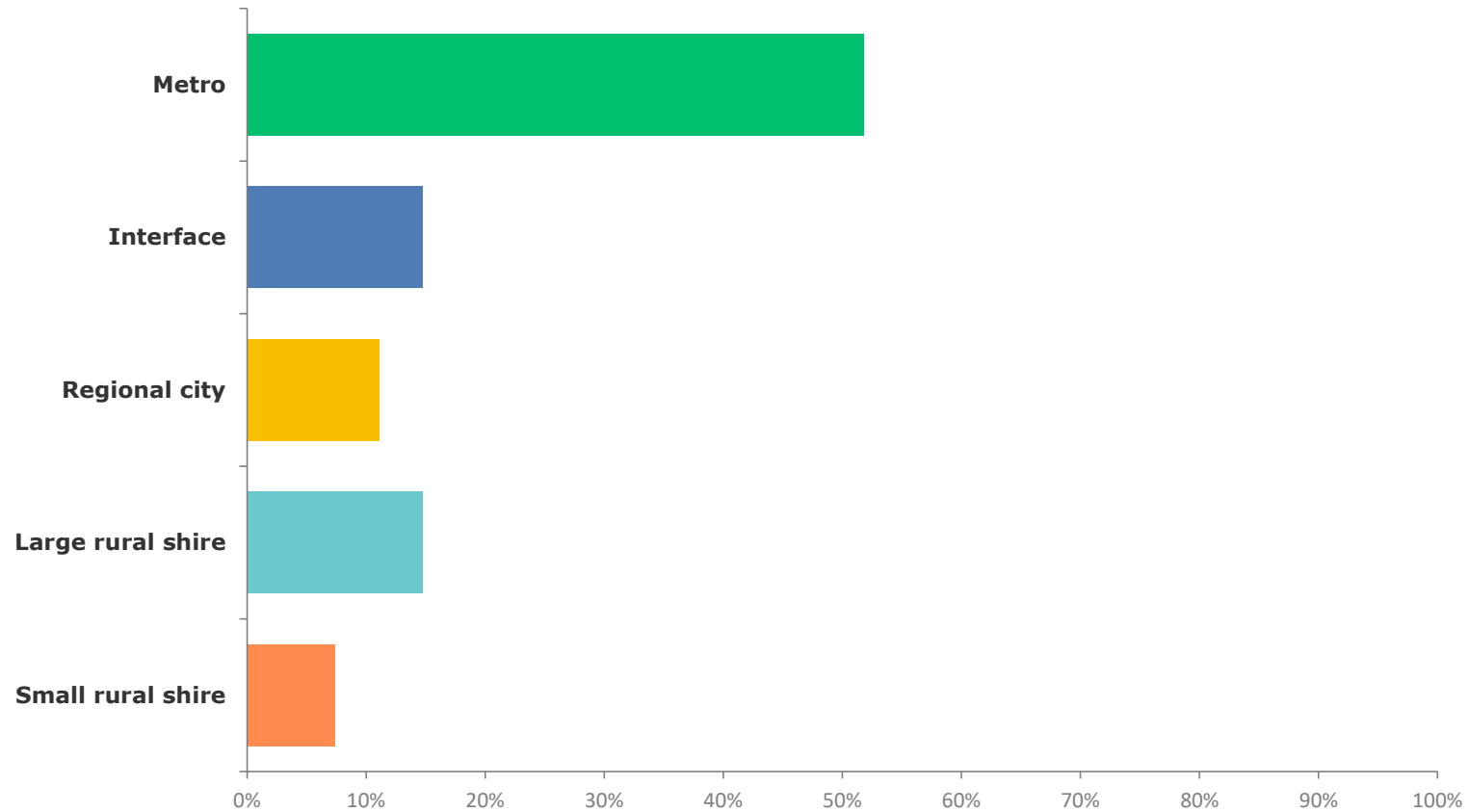
10-Part Advocacy Strategy Framework

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**?

