

MAV and VicHealth

Active Leadership in Active Transport for Councillors

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Active Leadership in Active Transport

Opening remarks

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Agenda

- Why are walking and bike riding important?
- Key guiding policy frameworks
- Where does walking and riding “fit” in council strategies?
- What are the barriers to increasing walking and riding?
- How do I, as a councillor, encourage more walking and riding?
- What resources and support are available?
- What can we learn from other councils experience?
- What questions do you have?

Why are walking and bike riding important?

- **Access** – everyone walks, whether its from home, public transport or even car park
- **Equity** – walking and riding are low cost and accessible to nearly all
- **Health** – movement reduces morbidity
- **Safety** – walkable streets are safer streets
- **Prosperity** – high quality streets encourage business
- **Climate change** - walking and riding produce little greenhouse gas

Why are walking and bike riding important?

- **Access** – one in every three trips are under 2kms and half of those are done by car
- **Equity** – RACV estimate cost of car ownership at \$9,000 for the cheapest (MG3) and more than \$13,000 for a medium car (Camry)
- **Health** – Only half of Victorian adults and a third of children get the recommended amount of physical activity each
- **Safety** – Nationally, 40 cyclists are hospitalized per day and 40 are killed per year. In Victoria, about 35 pedestrians are killed each year
- **Prosperity** – The Australian Retailers Association supports strategy to increase foot traffic that drives consumer spending.
- **Climate change** – transport is around 20% of national emissions, so State has a commitment to increase active travel to 25% by 2030

Key guiding policy frameworks

Lots of legislation – transport, planning, health & wellbeing!

State Government transport climate pledge

Achieve a 25% active transport mode share by 2030

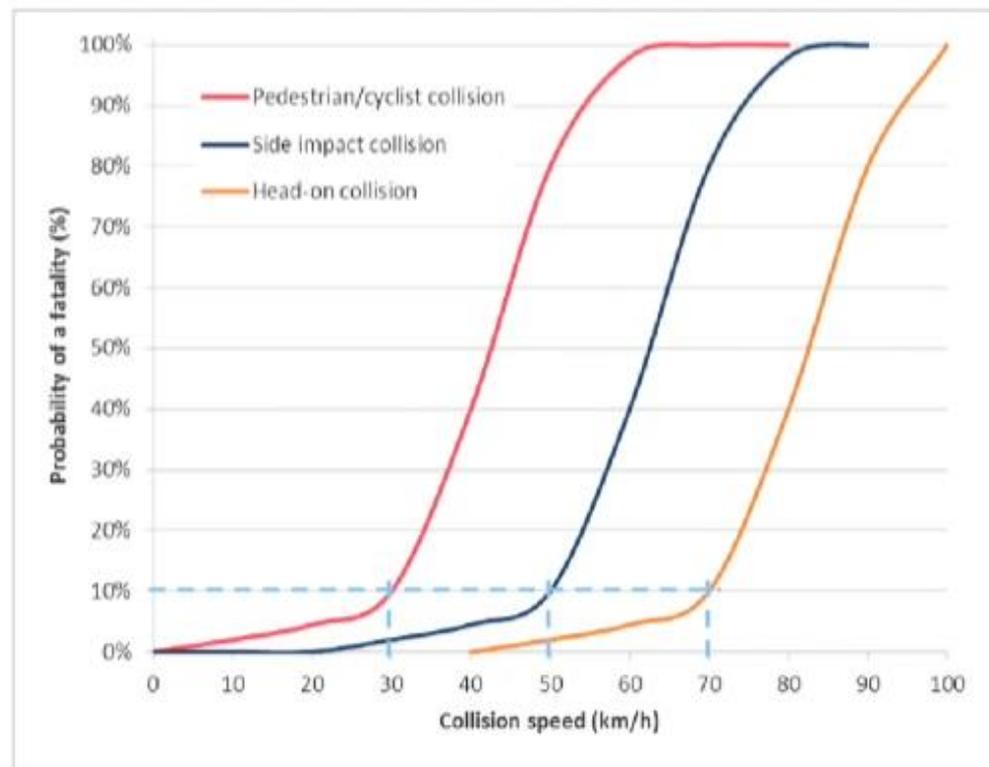
Vision Zero 2050 – Road Safety Strategy

Safe Systems

- People are fallible
- Humans are fragile
- Road safety is a shared responsibility
- Build a safe and forgiving road system

