



Moonee Valley City Council

Cycling and Walking Strategy 2004

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Moonee Valley

Contents

	Executive Summary	
01	Introduction	Page 6
02	Strategy Aim and Objectives	Page 8
03	Methodology	Page 11
04	Background Research and Policy Direction	Page 13
05	Consultation Program and Outcomes	Page 20
06	Moonee Valley Cycling and Walking Networks	Page 23
07	Strategy Recommendations	Page 26
A	Council Support	
B	Council Administration	
C	Cycling and Pedestrian Networks	
D	Promotion	
E	Education	

Appendices

The Appendices for the Moonee Valley Cycling and Walking Strategy can be viewed in a separate document - **Moonee Valley Cycling and Walking Strategy Appendices**

A	Issues Paper
B	Moonee Valley Cycling and Walking Questionnaire and Results
C	Meeting Minutes
1	Inception Meeting (18 March 2004)
2	Steering Committee Meeting 1 (26 March 2004)
3	Steering Committee Meeting 2 (7 May 2004)
4	Council Workshop (21 April 2004, 3pm)
5	Stakeholder Workshop (21 April 2004, 6.30pm)
D	Media Release <i>Improving Pedestrian and Cycling Networks</i>
E	Primary and Secondary Stakeholder Lists
F	Stakeholder Letters
G	Suggested Priority Sites Staging and Implementation
H	Funding Opportunities Document
I	Travel Safety Education Poster
J	Case Studies of TravelSmart Schools
K	LATM - Better Local Traffic Controls for Safer Cycling and Walking



Executive Summary

Background

Moonee Valley is a centrally located municipality in Melbourne's inner northwest. It is ideally situated to encourage a strong cycling and walking culture. Its topography is suitable for both cycling and walking, however movement and access between Moonee Valley and other municipalities is poor due to a number of factors, including both natural and man made barriers which segregate Moonee Valley from the rest of Melbourne.

This report considers past strategies, the context of Moonee Valley and the area's relationship with neighbouring municipalities, background information and the policy and planning framework which guide how cycling and walking networks evolve.

This report recognises the direction set by the Melbourne 2030 for further enhancing the experience and perception of cyclists and pedestrians in the City of Moonee Valley. It provides a framework of recommendations to encourage Moonee Valley residents to cycle and walk more often or to begin new cycling and walking activities.

The recommended strategies in this report seek to encourage cycling and walking as sustainable and attractive alternative forms of transport to the motor vehicle.

The Study

The aim of this report is to facilitate Councils support and enthusiasm for cycling and walking within municipality and subsequently generate the uptake of cycling and walking as the chosen form of transport for more trips, more often in Moonee Valley.

This study has been completed to provide strategic direction for the Moonee Valley Council to achieve the following:-

The Strategy

- Improve the physical cycling and walking networks.
- Overcome the perceived barriers through employing additional promotional and educational strategies.
- Encourage more people to cycle and/ or walk or adopt changes in their lifestyle to cycle and/or walk more often.

This strategy has been developed under five main headings. These headings have been developed at the completion of the background research and analysis, site audit and consultation stages of the project. Each of these stages has provided strong findings that support the need to develop the strategy under the following headings and supporting objectives:-

A Council Commitment

To demonstrate and further develop Council's support and commitment to cycling and walking within the municipality.

B Council Responsibility

To clarify Council's roles and responsibilities as custodians of the municipality's cycling and walking networks and facilities.

C Cycling and Pedestrian Networks

To build upon the existing cycling and walking networks in Moonee Valley to provide more legible, comprehensive and connected routes that cater for new, moderate and experienced users.

D Promotion

To increase the community's awareness of Moonee Valley's cycling and walking networks and associated facilities.

E Education

To educate people about best and safest practice when alone or sharing cycling and walking networks and roads.

activity
wellbeing
involvement

Strategy Headings	Actions	Implementation (Short, Med, Long)	Authority Responsible	Potential Partnership
Strategies				
A. Council Commitment	A.1 Moonee Valley Council GTP A.2 Form a Cycling and Walking Steering Committee A.3 Set-up and support a Moonee Valley Bug A.4 Introduce an Integrated Planning Approach	Short - Medium Short - Medium Short - Medium Medium	Council Council Council Council	D.O.I Community Community
B. Council Responsibility	B.1 Develop an Asset Management Plan B.2 Develop Monitoring and Maintenance Plans B.3 Require new developments to incorporate cycling and walking facilities where appropriate	Short - Medium Short - Medium Short - Medium	Council Council Council	VicRoads (for arterial roads) VicRoads VicRoads
C. Cycling and Pedestrian Networks	C.1 Develop and Implement Consistent Signing Strategy C.2 Provide Secure Cycle Parking at Stations and in Activity Centres C.3 Address Key Accident Sites C.4- C.42 Network Enhancements	Medium Medium Short Short - Long	Council Council Council Council	Parks Victoria Connex Vicroads, BV Relevant Private and Government Agencies and Organisations
D. Promotion	D.1 Promoting Councils GTP D.2 Target marketing programs to specific users D.3 Develop a Map of Routes and Facilities D.4 Develop a corporate support program D.5 Promote the benefits of cycling and walking D.6 Promote existing and new education programs and initiatives in schools D.7 Employ TravelSmart ideas in the workplace	Short Short Short Medium - Long Short Short - Medium Short - Medium	Council Council Council Council Council Council Council	D.O.I BV, Department of Education Local Businesses BV, Heart Foundation, Vic Health Local Schools, Department of Education, Vic Health D.O.I, Local Employers
E. Education	E.1 Educate cyclists, pedestrians and drivers about good practice and safety. E.2 Educate drivers of their responsibility when sharing a road or interface. E.3 Develop a 'Code of Conduct' for shared use paths	Short - Medium Short - Medium Short - Medium	Council Council Council	BV, RACV, Essendon Traffic School, TAC, Department of Education BV, RACV, Essendon Traffic School, TAC, Department of Education BV, RACV, Essendon Traffic School, TAC, Department of Education

In Conclusion

During the background research and consultation stages of the project, issues relating to the lack of Council's commitment and support for matters relating to cycling and walking in the municipality have been raised. Contributing to this is the fact that three draft cycle strategies have been developed for the municipality over the past 15 years and not adopted by Council. For this reason the first and to a lesser extent the second objective, of this strategy deals with how greater support and momentum for the strategy can be generated within Council to ensure the strategy is implemented and not left on the shelf.

It is the intention of this document **to facilitate and demonstrate Council's support and enthusiasm for cycling and walking within Moonee Valley** and through its implementation **to make cycling and walking the chosen form of transport for more trips more often.**

01 Introduction

David Lock Associates and PBAI Australia have prepared this strategy for Moonee Valley City Council. The Steering Committee for the project was led by the manager of Traffic and Transportation at Moonee Valley City Council. This strategy reviews and builds on previous bicycle strategies (1987, 1998 and 1999) and identifies methods to improve the cycling and walking environment within Moonee Valley.

Unlike previous strategies, this strategy has incorporated a substantial consultation component. Previous studies have produced findings based on engineering evidence, which does not always consider the importance of desire on people's decisions to cycle or walk.

This strategy does not focus solely on the need for physical improvements to Moonee Valley's cycling and walking networks, but the combination of facilities and people's desire, which from our experience are the two factors that influence the degree to which people will cycle and walk.



Moonee Valley City Council would like to encourage more residents and visitors to use Moonee Valley's cycling and walking networks. This strategy aims to improve the existing networks and develop methods of promotion and education to change people's perceptions of cycling and walking in Moonee Valley. This strategy is consistent with promoting a more sustainable, healthier, greener and enjoyable city for Melbourne residents. The broad benefits that can be achieved through the implementation of this strategy include; -

Health directly for the individual and indirectly for the whole community.

Affordability and value through the availability of a free or relatively cheap mode of transport.

Enjoyment by providing exercise, mental well being and exposure to the outdoors.

Convenience as an efficient and accessible mode of transport for short journeys.

Independence allowing freedom of movement without being dependent on a car

Accessibility and lifestyle choices providing relatively better access to destinations than by car, and

Sustainability by reducing the impact on our environment.

The Moonee Valley Cycling and Walking Strategy follows three previous bicycle strategies (from 1987), all of which have a similar end objective – to contribute to a more liveable environment in Moonee Valley. This strategy considers cycling and walking as linked but also separate activities that people participate in for varying reasons. Considering both activities in the same strategy draws upon their synergies and highlights the need for greater integration and planning of our physical environments to ensure long-term benefits can be achieved for neighbourhoods and communities.

This strategy considers the physical environment, how promotion and education affect our perception and how the strategy can be driven to implementation when it is finished. This is perhaps the most important aspect of the strategy because past strategies, in their own way, were effective in finding answers to the questions posed at the time and yet implementation stalled. With the right enthusiasm and commitment this strategy will go a long way in fulfilling many of the municipality's cycling and walking requirements.

This Strategy has benefited greatly from the input of many people in it's development. In particular Frank Kinnersley, a local resident, pedestrian and cyclist, has willingly made the time to help the project team and ensure the Strategy benefits from his considerable local knowledge. Frank's contribution deserves special recognition and thanks.

health
pulse
stamina



02 Strategy Aim and Objectives

The aim of this Strategy is to stimulate Council's support and enthusiasm for cycling and walking within municipality and subsequently encourage the uptake of cycling and walking as the chosen form of transport for more trips, more often in Moonee Valley. This Strategy seeks to make a real contribution to walking and cycling in Moonee Valley through a multi-faceted approach which recognises the need to develop commitment within Council to walking and cycling, the requirement for infrastructure and facilities and the value of educational and promotional campaigns to encourage their use.

The following five headings and related objectives have been developed to ensure the above aim is achieved.

A **Council Commitment**

To generate and develop Council support and commitment to cycling and walking within the municipality.

The benefits of increased cycling and walking include improved community health and therefore reduced health costs, localised economic benefits resulting from residents shopping in their local area, environmental benefits resulting from reduced car dependency and increased safety for pedestrians and cyclists due to a reduction of cars in built up areas. Each of these factors contributes to a more liveable community and recognises the broader aims of Council. By integrating this Strategy into Council activities, Council's overall commitment and ability to realise the identified actions will be increased.



B **Council Responsibility**

To clarify Council's roles and responsibilities as custodians of the municipality's cycling and walking networks and facilities.

Strengthen Council's responsiveness to cycling and walking issues by encouraging pre – planning that identifies Council's roles and responsibilities for maintaining and promoting the municipality's cycling and walking networks.

Cycling and Pedestrian Networks

C

To build upon the existing cycling and walking networks in Moonee Valley to provide more legible, comprehensive and connected routes that cater for new, moderate and experienced users.

Improve cycling and pedestrian networks by linking existing routes to the rest of Moonee Valley and beyond, establishing high quality cycle routes that can be used for transport purposes, determine priorities for the expansion of the network and link and upgrade paths identifying possible new routes. It also includes the need to improve general awareness of the existing and proposed networks and to provide quality information about both networks.

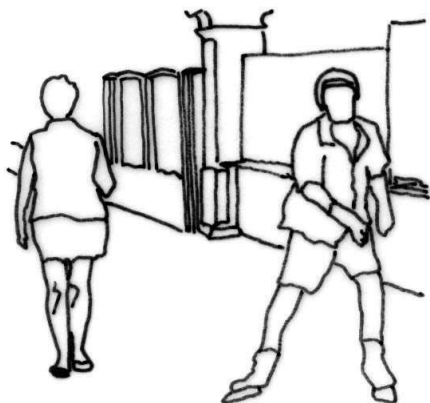
Inadequate facilities along cycling and pedestrian routes and at destinations, are a strong deterrent of regular cycling and walking. For example, employees will not cycle to work if they can not lock their bike safely at the train station or workplace or if they can not shower when they arrive. This identifies a need to focus on workplaces, train stations, activity centres, schools and other trip attractors. Facilities en-route are also important to people walking and cycling – water fountains, seating and shelter – will all add to the walking and cycling environment.



D

Promotion

To increase the community's awareness of Moonee Valley's cycling and walking networks and associated facilities. Promote cycling and walking by designing a series of activities and programs that are aimed at specific user groups who already cycle and/or walk (i.e. recreational, leisure, sporting, commuters etc) and those that do not. This will increase the awareness of Council's activities and the facilities available among the wider community, encouraging people to walk and cycle more or to start walking and cycling where they did not before.



E

Education

To educate people about the requirement to recognise the needs of others and behave accordingly when using the cycling and walking networks.

Educate cyclists and pedestrians by raising awareness of safe and enjoyable cycling and walking activities and appropriate behaviour, which will promote better relationships on shared paths and at interfaces with the vehicular network. Making more people aware of the designated cycling and pedestrian networks also resolves conflict, minimising psychological barriers and improving safety for cyclists and pedestrians.

vitality
leisure
stroll

The development of the Strategy was undertaken between March and September 2004. The broad stages of the study included:

Stage 1

Background Research and Site Audit

Review of relevant policy context documents (Section 04 of this document)

Review of past strategies including:-

- Draft Bicycle Strategy (1999)
- Moonee Valley Bicycle Strategy (1998)
- Essendon Bicycle Strategy Plan (1987)

Review of data available regarding cycling conditions in Moonee Valley

Review of cyclist and pedestrian accident data

Review of 2001 census data

Preparation of a comprehensive site survey and audit of the physical cycling and walking networks and environment in Moonee Valley.

