

Executive Summary

Some salient background facts:

- In 2002 road transport (cars, trucks and buses) contributed 11.5% of Australia's total greenhouse gas emissions¹;
- Latest projections indicate that emissions from the transport sector will rise by 42 per cent between 1990 and 2010²;
- Motor vehicle sales in Australia increased by approximately 18% between 2000 and 2004³;
- One in five Australian adults is obese, and a much larger proportion (67% of males and 52% of females) is overweight. Over 5% of children are obese and 14-18% are overweight⁴;
- Car trips involving children being driven to school increased by 117% between 1981 and 2001⁵; and
- The total number of trips made by bicycle in Sydney on weekdays and week-ends is low in comparison to other Australian and International cities⁶.

Many local governments have recognised the issues above and have realised that cycling has an important role in contributing in a positive way to improving the current situation. Leichhardt Council for example has already taken a proactive approach to providing bicycle initiatives with the introduction of a bicycle fleet for Council staff to use whilst at work, the organising of an annual bicycle event known as the "Big Bike Ride" and the development of many projects and policies which encourage and promote sustainable transport.

The Leichhardt Bicycle Strategy is another step forward for Leichhardt Council with a vision which, if achieved, will again contribute to improving the overall public amenity for the Leichhardt Community. The new Bicycle Strategy for the Leichhardt LGA originated primarily as a result of increased community concerns over transport related issues such as traffic growth and its affect on air quality, noise, environmental degradation and child safety/obesity.

The vision of the Bicycle Strategy for the Leichhardt LGA is:

"To create an environment where cycling is the easiest and best, most enjoyable and convenient way to get about, where there are no barriers, and everyone has the confidence and desire to simply "pick up a bike and go" whenever they feel like it."

The aim of the Bicycle Strategy is to double weekday bicycle trips from 0.5% to 1% and to provide 500 bicycle parking spaces over the next 5 years.

The Bicycle Strategy also emphasises the importance of having promotional initiatives in support of the cycle infrastructure (Lanes, Paths, Parking etc.), builds on the positive elements of cycling in Leichhardt LGA and takes

¹ Australian Greenhouse Office

² Australian Greenhouse Office

³ The Australian National Cycling Strategy 2005-2010

⁴ NSW Childhood Obesity Summit Communiqué 2002

⁵ Department of Planning NSW – Planning Guidelines for Cycling and Walking

⁶ 2% of all of trips are made by bicycle in London

advantage of the many opportunities which exist to encourage and promote more cycling. The proposed bicycle network is indicated in Figure 1.0.

This Bicycle Strategy is based on extensive community consultation which provided a clear indication of the Leichhardt Community needs in relation to cycling and as such has guided many of the bicycle initiatives developed within the Strategy.

The key recommendations of this Bicycle Strategy are as follows:

Bicycle Strategy Development (Engineering Initiatives)

1. Develop and maintain a high quality, high demand cycle network of routes which cater for all cyclist types, connect to the main trip attractors and are easy and safe to navigate;
2. Remove major barriers to cycling through the development of cycle infrastructure proposals;
3. Ensure that accessibility/permeability for cyclists is maximised;
4. Ensure that all future traffic management proposals are cycle friendly in their design and implementation;
5. Continue to lobby the relevant authorities regarding significant bicycle projects outside the direct control of Council (i.e. Iron Cove Bridge Cycle/Pedestrian Bridge & Hawthorne Canal/Parramatta Road Crossing);
6. Provide an appropriate level of signage for the proposed cycle network which is easy to understand, designed to current standards, consistent in its implementation and does not cause unnecessary street clutter;
7. Provide an appropriate level and standard of cycle parking at all bicycle trip attractors, which is easily accessible, conveniently located and secure; and
8. Develop and monitor an on-street cycle parking trial proposal with a view to identifying and developing further locations once the demand and space for off-street cycle parking has been exceeded.

These are discussed fully in Chapter 4.

Bicycle Strategy Development (Education and Promotion)

9. Develop annual detailed Actions Plans based on the guiding principles outlined in the Leichhardt Cycling Promotion Plan;
10. Develop and implement (in whole or in part) Council's Annual Cycle Promotion Action Plan in partnership with other stakeholders including government and non government agencies and community groups;
11. Seek funding from external sources to match Council funding for the implementation of Council's Annual Cycle Promotion Action Plan;
12. Wherever possible, use existing information and resources available, such as the *Bikeability Toolkit* produced for local Councils by the Australian Bicycle Council;
13. Support initiatives with similar goals undertaken by other stakeholders, particularly neighbouring areas that could generate bicycle trips into the Leichhardt LGA; and
14. Investigate the feasibility of undertaking an integrated "pilot" neighbourhood cycling initiative that combines significant infrastructure improvements and behavioural change programs.

These are discussed fully in Chapter 5.

Administrative/Management

15. Initially introduce the cycle hazard report card system to resolve maintenance and illegal parking type hazards (i.e. potholes, gulley grates, lifted/dropped service covers etc);
16. Develop a regular audit procedure of cycle routes to identify and resolve maintenance type cycle hazards;
17. Investigate the need for a more effective information management system (as adopted by many other Sydney Councils);
18. Investigate the possibility of employing a Transport Planner to improve and encourage active transport within the Leichhardt LGA and integrate these activities with those of surrounding Councils;
19. Establish a Bicycle Plan Advisory Group, that reports directly to Council, to consider progress and monitor the implementation of the Bicycle Strategy;
20. Review the Leichhardt LEP and DCP to take advantage of the many opportunities available through the DA process to provide cycle facilities in the Leichhardt LGA; and
21. Revisit the terms and conditions of the street furniture contracts to ensure that the minimum design standards are included and that Council also consider undertaking a full audit of all street furniture particularly where it relates to shared pedestrian/cycle paths.