Councils surveyed

Just over one third of councils - reasonably representative

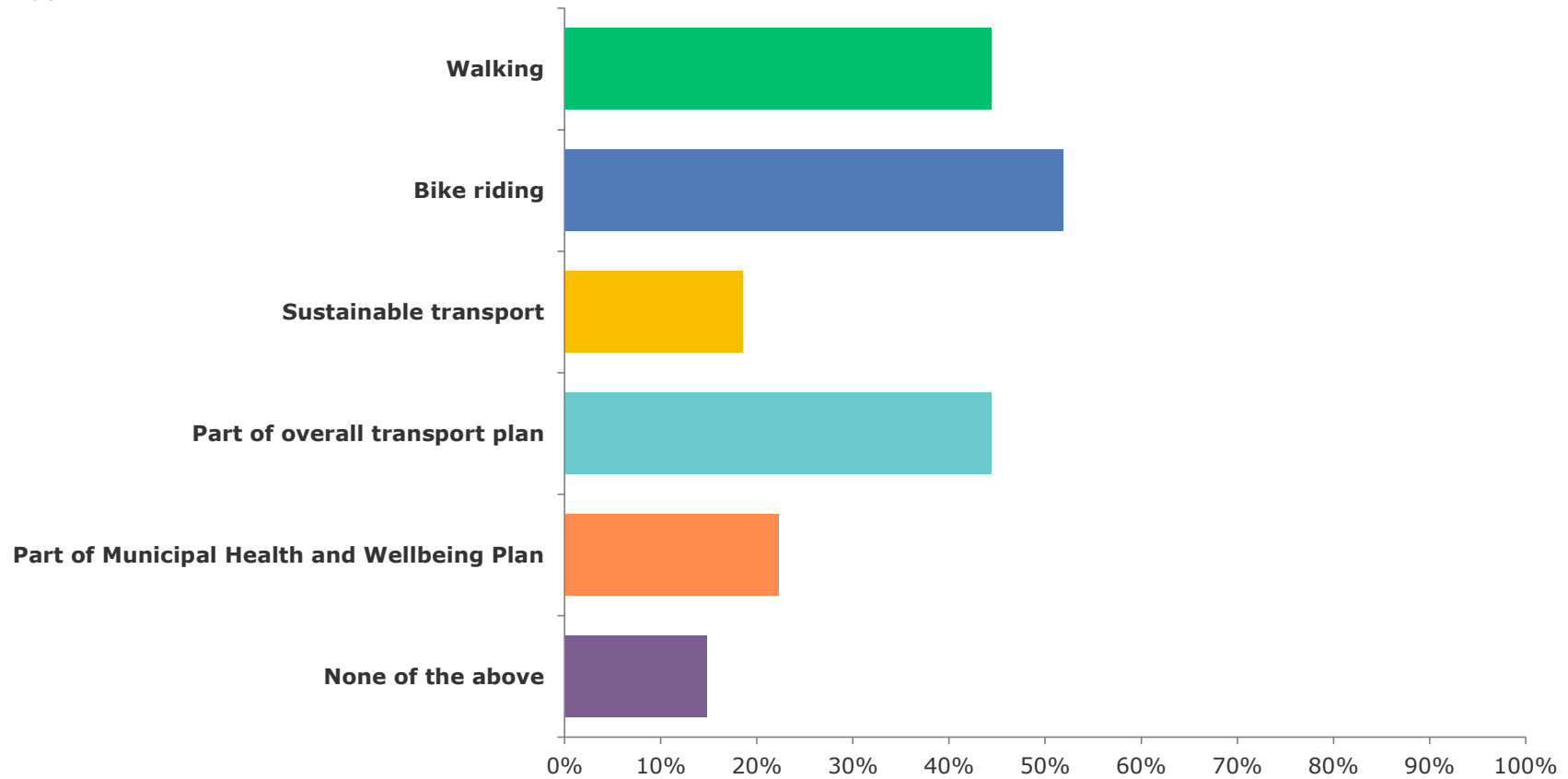
Answered: 27 Skipped: 0



Has your council adopted a walking, bike riding or sustainable transport plan adopted?