This stage established the background issues that needed to be considered and addressed as a part of this strategy.

Stage 2

Community and Stakeholder Consultation

The consultation program was conducted using the following methods of informing, communicating and receiving information and input from stakeholders and the community:-

- Press release
- Council web site
- Self completion questionnaire
- Face – to – face interviews
- Stakeholder letters
- Quarterly Environment Forum
- General (inc. letters, emails, phone calls etc.)

Stage 2 of the project enabled the design team to better understand the needs and desires of the users of Moonee Valley's cycling and walking networks.

The consultation program and summary of outcomes can be seen in Section 04 of this Strategy.



Stage 3

Draft Strategy

Following a review of the relevant reports and other documents and finalising outcomes of the consultation process, draft recommendations were prepared that addressed the issues surrounding the Moonee Valley cycling and walking culture and physical environment. Recommendations in the form of a Draft Strategy were provided to the Steering Committee for comment and assessment.

Stage 4

Finalise Strategy

Following the review of the proposed strategies, the final report will be tabled at a Council Meeting for consideration and subsequent adoption and implementation.

In finalising the strategy we looked back and considered all of the issues that had been raised during the life of the project to ensure we achieved the project objectives set at the beginning of the project. This has provided us with a well rounded response to the issues raised and to the brief as designed by council.

The following background research and policy analysis includes documents that guide the future development of cycling and walking networks in Moonee Valley and Melbourne. Each of these documents has been considered during the development of the Strategy. The following is a brief synopsis of the relevant policy background.

Melbourne 2030

National, state and local policy is directing people to take a more sustainable approach to travel in order to address a range of environmental, economic and social concerns. In particular, the Victorian Government has developed ***Melbourne 2030 – planning for sustainable growth***, which provides a blueprint for the future of the metropolitan area. *Melbourne 2030* aims to integrate land use and transport planning around a network of activity centres to create a balanced and workable city.

Individual policies relating to each of the aims and objectives of the Moonee Valley Walking and Cycling Strategy provide further detail on specific actions. Policy 8.7 identifies the need to *‘Give more priority to cycling and walking in planning urban development and in managing our road system and neighbourhoods’*. *Melbourne 2030* aims to achieve this by removing the current ‘barriers’ from the local environment to create safe and attractive places for all people to enjoy making trips on foot and cycle. Initiatives identified to encourage cycling include:

- 8.7.1** Continue to develop the Principal Bicycle Network – to be completed (resources permitting) by 2015 – and give priority to sections that link with activity centres
- 8.7.2** Implement a walking action plan (for the whole of Victoria) that includes provision for foot-path bound vehicles such as wheelchairs, prams and scooters.
- 8.7.3** Amend planning and/or building controls so that end-of-trip facilities for bicycles are provided in commercial buildings
- 8.7.4** Provide improved facilities, particularly storage, for cyclists at public transport interchanges and rail stations
- 8.7.5** Develop a bicycle action plan which brings together all elements needed to substantially increase bicycle use

Policy 8.8 states *‘Promote the use of sustainable personal transport options’* and achieves this by making people aware of sustainable transport options that are available to them. Improved networks and associated facilities may not be enough, therefore a change in behaviour needs to be generated using promotion and encouragement.



- 8.8.1** Complete the pilot TravelSmart program, and independently review its outcomes.
- 8.8.2** Develop a comprehensive travel demand management plan
- 8.8.3** Develop improved systems that provide comprehensive travel information so that people can make informed choices
- 8.8.4** Develop and implement 'green travel plans' for Department of Infrastructure offices, and promote these to other government departments and agencies and workplaces

In addition to these specific policies, some of the more general actions will also assist in encouraging cycling and walking including:

- Developing a more compact city through enhanced activity centres will provide more higher density residential development closer to services and facilities, thereby reducing trip distances and making cycling and walking for trips more attractive;
- Promoting good neighbourhood and urban design and rectifying gaps in the network of metropolitan open space will create more attractive environments for walking and cycling;
- Designing policies to improve public transport and reduce car use will lead to more pleasant street environments as traffic is reduced; and
- Promoting more sustainable travel options, through initiatives such as TravelSmart, will encourage a take up of walking and cycling.

Inner West Integrated Transport Strategy

Accompanying the *Melbourne 2030* strategy document are a number of Implementation Plans that provide further details on specific topics. In line with the objectives of the overall strategy, the *Integrated Transport Implementation Plan* aims to:

- Provide real travel choices and reduce inequalities in access to opportunities;
- Develop a more sustainable transport system by reducing the environmental impacts of transport;
- Make better use of resources by using infrastructure more efficiently; and
- Improve freight efficiency.

This document has been produced to provide a framework to guide transport in the inner western suburbs of Maribyrnong, Hobsons Bay and Moonee Valley.

Moonee Valley Planning Scheme

The key traffic and transport objective for the City of Moonee Valley stated in the *Inner West Integrated Transport Strategy* is to:

'Facilitate an integrated public and private transport network including bicycles, walking and other modes of travel',

An objective of the *Inner West Integrated Transport Strategy* is to 'identify opportunities to develop a more sustainable transport system, including encouraging cycling and walking, public transport and reducing dependency on private car use'.

Initiatives and actions are identified to address this strategic objective. They respond to issues identified during the study process.

The *Moonee Valley Planning Scheme* makes several statements that support the development and implementation of a strategy which encourages cycling and walking and a sustainable community. Areas of relevance include:-

Barriers to Building a Better Community (Local Provision)

1. Community Identity

Barriers created by freeways, railway lines and the Maribyrnong River can lead local communities to feel isolated from the rest of the municipality and neighbouring cities.

2. Transport

Council is committed to encouraging cycling, both as a recreational pursuit and as an alternative form of transport.

3. Traffic and Transport

Develop a Bicycle Planning Strategy to encourage a more environmentally friendly transport mix that is consistent with neighbouring municipalities.

Municipal Strategic Statement

The *Municipal Strategic Statement* states under section 21.02-3 Opportunities to Improve the City:-

'Council is committed to encouraging cycling, both as a recreational pursuit and as an alternative form of transport. Council is developing off road bike routes as well as designated on-road networks'.

The Traffic and Transport Objective states:-

'Facilitate an integrated public and private transport network including bicycles, walking and other modes of travel'



2003 Council Plan

The *Council Plan* is an opportunity for Council to step back from its day to day operations and assess if the municipality's vision is being met. This document is part of a matrix of policies and strategic reports that guide the City of Moonee Valley's service provision and decision-making.

The section *Planning and Future Growth and Amenity* in the Plan identifies three areas relevant to this strategy:-

Environment – Preserving and protecting our environment

Promotion and facilitation of behaviour in our community and our own operations to be environmentally, socially, culturally and economically sustainable.

Transportation and Traffic Management. - Reducing the impact of traffic and parking on our community to provide safe streets for vehicles, cyclists and pedestrians.

- *Transport Accident Commission statistics also highlight the need for Moonee Valley to play a leading role in advocating other levels of government to implement road safety improvements and road safety programs.*
- *Cycling is emerging as a popular recreation activity and it has potential for local trips to work, school and social visits.*
- *Cyclists need routes that are safe, continuous and well signed-posted.*
- *We will continue to improve the integration of our cycling networks.*

Cities for Climate Protection – Milestone One Report

This document forms a series of strategies that aim to reduce greenhouse gas emissions in Moonee Valley. Milestone One of the CCP is an inventory of energy use across the entire municipality, the results of which form part of a database that will assist Council to make informed decisions about reducing energy consumption.

Currently Moonee Valley City Council is involved in education programs aimed at reducing greenhouse gas emissions, including Smogbusters 'Day of Change' and Walking School Buses. At the time this report was developed (July 2003) these two initiatives reduced the carbon dioxide output from three schools by a total of 126kg per annum.

This plan has been developed in partnership with the community to reflect community views.

The consultation process resulted in four key objectives. They are as follows:-

1. Build strong and connected communities through the social and physical environments.
2. Develop services and information systems to meet the needs of the diverse Moonee Valley community.
3. Promote the personal health and wellbeing of community members by strengthening their physical and emotional health.
4. Create a safe community.

These four objectives relate strongly to this Strategy and some of the key issues that were raised by stakeholders and the community through the consultation process.

Strategies in the Health Plan that are of particular relevance to this Strategy are as follows:-

- Health and Wellbeing Strategy 3.3: *Continue to develop partnerships with schools (including preschools) to promote programs that contribute to physical and recreational activities. Action: Walking School Bus, Community Planning Projects, Playgroup Project and promote sporting and recreation opportunities.*
- Transport that facilitates connections in the community Strategy 1.3: *Action Area: Develop a Bike Plan to connect and build on existing bike paths.*
- Strategy 1.3: *'Develop the physical environment to promote opportunities for community connections'*, Action area: Develop a Bike Plan.
- Achieving Health and Wellbeing (adults) Personal Health Strategy 3.1: *Develop a communication strategy to ensure that adults have access to information that will enable them to develop their physical and mental wellbeing.*
- Building Communities Strategy 1.7: *Support clubs and community groups to develop skills and knowledge to facilitate community based activities.*

The City of Moonee Valley developed a Bicycle Strategy in 1999. The strategy's aims included:

- To encourage cycling in Moonee Valley;
- To foster a culture of cycling;
- To review existing strategies for cycling including the Bicycle Strategy for Essendon, Principle Bicycle Network (PBN) and the Moonee Valley City Council Draft Bicycle Strategy (1998);
- To optimise cycling opportunities in future and current strategies be they the Corporate plan, Open Space Strategy, Conservation Strategy;
- To generate a plan and program to improve bicycle facilities, including enhancing a bicycle network which provides safe and convenient access and links activity areas;
- To promote the role of our municipality as an important destination or link;
- To enhance the servicing of a bicycle network through ongoing consultation; and,
- To facilitate coordination between relevant agencies.

Much of the 1999 Draft Strategy remains relevant and has been drawn on in developing proposals contained in this Strategy.

This Strategy seeks to recognise previous work by Council and others, such as Bicycle Victoria and build on the existing network within Moonee Valley and through the wider metropolitan area.

It focuses on connections and linkages with existing facilities and providing key north-south and east-west routes while recognising that not all cyclists wish to use the PBN, preferring slightly less direct routes but with lower traffic volumes. To benefit both walkers and cyclists, links to off road shared routes, new off road connections and the formalisation of existing paths have also been identified. It is hoped that through developing the off road network, cycling and walking per se will be encouraged, particularly amongst children. Supporting works have been identified to ensure the facilities provided are used (signing, maps etc) and through TDM initiatives such as TravelSmart.

Moonee Valley Draft Bicycle Strategy March 1998

The Moonee Valley Draft Bicycle Strategy was completed in March 1998. The aim of the strategy included two parts:-

- Improve cycling conditions within the municipality
- Promote the municipality as a safe and pleasant place to cycle.

The Moonee Valley Bicycle Strategy identified the following objectives:-

- Fill gaps of the off-road paths
- Devise on-road routes that provide safe travel throughout the municipality and link into the off-road paths
- Link into surrounding municipalities pathways
- Provide end of ride facilities for safe parking
- Provide signage that is accurate and provides information to users
- Ensure adequate maintenance of all routes
- Ensure all capital works take into account the needs of cyclists for all routes and other users of the off road routes
- Provide information and publicity on cycling and routes throughout Moonee Valley
- Ensure access for legitimate users

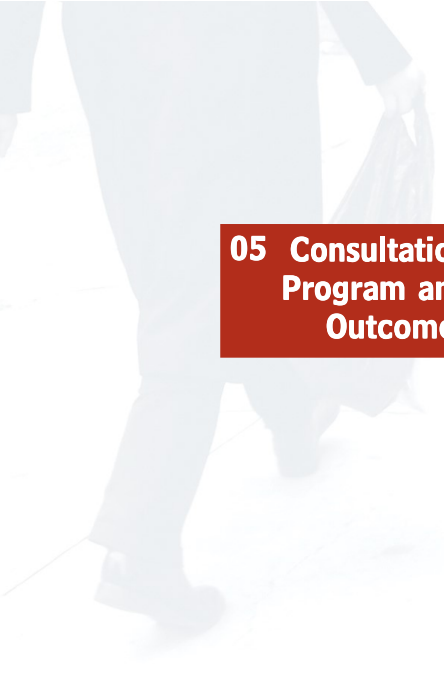
Essendon Bicycle Strategy July 1987

This strategy was produced in July 1987 before local councils amalgamated to form Moonee Valley Council.