These are discussed fully in Chapter 6.

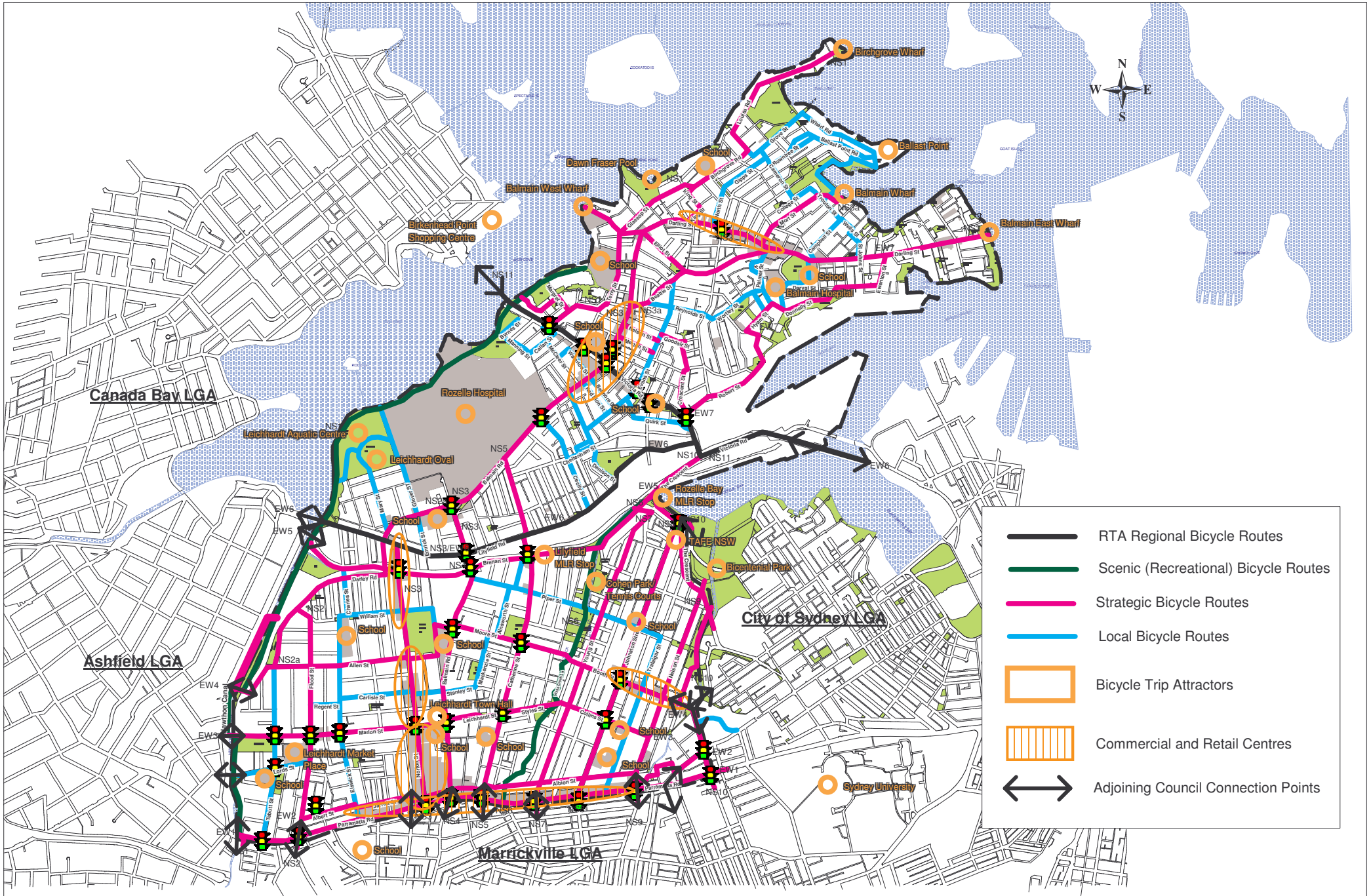
Funding

22. Take advantage of the many funding sources available by completing and submitting applications for funding as they relate to cycling within the required timeframe; and
23. Make realistic allocations of Council funding towards the implementation of the Bicycle Strategy.

These are discussed fully in Chapter 7.

Figure 1.0: Existing /Proposed Cycle Network

Figure 4.1: Bicycle Network



5 A Cycling Promotion Plan²²



5.1 Background

The purpose of this section of the Bicycle Strategy is to identify a strategic direction for promoting cycling in and through the Leichhardt Council area and provide a framework in which Leichhardt Council, either alone or in conjunction with other authorities and organisations, such as the RTA, Health Authorities, NSW Police Service, local schools, and bicycle user groups, can work towards making cycling safer and easier for more people.

The principal goal of the Promotional Plan is to encourage more people to take up cycling, especially for local trips which tend to create more pollution, use valuable road space for parking and generate traffic congestion in our area.