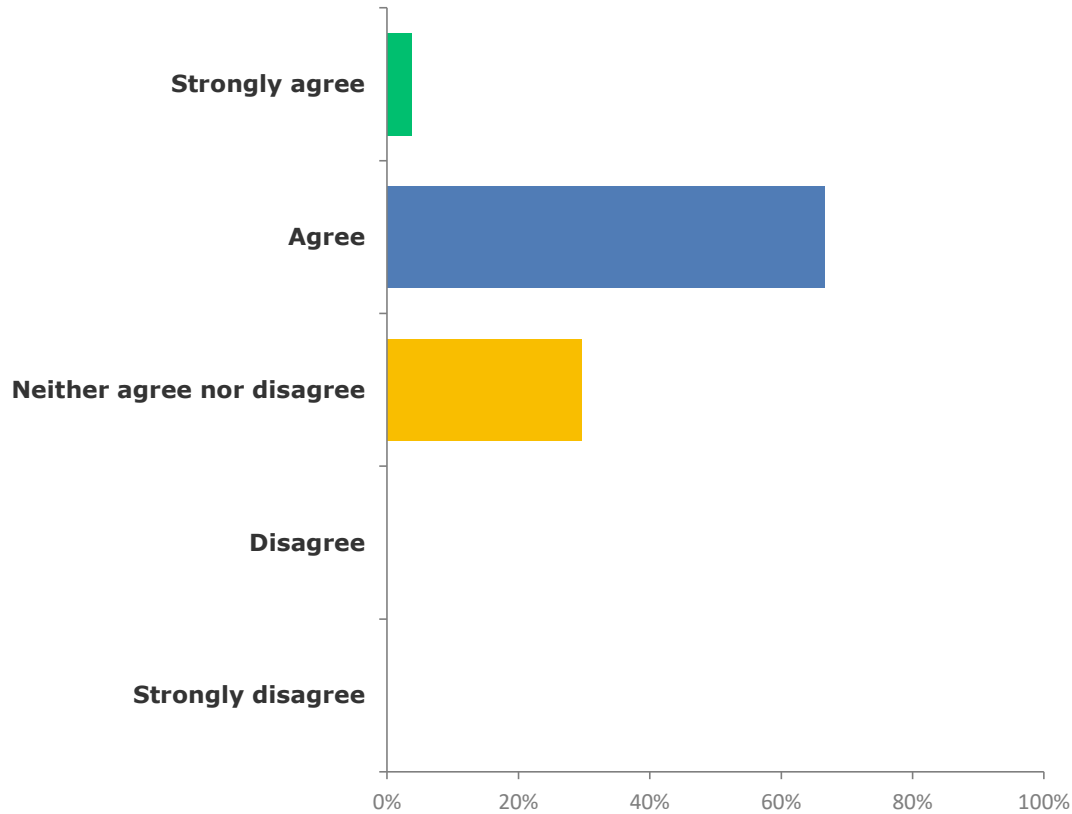
No major changes 2022 to 2020

Answered: 27 Skipped: 0

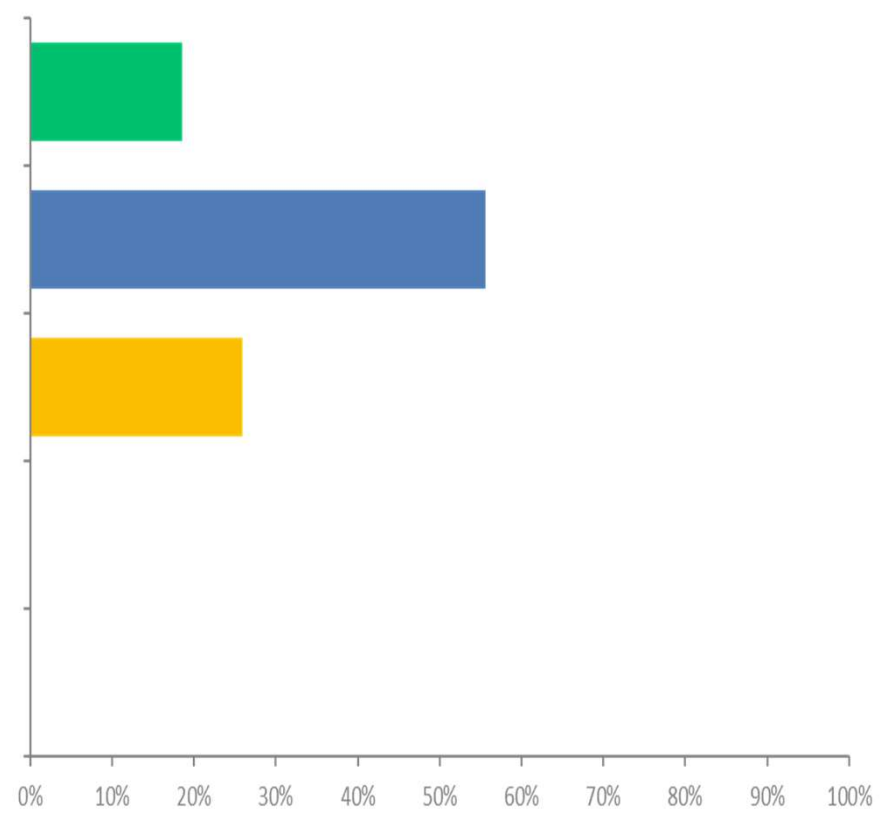


Have you noticed an increase in demand for bike riding and walking since COVID impacts commenced?