- The study considered-
- The proportion of Essendon households with cyclists
- Frequency of cycling
- Trip purposes
- Main problems facing cyclists

The strategy was written to address the needs of commuter cyclists, recreational cyclists and cyclists riding on utility trips. A total of 300 residents were contacted as a part of a phone survey for this project.

amenity
neighbourhood
explore



05 Consultation Program and Outcomes

In conjunction with Moonee Valley City Council, David Lock Associates and PBAI Australia developed a consultation program that aimed to reach a broad cross section of the community within a short period of time. The consultation process was originally planned to run for approximately three weeks, however this period was too short to yield the results necessary to draw any strong conclusions. The consultation period was extended for a further three weeks (totalling 6 weeks of consultation), and questionnaires received up to Friday 4th June 2004 have been included in the analysis.

The consultation program included the following methods of communication:-

Press Release

The press Release for the project was featured in the Moonee Valley Leader and the Moonee Valley Community News on 12th April 2004.

Council Website

The Council Website had a dedicated link to a project page (www.mvcc.vic.gov.au/services/traffic_and_transport/bicycle_and_walking_plan), which summarised the Moonee Valley Cycling and Walking Strategy and had a link to a project questionnaire, which people could download, fill in and either fax or post to the study team or drop into the Civic Centre in Moonee Ponds.

Questionnaire Results

Questionnaires were circulated between 7th April – 19th May (approximately 6 weeks). In total 104 questionnaires were completed (self completion or in interviews – see below) and returned by 4th June. The questionnaire was distributed to several key locations around Moonee Valley, including libraries in Ascot Vale, East Keilor, Flemington, Moonee Ponds and Niddrie, Flemington Community Centre, East Keilor Fitness Centre and Ascot Vale Fitness Centre (in addition to the Council website as above). The questionnaire results can be seen in Appendix B of this report.

Interview Results

Approximately 25 people were interviewed while either out cycling or walking in Moonee Valley. The interviews were based on the questionnaire structure. The results from those interviews have been included and analysed with the self completion questionnaire.

Stakeholder Letters

Approximately 90 letters were sent out to secondary stakeholders, including:-

- Bike shops
- Childcare facilities
- Community groups and organisations
- Education facilities and institutions
- Emergency groups
- Fitness and leisure centres
- Indigenous groups
- Medical organisations
- Sports clubs, and
- Shopping centres

(See Primary and Secondary Stakeholder Lists in Appendix E)

Stakeholder Meetings

Two stakeholder meetings were held to obtain input on the issues that had been identified during the background research and site audit. The first meeting was held with Council officers and the second meeting was held with targeted stakeholder representatives. The issues raised at each of the meetings have been considered within this report. (See minutes for each of these meetings in Appendix C)

Additional meetings were held with Bicycle Victoria, local cyclists, Council staff and representatives of neighbouring municipalities.

Quarterly Environment Forum

The Strategy was raised at the Quarterly Environment Forum. Those who attended the forum were briefed about the Strategy and given the opportunity to fill out questionnaires and give any additional comments they had to Council for inclusion in the Strategy.

In General

Feedback has also been sent via email, through the post and via phone conversations. While this method of feedback does not account for a



Summary of Consultation Outcomes

significant number of responses it is worth a mention. Outcomes from the consultation process highlighted the need to understand the differing needs and opinions of users and non users of both the cycling and pedestrian networks. The issue of conflict between different users on shared paths was raised several times and seems to highlight the need for increased communication and subsequent actions for Council to undertake as a part of their education programs for cyclists, pedestrians and car drivers in Moonee Valley. These outcomes were also reflected in the questionnaire results. The clarity of rights and responsibilities between all users of the networks, including those driving cars, is currently blurred.

The physical environment was criticised in a number of areas. The perception of those people who contributed to the consultation program in some way was that a greater level of maintenance and management of the networks needs to occur. This was strongly highlighted by the number of people who commented on the lack of connections to schools, activity centres, major areas of employment and other community destinations in the municipality. Breaks in the network and lack of maintenance were significant issues that people raised as deterrents to cycling and walking

Further details of the consultation program can be seen Appendices E and F of this report. It is important to note that a high volume of high quality feedback and input was received from the users of the Moonee Valley's Cycling and Walking networks and associated facilities. For this reason not all comments could be displayed in this report, however, they have all contributed to the outcomes of this Strategy.

environment
outdoors
relaxing

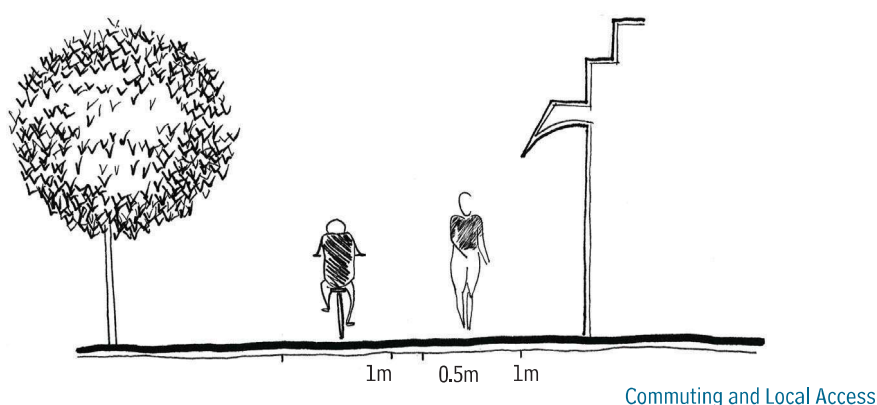
The provision and maintenance of cycle and pedestrian networks is the responsibility of a number of agencies including VicRoads, Councils and other public sector authorities. Together these routes form a network across the metropolitan area linking residential areas with major trip attractors as well as local facilities and services.

Cycle Networks

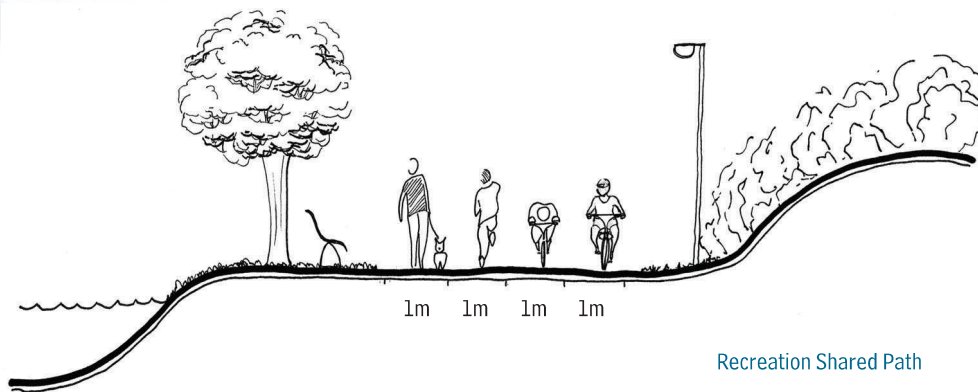
The cycle network generally comprises the following facilities:

- Principal Bicycle Network (PBN) – arterial bicycle routes in metropolitan Melbourne;
- Municipal Bicycle Network (MBN) – local bicycle routes in metropolitan Melbourne and regional Victoria;
- Priority Bicycle Routes (PBRs) – subset of the MBN providing major cycle links within regional towns and cities; and,
- Metropolitan Trail Network (MTN) – recreational bike routes in metropolitan Melbourne and mainly comprising off-road paths, including shared use paths.

In general the arterial bicycle routes (PBN) provide cyclists with the most direct links between major destinations, supporting more journeys and connections to other cycling routes. Local bicycle routes (MBN) provide links between the PBN, providing access to local destinations such as activity centres, schools and community centres and generally providing for shorter trips than arterial routes. Local routes tend to be located on quieter roads and through local parks and reserves.



Recreational routes (MTN) are designed to meet the needs of people cycling for enjoyment rather than people making a specific trip and as such these routes tend to pass through areas of natural beauty, including nature reserves, along rivers, creeks and foreshores and along safe off-road paths. The Maribyrnong River path is a good example of a recreational route. Off-road paths can provide important connections for specific groups, for example novice cyclists and children and also follow the path of major transport corridors, for example the Western Ring Road.

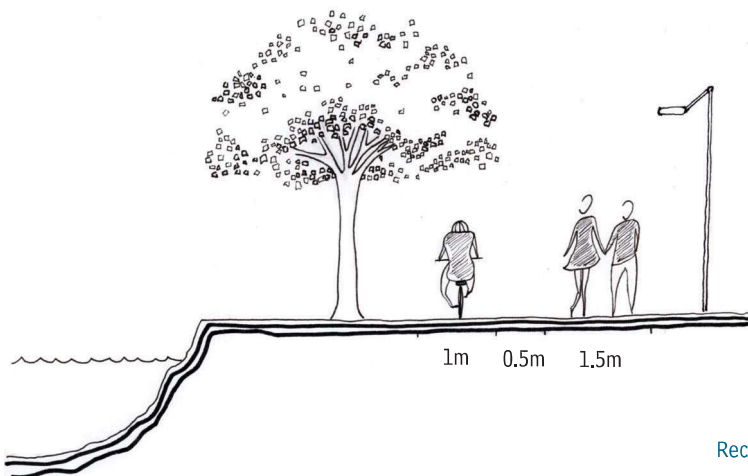


Recreation Shared Path

Pedestrian Networks

Facilities provided on cycle routes include paths and/or lanes within the roadway, treatments at intersections and ancillary facilities such as seating and bubblers. End of trip facilities such as cycle racks and lockers are provided at activity centres, schools, employment locations and transport interchanges such as stations.

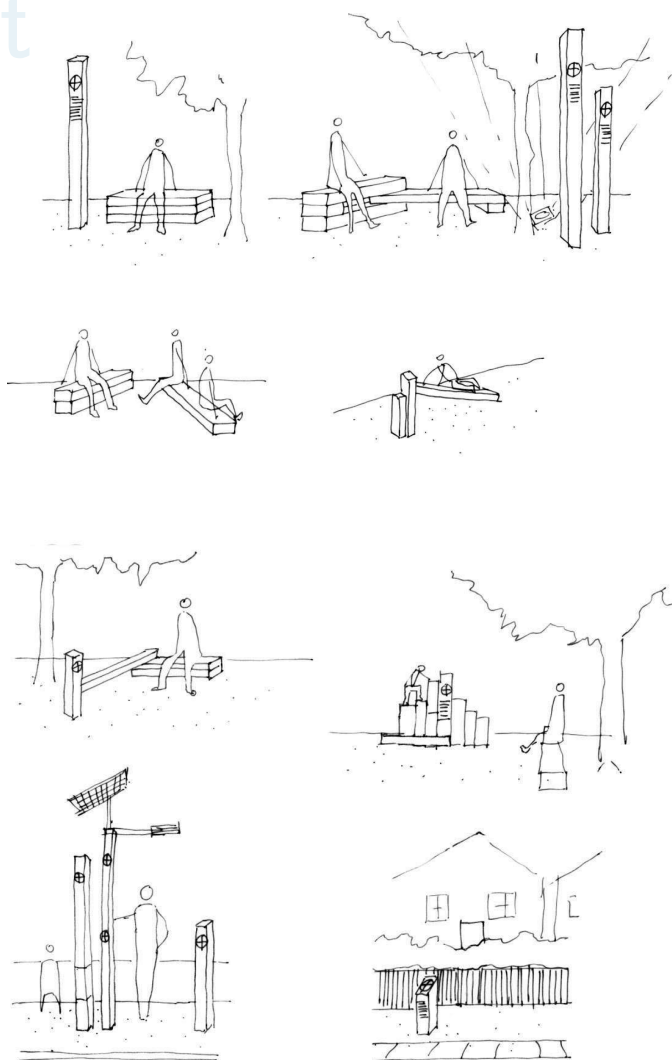
The pedestrian network comprises predominantly footpaths along roads and off-road paths, often shared with cyclists. Crossing points are provided on busier roads to assist pedestrians. The type of crossing provided is dependent on the traffic flow and the number of pedestrians wishing to cross.



Recreation Shared Path

Pedestrians, more than any other road user, look to minimise travel distance and will do this by taking short cuts and crossing roads away from designated crossing points. It is important to recognise natural pedestrian desire lines and provide appropriate facilities at these locations. Where facilities cannot be provided, measures to ensure the safety of pedestrians and other road users should be put in place. Definitions of an acceptable walking distance are highly subjective and people will be prepared to walk further in environments perceived as interesting, safe and attractive.

Facilities provided for pedestrians include seating, bubblers, weather protection and toilets. Older people and children in particular require seating at regular intervals and toilets at accessible locations. Weather protection through activity centres and along popular routes increases pedestrian comfort.



Indicative Range of Compositions for Streetscape Works



07 Strategy Recommendations

This section of the Strategy includes a number of recommendations to achieve the objectives stated in Section 02 Strategy Vision and Objectives of this strategy. The recommendations have been developed as a result of site visits, background research and analysis and discussions with residents, stakeholders and Council Staff.