In the five years between 1996 and 2001, the number of people cycling to work on Census day increased by 18% across Sydney. In inner Sydney (within 10 kilometres of Central Station), this increase was 53%²³. Outcomes from the community consultation process undertaken in the preparation of this plan indicate that there is an even greater number of people who would like to cycle or would like to cycle more often. The increase in cycling and the introduction of new State guidelines for the construction of bicycle facilities have been an impetus for Council to revisit the previous (1996) Bike Plan. Impetus for including a promotional plan in the new Bicycle Strategy comes from:

- Increasing community concerns over transport-related issues such as traffic growth and child safety/obesity;
- Increased incidence of, and support for, walking and cycling by the community, particularly in inner-city areas;
- Increased Commonwealth, State and local government funding and policy support for walking and cycling; and
- A desire by Leichhardt Council and its community for continuous improvement of conditions for walking and cycling.

²² The Cycling Promotion Plan was prepared by Leichhardt Municipal Council

²³ Telfer B & Rissel C; 2003

The provision of appropriate infrastructure is of paramount importance to getting more people to ride bicycles for either leisure or transport. However it is not enough to simply provide the facilities to cycle; it is equally important to support people who are already cycling and encourage non-cyclists to want to cycle to their chosen destination as well as encouraging those that cycle occasionally to cycle more often. To achieve this will require not only improvements to the physical infrastructure within the municipality but also an ongoing commitment to creating a celebratory culture of cycling and the promotion of cycling as viable, attractive transport option and a fun and healthy way to get around.

Cycling is an important mode of travel and recreation in its own right, as well as playing a vital role in trips undertaken by other modes. Recent studies overseas and in Australia continue to confirm the benefits, both economic and social, of increasing the number of bicycle trips that replace car trips.

This section of the Bicycle Strategy also identifies references and resources that can be used to support the development of promotional campaigns and provide evidence on the individual, community and the environmental benefits of cycling.

The aim of this section is consistent with Council's overarching goals of community well-being, equity and access, social capital and sustainability. It is also consistent with the goals of a number of other Council plans, policies and projects.

The nature of cycling ensures that it is widely available to the majority of the community at low cost, without adversely impacting on the environment or other groups within society. It also offers a number of positive benefits including improving personal health and engendering friendly and open communities which can contribute to greater local prosperity.

There is now significant support for promoting sustainable transport from a variety of quarters as an ever increasing number of people recognise the detrimental impact of increased vehicle ownership and use on climate change and health outcomes – and more recently the economic impact of higher petrol prices.

This component of the Bicycle Strategy is proposed against a backdrop of positive State and Local Government intervention to increase cycling, particularly by adults.

5.2 A Synthesis of Research and Consultation

Contemporary bicycle planning began in NSW in the late 1970's²⁴ and surveys on behaviour and attitudes are available from that time. This and subsequent data-bases were created as Bike Plans were developed²⁵ from the mid 1980's to reveal insights into bicycle ownership, trip purpose and perceived cycling impediments. Subsequently, the Household Travel Survey was expanded to include bicycle trips as a mode to track non journey to work trips. At the present time, all Sydney metropolitan Councils have a Bike Plan, and many Councils, including Leichhardt, have updated these documents over the years.

Some salient facts from the last 30 years in bicycle research and planning of interest and relevance to this strategy are:

- Sydney traffic volumes, driver attitudes to cyclists, lack of purpose-built bike facilities, and the condition of roads and pavements have consistently been viewed by the community (both cyclist and non cyclist) as the major deterrent to cycling in this city;
- Cycling is the fourth most popular physical activity for people of 15 years and older²⁶;
- Regular physical activity achieved through active transport (cycling, walking or using public transport over the use of the motor car) is an effective way to achieve health

²⁴ Traffic Authority of NSW (1977) - Bicycle Use as a Transport Mode. Prepared by Lyle Marshall & Assoc / Planning Workshop PL

²⁵ NSW State Bicycle Committee (1986) -Inner Western Suburbs Bike Plan. Prepared by Ove Arup and Geoplan

²⁶ Cycling Promotion Fund (2006) Exercise, Recreation and Sport Survey (ERASS 2005) in Bicycle Sales in Australia

gains in people, reduce air and traffic pollution, and contribute to community development^{27, 28};

- The teenage age group has consistently been the largest bicycle user group for all trip purposes²⁹. However, for every four bicycles sold to children or young people in Australia there are seven bikes sold to adults³⁰. In NSW the ratio of adults' bicycle sales to kids' bicycle sales is 1.42 to 1. In Victoria and WA the ratio is much higher – a reflection on the investment in cycling infrastructure and encouragement for cycling maintained by the two states;
- Trips for social and recreational purposes have accounted for the largest proportion of trips on both weekdays and weekends since 1999³¹;
- Of the 2,654 students in the 10 schools responding to the Leichhardt bicycle survey in 2005, 38 (1.4%) were indicated as cyclists to school;
- The 2001 Census revealed that 0.7% of Sydney Statistical Division journey to work trips are by bicycle with the greatest proportion being made by 'Inner Sydney' residents (1.7%);
- In 2001, a total of 1.7% of journey to work trips in Leichhardt were by bicycle behind South Sydney (2.1 %) and Marrickville (1.8%);
- In Sydney, the growing number of vehicles/household has contributed to the increase in the vehicle trips and lowering of vehicles occupancy rates;
- The size of the passenger vehicle fleet is on the increase in Leichhardt from 22,748 in 1997 to 24,109 in 2003;
- Cycling has been demonstrated to have other public and environmental health benefits. It can lead to reduced use of motor vehicles and fossil fuels and reduced air pollution and noise pollution³²;
- People riding a bicycle are exposed to 2-3 times less air pollution compared with people driving on the same road³³. A study undertaken in 2000 in Sydney's inner-west resulted in similar findings³⁴;
- The British Medical Association concluded that, after weighing up the benefits of physical activity from cycling and the risk of injury, the benefits outweighed the risks³⁵. The Australian Transport Safety Bureau has endorsed these findings³⁶; and
- The recently released Australian National Cycling Strategy 2005-2010 acknowledges that increasing cycling further will increase the wellbeing of Australians and has identified six priority areas for achieving this³⁷.