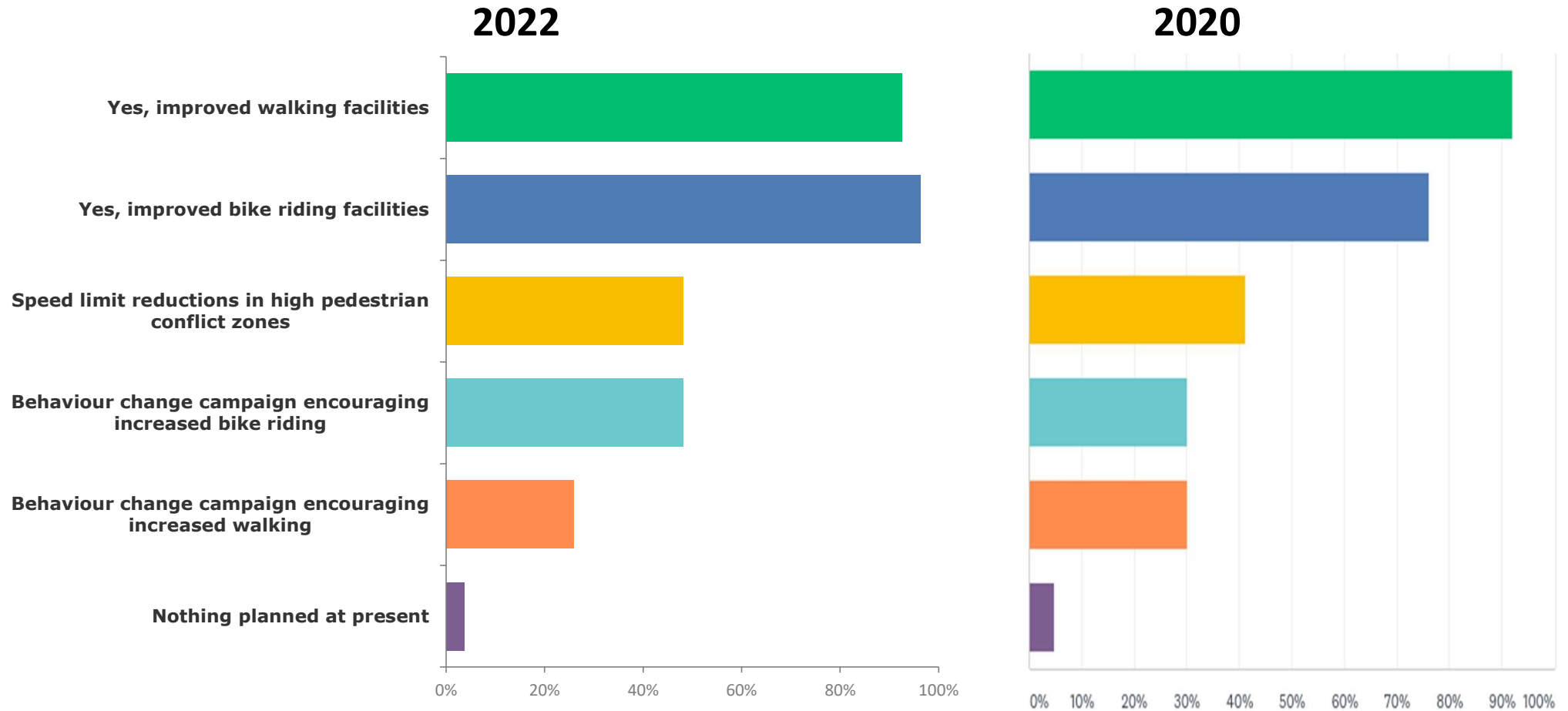
Bike riding



Walking

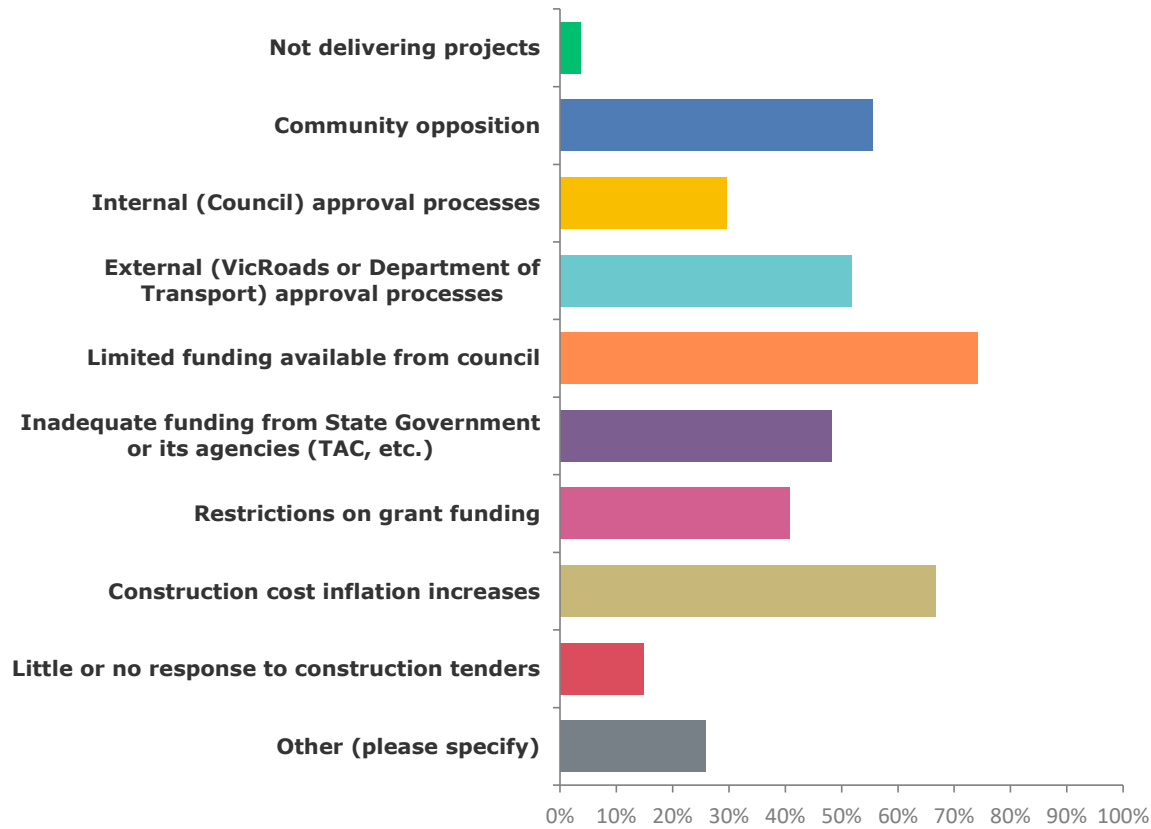


Are you planning to deliver any walking or bike riding projects in the coming 12 months?

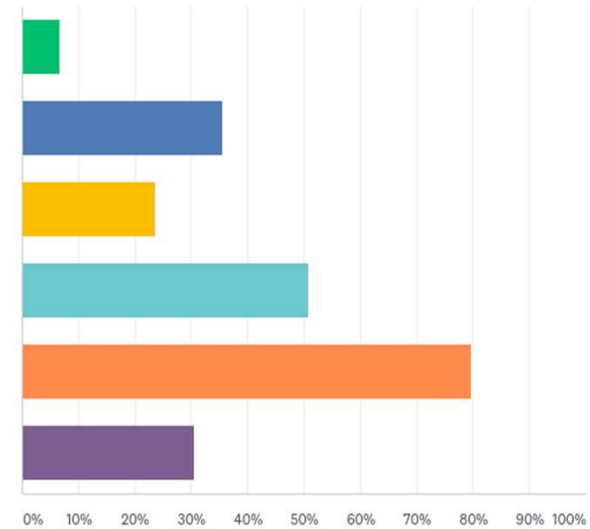


If you are delivering walking and bike riding projects, are you encountering any barriers?