The following five headings and subsequent objectives and actions have been developed to improve the cycling and pedestrian networks and encourage and promote increased usage.

A Council Commitment

To generate and develop council support and commitment for cycling and walking within the municipality.

B Council Responsibility

To clarify council's roles and responsibilities as custodians of the municipality's cycling and walking networks and facilities.

C Cycling and Pedestrian Networks

To build upon the existing cycling and walking networks in Moonee Valley to provide more legible, comprehensive and connected routes that cater for new, moderate and experienced users.

D Promotion

To increase the community's awareness of Moonee Valley's cycling and walking networks and associated facilities.

E Education

To educate people about best and safest practice when alone or sharing cycling and walking networks and roads.

A

Council Commitment

Council has adopted a range of policies that relate to the improvement of community health and address environmental issues and air pollution. This Strategy will support these policies.

The actions below are designed to develop Council's own commitment to cycling and walking and create linkages through to other policies and programs. A program that exhibits such commitment and is currently employed by the Moonee Valley City Council is the Healthy Organisation Program which is aimed to improve the health of Council staff. This demonstration by Council for increased cycling and walking from its own staff is a big step forward in achieving some of the objectives raised in this document.

Action A.1

Moonee Valley Council Green Travel Plan

To encourage cycling and walking internally, lead by example in the wider community and demonstrate Council's general commitment to sustainable transport modes, Council should develop a Green Travel Plan (GTP). A GTP incorporates a range of actions aimed at increasing the use of sustainable transport modes and a reduction in the use of cars for commuting between work and home and for trips during the working day. The actions are tailored to the workplace and its staff and usually based on questionnaire surveys, staff workshops and an assessment of the available alternatives.

Typically a GTP will incorporate actions such as improving cycle parking and setting up a car pool or share notice board with incentives and disincentives. Incentives may include green commuter breakfasts, interest free loans to purchase cycles or public transport season tickets while disincentives could include applying a charge for staff parking.

Most GTPs will be developed using the following steps:

- Audit of transport resources, services and infrastructure;
- Audit of relevant workplace policies;
- Staff workshop to discuss problems and barriers to reducing car use and possible actions;
- Staff self completion questionnaire;
- Develop draft list of actions;
- Staff workshop to discuss the outcome of the questionnaire survey and prioritise actions;
- Confirm actions;
- Implementation plan; and,
- Monitoring plan.

A number of other councils in the Melbourne metropolitan area have developed successful GTPs including City of Melbourne and City of Darebin. The Sustainable Energy Authority of Victoria (SEAV) offers support in the development of GTPs and through their TravelSmart Better Ways to Work program will work in partnership with councils to promote and assist businesses in the council area to reduce car use through this process.



The development of a GTP is not an expensive process and has considerable benefits including:

- Demonstrated commitment to Council's wider sustainability policies and practices;
- Demonstrated commitment to State Government plans and policies, such as Melbourne 2030;
- Improved accessibility to Council buildings by all modes;
- Clearly identifiable commitment to all staff, regardless of how they travel to and from work;
- Ability to lead by example within the wider community;
- Improved staff health and fitness, resulting in fewer lost days due to sickness;
- Improved staff morale; and,
- Potential access to State Government funding for TravelSmart projects.

Action A.2

Form a Steering Committee

Form a Steering Committee that is responsible for further developing the cycling and walking culture in Moonee Valley through monitoring, organising related activities and driving the implementation of the Moonee Cycling and Walking Strategy.

This Strategy aims to sustain a greater interest and commitment to cycling and walking through the formation of an organised body that is led by Council. The steering committee's purpose would be to drive this strategy and to promote and manage activities associated with cycling and walking in Moonee Valley.

The following is the envisaged structure and purpose of the committee.

- The committee would comprise of (3-5) residents who are involved or interested in cycling and walking, one or two councillors and the relevant Council officers. Additional Council officers would also be encouraged to join the committee to ensure a strong link is forged between the committee and those responsible for the day to day activities of Council.
- The committee would meet every 2 or 3 months to discuss the status of the Strategy and the progress of its implementation.
- At these meetings it would be the committee's responsibility to consider Council reports on the progress of new or existing programs that form part of the Strategy.
- Events and activities that promote cycling and walking will be discussed with ideas on how to move those programs ahead. New concepts for promoting cycling and walking should also be considered in this forum.
- Councillors and Council staff will need to be involved in cycling and walking events to foster a greater culture of involvement and activity within Council.
- The committee would be responsible for reporting back to the responsible Council officer with a list of outcomes and actions from each meeting.
- The committee would be responsible for managing the formation of a new Moonee Valley BUG, to receive administration and financial assistance from Council.

Action A.3

Set-up and Support a Moonee Valley BUG

Bicycle User Groups (BUGs) are important in the facilitation and support of cycling within the community. They provide a voice for local cyclists, can assist Council in planning cycling facilities, offer support and advice to local cyclists and provide a local link to Bicycle Victoria. Many areas in Melbourne benefit from active participation of a local BUG in planning, promotion and support activities. Moonee Valley's BUG failed due to the prohibitive costs of public liability insurance which could not be reconciled with the group's philosophy not to charge for membership fee. There are, however, a number of keen cyclists within the area that could provide the basis of a revived Moonee Valley BUG.

Council should look to work with local cyclists to develop and support a local BUG, recognising the benefits to Council and the wider community. It is likely that Council will have to meet the public liability commitment, however, this may be possible within Council's existing insurance cover. The BUG would fit well with a Council GTP and the more general implementation of the Cycling and Walking Strategy.

Action A.4

Introduce an Integrated Planning Approach to all Infrastructure

This action looks to follow the example of other metropolitan councils, such as Moreland, and introduce an integrated approach to the planning of Council works to ensure pedestrian and cyclists are considered from the outset in projects. This will promote the requirements of pedestrians and cyclists broadly and avoid the need for retrofitting facilities that would probably be inferior to anything that could have been provided at the outset and ultimately cost more.

community
fun
participation



B Council Responsibility

Council is responsible for the implementation and maintenance of walking and cycling facilities. Poor maintenance has been raised throughout the development of this Strategy and the maintenance of existing and new facilities needs to be addressed, particularly given a proposed expansion of the network. An asset management plan and a monitoring and maintenance plan, building on existing Council activities needs to be developed as a first priority.

Action B.1

Develop Asset Management Plan for Cycle and Pedestrian Facilities

An asset management register of all facilities needs to be developed. While this is a considerable task initially, once developed maintenance of the register will be relatively easy. For all identified facilities the register should incorporate details of design and construction, current condition and expected lifetime. Each facility should also have an identified monitoring strategy (as discussed at B.2).

Action B.2

Develop Monitoring and Maintenance Plan

The condition of many of the cycle and pedestrian facilities within Moonee Valley is of concern. Council does not have a process by which the condition of facilities is monitored, ensuring timely maintenance and repair. In conjunction with the asset management plan Council should set out a clear monitoring schedule for all recorded facilities. It is likely Council can incorporate the monitoring into regular Council activities, such as;

- Rubbish collection;
- Car parking enforcement;
- Grass cutting and other landscape activities;
- Dog patrols; and,
- Community safety liaison.

In conjunction with the GTP, staff could be tasked to monitor conditions along their routes to and from work. Similarly, the local BUG could also be tasked to monitor key routes and facilities.

Action B.3

Require new developments to incorporate cycling and walking facilities where appropriate

Through the development control process, Council can require all new residential and commercial developments to incorporate cycle parking, showers and change rooms as appropriate. The lack of trip end facilities is frequently cited as a reason for not cycling or walking. In workplaces showers and change rooms also facilitate the take up of lunch time exercise. Residential apartment buildings frequently fail to incorporate any cycle parking for residents, forcing those who have cycles to keep them in apartments. Visitor cycle parking should be incorporated at all new commercial and residential buildings.

When large sites are developed it is important that they are permeable to pedestrians and cyclists and that routes that link with the wider network are provided through the site. Council should look to work with site owners and developers from an early stage to ensure facilities are provided for those living and working in the development and the wider community.

C Cycling and Pedestrian Networks

people
challenge
enjoy

The provision of a more legible, comprehensive and connected network that considers the needs of new, moderate and experienced users results in increased safety and comfort which encourages more people to cycle and walk more often. The quality of a persons experience directly impacts on their level of motivation or in some cases, lack of motivation to cycle and walk. It is for this reason that the following Actions have been developed, to improve the cycling and pedestrian networks in Moonee Valley.

This means that the cycling and walking networks must achieve the following:-

- Provide safe and connected routes;
- Meet the needs of all users, including but not limited to the elderly, children, people with disabilities, skateboard riders, rollerbladers, people with prams, people pushing trolleys etc.;
- Provide cycling and walking facilities – e.g. cycle racks, seating, lighting, shade etc. along routes to enhance amenity and comfort for all users;
- Remove gaps in cycling and walking networks;
- Provide adequate end of trip facilities that are appropriately located to ensure maximum comfort for potential and existing user groups;
- Provide clear and legible paths of travel to increase user confidence;
- Provide defined spaces for cyclists and pedestrians both on road and off road;
- Ensure pathways and other related infrastructure are well maintained; and
- Create a local environment that encourages more people to cycle and walk.



Signage that promotes considerate use of path



Some of the alternative users shared paths



Cycle Parking

The strategy recommendations in this section detail how to provide the above through the development of a connected network of off-road and on road pathways and associated facilities.

Action C.1

Develop and Implement Consistent Signing Strategy

Directional signage

Behavioural signage

Incorporate along on-road and off-road routes to guide cyclists and pedestrians and provide distances and travel times to destinations. Directional signage increases the confidence of users, particular when unfamiliar with the locality and is likely to encourage use of facilities by highlighting destinations that can be easily reached. Additional information such as steps, steep hills and other potential obstacles can also be indicated on signs to ensure users can plan their routes accordingly.

Incorporate along off-road paths and open areas with cycle and walking tracks passing through. The behaviour of different user groups can be inconsiderate of others. Signage can assist in promoting appropriate and thoughtful behaviour which increases everyone's enjoyment of facilities. Signing along shared paths should promote appropriate speed limits for cyclists, encourage pedestrians to walk to the left and remind cyclists to warn pedestrians by ringing their bell. Dog walkers can be encouraged through signage to clean up after their pets and not let leashed and unleashed dogs cause a nuisance to others.

Behavioural signage should be extended to pavement markings, including painting a white line along the centre of off road paths to encourage users to keep left. This also helps users identify principal and secondary paths at path intersections.

Drivers should also be made aware of the need to share the road with cyclists and be vigilant for pedestrians and cyclists, encouraging appropriate driving behaviour and speeds for the local roads and recognising areas of high pedestrian activity.

It is recognised that signs alone are unlikely to change entrenched behaviour, however, carefully designed signs can assist, particularly in conjunction with other information, enforcement by rangers and local media campaigns.



Adelaide Waterfront, SA



Hobson's Bay Trail, Vic



Migate Beach Walk, NSW



Clear use of signage to indicate intended user group

Warning signs

Locate as necessary to warn cyclists and pedestrians (and potentially drivers) of hazards that may exist. While the preference is to mitigate hazards it is likely that this will not always be possible. At locations where hazards exist but cannot be satisfactorily removed, signs should warn approaching pedestrians and cyclists of the hazard and the need to take care. Signs may also be necessary for drivers, for example, where a road narrows and cyclists are forced into the traffic flow.

Distance Markers

Provide a distance marker every 0.5km to assist the people who cycle or walk for fitness to determine the length of their exercise route and those travelling for transport purposes to make route choices. Distance markers will work well in conjunction with directional signs that incorporate a distance in the same way road signing does. This would be of most benefit on off road routes. (E.g. Maribyrnong Trail, Moonee Ponds Creek Trail etc.)

Action C.2

Provide Secure Cycle Parking at Stations and in Activity Centres

Cycle parking currently provided at stations in the municipality is poorly used and anecdotal evidence suggests a high risk of theft of cycles from stations. Cycle lockers provide a far more secure alternative to bike rails. Council should look to work with Connex to provide lockers at all stations in Moonee Valley.

A significant problem with cycle lockers the lack of general knowledge on rental and access and then facilitating and managing rentals. Council must identify a suitable body (potentially itself) to manage the rental of lockers and then work in partnership with Connex (and others) to publicise information on the lockers. Ideally locker rental will be offered consistently regardless of location to maximise advertising and minimise administration. In the Sydney metropolitan area, Bicycle NSW manages the rental of all cycle lockers at stations and contact information is provided in large stencilled letters on all cycle lockers.

Bicycle rails should be provided conveniently throughout activity centres, allowing cyclists to easily and securely park their bicycle close to their destination. Many individual rails throughout the centre are preferable to a few 'banks' as they allow cyclists to easily park their bike close to their destination. This has been achieved along Puckle Street in Moonee Ponds. Cycle parking should also be included outside popular destinations, such as stations, libraries, community centres and health centres.