²⁷ Mason C (2000) Transport And Health: En Route to a Healthier Australia. Medical Journal of Australia. 172:230-2.

²⁸ Bauman A, Bellew B, Vita P, Brown W, Owen N. (2002) Getting Australia Active: towards better practice for the promotion of physical activity. National Public Health Partnership, Melbourne.

²⁹ Transport and Population Data Centre (2005) - 2003 Household Travel Survey, Summary Report

³⁰ Ibid footnote 4

³¹ Ibid footnote 7

³² McCarthy M (1999) Transport and Health in Social determinants of Health, Ed by Marmot M and Wilkinson RG. Oxford University Press. New York 132 – 154

³³ Taylor D, Fergusson M, (1998) The comparative pollution exposure of road users – a summary. World Transport Policy and Practice; 4(2): 22-26

³⁴ Rissel C.

³⁵ British Medical Association. Cycling towards health and safety. Oxford. Oxford University Press (1994)

³⁶ The Australian Transport Safety Bureau (2004) Cycle Safety: ATSB Monograph 17. Canberra

- In the last few years, there has been a groundswell of research undertaken in relation to sustainable transport, health, urban amenity and the contribution of cycling to these issues. The benefits of cycling to individuals, and the communities they live in, are summarised by the Australian Bicycle Council³⁸ as:
 - Savings to Individuals;
 - Benefits to Health;
 - Benefits to the Environment;
 - Benefits to Communities;
 - Benefits Through Riding to Work;
 - Benefits for Local Retail Centres; and
 - Benefits of Promoting and Supporting Bicycle Tourism.

Essentially there are significant benefits - environmental, economic and social, in increasing the number of bicycle trips to replace car trips. The Australian Bicycle Council has produced a web report specifically for organisations seeking evidence to support arguments in cycling promotion.

The consultation associated with this Bicycle Strategy has revealed:

- There is a substantial core of adult residents in Leichhardt interested in cycling as evidenced by the 700 responses to the open survey;
- The respondents to the survey indicated that their main bicycle trip purposes are firstly recreation (36% respondents), secondly health/fitness (27%) and thirdly commuting (19%), followed by local trips/errands (15%);
- Respondents indicated that the estimated average trip length travelled to local shops whether by car or by bicycle was 2km;
- Most respondents walk to local shops - about four times more than cycle or use the car;
- There are just as many cycling as driving their car to local shops;
- The infrastructure which would encourage more cycling was identified as dedicated bike lanes, bicycle parking (including secure parking) and connectivity of routes; and
- Another important encouragement measure identified was the need to raise driver awareness so that they know how to share the road with cyclists and adhere to road rules.

5.3 Directions for the Promotional Plan

The strategic directions for cycling is to support it as a legitimate form of travel in all local streets, main-streets, parks and other public places. The approach proposed for the promotional plan is premised on cycling occurring on a continuum from novice cyclists to more experienced cyclists. The approach recognises that the barriers to cycling will be different for different people depending on their level of skills and experience in riding a bike and focuses on the specific needs of each group.

³⁷ Austroads Inc (2005) The Australian National Cycling Strategy 2005-2010

³⁸ Refer to the DOTARS site www.abc.dotars.gov.au and Appendix P for a printout from this site

The overriding aim of the promotional plan is to increase cycling in the Leichhardt LGA and create an environment and culture that welcomes and embraces riding bikes in public spaces. Its emphasis should be on the positive aspects of cycling: better health, fun, convenience and environmental and economic benefits (to the individual and local business). Initiatives and programs should aim to increase people's confidence to ride a bicycle in and around the Leichhardt LGA. It would be more effective for promotional programs/campaigns to focus on the positive benefits of cycling. The benefits of cycling, for both individuals and the community are many (refer to Table 5.1) but essentially fall into three types:

- (i) Health and fitness benefits;
- (ii) Economic benefits at individual and community level; and
- (iii) Environmental sustainability.

These are briefly discussed below.

It is recommended that the above messages be promoted in local campaigns and that, wherever possible, existing information and resources produced by a vast number of national and state bodies be used where appropriate.

Table 5.1: Particular benefits of cycling that can be included in promotional initiatives include:

Reduced traffic congestion.	Energy conservation.
Reduced parking problems.	Cycling can extend the catchments of existing public transport services.
Road and parking facility cost savings.	Increased health and fitness.
Reduced crash risk to other road users.	Consumer cost savings.
Public space required for cars can be reduced.	Increased public space available for people to gather, to socialise, to walk and for children to play.
Improved mobility options for non-drivers.	Improved public spaces where people interact.
Cycling can result in travel time savings. In urban environments bicycles are often quicker than cars over distances up to 5km.	More liveable communities.
Support for local area sustainability objectives.	Air and noise pollution reductions.