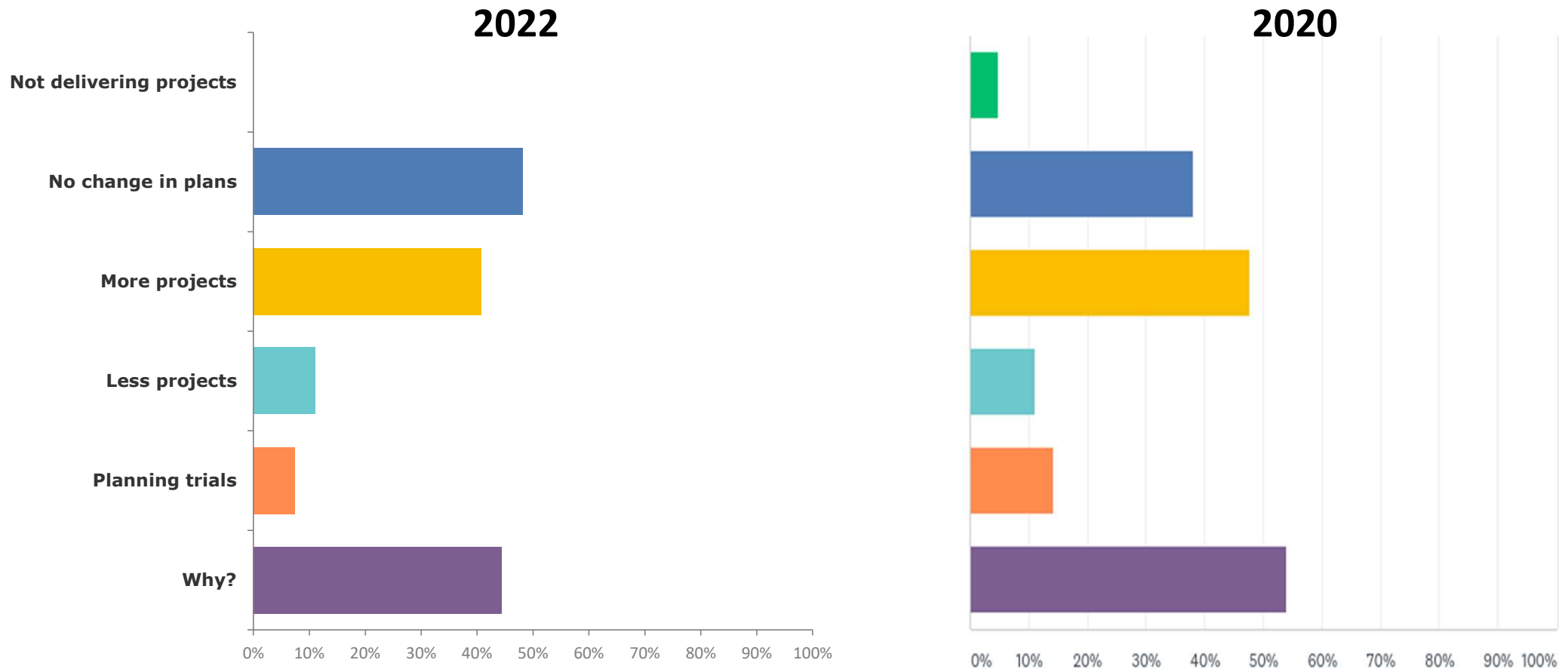
2022



2020



Are you planning to deliver more or less walking and bike riding projects than you had planned 12 months ago?



Reasons for 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 lead 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

Big Build integration

- Councils often advocate for increased walking and riding facilities, but outcomes are mixed
- There have been some good inclusions and facilities delivered
- The approach to partnership varies and there are significant missed opportunities
- Scope area is often limited and changes are difficult to achieve
- Shared use paths can be some of the early inclusions sacrificed if compromise required or funding inadequate
- Essential that opportunities to integrate, develop and improve walking and riding infrastructure projects as part of the scope of 'Big Build' are fully maximised and prioritised

Summary comments on State Government actions

- Committing funds is the biggest challenge and opportunity.
- Insufficient resources to deliver the Strategic Cycling Corridors (SCC) network
- Encouraging safer speed limits. Valuable if 40kph on local streets became default limit and 30 kph easier to implement
- Extended time-frames to deliver projects
- State wide behaviour change program to encourage walking and riding
- Expand scope of Big Build projects
- Have available specific trail and/or community connection funding opportunities
- Address electric mobility devices (e.g. scooters) in regulations

Summary comments on MAV actions

- Continue advocacy on increased funding and less restrictive grants
- Advocate for state leadership on walking strategy and infrastructure design advice
- Continue capacity building webinars and education materials

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Consensus Statement

'Streets are for Everyone'

MAV Walking and Bike Riding Webinar
September 2022



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Walking and Bike riding – coronavirus response

- Joint advocacy opportunity
- Similar to 'A Healthier Start for Victorians – a consensus statement on obesity prevention
- VicHealth and the partners involved worked through an understanding of the narrative
- MAV, Victoria Walks, Amy Gillett Foundation, Bicycle Network, Cycling and Walking Australia and New Zealand, IPAN – Deakin University, Heart Foundation, Monash University – School of Public Health and Preventive Medicine, ORIMA research, Parents' Voice, Royal Automobile Club of Victoria (RACV), VicHealth & We Ride Australia.

