

Barriers & Facilitators to Regional Cycling Infrastructure Projects

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OVERVIEW

Research Question: What are the barriers to implementing cycling infrastructure projects in regional Victoria?

Areas of focus:

- Baw Baw
- Mildura
- Horsham
- Alpine

Method:

- Qualitative research
- 19x in-depth 1:1 interviews

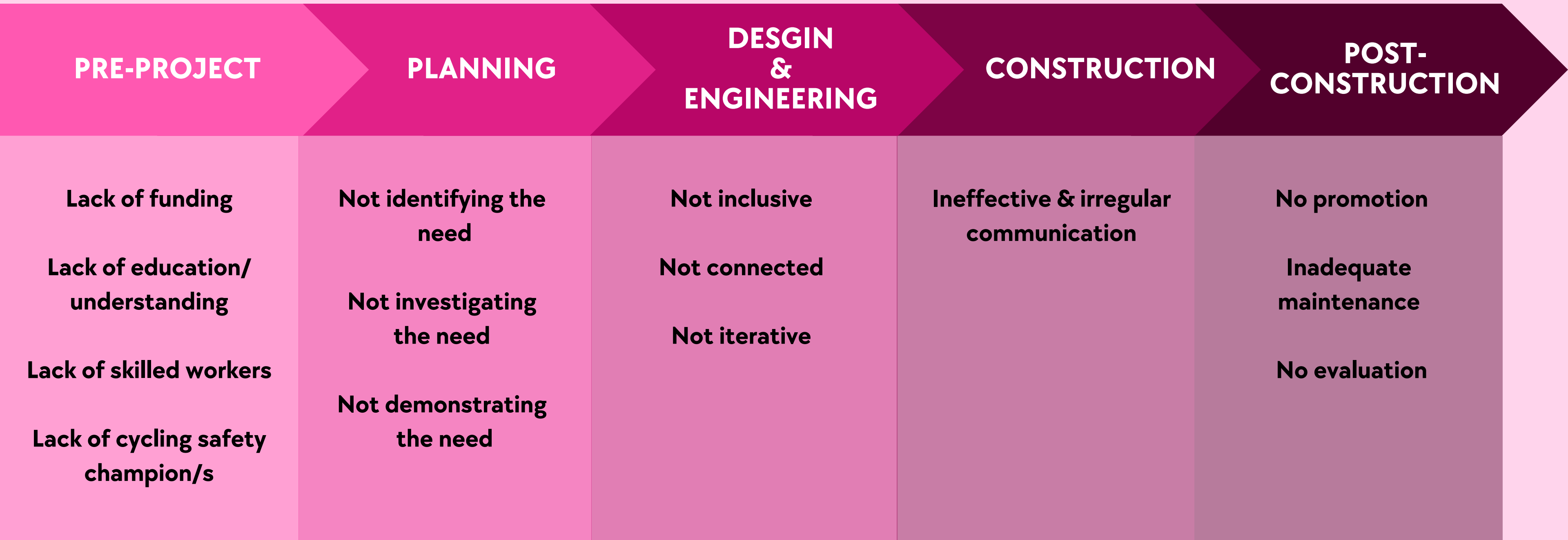
Findings will:

- Inform AGF's national upskilling activities
- Improve region-specific progress towards cycling safety.



14 KEY BARRIERS

TO REGIONAL CYCLING SAFETY PROJECTS



Stakeholder Insights



PRE-PROJECT

“Funding; local govs don’t have a lot of money, the state need to help. There is specific funding for road safety why not cycling? Would give councils more impetus to develop a plan”
(State)

“No point building something that is safe if the community don’t understand why it is important”
(Mildura)

PLANNING

“Community buy-in is so important, it creates a sense of being listened to, sense of ownership—more likely to use it and make it theirs”
(Horsham)

DESIGN & ENGINEERING

“Make it connected—any missing links stops you getting on in the first place and the missing links are where the accidents take place”
(Hume)

“Using a lot of old school design guides—lots of technical design guidance, often developed in the 60s, Very car-centric, width of roads designed for car”
(State)

POST-CONSTRUCTION

“Monitor it and evaluate impact, demonstrates a good story.”
(Alpine)

OPPORTUNITIES: PRE-PROJECT



Funding: Dedicated funding allocated to cycling and cycling safety projects helps to prioritise them.

Education: Raising awareness of cycling safety issues and the benefits of prioritising cycle safety in a community can increase its importance.

Skilled workers: Skilled workers (i.e. planners, designers etc.) are essential for the delivery of successful, functional and safe projects.

Champions: An influential champion or group with influence advocating for cycling safety keeps it at the forefront, preventing it from getting lost among other priorities.



OPPORTUNITIES: PLANNING



Have a strategic cycling plan in place: it identifies the needs of the community and provide clarity on what projects should look to achieve.

Invest in upfront planning work: this includes consultation with user groups and wider community to understand needs, feasibility studies etc. It helps to provide the evidence to gain project approval.

Project buy-in: demonstrating the need through evidence and providing a business case of benefits to all (not just cyclists) to get buy-in from councilors and wider community.



OPPORTUNITIES: DESIGN & ENGINEERING



Ensuring design puts users at the core: Keeping user groups at forefront through continued consultation and updated design guidelines.

Ensuring design is connected: design is considered end to end i.e. safe crossings, end of trip facilities.

Continued community engagement: provides a sense of ownership and any concerns can be answered.





OPPORTUNITIES: CONSTRUCTION

Communication and marketing campaign: keeps communities updated on the progress of a project helping to maintain support, manage expectations, and prevent any misunderstandings.

We've seen a steady increase in ridership since the installation of the pop-up routes in Darebin and Yarra:



50,000kgs
of CO2 saved
compared to
trips by car on
Heidelberg Road



On-road female
ridership rising
from 16% to
30%



More kids,
teenagers and
families riding



More than
430,000
trips along
Heidelberg
Road since
December 2020.



OPPORTUNITIES: POST-CONSTRUCTION

Marketing & Events: can effectively promote a project in the community by raising awareness and generating excitement and encouraging usage.

Maintenance Works: Regular maintenance is crucial for project success, ensuring safety, efficiency, and longevity.

Review Impact: Evaluating and reviewing the impact of a project after it has been constructed is essential to ensure its success and address any issues.



Source: Cyclovia in Bogota

How can AGF help?



STREAM 1: UPSKILLING & COLLABORATION

ACTION:

Equip key practitioners and decision-makers with an understanding of best-practice cycling safety

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Enable and fast-track collaboration on cycling safety across Australia

OUTPUTS:

- 1** Training courses for council engineers, urban planners, councillors and contractors; designed to account for specific LGA requirements
- 2** A minimum of 1,500 transport practitioners and local decision-makers trained by June 2024
- 3** A digital, accessible, easy-to-use platform that hosts best practice cycling safety content; an online “Centre of Excellence”.

STREAM 2: MAPPING & DATA

ACTION:

Test new approaches to documenting how safe roads and streets are for cyclists

+

Review current tools used in the road design process through a cycling safety lens

OUTPUTS:

- 1** Data to assist ROI on the federal road and street spending.
- 2** Integrated online source for mapping cycling infrastructure, safety perceptions, road trauma & participation data.
- 3** Report Card for select LGAs, analysing transport spending relative to real and perceived cycling safety
- 4** Correlation between Stream 1 (upskilling activities) and successful cycling safety initiatives being implemented or progressed.
- 5** High-level review of the national Guide to Road Design with a cycling safety lens.



Thank you

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