Speed as part of the Safe System

- Human tolerances for various crash types are now well understood and globally recognised
- Managing speed:
 - Reduces and prevents crashes from occurring
 - Makes crashes survivable when they do occur
- Basis of the Safe System approach to road safety.
- Survivable speeds are:
 - Pedestrian and cyclist at 30 km/h
 - Side impact in vehicles at 50 km/h
 - Head-on crashes in vehicles at 70 km/h



Wramborg (2005)

Key policy frameworks – Movement and Place

City Hub – Swanston St

Connector – freeway or arterial, rural connectors

Activity Streets – Burke Road, Camberwell

Local Streets – Main Street, Maldon or urban residential streets

City Streets – Hardware Lane

City Places – Little Collins Street



A walking hierarchy

Figure 2. Hierarchy of walking needs



Source: Matan (2021), adapted from Pedestrians First¹² and Alfonzo¹³.

Safer Local Roads and Streets Program overview

TAC will invest **\$210 million** over 4 years to support Local Governments to plan, design and deliver safe system infrastructure that address their high-risk roads, intersections and precincts.

The Local Road network covers 87% of Victoria's road network, with 40% of Victoria's fatalities and serious injuries.

The program aims to:

- Transform the road network through the implementation of proven Safe System infrastructure at the lowest practical cost to eliminate the risk of fatal and serious injuries on local roads.
- Enhance or build Safe System capacity and capability in local government and other community-based organisations interested in road safety.

Each council will be allocated \$2 million to deliver prioritised road safety projects, through a non-competitive process. Limited amount of additional funds will be available to fund high-merit, high-benefit or innovative projects.

Where do walking and bike riding fit in council?

- Transport Strategy
- Walking strategy and Bike Riding (or cycling) strategy, (or Active Transport strategy)
- Climate strategy
- Land use plans
- Health and wellbeing plans
- Social policy
- Economic development
- Asset management and maintenance plans
- Street Cleaning