Vision

[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

What's the value for Councils?

- Example of how documented evidence and an agreement on areas of need and opportunity can build momentum
- Demonstrates a coalition of support for improvement on an issue that affects different stakeholders all coming together (advocacy, health promotion and research groups)
- Brings a group of organisations with differing priorities together on a relevant topic



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Values Based Messaging

MAV Walking
and Bike Riding
Webinar
September 2022



Overview of Values Based Messaging Concept

- Values-based messaging frames messages to engage people's deeply held values to motivate concern and action.
- VicHealth understands that clear and consistent messaging is important for health promotion.



Survey outcomes

In the area of walking and bike riding, our survey showed the following:



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

Tips

Tip #4: Be positive: more of, not less of

Focus on our solutions and outcomes, more than problems they address.
Talk about positive outcomes *before* any challenging actions required to achieve them.

FROM

More paths, crossings and calmer streets help us to enjoy walking and bike riding, instead of being trapped inside cars on loud and busy roads.

TO

More paths, crossings and calmer streets help us to enjoy walking and bike riding.

FROM

We need safer speed limits on our streets, to make walking and bike riding good options for everyone.

TO

To make walking and bike riding good options for everyone, we need safer speed limits on our streets.

Tip #5: Humanise: make your audience feel included – and let them tell their stories

Humanise your communications by talking about “people walking”, rather than labels such as “pedestrian”.
Invite people to tell their own stories from the heart.

FROM

Walking helps build connected communities where people know their neighbours and shopkeepers.

TO

I can easily walk to the charming village of Eaglemont, where our beloved Ivan keeps the little supermarket, and keeps the heart of our village beating.

Applying Values-Based Messaging at council

- **When:** Use to persuade for changes in infrastructure/a project (internal/external)
- **How:** Share message guides e.g. Communications team/ Policy officers
- **Why:** for Advocacy purposes, improve Social marketing work, improve signage

Tip #9: A picture paints a thousand words

Help your audience to see themselves in our images, and imagine using more paths, crossings and calmer streets in their own neighbourhoods.

FROM



TO



Thank you!



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

Transport Advocacy – Locals Know

- Locals Know What Locals Need is our ongoing transport advocacy campaign.
- Strong links to our State Election Platform.
- Four key themes:
 1. Improvements to the current funding model
 - Less grants and more ongoing funding that allows councils flexibility to deliver locally important projects. Rate capping is severely limiting councils.
 2. Protection of community safety
 - School crossings, road safety improvements and better risk treatments on unsafe roads.
 3. Better support for active transport
 - \$235 million over 4 years, plus better integration with big build projects.
 4. Support for freight and strong economy
 - More funding and support for local roads that link to the Principal Freight Network or have economic significance beyond the access interests and responsibilities of local ratepayers.

Access resources including key messages and media templates

<https://www.mav.asn.au/extranet/comms-hub/transport-advocacy-strategy-2022>

Timing is everything – why now?

