



Four Keys to Active Travel and the \$ billion question

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Active Travel



3.5 million Australians ride a bike **every week**
900,000 cycle for 'transport purposes'

- How do they benefit the economy?
 - \$ Billion Question
- How do we get more people riding?
 - 4 key ingredients



\$1 Billion Question



Travel to/from work



\$1 Billion Question



Travel to work:

73,105 people cycle daily to work (Census 2011)

x 9.2km return trip (4.6km average each way)

x \$1.43/km benefit to economy

= **\$960,000 / day** benefit to the economy

x 260 working days a year

= **\$250,000,000 / year** to economy



\$1 Billion Question



4,273,000 people drive to work daily (Census 2011)

~ 600,000 (14%) live < 5km from work

~ 700,000 (16.5%) live 5-10km from work

= 1,300,000 adults live < 10km from work

Convincing **350,000** (27% of adults within 10km)

To swap **2-3 hours/week** to cycling (40km each)

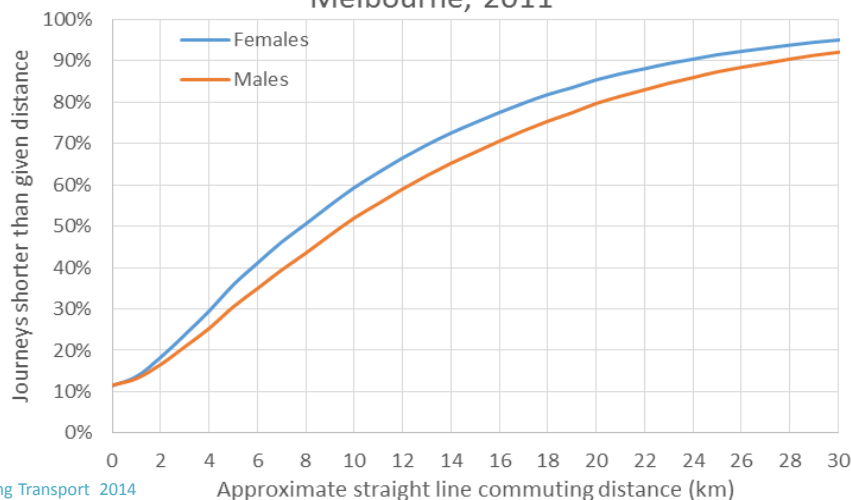
Saves \$1 billion per annum



\$1 Billion Question



Cumulative percentage of commuting distance,
bicycle journeys to work within Greater
Melbourne, 2011



\$1 Billion Question



Saving another **\$1 billion** for the economy?

Travel to work:

Convert 1 driver to 'cycle instead' a week

x **40 km** per week (2-3 hours)

x **50** working weeks a year

x **\$1.43** economic benefit for each km cycled

= **\$2800** / year / person

x 350,000 people

= **\$ 1 billion saved per annum**



Billboard Utilising Graffitiists Against Unhealthy Promotions



Beyond the \$1 Billion Question



- Travel for other purposes (900,000/week)
- Recreational cycling (> 3 million /week)

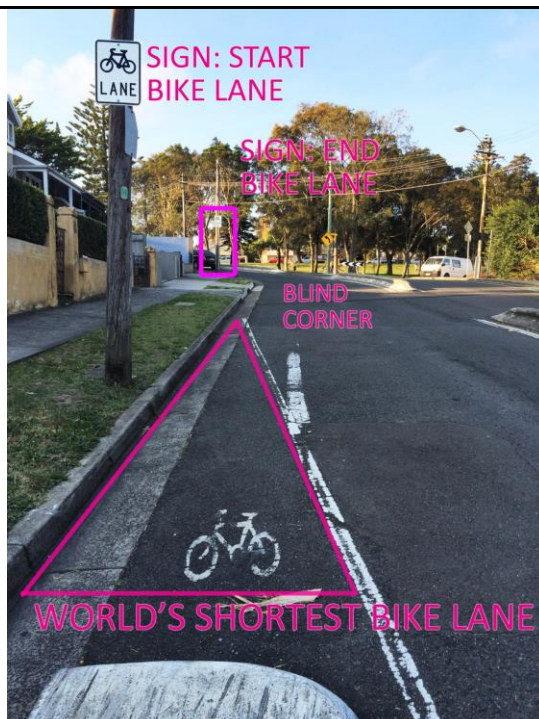


How did we get here?