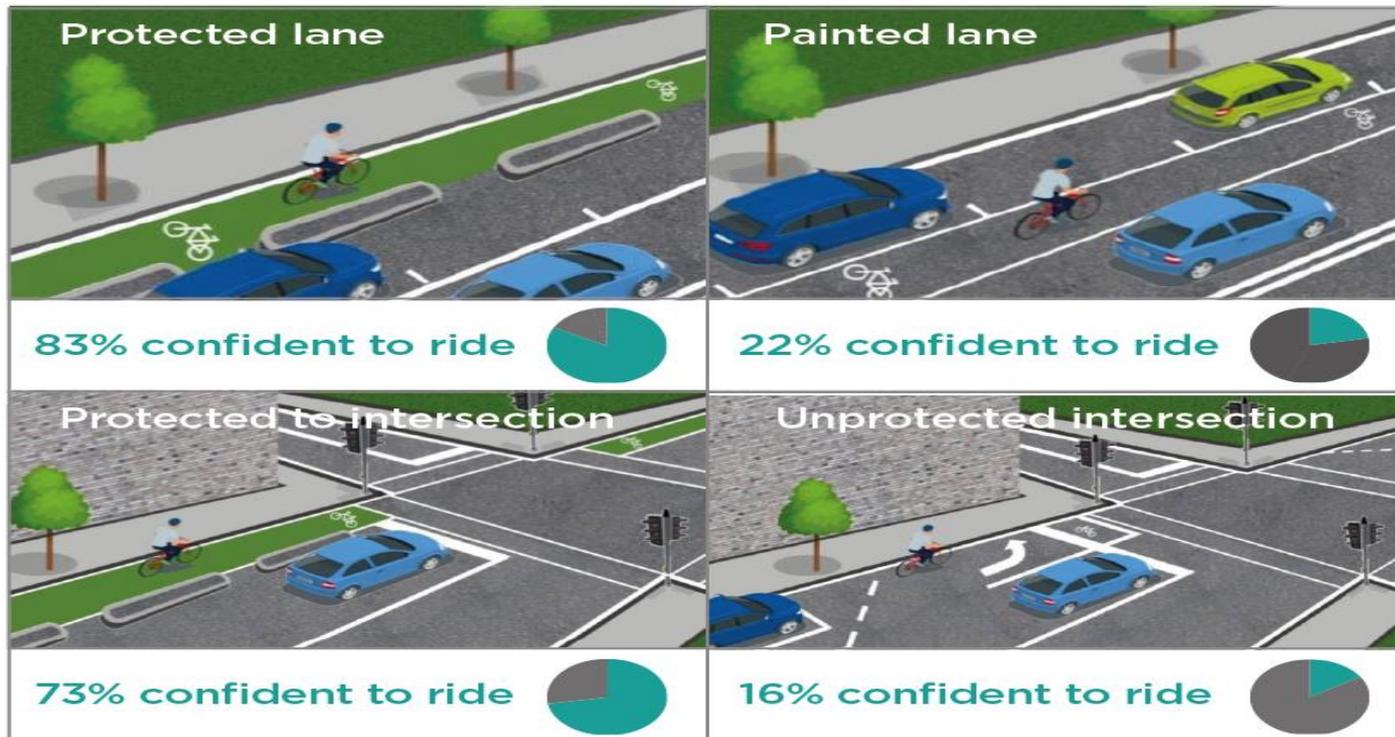
Barriers to walking and bike riding

Walking and riding can be for transport or recreation or both!

Barriers include:

- Poor infrastructure – narrow or missing paths, lack of safe crossing points
- Perceptions of safety – poor supervision, lighting at night, speeds
- Weather protection – shelter from sun, wind and rain
- Unattractive streetscape – low amenity land use adjacent to walking area, busy or high-speed road environment
- Time or distance – too far or too slow to walk or ride

Barriers to bike riding



Potential actions as a Councillor

- **Prioritise** – Allocate resources, including people and money, and communicate why you are investing in walking and riding
- **Policy** – Include in policy outcomes and actions across all areas
- **Projects** – Support projects and programs that include improvements to walking and riding
- **Pilots** – Try new approaches and learn and adapt
- **Promote** – Share the benefits of walking and riding and encourage others, including the state government, to do more via advocacy
- **Partner** – Find and create allies, even if not in full agreement
- **Persist!** – Endurance and perseverance are almost always essential to create change

Resources and support

Streets are for everyone (consensus statement)

Vibrant, active and connected communities where people can walk and ride bikes for leisure, running errands or commuting.

This statement outlines the benefits of walking and bike riding to the economy and the health and wellbeing of Victorians; highlights barriers to the vision; and provides detail on 3 clear and practical recommendations for implementation by the Victorian Government.

These recommendations are:

1. Include 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 link

Resources and support

VicHealth Values Based Messaging guide – (by Common Cause Australia)

Theory, Tips and words to use and lose E.g.

1. Use values, (not facts), to persuade
2. Be positive: more of, not less of
3. Humanise: make your audience feel included – and let them tell their stories
4. Talk safe outcomes, not dangerous problems
5. A picture paints a thousand words

Frame your message using Vision, Barrier, Action

Other tips for project delivery

- **Engagement** - Early and ongoing engagement to understand what people want and what are their concerns
- **Integration** – integrate walking and riding initiatives with wider streetscape upgrades
- **Communicate** clearly what is being delivered, including images
- **Purpose** - Clear advice on why this proposal is important and what it is specifically trying to achieve
- **Safer speeds** are often a great option to improve safety and amenity
- **All voices**, not just opponents, are engaged and help people see the project through other people's eyes
- **Whole organisation** – integrated internal governance
- **Pilots and trials** to get change going and learn and adapt
- **Flexibility** - keep measuring, listening and adjusting to address issues

Sharing experience

Councillor panel

- Mayor Lana Formoso, City of Greater Dandenong
 - Cr Rohan Leppert, City of Melbourne
 - Cr Belinda Coates, City of Ballarat
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- What has your council been doing to improve walking and riding?
 - What has worked well?
 - What have you learnt?
 - What advice would you give to other Councillors?

Questions and comments

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