



Walking and Bike Riding Webinars

Survey Summary

March 2021

© Copyright Municipal Association of Victoria, 2021.

The Municipal Association of Victoria (MAV) is the owner of the copyright in the publication Survey Summary: Walking and Bike Riding Webinars.

No part of this publication may be reproduced, stored or transmitted in any form or by any means without the prior permission in writing from the Municipal Association of Victoria.

All requests to reproduce, store or transmit material contained in the publication should be addressed to Emma Lake, Manager Infrastructure and Community Strengthening, via MAV Reception (03) 9667 5555.

The MAV does not guarantee the accuracy of this document's contents if retrieved from sources other than its official websites or directly from a MAV employee.

The MAV can provide this publication in an alternative format upon request, including large print, Braille and audio.

Table of contents

1	Introduction.....	3
2	Survey Results.....	3
3	Conclusions and next steps	5

1 Introduction

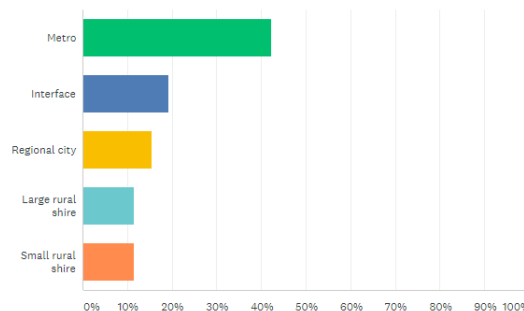
The Municipal Association of Victoria (MAV) and VicHealth have been working together since July 2020 to support Victorian local councils to deliver projects that encourage walking and bike riding. Covid-19 has been a catalyst to improve our local infrastructure and work in collaborative partnerships.

Part of this work involved the MAV and VicHealth delivering a webinar series on key topics and case studies about encouraging walking and bike riding from October to December 2020. This report summarises the results of the survey conducted with participants of the webinar series.

2 Survey Results

2.1 Respondents

Total Responses – 27
 Metropolitan – 11
 Interface – 5
 Regional City – 4
 Large Rural Shire – 3
 Small Rural Shire – 3



2.2 How respondents became aware of webinar series

Direct email from MAV about the series	40.74%	11
MAV Bulletin	25.93%	7
Word of mouth	22.22%	6
MAV Walking and Bike Riding Resource Hub	7.41%	2
VicHealth	3.70%	1
MAV website events page	0.00%	0
Other (please specify)	Responses 0.00%	0

2.3 Extent of satisfaction with webinar series

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT UNSATISFIED	VERY UNSATISFIED	I DID NOT ATTEND	TOTAL
Walking and cycling through Covid and beyond (August 2020)	21.74% 5	34.78% 8	0.00% 0	4.35% 1	39.13% 9	23
Behaviour Change to support walking and cycling projects (October 2020)	28.00% 7	28.00% 7	0.00% 0	4.00% 1	40.00% 10	25
Council lessons from delivering walking and cycling projects (November 2020)	17.39% 4	39.13% 9	4.35% 1	0.00% 0	39.13% 9	23
Evaluation of walking and bike riding projects (December 2020)	18.52% 5	40.74% 11	7.41% 2	0.00% 0	33.33% 9	27

2.4 Reasons for dissatisfaction

Only 1 response was provided and stated the “presentation wasn’t relevant to a remote rural shire. It was too citycentric.”

2.5 Reasons for satisfaction

Delivering relevant topics was the most important factor in determining respondent satisfaction with the webinars. Other respondents noted networking opportunities and/or the ability to hear new perspectives were greatly appreciated.

Topic relevant to me	52.17%	12
Presentations/outcomes of value to me	43.48%	10
Delivery of presenters	26.09%	6
Delivery of webinar (e.g.: timing)	26.09%	6
I can't remember	13.04%	3
Not applicable	26.09%	6
Other (please specify)	Responses 13.04%	3

2.6 Future topics of interest

A webinar focused on project delivery lessons would be well received by the majority of respondents. Communications, behaviour change and interactions between modes are also topics of interest. Other respondents noted a desire to see more rural content, information on recreational-focused walking and riding, and advice on navigating cultural heritage issues.

Project delivery lessons learned from other councils	76.92%	20
Communications campaigns and strategies	65.38%	17
Engaging with communities and stakeholders	61.54%	16
Behaviour change – strategies and actions for local communities	57.69%	15
Interactions between modes (e.g.: bikes and PT)	57.69%	15
State strategies and guidelines (e.g.: road safety, Movement and Place framework)	57.69%	15
Monitoring and evaluation	38.46%	10
Supporting technology (e.g.: traffic signal operations)	23.08%	6
Other (please specify)	Responses 11.54%	3

2.7 Usefulness of MAV Walking and Bike Riding Resource Hub

Very useful	22.22%	6
Fairly useful	14.81%	4
Limited use	11.11%	3
Not useful	0.00%	0
I didn't visit the webpage	51.85%	14

2.8 General feedback

Many respondents noted they greatly appreciated the webinars and would be happy to see the series continue in 2021.

3 Conclusions and next steps

The MAV will continue to consider how to best support councils, including exploring the potential to run further webinars or forums at a regional tier (similar to TAC regional forums). This would enable the connection of similar councils within a broader geographic area.

The MAV will also consider a greater focus on pragmatic and practical sessions, with the potential for face-to-face delivery where possible, or webinars that enable councils to connect to other stakeholder who play a role in walking and bike riding, such as funding, advocacy or approvals bodies.

Future topics that will be considered include community engagement capability building, educating council staff on how to talk with communities to promote new approaches, rural projects, recreation-focused walking and riding, and navigating external approvals.

Finally, to support the webinar series, the MAV will consider how to best revitalise the Resource Hub and general support materials to include local, practical information and case studies.