1. Didn't PLAN
2. BUILT it badly
3. DISCOURAGED people
4. MANAGED without thinking or achieving



START OF WORLD'S SHORTEST BIKE LANE



WORLD'S SHORTEST BIKE LANE

4 essential ingredients



1. PLAN

Software

2. BUILD

Hardware

3. ENCOURAGE

4. MANAGE

Orgware



1. PLAN



Include walking + cycling when planning for all land use and transport:

- Work within a clear hierarchy of planning
- Design networks of continuous, convenient connections
- Focus on 20-minute catchments
 - 5km bicycle ride / 2km walk
- Facilitate active, vibrant communities





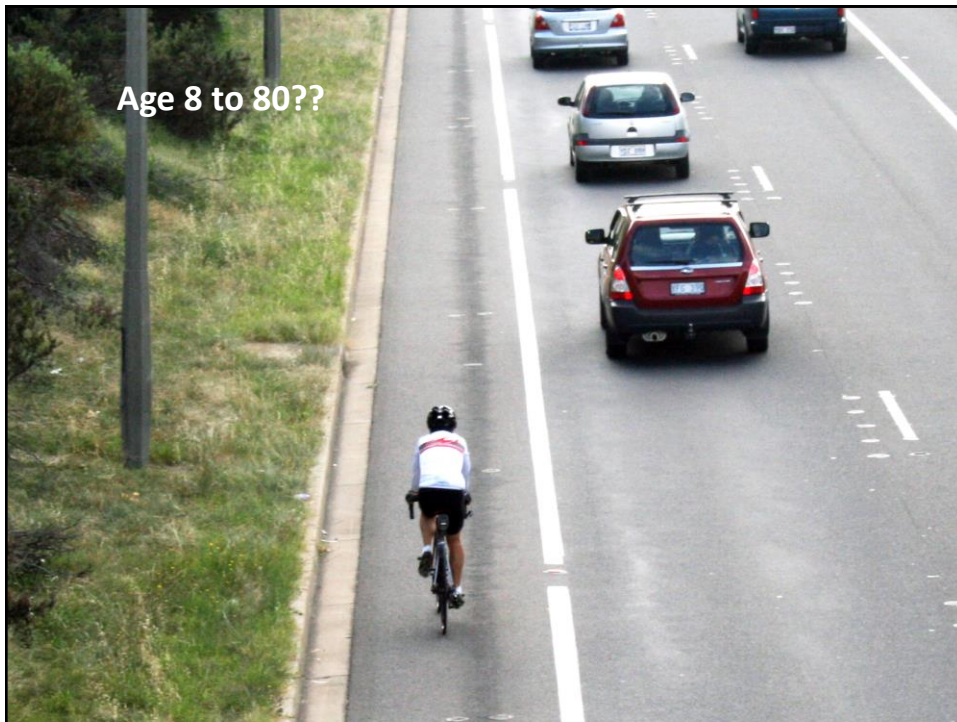
2. BUILD



Build appropriate infrastructure:

- Create safe environments
 - Separate from high-speed, high-volume traffic
 - Allocate/ Share road in low-speed, low-volume traffic
- Incorporate when building other infrastructure
- Leverage public transport catchments
- Improve paths, intersections, facilities
 - Prioritise bikes + pedestrians where needed
 - Remove barriers, obstacles, bottlenecks





3. ENCOURAGE



Encourage all ages/ groups to participate:

- Programs and incentives
 - Inform people of options (eg workplace travel plans)
 - Improve skills and awareness (eg driver + cycling skills)
 - Encourage kids, parents, teachers, employers, workers
 - Aspirational and fun!
- Information
 - Eg good quality maps, route information
 - Real time information (eg bus/train)



Student activism:
The Big Push
16 politicians on a short
ride through inner
Sydney





4. MANAGE



Co-ordinate and fund across agencies:

- Link plans to funding
- Best practice governance, monitoring, evaluation
- Maintain + improve facilities