Health and fitness

It is widely accepted that growing car ownership and car use has been detrimental to personal health and fitness for adults and children. Obesity, especially child obesity, has become a critical health concern in the last decade in Australia and in NSW.

Increasing physical activity will improve individual's health and reduce the costs to the health system so that we also benefit as a community. Physical activity addresses six of the seven national health priority areas endorsed by Australian Health ministers³⁹.

The key message which can be promoted about cycling is that it has proven benefits to cardio-vascular health, it is a non-impact exercise (better than jogging) and can prevent overweight or obesity problems. Substituting cycling for some car trips on a regular basis will provide the required regular physical activity to protect against premature death and injury. Encouraging children to cycle will provide them with the skills and confidence to adopt a healthier lifestyle. Parents can be encouraged to set a positive example of cycling for fitness in order to lay healthy foundations for life for their children.

³⁹ Austroads Inc (2005) The Australian National Cycling Strategy 2005-2010

Economic Impacts

It makes good economic sense to encourage more cycling. In inner city environments, bicycles can be an effective replacement for the second car, thus having a direct impact on household savings. By concentrating on short trips, residents are more likely to use their local facilities and services, thus supporting the local economy.

Personal savings achieved by replacing car trips with bicycle trips will continue to grow as the price of petrol and car-associated costs (such as parking fees) increase. It is estimated that the cost savings to society of substituting bicycle trips for short car trips can be in the order of 60c/km⁴⁰. However, cyclists don't just save money by cycling more – in an urban environment they also save time⁴¹. Findings from focus groups with non-cycle riders held as part of the development of this Bicycle Strategy indicated that one of the barriers to cycling was the belief that “it takes too long to ride” to a chosen destination. However research demonstrates that in an urban context, most people systematically over-estimate how long it takes to ride a bicycle to a destination and under-estimate how long it would take to drive.

Social cost savings are also attained in a number of other areas, including reductions in the costs associated with providing costly road infrastructure and costs of providing parking, road crashes and congestion, and remediation costs of pollution caused by motorised transport.

Environmental sustainability

With a high level of motor vehicle use in Australia it is not surprising that the transport sector accounts for 13% of Australia's total greenhouse gas emissions. Emissions from transport are the fastest growing source of greenhouse gas emissions in Australia and are estimated to rise by 42% between 1990 and 2010⁴². This has led to bicycle use increasingly being viewed as a contributory strategy in addressing sustainable behaviour in urban environments.

Non-renewable energy consumption, specifically by the private car, can be addressed by bicycle substitution. Localised reduction in pollution levels - both noise and air, can add to the amenity of residential areas and local centres. Generally, the impact on green house gas emissions can be addressed by the increased use of bicycles. Concern relating to the impact of global warming is reaching acute levels. Cycling is considered by increasing number of governments and nations as a viable and sustainable alternative to a proportion of car travel. In recent years there has been a proliferation of programs and strategies for promoting cycling. Consequently there are resources and information available both in Australia and around the world, to assist in developing local campaigns. It is recommended that Council make use of these.

Promotional messages suitable for Leichhardt Council relate to substituting short car trips with bicycle trips, thus growing this mode choice to a critical mass which can increase safety for cyclists and make a visible difference to localised parking demand in shopping centres, around schools and recreation attractors.

- There are just as many cycling as driving their car to local shops;
- The infrastructure which would encourage more cycling was identified as dedicated bike lanes, bike lockers, bike parking, connectivity of routes; and
- Another important encouragement measure was identified as the need to raise awareness and behaviour of car drivers to cyclists on the road.

⁴⁰ Ibid footnote 17

⁴¹ Ibid footnote 17

⁴² 2002 figures cited by Australian Greenhouse Office <http://www.greenhouse.gov.au/transport/>

5.4 Target Groups

The following Target Groups have been identified by the Leichhardt Council Bicycle Plan Advisory Group. The selection is based on the community consultation undertaken in the development of this Bicycle Strategy, in particularly on the outcomes of the focus groups conducted and research undertaken by health authorities in NSW and the expertise of practitioners on the Advisory Group.

1. NOVICE CYCLISTS

- Children;
- Adults;
- Women; and
- Young people.

2. RECREATIONAL CYCLISTS

- Children;
- Families;
- Adults; and
- Older people.

3. REGULAR CYCLISTS

(a) Per Purpose Journey (e.g. local errands/purpose)

- Children;
- Adults;
- Women; and
- Young people.

(b) Commuter Cyclists

- Students;
- Workers; and
- Women.

4. DRIVERS

All drivers in the Leichhardt LGA.

5. LOCAL EMPLOYERS

6. GENERAL COMMUNITY

All residents, visitors, people who work or study in the Leichhardt LGA or are travelling through.

Table 5.2 provides a summary of the key target groups and the corresponding activities to be undertaken by Council alone or in association with other agencies or organisations.



It provides a framework that will provide flexibility to seek funding and tailor the specific activity or project to the local needs of the target group identified. Furthermore, it will maximise opportunities for finding linkages with other stakeholders and working in partnership so that limited resources available can be maximised.

