

Mr Matt Faber
NSW BikePlan Project Manager
Traffic Management Branch
Locked bag 928
North Sydney
NSW 2059

February 11th 2009

Re: Bicycle NSW submission to the NSW BikePlan

Dear Matt,

In the last 3 months of 2008 Bicycle NSW engaged in extensive research among our affiliated local bicycle user groups and other stakeholders through a series of community workshops and ongoing dialogue to seek feedback to input into the development of the NSW BikePlan. Please find attached documentation synthesizing the feedback received and grouping it under a number of relevant headings.

As a peak body with the purpose of *More People Cycling More Often* Bicycle NSW is not solely concerned with the important task of gathering and consolidating feedback from interested groups as indicated above. The organisation is also keen to assist government at all levels in the development of policies and action plans that can most effectively achieve our purpose to deliver whole of community benefits flowing from increased bicycle riding in the areas of health, the environment, transport and livability.

Accordingly, and consistent with the themes articulated in our Strategy one pager (see attached) we recommend that the development of the NSW BikePlan be guided by the need for coordinated action in the development of safe places to ride (suitable infrastructure) and reasons to ride (encouragement programs such as Ride to School/Work and the City of Sydney Spring Cycle). The pedal schematic at the base of the attached Strategy one pager illustrates the way we work in this respect.

Within this framework we see some key tasks and opportunities for NSW in the development of the NSW BikePlan as follows:

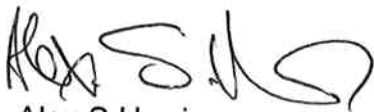
- The development of **broad based education, encouragement and enforcement programs** re safety/conduct of all users of the transport network, including bicycle riders, pedestrians and drivers (as a starting point we have attached an example of the sort of material that might be helpful in the community education part of this broader task);
- Importance of delivering “**missing links**” to create a viable bicycle path network for metropolitan Sydney – with focus on areas of best return in terms of the numbers of people wanting to take up bicycle riding - predominantly in the inner city within 10kms of the Sydney CBD and other key employment centres such as Parramatta;



- A **whole of government** approach, including the development of a suitably budgeted programme of funding reflecting the whole of community benefits associated with bicycle riding and the roles of various government agencies (Federal, State and Local) in the provision of infrastructure and encouragement programs. Importantly this should involve the mapping out of a vision that recognises that greatest benefits will flow to the whole of community by the increasing conversion of current “non riders” to regular bicycle users;
- Taking opportunities wherever possible to invest funds in projects that are close to “ready to go” to provide **rapid economic flow-on** to the broader economy (expenditure on jobs and materials);
- The development of rider count and other metrics associated with **measuring the success** of the NSW BikePlan in terms of getting more people riding bicycles;
- To apply **learning from the experiences of comparable global cities** that have successfully implemented plans that have rapidly increased the incidence of bicycle riding (eg London, New York);
- To progress **changes in the legislative framework**, in particular with respect to land ownership in transport corridors and Regional NSW – eg rail trails, to remove barriers to effective land and existing facility use in the development of infrastructure for walking and cycling;

Bicycle NSW is committed to supporting the NSW BikePlan with our continued focus on creating reasons for people to ride through programs that have grown significantly in recent years – such as Ride to School/Work, Gear Up Girl programs specifically designed for women, and the City of Sydney Spring Cycle – which benefit from the significant support of government at all levels. We are also committed to assisting in the development of suitable bicycle infrastructure, either directly as a peak state body, or through our network of affiliated local bicycle user groups working closely with local government.

We thank you for the opportunity to make this submission, a copy of which will be posted on our website. In addition as part of our ongoing process of making representations to politicians on matters related to bicycle riding we will share a copy with relevant NSW Government Ministers and the Premier in support of the whole of government approach to the development of the NSW Bike Plan.



Alex S Unwin
Chief Executive Officer
Direct line 02 9218 5410

Copies To:

Elizabeth Hole, Chief Operating Officer Bicycle NSW



Our Purpose: More people cycling more often

Key Measures: 100,000 members by 2020

Rider count

KEY STRATEGIES

Board guidelines

Infrastructure and safety

Influence policy decisions at all levels to achieve our vision
Global, Federal, State, Local
Operate as a network facilitator for our stakeholders
Co-ordinate the analysis of cyclist count data

Supporting stakeholders in cycling

Communicate role of Bicycle NSW, clarify & document our relationships
Build, maintain and support relationships with stakeholders
Implement programs and initiatives in partnership with key stakeholders to get more people cycling more often

"Mainstreaming" of cycling

Promote cycling as a social "norm" through effective media strategies
Focus on delivering behavioural change programs in partnership with business, government and other stakeholders
Cater to a broad cycling "audience" – eg Ride to work, Ride to school

Brand and Membership

Define & promote membership product offering
Grow membership through targeted programs
Develop effective brand strategy
Protect our brand integrity – clear brand management guidelines

Rides

Deliver riding experiences through a range of models & partnerships
Run within acceptable safety and organisational guidelines
Cater to differing markets, skill levels and allow for progression
Leverage sponsorships to maximise brand exposure and financial support

Sustainable organisation

Leverage partnerships to allow scale economies and other mutual benefit – don't "re-invent the wheel"
Establish clear rules and frameworks for partnerships
Clarify roles, tasks & financials, setting clear objectives and managing performance
Incorporate Risk Management framework

KEY RESULT AREAS

Key Performance Indicators

Effectiveness

Relevance

Product

Financial performance

Rider count
Membership
Website traffic
Program participation
Sponsorship
Numbers on rides
Revenue from rides
Cost management
Event/product ROI
Revenue targets met

The way we work

Collaborative
Inclusive
Facilitative
Constructive
Outcome oriented

Safe places to ride



Getting there together
Bicycle NSW & partners

Reasons to ride



share the road

(we're all in this together)



bicycle
NSW