Action C.3

Address Key Accident Sites

Key accident sites have been identified through this study (based on CrashStats analysis) and in previous work, including the Moonee Valley Bicycle Strategy (Draft) 1999. Identified locations include:

Cyclists

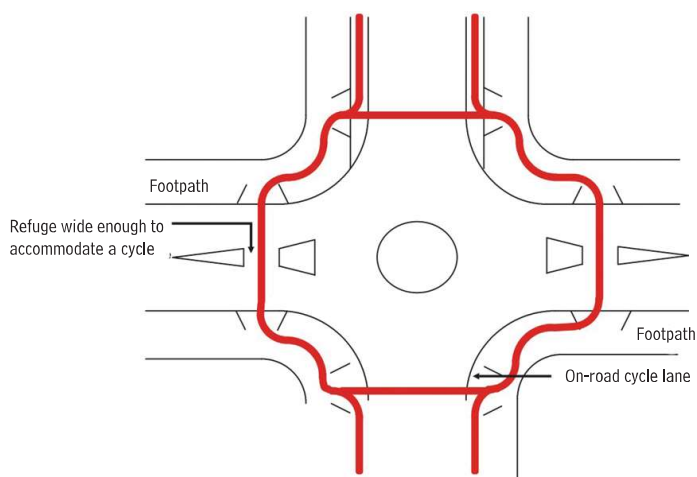
- Intersection of Mount Alexander Road and Keilor Road
- Intersection of Mount Alexander Road and Pascoe Vale Road
- Intersection of Mount Alexander Road and Ormond Road
- Along Mount Alexander Road
- Along Princes Highway West

Pedestrians

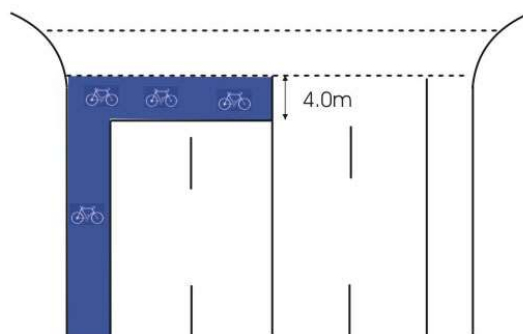
- Niddrie Centre
- Essendon North Centre
- Essendon Centre
- Moonee Ponds Activity Centre
- Along Mount Alexander Road
- Along Racecourse Road
- Pascoe Vale Road to the north of the intersection with Mount Alexander Road
- Along Maribyrnong Road
- Along Buckley Street
- Along Epsom Road

It is recognised that conditions at some of these locations may have improved following recent speed limit reductions, however, the incidence of accidents on roads where 60km/h limits remain is of concern.

Cycle crossing at roundabouts



Advance stop line at intersection



Examples of Road Treatments that improve conditions and safety for Cyclists

Actions C.4 – C.9

The existing network is shown in **Map 1** and the proposed, highlighting the relevant actions, is shown in **Map 2**. The proposed network enhancements have been based on a review of the existing network, the proposed network as developed by Council, VicRoads (PBN) and neighbouring councils, consultation and data analysis undertaken as part of this strategy development and data available from Council and Bicycle Victoria, including road widths and site visits by the study team.

The general feasibility of all the actions identified has been established through site visits. The Issues Paper in Appendix A details using photos and commentary the site audit that was completed for this project. In some locations the proposed actions will be more difficult to achieve than in others and this is noted through the Strategy. Actions are given as specifically as is possible at this stage.

Maps detailing the actions are provided in the follow pages.

Ten of the identified actions have been developed to a concept level to enable early implementation by Council.

As a part of this strategy, ten concept plans have been developed from the actions identified in the following table. These top ten sites has been identified to enable council earlier implementation. The 10 actions highlighted in the following table can be viewed in Appendix G.

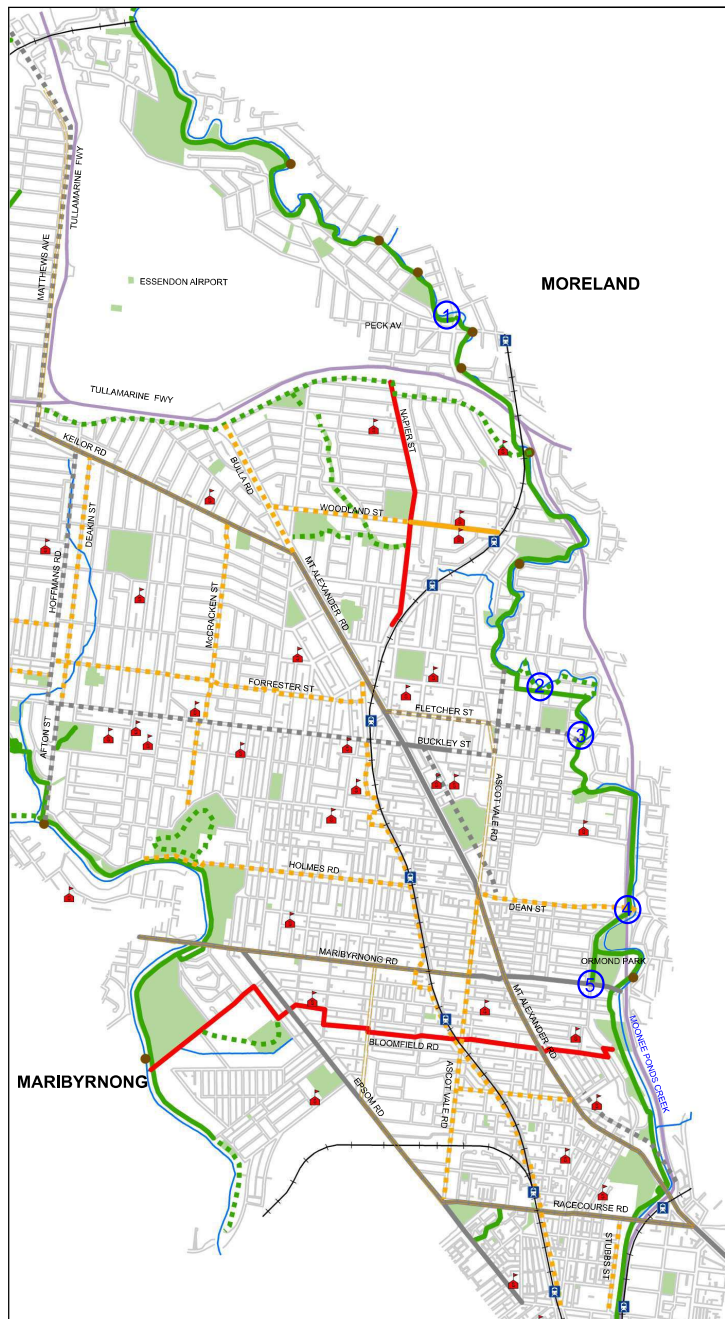
future
longevity

happiness





C4 - Improve Moonee Ponds Creek Path and Connections



- ### Improve alignment of Moonee Ponds Creek Path at Ormond Park

C5 - Complete Proposed PBN



1: Connect the shared use path along Matthews Avenue to the Western Ring Road path

2: Implement a shared use path along Matthews Avenue

3: Complete PBN: Keilor Road west of Niddrie

4: Complete PBN: Milleara Road/Canning Street

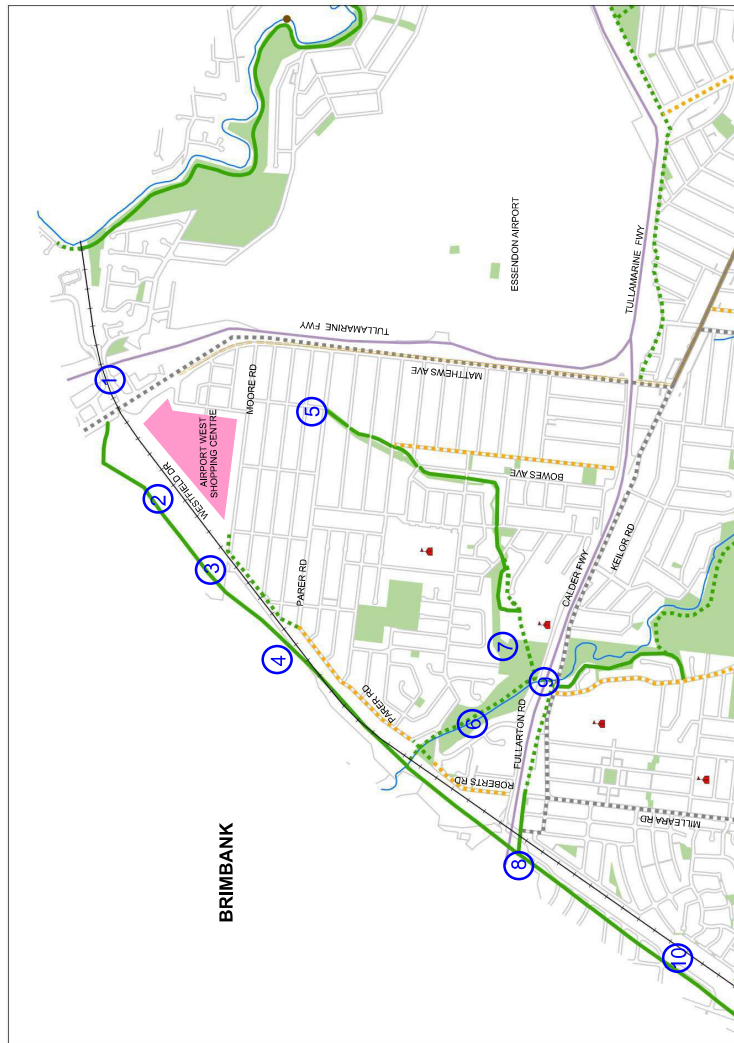
5: Cordite Avenue Bridge: City of Moonee Valley will need to support the City of Maribyrnong in realising improvements

6: Implement cycle lanes along Buckley Street

7: Raleigh Road Bridge: City of Moonee Valley will need to support the City of Maribyrnong in realising improvements

8: Mount Alexander Road - southbound sections

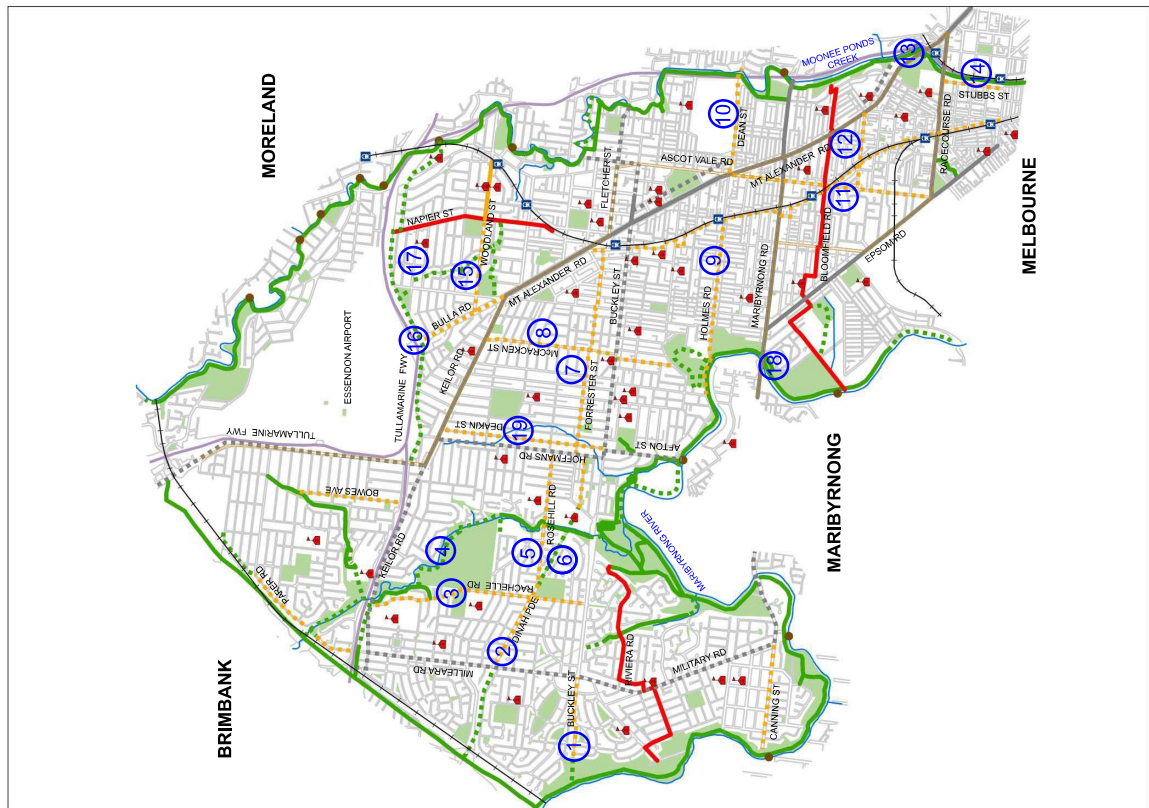
C6 - Improve Connections to/from Airport West Shopping Centre