Table 5.2: CYCLING PROMOTION PLAN - Objective: Increase Cycling

Category	Sub-Category	Target groups	Issue/Action
Novice Cyclist	-	Children Adults Women Young people	<ul style="list-style-type: none"> ▪ Support and encourage skills development appropriate for each target group including bicycle maintenance skills; ▪ Promote the CARES cycling education and training facility located in Sydney park to local primary schools; ▪ Promote integration of cycling to schools in school travel plans or projects such as TravelSmart; ▪ Provide local and sub-regional opportunities for encouraging people to take up cycling; ▪ Support community groups, especially local groups, and organisations providing opportunities, support and information for novice riders; ▪ Support LBUGs providing social or structured rides for beginner cyclists, Bike Buddy programs or similar initiatives; ▪ Provide information to novice cyclists about the road rules and safer cycling practices including, helmet wearing, use of bells and lights, correct use of shared facilities etc; and ▪ Provide information about safe places to ride in and around the Leichhardt LGA for novice riders.
Recreational Cyclists	-	Children Families Adults Older people	<ul style="list-style-type: none"> ▪ Provide information about recreational cycling opportunities in and around the Leichhardt LGA for novice riders; ▪ Organise celebratory events such Leichhardt Council's Big Bike Day to promote cycling as a fun activity; ▪ Support events and initiatives within the LGA and surrounding catchment area that encourage cycling as a social, fun and health promoting activity; ▪ Promote correct use of shared paths; ▪ Provide accurate and accessible information on recreational routes in and around the Leichhardt LGA on Council's website; and ▪ Support and encourage cycle tourism in the Leichhardt LGA.

Category	Sub-Category	Target groups	Issue/Action
Regular cyclists	Per Purpose Riders (local trips)	Children Adults Women Young people	<ul style="list-style-type: none"> ▪ Develop and support campaigns to promote the use of bicycles for local journeys (to shops, services etc); ▪ Promote parking and access to local trip generators; ▪ Promote variety of bikes available; ▪ Promote Council's network maintenance program (use of Cycling Hazard Report); ▪ Promote the economic benefits of cycling to local businesses; ▪ Provide information on local routes and alternative routes to reach local destinations; and ▪ Promote cycling to schools and support schools encouraging cycling.
	Commuter Cyclists	Students Women Workers	<ul style="list-style-type: none"> ▪ Promote strategic riding routes and connectivity of the network; ▪ Undertake regular counts of vehicular travelling speed on strategic cycling routes to assess need to develop programs to reduce speed if excessive; ▪ Promote use of Cycling Hazard Report; ▪ Support LBUGs or other community groups providing support to commuter cyclists –e.g. Bike Bus initiatives or similar; ▪ Promote cycle to work initiatives; ▪ Promote correct use of shared paths; ▪ Develop initiatives that promote commuting into the Leichhardt Council area; and ▪ Establish and promote a "Bike Buddy" program to link up less experienced cyclists with more experienced cyclists who ride regular routes (to work, place of study or other purpose).

Category	Sub-Category	Target groups	Issue/Action
Drivers		All drivers in the LGA	<ul style="list-style-type: none"> ▪ Develop or support initiatives that promote “sharing the road”; ▪ Develop or support initiatives that inform drivers of the road rules in relation to cyclists; ▪ Promote a better understanding and respect for cyclists; ▪ Promote adherence to the speed limits; ▪ Promote lower speed limits on local streets and along cycling routes; and ▪ Promote the inclusion of cycle issues and awareness in bus driver training.
Local employers		Council Shopkeepers Large Employers Others (including schools)	<ul style="list-style-type: none"> ▪ Promote innovation and accommodation of cyclists by trip generators (Schools, shops, service providers, cafes etc) including parking and other facilities; ▪ Evaluate and promote Council’s Bicycle Fleet Program; ▪ Encourage employers to provide cycling facilities and promote cycling to their staff; ▪ Promote the establishment of bicycle fleets amongst larger employers based in the Leichhardt LGA; and ▪ Promote the use of Transport Access Guides to local businesses, schools and other major traffic generators that illustrate how the public can access them by all modes of transport, especially public transport, cycling and walking.
General community		Residents Visitors Local Workers	<ul style="list-style-type: none"> ▪ Provide accurate and accessible information about cycling to and in the Leichhardt LGA on Councils website and in hard copy; ▪ Revise and reprint the “<i>Out and About in Leichhardt</i>” map illustrating all bicycle routes and public transport routes; ▪ Promote the use by Council of Transport Access Guides developed for Council’s facilities; and ▪ Produce a user-friendly map of Council’s bicycle routes and other useful information about cycling in and around the Leichhardt LGA.

5.5 Guiding principles of the promotional plan

RECOMMENDATION 9 **Develop annual detailed Actions Plans based on the guiding principles outlined in the Leichhardt Cycling Promotion Plan.**

- Adopt a varied but coherent approach. Each of the activities or campaigns, no matter how big or small, need to be developed as a complementary “unit” of a larger model that aims to contribute towards achieving the same, and not a different, objective. That is, all the strategies need to be aligned towards achieving the same end goal;
- The objectives of each activity/campaign need to be clearly identified at the onset of each campaign, program or initiative. These objectives need to be specific, measurable, attainable and time-specific;
- The target group needs to be clearly identified – it may be appropriate to target some initiatives or services to the wider local community (for instance, replacing “Leichhardt is going solar signs” with “Cycle to Leichhardt instead” signs), however market segmentation has been demonstrated to generally be more effective method of reaching the audience intended. Hence this approach favours targeting specific issues/groups in the community (e.g. trips to local shops or “teenagers”);
- Strategies used need to be evidenced based unless they are undertaken as “pilot” initiatives and include an adequate evaluation process to determine if the strategies achieve the stated objectives; and
- Evaluation results of “pilot” initiatives should be shared with other Councils and made available on Council’s website.

