

# INNER WEST NON-MOTORISED VEHICLE TRANSPORT STUDY

## overview of the project



*Non-motorised transport in action*

This project supported and encouraged active transport - forms of transport such as walking, cycling or public transport involving human physical activity. The team aimed to raise awareness of the health and environmental benefits of cycling and to increase the use of bicycles in the Hawthorne Canal corridor in Inner Western Sydney.

Project staff worked with 'trip generators' – organisations such as educational institutions that generate daily commuter traffic. With the help of some of these organisations, the group succeeded in promoting bicycle use and encouraged existing bike users to cycle more often. Key successes were the production of the Inner West Bike Map, the establishment of the Inner West 'BikeBus' and provision of training in safe bicycle use. The project encouraged a stronger and more effective Bicycle User Group (BUG) movement to continue to promote active transport and improve the environment for Inner West residents.

## how the project was carried out

A major effort was made through communication and marketing methods, both of which were used effectively to promote activities. Tools used included bicycle maps, route information, workshops and presentation material, media coverage and special events.

Three management groups were formed to guide the project: a steering committee, a technical advisory group and the project team. These committees consisted of council, state government and University of Technology representatives, Central Sydney Area Health Service staff and BUG members. A Mobility Coordinator carried out a range of tasks: communicating about cycling, working with trip generators to encourage commuter cycling, liaising with councils, BUGs and volunteers to help them improve conditions for cycling, organising events and activities, and applying for further funding to sustain the program.

## outcomes now and in the future

The Mobility Coordinator established fruitful relationships with some of the local trip generators. Petersham TAFE staff amended their campus maps to include active transport methods and staff at Rozelle Hospital helped develop a cycling program. A valuable partnership was also developed with Central Sydney Area Health Service, who ran a series of cycling proficiency training courses attended by over 100 people during the project. The concept of a BikeBus was adopted by University of NSW commuters, as a safe and supportive way to cycle to work. It allowed people to ride to work and reduce environmental impact as vehicles were not used.

As a result of this project, councils in Sydney's Inner West have gained an awareness of the benefits of cycling and of

the many activities that can be held to promote active transport.

The team developed methods that will be useful for similar projects, including a cycle monitoring method that continues to gather data on bicycle use. Public interest and attitudinal changes towards cycling have been promoted by this project.



*A meeting of cyclists*

## benefits, challenges & lessons learned

The Hawthorne Canal Active Transport project was a well planned and coordinated scheme that demonstrated the success that can be achieved by effective promotion and communication. The program succeeded in raising the profile of cycling in the community. Media interest was positive, generating several newspaper articles and radio features. The Inner West Bike Map was a major success, with 10,000 maps being taken from one location.

The project faced some challenges that will provide learning for future work. More time was needed to implement some of the activities and some infrastructure changes could not be made, due mainly to lengthy planning processes. Lack of involvement from trip generators was a frustration and a concern - out of 87 organisations approached, only five became actively engaged in the program. Future projects of this nature will need to consider the time and effort needed in relationship building and attitudinal change.