- 1:** Provide safe pedestrian access from Collier Street to Airport West SC and the terminus of Tram 59
- 2:** Provide safe pedestrian and cycle access along Westfield Drive
- 3:** Improve the connection from Airport West SC to the Western Ring Road Path
- 4:** Shared path from Parer Road to Moore Road and Airport West SC
- 5:** Connect from Parer Road to Airport West SC and Matthews Avenue - investigate suitable route
- 6:** Provide an off road path Fullarton Road to Parer Road (south) along Steele Creek
- 7:** Complete the Parer Road (north) - Fullarton Road off road path
- 8:** Connections with Western Ring Road path
- 9:** Connect Fullarton Road to Parer Roads across Fullarton Road and Steele Creek Path (south)
- 10:** Investigate cycle and pedestrian crossing of rail line in the vicinity of Urana Road to Slater Road

C7 - Provide East-West and North-South Connections

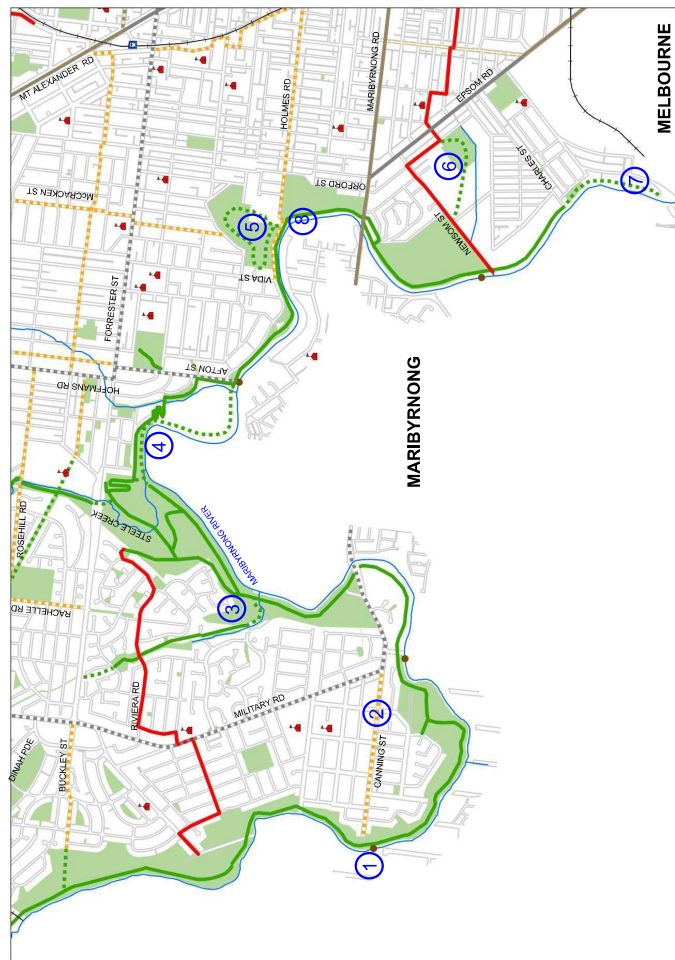
- 1:** On road facility along Buckley Street west of Milleara Road
- 2:** Investigate link from Steele Creek path to Western Ring path via Dinah Parade
- 3:** Investigate on road cycle routes along Rachelle Road
- 4:** Complete Steele Creek path (south) and provide an underpass under Buckley Street
- 5:** Continue cycle lanes from Dinah Parade along Rosehill Road
- 6:** Off road path along transmission line reserve from Dinah Parade to Steele Creek
- 7:** Investigate on road facility along Forrester Street between Hoffmans Road and Mount Alexander Road
- 8:** Investigate on road cycle facility along McCracken Street between Kellor Road and Buckley Street
- 9:** On road facility along Holmes Road and The Boulevard from Vida Street and Puckle Street



- 10:** On road facility along Dean Street between Puckle Street and Moonee Ponds Creek path
- 11:** On road facility along Ascot Vale Road from Mount Alexander Road to Epsom Road
- 12:** On road cycle lanes along Kent Street
- 13:** Connection from Mount Alexander Road and Racecourse Road to off road paths to CBD
- 14:** On road cycle lanes along Stubbs Street
- 15:** Cycle facility along Woodland Road
- 16:** Off road path from freeway (Carnarvon Road) to Napier Street and Mount Alexander Road
- 17:** Connection from Bell Street to Mathews Avenue
- 18:** Connection from Maribyrnong Road to the footbridge at Riverside Golf Driving Range
- 19:** Cycle facility along Deakin Street as an alternative to Hoffmans Road

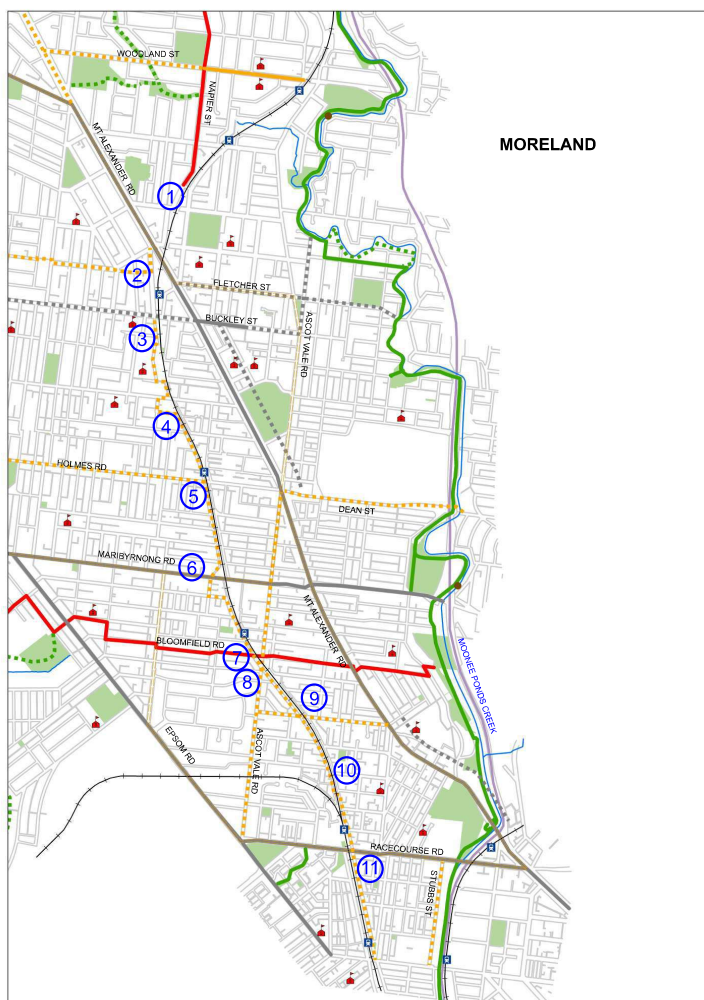
C8 - Improve Connections to and across the Maribyrnong River

- 1:** Formalise river crossing - currently rock ford
- 2:** On road facility along Canning Street
- 3:** Off road link through Tea Gardens
- 4:** Continue river path between Afton Street and Steele Creek



- 5:** Connections through Aberfeldie Park
- 6:** Connections through Orica Site
- 7:** In conjunction with Maribyrnong Council complete Maribyrnong River path between Charles Street and Hobsons Road
- 8:** Boulevard on road connection currently being designed between Vida Street and Orford Street

C9 - Provide Pedestrian and Cycle Link Along Broadmeadows Rail Line



1: Continue Napier Street advisory route to Mount Alexander Road

Develop facility along rail line -

2: Rose Street

3: Sherbourne Street

- One-way northbound in northern section
- One-way southbound in southern section

4: Path between Park Street and Trinafour Street - improve

5: Milfay Avenue - one way southbound

6: Edgar Street/Bayview terrace - improve intersection and accommodate through movement

7: The Crescent/Queens Avenue - improve crossing of Ascot Vale Road for pedestrians and cyclists

8: Queens Avenue - one way southbound

9: Queens Avenue/Pin Oak Crescent - facilitate movement across central median on Kent Street

10: Pin Oak Crescent - relocate poles to increase available footpath width

11: Provide shared use path along Eastwood Street adjacent to rail line

* One way sections are noted - contraflow cycle facility will be required

Ref	Action	Suburb	Comment
C4 Improve Moonee Ponds Creek Path and Connections			
1	Pedestrian path along Peck Avenue reservation	Stathmore	Provide connection to Moonee Ponds Creek path at Mascoma Street and sign route through to Peck Avenue.
2	Connect Moonee Ponds Creek path in vicinity of Vanberg Road	Essendon	Work with City of Moreland to provide connected facility with additional creek crossings.
3	Connection from Moonee Ponds Creek path to Albion Street	Moonee Ponds	Formalise existing track.
4	Improve alignment of Moonee Ponds Creek Path at Dean Street/Dawson Street Bridge	Moonee Ponds	Sharp bend and poor sight lines makes this section dangerous – could bypass bends on approach to bridge
5	Moonee Ponds Creek path and connections through Ormond Park and improve alignment of Moonee Ponds Creek Path at Ormond Park	Moonee Ponds	Sign existing connection from Moonee Ponds Creek path to Ormond Road through Ormond Park. Work with City of Moreland to realise connections to Holbrook Reserve – possibly at low level across creek. Improve alignment of Moonee Ponds Creek path at Ormond Park

Ref	Action	Suburb	Comment
C5 Complete Proposed PBNHoffmans Road is identified as part of the PBN, however, it is unlikely cycle facilities will ever be realised due to cost and physical constraints combined with traffic needs. As an alternative Deakin Street has been identified and is discussed under C7.			
1	Connect the shared use path along Matthews Avenue to the Western Ring Road path	Airport West	<p>To maximise the benefit of both the path along Matthews Avenue and the path alongside the Western Ring Road, there is a need to ensure the two paths are connected, ideally also with an off-road path. There are two possible options for the connection:</p> <ul style="list-style-type: none"> Continuing along Matthews Avenue into Melrose Drive with a connection in the vicinity of Malvern Avenue; or; Crossing Melrose Drive into Mascoma Street with a connection in the vicinity of Coventry Street. <p>In both options providing safe crossings of the rail line will be necessary. It will also be necessary for Moonee Valley City Council to work closely with the municipalities of Moreland and Brimbank to realise the connection.</p>
2	Implement a shared use path along Matthews Avenue	Airport West	<p>It is proposed to accommodate a shared use path adjacent to the tram line. Signalised crossings are already in place to facilitate access across Matthews Avenue at the tram stops. Indented parking, access around tram stops and recently planted trees will need to be addressed.</p>
3	Keilor Road, west of Niddrie	Niddrie	
4	Milleara Road / Canning Street	Keilor East / Avondale Heights	
5	Cordite Avenue Bridge	Maribyrnong	<p>The existing road bridge is too narrow to safely accommodate pedestrians and cyclists given traffic flows - City of Moonee Valley will need to support the City of Maribyrnong in realising improvements.</p>
6	Buckley Street Raleigh Road Bridge Mount Alexander Road – southbound sections	Essendon	<p>City of Moonee Valley has developed proposals to implement cycle lanes along Buckley Street. The facility is to be implemented along Buckley Street to the east of Mount Alexander Road, however, the road reserve is narrower to the west and it is difficult to accommodate cyclists and buses through this section. Council is negotiating with the local bus operator to find a solution. An alternative east-west connection in this vicinity along Forrester Street will be investigated as part of this strategy. It is recognised that an alternative to Buckley Street is probably desirable to provide for less confident cyclists.</p>

Ref	Action	Suburb	Comment
7	Raleigh Road Bridge	Maribyrnong	The existing road bridge is too narrow to safely accommodate pedestrians and cyclists given traffic flows - City of Moonee Valley will need to support the City of Maribyrnong in realising improvements.
8	Mount Alexander Road – southbound sections	Moonee Ponds & Flemington	The completion of these southbound sections is difficult due to reduced road width but necessary to provide through facility.
C6 Improve Connections to/from Airport West Shopping Centre			
1	Provide safe pedestrian access from Collier Street to Airport West SC and the terminus of Tram 59	Airport West	There is a need to improve this pedestrian connection and formalise a path already in use.
2	Provide safe pedestrian and cycle access along Westfield Drive	Airport West	Change shared use path adjacent to rail line
3	Improve the connection from Airport West SC to the Western Ring Road path	Airport West	Improve the existing facility linking Airport West SC to the Western Ring Road path, via a shared use path over the rail line at Westfield Drive. Requires signing and surfacing – also possibility of continuing path along Westfield Drive under rail bridge providing continuous facility to Parer Road – rail reservation is wide in this location
4	Shared path from Parer Road to Moore Road and Airport West SC	Airport West	Provide path alongside the rail line to connect Parer Road with Moore Road and Airport West SC. At least sections of this route are already used informally by pedestrians accessing local streets and Airport West SC.
5	Connect from Parer Road to Airport West SC and Matthews Avenue	Airport West	Connect existing off road path between Fullarton Road and Parer Road to the proposed path along Matthews Avenue (via Bowes Avenue), Airport West SC and the Western Ring Road path. Route options include Louis Street, Parer Road and Sexton Street.
6	Provide an off road path Fullarton Road to Parer Road (south) along Steele Creek	Airport West	Southern section of Parer Road has sharp bend on a steep hill and will need to be avoided – connect directly through adjacent to rail line and behind houses
7	Complete the Parer Road (north) – Fullarton Road off road path	Airport West	Connect through AJ Davis Reserve – possibly across car park.