5.6 Providing information to make it easier and safer to cycle

Improvements in infrastructure are critical to making cycling easier and more attractive. However, cycling can also be made more convenient and safer by providing appropriate information.

Information about the cycle ways network

The most important stimulant to local cycling will be the expansion of cycle routes. The routes consist of off road paths, signed and pavement-marked on road facilities, and accompanying bicycle parking. The information about routes, signs and parking locations is of key importance and needs to be clearly communicated in a number of formats appropriate for each target group.

Information about Cycling

Information to assist novice cyclists and cyclists new to the Leichhardt LGA needs to be made readily available. This information can include a list of bicycle groups in the area, a list of local bicycle shops and other supporting services and groups, such as local Sydney Community College which runs cycle proficiency and cycle maintenance courses. Council’s website and community centres are well placed to provide this valuable information in supporting and developing cycling habits and the enjoyment of recreational cycling. It is important to support the sharing and distribution of this information.

Road Safety and Cycling

Traffic speed is a critical factor in road safety. Many road crashes could be avoided if drivers were to keep to the speed limits. Leichhardt Council and the RTA have reduced speed limits on all local streets and regional roads in the Leichhardt LGA to achieve a reduction in road trauma. The speed limit for the whole Balmain peninsula was reduced to 40km/h. Council will continue to work with the RTA to identify other high pedestrian areas where the 40km/h limit can be applied. Lower travelling speed is of benefit to all road users, especially those more vulnerable such as pedestrians and cyclists. Monitoring speeds is an important task for identifying problem areas that may require street calming measures (that are cycle and pedestrian friendly).

The perception that it is “too dangerous to ride a bike on the road” was evident in the community survey undertaken by Council in 2005. Research among Sydney drivers has also found that this is the most frequently given reason for not riding a bicycle⁴³. However those people who had ridden a bicycle on the road in the last month were the least likely to express safety concerns suggesting that it is not enough to provide information, albeit very important and necessary, but to encourage and support people to experience it.

The need to address the attitude and aggressive or inconsiderate behaviour of drivers of motor vehicles towards on-road cyclists was evident from responses to the Community Survey. Many indicated that an improvement in this area would encourage them to cycle more on-road. A small number of respondents indicated that cyclists were not law abiding. Educating drivers to appreciate the benefits for them of having more bicycles and less cars on the road has been identified as a key strategy for addressing this concern. Equally important however is the need to promote cycling as a legitimate transport vehicle, and as such, requires that people riding bicycles, like car drivers also conform to the Australian road rules.

There are a large number of road safety messages which are relevant to cyclists. These include cyclist information in respect to hazardous locations, grates, riding abreast, position on the road, defensive riding, and conspicuity (clothes, flashing lights etc). Similarly road safety messages to vehicle drivers relate to cyclist awareness on the road (opening car doors, making left turns, cyclist weaving up-hill) as well as speed differences and presence of child cyclists.

Cycling and Pedestrians

The road rules allow children aged 12 years and under, and any other person accompanying them, to ride on public footpaths. In the Leichhardt LGA, especially along the main streets, which are characterised by strip shopping and outdoor dining areas there is much competition for footpath space. This can sometimes create tensions between different users. It is important that Council manage these places well, and where possible consider improving infrastructure to accommodate the changing needs and ensure access is provided. Both pedestrians and cyclists need to be encouraged to share the footpath appreciate and respect each other's needs. Council has a number of shared pedestrian/cycle ways. Some are along commuter routes, such as Victoria Road and others are off-road shared paths/cycleway such as that along sections of the Bay Run.

⁴³ Rissel et al. (2002) Driver Knowledge of Road Rules and Attitudes Towards Cyclists. Australian Journal of Primary Health, 8(2): 66-69

5.7 Benefits of Working in Partnership

RECOMMENDATION 10: **Develop and implement (in whole or in part) Council's Annual Cycle Promotion Action Plan in partnership with other stakeholders including government and non government agencies and community groups**

Leichhardt Council has an excellent history at working in partnership with other agencies, organisations and community groups. The objectives of this Plan can be better met if this collaborative approach to shared goals can be further strengthened by continuing to work in partnership with other (Local and State) stakeholders to promote cycling. The multitude of transport, health, and environmental challenges currently facing Australia and the increasing recognition by all tiers of government of the need to reduce car dependency and increase the use of 'active transport', such as cycling, to address those challenges provide more opportunities than ever to develop new partnerships and augment existing ones.

5.8 Leadership and Innovation

In the past, Leichhardt Council was recognised in the sphere of environmental sustainability when it introduced an *Energy Efficiency Housing* development controls for all residential buildings in 1994 and later continued to be lauded for many other programs and initiatives which demonstrated leadership and innovation. Leichhardt Council, in partnership with the Central Sydney Area Health Service, introduced to NSW the *Walk to School Program*, which was one of the first 'active transport' programs that gave rise to a number of similar programs currently operating.