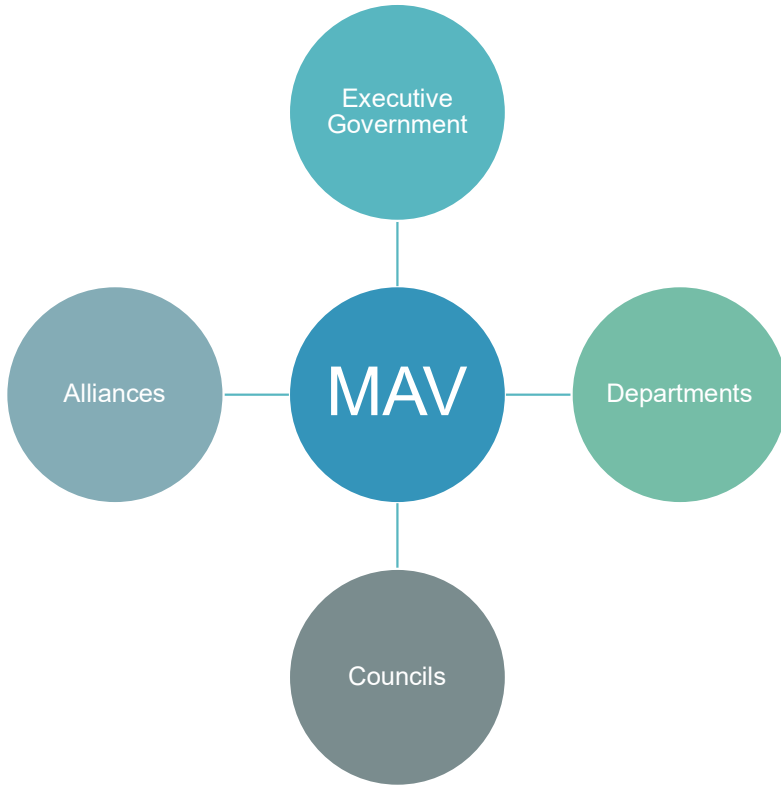
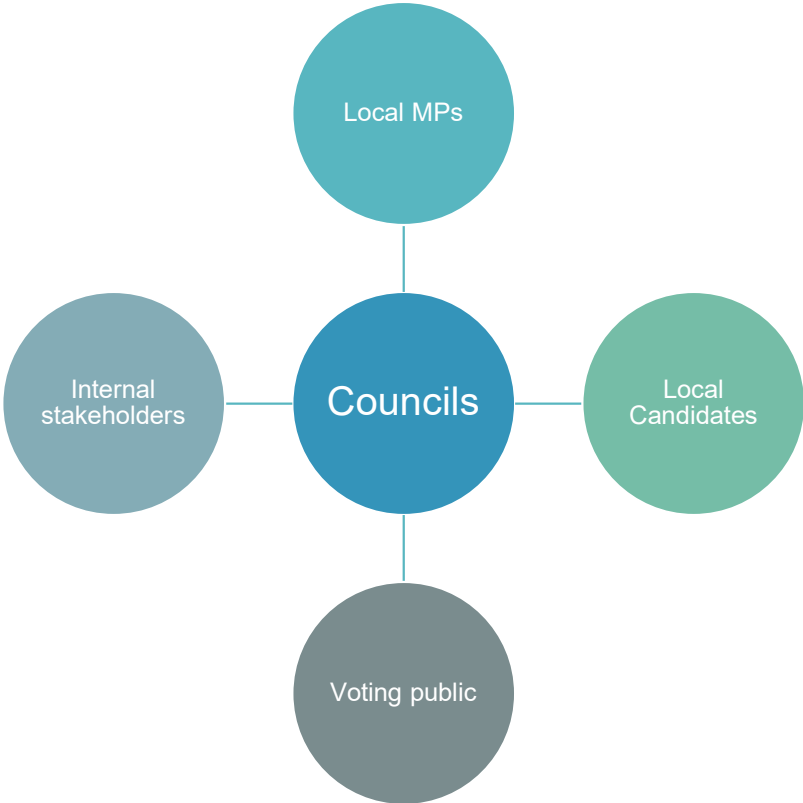
Behavioural change through pandemic lockdowns

Call for action on these healthy habits while walking and riding is popular

November state election

Local MPs and candidates are on the lookout for key local issues

Target Audiences



MAV Support

- Encourage councils to take similar messages to their communities across the state
- Provide a Stakeholder Engagement Kit including templates for:
 - Media releases
 - Letters to MPs and candidates
 - Notice of motion
- Editable social media posts and website & banners

All materials will be available to download on our members-only Comms Hub. To access our hub, you will need to create a [login](#)



Questions?

Further Information

- A copy of this presentation and associated slides will be available soon on the [MAV/walking-and-bike-riding-resource-hub](#)
- Key messages, templates & resources [MAV transport-advocacy-strategy-2022](#)

New VLGP Intake Information Session - 3 October

<https://www.eventbrite.com.au/e/vichealth-local-government-partnership-intake-2022-information-session-tickets-402299818587>

October Children and Young People Forum - 11 October

<https://www.eventbrite.com.au/e/vichealth-local-government-partnership-october-forum-tickets-399264790737>