Ref	Action	Suburb	Comment
8	Connections with Western Ring Road (WRR) path	Airport West / Keilor East	Connect the WRR path with Keilor Road, Fullerton Road and Roberts Road (and from there to Parer Road). Possibility of providing tunnel link through railway embankment close to Steele Creek alignment with direct access to WRR path. The WRR path extends to Wonganella Drive on the southern side of the Calder Freeway, complete the link between this facility and Keilor Road (PBN). Improve signage of existing connections in this location and improve perception of personal security by removing blind corners etc.
9	Connect Fullarton Road to Parer Road paths across Fullarton Road and Steele Creek path (south)	Airport West	Necessary to provide integrated network through this area.
10	Investigate cycle and pedestrian crossing of rail line in the vicinity of Urana Road to Slater Parade	Keilor East	Connection to employment lands between rail line and Western Ring Road – industrial units back onto rail line and access through to Slater Parade will depend on identifying gap between buildings.
C7 Provide East-West and North-South Connections			
1	On road facility along Buckley Street west of Milleara Road	Essendon West	Link from Milleara Road (PBN) through to Maribyrnong River path via Rimcross Drive and New Boulevard Way.
2	Link from Steele Creek path to Western Ring Road path via Dinah Parade	Keilor East	Possibly via transmission line reservation between the Steele Creek path and the Western Ring Road. Investigate potential to accommodate on-road cycle lanes on Dinah Road. The connections between on and off road sections will need careful consideration to ensure cyclists can travel safely.
3	Investigate on or off road cycle facility along Rachelle Road	Keilor East	Could implement advisory signed route – would need to treat traffic calming measures to make cycle friendly
4	Complete Steele Creek path (south) and provide an underpass under Buckley Street	Niddrie / Keilor East	Integrate with development at former quarry.
5	Continue cycle facility from Dinah Parade along Rosehill Road	Keilor East	This will provide a link between Milleara Road and Deakin Street (alternative to Hoffmans Road) and the PBN and continue the proposed connection from the Western Ring Road path.
6	Provide off road path through power line reservation between Rosehill Road and Buckley Street	Essendon West	Power line reservation is sufficiently wide to accommodate off road facility

Ref	Action	Suburb	Comment
7	Investigate on road cycle facility along Forrester Street between Hoffmans Road and Mount Alexander Road	Essendon	Potential bypass of Buckley Street for less confident cyclists and in absence of on road facility along Buckley Street –signed route.
8	Investigate on road cycle facility along McCracken Street between Keilor Road and Buckley Street	Essendon	Could be signed route. Alternatives include Cooper Street.
9	On road facility along Holmes Road and The Boulevard from Vida Street and Puckle Street	Moonee Ponds	Connection to recreational facilities in Aberfeldie Park and activity centre of Moonee Ponds – scheme being developed by Moonee Valley City Council
10	On road facility along Dean Street between Puckle Street and Moonee Ponds Creek path	Moonee Ponds	Complete connection into Moreland at Dawson Street bridge – Dean Street is not wide enough for on road cycle lanes – could remove parking lane as there appears to be a low demand for on-street parking on non-race days.
11	On road facility along Ascot Vale Road from Mount Alexander Road to Epsom Road	Flemington	Difficult to accommodate due to road width which allows two 'squashy' traffic lanes – could redefine road space to permit one traffic lane in each direction with cycle lanes – would impact on traffic capacity
12	On road cycle lanes along Kent Street	Flemington	BV measurements indicate Kent Street is wide enough
13	Connection from Mount Alexander Road and Racecourse Road to off road paths to CBD	Flemington	Also improve connection to Flemington Bridge station for pedestrians and cyclists.
14	On road cycle lanes along Stubbs Street	Kensington	BV measurements indicate Stubbs Street is wide enough
15	Cycle facility along Woodland Road	Strathmore	Connect existing on road cycle lanes to Bulla Road / Mount Alexander Road. Investigate connection east across rail line to Moreland via Reynard Street.
16	Off road path from freeway (Carnarvon Road) to Napier Street and Mount Alexander Road	Strathmore	Via existing drainage reserve.
17	Connection from Bell Street to Matthews Avenue	Strathmore / Essendon North	Provides connection to south of Tullamarine Freeway in a combination of on road and off road links. Several off road sections are already in place but would benefit from upgrading. Noise barrier reservation provides opportunities for additional off road path. Need direct connection from Ross Street to Matthews Avenue (through existing fence). Bulla Road will be most difficult barrier to cross on this route.

Ref	Action	Suburb	Comment
18	Connection from Maribyrnong Road to the footbridge at Riverside Golf Driving Range.		This route should be a major pedestrian route which is very well lit and safe and considered as an important link between Maribyrnong and Moonee Valley City councils.
19	Cycle facility along Deakin Street as an alternative to Hoffmans Road		Ideally a pedestrian / cycle corridor without through access for vehicles.
C8 Improve Connections to and across Maribyrnong River			
1	Formalise river crossing at Canning Street	Avondale Heights	Bridge to replace existing ford. Support City of Brimbank in realising this action.
2	On road advisory route along Canning Street west	Avondale Heights	Links PBN to Maribyrnong River Path and crossing (C.24) into Sunshine North.
3	Link path from Tea Gardens to network	Avondale Heights	Connect existing off road path through Avondale Heights to the wider pedestrian and cycle networks in the north and complete the link to the Maribyrnong River path. Options include via Cortina Place to Buckley Street and Riviera Road to Milleara Road.
4	Continue Maribyrnong River path along the river between Afton Street and Steele Creek	Aberfeldie	City of Moonee Valley has acquired land adjacent to river for park. Off road paths to be accommodated in proposed park.
5	Connections through Aberfeldie Park	Aberfeldie	As already proposed by Council
6	Connections through Orica Site	Ascot Vale	To be realised with new development. Exact route to be determined in consultation with developer.
7	In conjunction with Maribyrnong Council complete Maribyrnong River path between Charles Street and Hobsons Road	Flemington	Prioritise Kingston Avenue to Fisher Parade section and link to existing road bridges.
8	Boulevard on road connection currently being designed between Vida Street and Orford Street		

Ref	Action	Suburb	Comment
C9 Provide Pedestrian and Cycle Link along Broadmeadows Rail Line			
1	Complete facility along Napier Street	Essendon	Via Grice Crescent or Brewster Street to Mount Alexander Road (PBN).
2	Rose Street	Essendon	Cycle lanes or advisory route
3	Sherbourne Street		Contraflow treatments required in north section (currently one way northbound) and south section (currently one way southbound)
4	Existing path between Park Street and Trinafour Street	Moonee Ponds	Path needs to be improved – particularly at Park Street end
5	Milfay Avenue	Moonee Ponds	Contraflow treatment required – currently one way southbound
6	Edgar Street/Bayview Terrace	Ascot Vale	Intersection with Maribyrnong Road needs to safely accommodate through movement by cyclists and pedestrians crossing
7	The Crescent/Queens Avenue	Ascot Vale	Intersection with Ascot Vale Road needs to safely accommodate through movement by cyclists and pedestrians crossing – a pram ramp and path is required in The crescent, west kerb
8	Queens Avenue	Ascot Vale	Contraflow treatment required – currently one way southbound – carriageway wide enough but will need consideration of existing blue stone gutter
9	Queens Avenue/Pin Oak Crescent	Ascot Vale	Need to accommodate cyclists travelling from one to the other – this movement is prevent by a central median
10	Pin Oak Crescent	Newmarket	Relocate power poles in footpath to increase available footpath width along west kerb
11	Eastwood Street shared path	Newmarket	Provide shared path alongside rail line – formalising existing trackImprove pedestrian facilities.

D Promotion

The following strategies are aimed at improving awareness of cycling and walking for all purposes and attracting more people to participate in both activities. This is to be achieved through positive promotion of both activities and by increasing awareness of the existing networks and the associated facilities, greater use of the facilities (**Map 3**) and a resulting deepening of the cycling and walking culture.

The following strategies are aimed at improving the image of cycling and walking, and as a result strengthening the culture of cycling and walking in Moonee Valley.

The success of the following strategies requires the commitment and the support of Moonee Valley City Council to lead and generate support for their implementation otherwise this Strategy will be literally without legs.

Action D.1 Promoting Council's GTP

As discussed in Action A.1 a GTP would be the most effective way for Council to show the community and demonstrate to State government Councils commitment to sustainable transport modes. The following offers ideas that may form part of the GTP and encourage more employees to participate and lead by example.

A GTP can support cycling and walking in Moonee Valley in some of the following ways:-

- Identify a permanent staff member from Council who is the contact point for all cycling and walking queries.
- Provide end of trip facilities at the Civic Centre and all other Council premises, including community centres and schools.
- Create a corporate team to enter into cycling or walking events – and report these events in the local media and Council publications.
- Encourage staff to join local exercise groups, supporting these activities in the wider community.
- Organise charity cycling and walking events for people.
- Provide a detailed map which shows how to best access Council offices and other community facilities within the City.
- Suggest Council to host a 'Learn about Moonee Valley's Cycling and Walking networks and facilities. (On-road and off-road).
- The GTP will allow Council to 'lead by example', encouraging other businesses to develop travel plans.

Action D.2

Target Marketing Programs to Specific User Groups

Promoting activities and programs to user groups to whom they are most relevant is a significant factor in reaching a target audience. The following identifies methods to reach user groups.



Children

Promoting and marketing activities and/or facilities to children that include the 'fun' factor may encourage them (and hopefully friends and family) to participate in cycling and walking more often. Examples of features that could be promoted to encourage increased activity may include; -

- Bird baths or feeders in parks that invite a wide array of wild life to the area
- Public sculptures that intrigue little minds
- A regular performer who goes to the local park and performs for the kids.
- Interactive art (i.e. the bubble squirter which is very water effective and even more fun)
- Play equipment that is interactive and thought provoking – a little more than monkey bars

community
fun
participation



Kids playing at local attractions

Local Movement

This includes any user who needs to move around their local area to shop, pick up take-away, go to a movie etc. Methods for promoting facilities and activities that may improve the image of cycling and walking for this user group could include:-

- Easily attainable maps that can be downloaded from the council website or acquired from Council offices, cafes, sports centres, community facilities etc that highlight methods of access to activity centres, schools, churches and other local services and facilities. Attractively presented these can also provide an eye catching document that people will want to keep, pin on notice boards etc, whether they walk or cycle or not. In this way a pictorial representation of Moonee Valley will be close to hand if people change their mind and decide to begin to cycle or walk.
- This action would build on the existing local walking maps.

Exercise/Leisure

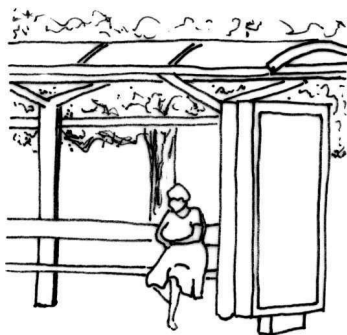
People who cycle or walk for exercise and/or leisure need specific facilities and network features including:-

- Improved facilities along routes and at destinations
- Introduction of education programs for non-cyclists and pedestrians to encourage tolerance and understanding on shared roads and paths

Commuter

Commuters are a user group who have very specific needs, and when those needs are not met, safety can be compromised.

- Improved links, especially to activity centres and transport nodes.
- Ensure quality facilities are provided at transport destination points including seating, shelter and lighting
- Good quality signing along routes to ensure trips are direct
- Ensure up to date timetable information to prevent people waiting longer than necessary.



Training

Similarly to commuters, people who are training also have very specific needs and in many cases they are not as familiar with the areas they use because they are coming from outside of the municipality.

- High quality links with neighbouring municipalities to provide continuous paths over longer distances



Action D.3

Develop a Map of Routes and Facilities

Council should produce a map showing all cycle routes, public transport routes and stops, community facilities and items such as public toilets. This has been done successfully in the City of Moreland. The map is useful to residents and Council staff in their everyday activities and the planning of new facilities.