Leichhardt Council's commitment to sustainability, community well-being and equity and access principles suggest it is well placed to demonstrate innovation and leadership in promoting cycling. It can do this by developing new and bold initiatives and showcasing these to the local community and others more widely as well as better promoting its current initiatives, such as the introduction of a bicycle fleet, or the sponsorship of a Council team in the annual Sydney Spring Cycle.

5.9 Working towards creating a critical mass – safety in numbers

RECOMMENDTION 11: **Seek funding from external sources to match Council funding for the implementation of Council's Annual Cycle Promotion Action Plan.**

RECOMMENDATION 12: **Wherever possible, use existing information and resources available, such as the *Bikeability Toolkit* produced for local Councils by the Australian Bicycle Council.**

RECOMMENDATION 13: **Support initiatives with similar goals undertaken by other stakeholders, particularly neighbouring areas that could generate bicycle trips into the Leichhardt LGA.**

The concept of 'safety in numbers' is well known in the transport field and is widely recognised as an important underlying road safety principle. Overseas research, and more recently Australian research⁴⁴, have demonstrated that this principle also applies to vulnerable road users such as pedestrians and cyclists. In Australia, as with overseas, the risk of fatality and injury per cyclist are lower when cycling is more prevalent. Results from both the Australian and overseas research indicates that if cycling doubles, the risk per kilometre falls by 34%; conversely, if cycling halves, the risk per kilometre will be about 52% higher.

The most probable cause suggested by the literature is that motorists drive more carefully when they expect to encounter and accommodate cyclists; when they see more cyclists and pedestrians they expect to have to share the road with proportionately more of them. Other factors that could be involved include:

- more cyclists on roads may lead to a greater awareness and understanding of their need;
- encouraging people to leave their vehicle behind and use a bicycle for short trips would lead to a greater understanding and appreciation of the needs of a cyclist among motorists; and
- It is also suggested that it is possible that a greater number of cyclists on the roads would change perceptions about the safety of cycling. If cycling is perceived to be safer, more people will ride.

The key implication of this research is the need to achieve a critical mass in the number of cyclists on our roads in order not only to create a safer perception of cycling but to actually achieve it.

5.10 An innovative neighbourhood initiative

RECOMMENDATION 14: Investigate the feasibility of undertaking an integrated "pilot" neighbourhood cycling initiative that combines significant infrastructure improvements and behavioural change programs.

To increase cycling to a significant degree that achieves the critical mass required to normalise that mode of travel requires a well resourced, longer term program (2-3 years) that combines both behaviour change strategies and provides appropriate and connected infrastructure that is well maintained.

To build up a critical mass of cyclists in a neighbourhood would require some intensive investment of both engineering and behaviour change measures that would be aimed at supporting current cyclists to cycle more often and encourage and support those who do not ride to do so.

There are advantages in Council developing a neighbourhood-based program:

- Intensive investment in a specified location will enable Council to create a critical mass in that neighbourhood which not only will make it safer for cyclists to ride on-road but can be expected to also have a positive flow-on to surrounding areas;

⁴⁴ Dorothy Robinson (2005) Safety in Numbers in Australia: more walkers and bicyclists, safer walking and bicycling, Health Promotion Journal of Australia 2005:16 (1) 47-51

- Council can realise the objectives of the Bicycle Strategy in the time frame established;
- Council can show-case the actual, on-ground benefits of increasing cycling in a neighbourhood – the vision of the Bicycle Plan could become a reality that would provide stimulation and support for the expansion of the program;
- Achieving substantial results would provide greater community confidence in the Bicycle Strategy and its objectives and reduce some of the negative attitudes encountered;
- Council can provide leadership in promoting sustainable transport at the local government level; and
- Council is likely to attract more funding from external sources for an innovative and intensive program that integrates engineering and social change and promotional strategies to achieve a goal that has environmental, health and social benefits.

The neighbourhood pilot project would involve working closely with the local residents and businesses. It would also involve community consultation and participation.

In the first instance it would require that a number of suitable “neighbourhoods” be identified. These would need to include residential areas, at least one school, main shopping street, community facilities and a bus/train or rail route. In addition, the designated “neighbourhood” would also need to contain an off-road cycleway or shared cycle/pedestrian path for novice cyclists to access.

The promotional strategy would be based on the Promotional Plan and guiding principles outlined herein. It would include working with the school community, local residents and local businesses.

The engineering component of this project could involve the delivery of:

- A high quality and high demand route;
- Safer cycle routes to school and to the main street;
- A range of route treatments including signage and partial street closures if required to reduce through traffic;
- Accessibility links;
- Bicycle parking locations; and
- Lower speed limits.

5.11 Recommendations

9. Develop annual detailed Actions Plans based on the guiding principles outlined in the Leichhardt Cycling Promotion Plan;
10. Develop and implement (in whole or in part) Council's Annual Cycle Promotion Action Plan in partnership with other stakeholders including government and non government agencies and community groups;
11. Seek funding from external sources to match Council funding for the implementation of Council's Annual Cycle Promotion Action Plan;
12. Wherever possible, use existing information and resources available, such as the *Bikeability Toolkit* produced for local councils by the Australian Bicycle Council;
13. Support initiatives with similar goals undertaken by other stakeholders, particularly neighbouring areas that could generate bicycle trips into the Leichhardt LGA; and
14. Investigate the feasibility of undertaking an integrated "pilot" neighbourhood cycling initiative that combines significant infrastructure improvements and behavioural change programs.