In developing a map of cycle and pedestrian routes the following issues should be considered:

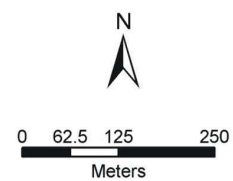
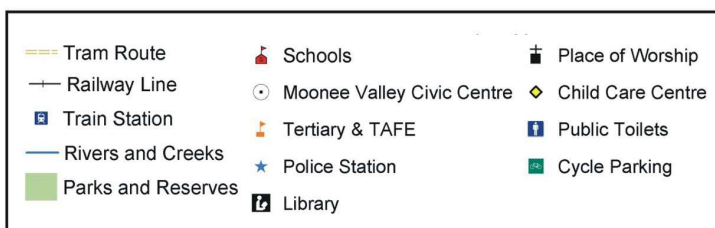
Audience – who is the map for? The audience needs to be carefully considered, including the potential distribution area and age groups. Once a standard map is produced it may need to be repackaged for children.

Coverage – what area should the map cover? It should recognise that most people will happily cycle 7kms to work or amenities and much further for leisure and exercise, which means that it needs to include more than just the Moonee Valley City Council area – cooperation from neighbouring Councils, VicRoads and Parks Victoria will therefore be required. Connections to Melbourne CBD will be particularly important. The map should include a scale with distance and travel time.

Information – what other information should be included on the map? This may be information about both how to go about cycling - how to cycle safely and mix with other road users including traffic and pedestrians, where to buy a cycle, local facilities such as cycle parking along nominated routes and contacts for more cycling information, such as Bicycle Victoria – and where to cycle, identifying recognised leisure routes with points of interest marked, local cafes and other attractive destinations in Moonee Valley that may not previously have been considered as desirable or realistic cycling destinations.

Routes – will the map include existing and/or future facilities? The longevity of the map needs to be considered here. If future facilities are included then a clear timescale to implementation should also be included and Council must commit to that timescale otherwise the map will be inaccurate and not considered useful.

Style – what should the map look like? The style of the map will influence its use and cost to produce. The map should be tailored towards its target audience and seek to generate interest in both the local area and cycling. It should make sure information is clear and legible. Printing on plastic paper can extend the lifetime of the map and make sure they do not disintegrate in wet weather.



Moonee Valley extract showing noted land uses



Shelf life

The map will have a finite shelf life and Council must commit to updating the map every year or so to keep it up to date. If the map gets out of date information will be inaccurate and those trying to use the map will be frustrated. The map needs to publicise the efforts of Council to promote and support cycling and can only do this if it is current.

Distribution

The map needs to be distributed widely to ensure maximum coverage. Bicycle Victoria and tourism outlets can make it available. It can be displayed at local stations and newsagents. All households could be sent a map or a leaflet advertising it with rates notices or the quarterly Council newsletter. Depending on the content, style and quality, Council may decide to charge for the map which has the advantage of increasing the perceived value and usefulness of the map.

Action D.4 - Develop a Corporate Support Program

Council should establish mechanisms for promoting TravelSmart and Green Travel Plans to business within the area through:-

- Send local businesses information about TravelSmart and GTPs.
- Access DOI/SEAV assistance to develop travel plans in the municipality
- Promote the benefits of adopting a Green Travel Plan (preferably using the Council's own success adopting a Green Travel Plan as a case study and example of the benefits which can be gained from the plan) such as increased exercise resulting in higher staff productivity.
- Provide advice on how to improve the quality of staff members trips by adding end of trip facilities that adequately fulfil the needs of the number of staff cycling and walking to work currently and in the future.
- Assist local businesses to develop their own incentives plan to encourage people to cycle and walk to work
- Encourage employers to consider methods identified by TravelSmart that promotes cycling and walking in the workplace.

To view Travelsmart principles that encourage increased cycling and walking, see Action D7 of this document.

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To view Travelsmart principles that encourage increased cycling and walking, see Action D7 of this document.

people
challenge
enjoy



Action D.5

Promote the Benefits of Cycling and Walking

Council should embark on a program that promotes and educates people about the benefits of cycling and walking. This may occur either as a stand alone project, incorporated within a related initiative (such as the GTP) or work with a third party (such as the Heart Foundation, BV, State Agencies etc.) to develop a promotional strategy on a wider basis. Techniques may include:-

- Using local newspapers as an informal and accessible medium
- Uploading documents and advice onto Council's website
- Adding information to existing newsletters that may already be sent to a similar target audience
- Creating a newsletter that reports on cycling and walking issues in Moonee Valley which may be spearheaded by Moonee Valley's Cycling and Walking Working Group (Steering Committee) in conjunction with Council.
- Where possible a well-known personality or celebrity should be used to spearhead a promotional campaign, which increases awareness of the benefits of cycling and walking – maybe Moonee Valley already has a well known resident
- Deliver a leaflet to local businesses about how to increase employee productivity by encouraging increased physical activity – before work, at work (during lunchbreaks, walking meetings etc.) and after work.

This strategy when implemented should raise awareness of the following benefits:

- Improvements to personal health and fitness
- Improvements to general community health through reduced emissions
- Low environmental impacts – including no emissions, no noise and less land required for movement and storage space than cars
- Cheap to own and maintain, free to ride – compare with the costs of joining a gym
- Dual purpose of getting from A to B and undertaking exercise – saves time on trips to the gym
- Fast journey times over short distances.

The Heart Foundation of Australia has already developed a range of information based on the benefits of exercise and active transport and would therefore form a great project partner in promoting the health benefits of increased cycling and walking.

Action D.6

Promote Existing Programs and Facilities and Encourage New Education Initiatives in Schools

Cycling and walking provides all members of society with independent transport modes. For children this means making independent trips to school or visiting a friend, going to the shops etc. and this means less cars on our roads and enhanced fitness levels.

The travel patterns we develop as children are more likely to be continued into adulthood and so children that cycle or walk are more likely to develop into adults that cycle or walk. Encouraging families to cycle and walk may reduce the number of children being driven to school and therefore reduce congestion and improve safety outside schools.

Children can also play a significant role in changing their parent's habits and so selling the benefits of cycling or walking to children could lead them to persuade their parents to become more active or environmentally sensitive – either will do!

When developing promotional programs for children, consider them in the following ages to ensure your target audience is reached:-

- Children, from birth to 5 years
- Children, aged 5 to 12 years
- Young people aged 12 to 18 years

(Appendix I details this further using a graphical representation as developed by TSE.)

All new programs that aim to increase cycling and walking for children need to consider how parents and carers can be made aware of their role in assisting their child to learn and develop.

Council should progress the promotion of cycling and walking within local schools, including the following initiatives:

- Schools TravelSmart program assists in the development of school related programs. Workbooks already devised include topics such as the Physical and Health Benefits of Exercise, The Detrimental Impact of Car Travel on the Environment and How to Help Make a Difference. There are a range of fun activities and ideas have been developed for events supporting TravelSmart aims i.e. design your own helmet projects.
- The Department of Education and Training offers a program in which training for teachers and other school support personnel of transport and traffic safety are delivered at local venues throughout the state by a DE&T preferred provider.
- Encourage schools to participate in environmental projects such as the DOI project currently being undertaken by Elsternwick Primary School related to greenhouse gas emissions – Council should also keep in close contact with the school during the project to monitor progress and encourage incorporating cycling and walking.
- Explore the possibility of implementing a 'Safe Cycle Routes to School' pilot project with DOI, education department and individual schools.

active
fun
wellbeing



Action D.7

Apply the Principles Identified by TravelSmart

- RACV runs Traffic Safety Education programs that cover general road safety but also incorporate education on cycling.
 - As an incentive, allow students who either cycle or walk to leave school 5 minutes earlier than those who do not.
 - Set up cycling and walking clubs which offer prizes that are announced on assembly.
 - As a part of the cycle club provide maintenance classes where students learn how to best maintain their bicycle.
 - Ensure children have greater access to fun but relevant information about cycling and walking in their school and neighbourhood.
- (See Appendix J for examples of incentives used by different schools/ organisations to encourage people to cycle and walk more often).

To encourage increased cycling and walking within Moonee Valley;-

To encourage walking.

- Identify employees living near work that may be interested in walking to work.
- Produce a map showing safe walking routes to and from your site and times, not distances, to local facilities, such as shops and bus stops (people often have an unrealistic idea of how long it takes to walk)
- Remind staff that they don't always need to walk in the shoes they wear for work – these can be left at work and staff can come in trainers
- Provide lockers for keeping a change of clothes
- Provide showers and changing rooms
- Provide drying room/ facilities
- Open-up short cuts for pedestrian access across the work site
- Encourage walking meetings to the brain going, for those time you don't need to take notes
- Have a few umbrellas handy at reception for rainy days - perhaps bearing the company logo
- Review condition of existing footpaths to meet staff needs
- Negotiate with your local council for improvements to footpaths used by staff.
- Take part in National Walk to Work Day
- Have some TravelSmart Get to Work days encouraging staff to come by alternative means

To encourage cycling

- Establish an internal Bicycle Users Group (BUG)
- Develop a 'bike buddy' scheme for inexperienced cyclists
- Organise a cyclists' breakfast
- Organise an after work cycle ride. It does not have to long or strenuous, and could end somewhere for drinks or dinner
- Provide sufficient secure cycle parking in a visible, accessible and well signed location to meet peak needs
- Provide cycle parking for visitors
- Provide or rent high security cycle lockers
- Provide showers and changing rooms
- If you do not have showers, negotiate with a local gym or sports centre for staff to use theirs
- Provide lockers for a change of clothes
- Provide drying room/ facilities
- Review condition of existing onsite cycle routes
- Upgrade or provide new onsite cycle routes
- Supply a workplace toolkit – this can consist of puncture repair equipment, a bike pump, a spare lock and lights
- Provide a pool bike for many short work trips during the day. Cycling can be quicker for getting around when you consider time taken to find a parking spot. If staff don't have their own bicycle, a work pool bike can be useful.
- Come to an arrangement with a local cycle retailer for cheap servicing of staff bike. If staff buy enough bikes from the retailer, they may agree to service them for free.
- Provide interest-free loans for staff to buy a bicycle and accessories, which they then pay back from their wages.
- Provide cycle mileage allowance
- Provide an onsite cycle maintenance service
- Provide insurance cover for those cycling on work business
- Produce a map showing quiet cycle routes to the workplace. It is a good idea to note which routes are on-road or off-road as this can make a difference to a potential cyclist.
- Negotiate with your council for improvements to cycle routes used by staff
- Use cycle couriers for local deliveries
- Participate in annual events such as Ride to Work Day

Sourced: *TravelSmart Website*

lifestyle
health
enjoyment

E Education

The cycling and pedestrian networks in Moonee Valley can succeed as vital and accessible facilities through appropriately targeted education and promotional programs. The education of users and non-users of Moonee Valleys cycling and walking networks about good behaviour and safest practice when alone or sharing a network with other user groups is also vital to the success of each network.

Programs should focus on providing information on and interpreting existing road rules, courteous behaviour, such as ringing the bell before overtaking a pedestrian on a shared path, the benefits of complying including less accidents and respect for other users and notifying people of the potential penalties of non-compliance. Education material should include real life examples where possible.

Action E.1

Educate Cyclists, Pedestrians and Drivers

Educate Cyclists, Pedestrians and Drivers about good practice and how to contribute to a high level of safety for all users.

- Education within workplaces – possibly through the promotion of Green Travel Plans
- Education of school children through VicRoad's BikeEd and TravelOn programs and RACV's Traffic Safety Education programs within schools
- The provision of safety pedestrian and cycling tips in relevant council publications
- Promoting Bicycle Victoria's website which includes a number of suggestions for safe, legal cycling and how to share paths with other user groups.
- Different levels of education for user groups who share on road paths with vehicles and have varying levels of experience and knowledge
- Penalties for cyclists breaking road rules should be highlighted.



Strategy Outline:

The behavior and awareness of drivers has a significant impact on the safety and enjoyment of pedestrians and cyclists. Often pedestrians and cyclists are not seen when they are sharing the road or intersection with a vehicle, even if they are seen, they are not recognised as legitimate users of the road and drivers can intimidate them (verbally or physically).

Drivers should be educated about the rights of pedestrians and particularly cyclists with whom they share the road. Also those who drive vehicles need to be aware of their own responsibilities towards cyclists – including remembering to check mirrors before opening doors and making turning manoeuvres and giving cyclists plenty of space when overtaking. Good driver behaviour will also be generally encouraged through good design of on-road facilities for both cyclists and drivers.

Action E.2

Develop a Code of Conduct for Cyclists and Pedestrians in Moonee Valley

Strategy Outline: Good behaviour and safe cycling and walking practices should be promoted throughout the cycle and pedestrian networks in Moonee Valley to reduce the number of accidents and incidents and to increase the enjoyment of the network by all users, including cyclists, pedestrians and car drivers.

Information on general practices and road rules for the whole network should be included on cycling and walking maps and provided on Council's website. More specific education campaigns could be undertaken in areas of high conflict, such as on the Maribyrnong and Moonee Ponds Trail and in activity centres. This could include signage to educate on and promote good practice, a specific section of information on the cycle map and should also be supported by good design of the facilities.

