

# Is Sydney's behaviour change program the world's most comprehensive?

VeloCity 2017



city of vici

Surely not...?



# The Challenge

- Starting at 1% of trips
- Sydney = 5 million people
- City of Sydney 200,000
- Car dominated planning

## The Sydney Morning Herald Sydney: the city that hates bikes

March 13, 2010

 Read later

Matthew Moore

 Tweet  Share 602  Share 0  Share  Pin it  submit

 Email article  Print  Reprints & permissions





# Behaviour change projects – usual way...














“Campaign A”



Copy of “Campaign A”

# Sydney's approach...

## 1. The Strategy

-  
-   
-   
-   

## 2. Evaluation

## 3. New project co-ordinator role

### Enabling Cycling Strategy



City of Sydney

Final Report

23 November 2010



# Topline results (2010-2017)

Infrastructure + behaviour change program

(110km network including 12.5km separated cycleways, + 6 projects underway)

- 1. Bike counts: doubled** overall. Top five: 580%, 373%, 311%, 309%, 292%  
(100 intersections, twice a year March 2010 - 2017)
- 2. Participation levels: up from 13.2% to 20.2%**, now **double** rest of Sydney's 10.3%  
("cycled in the last week")
- 3. Census Journey to Work mode share: up 72% from 2.1% in 2006 to 3.6% in 2011**  
(2016 results due in October – more than doubled?)

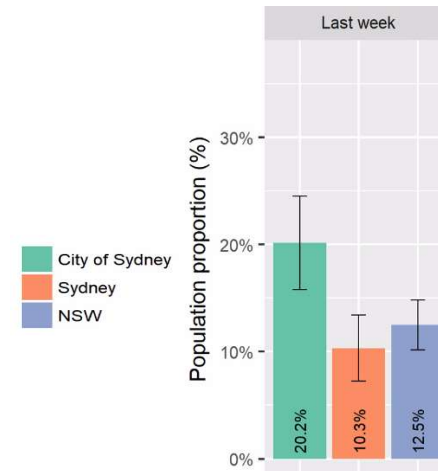
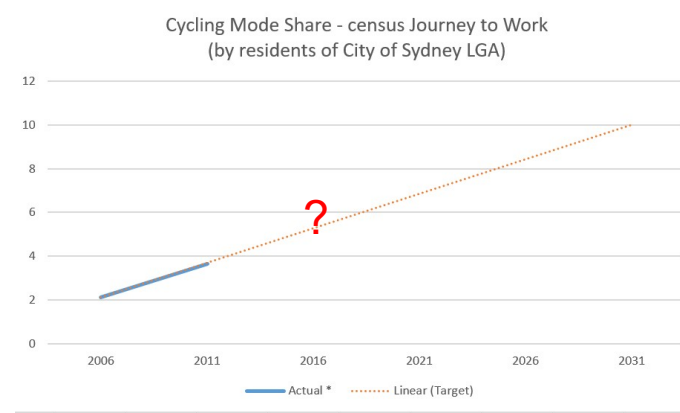
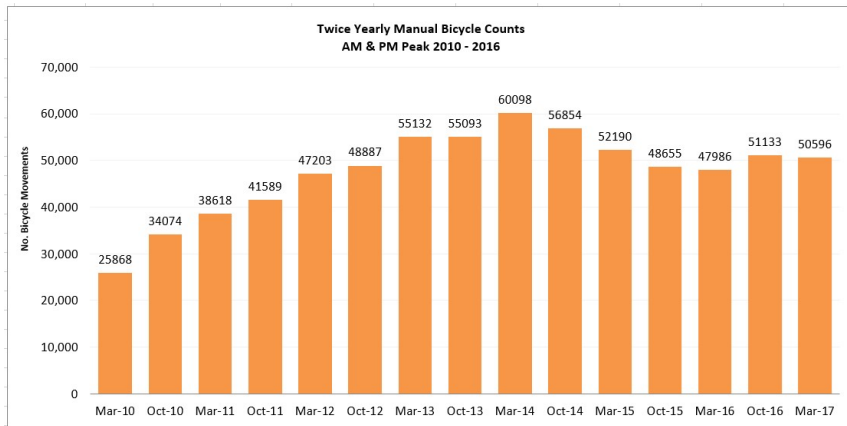
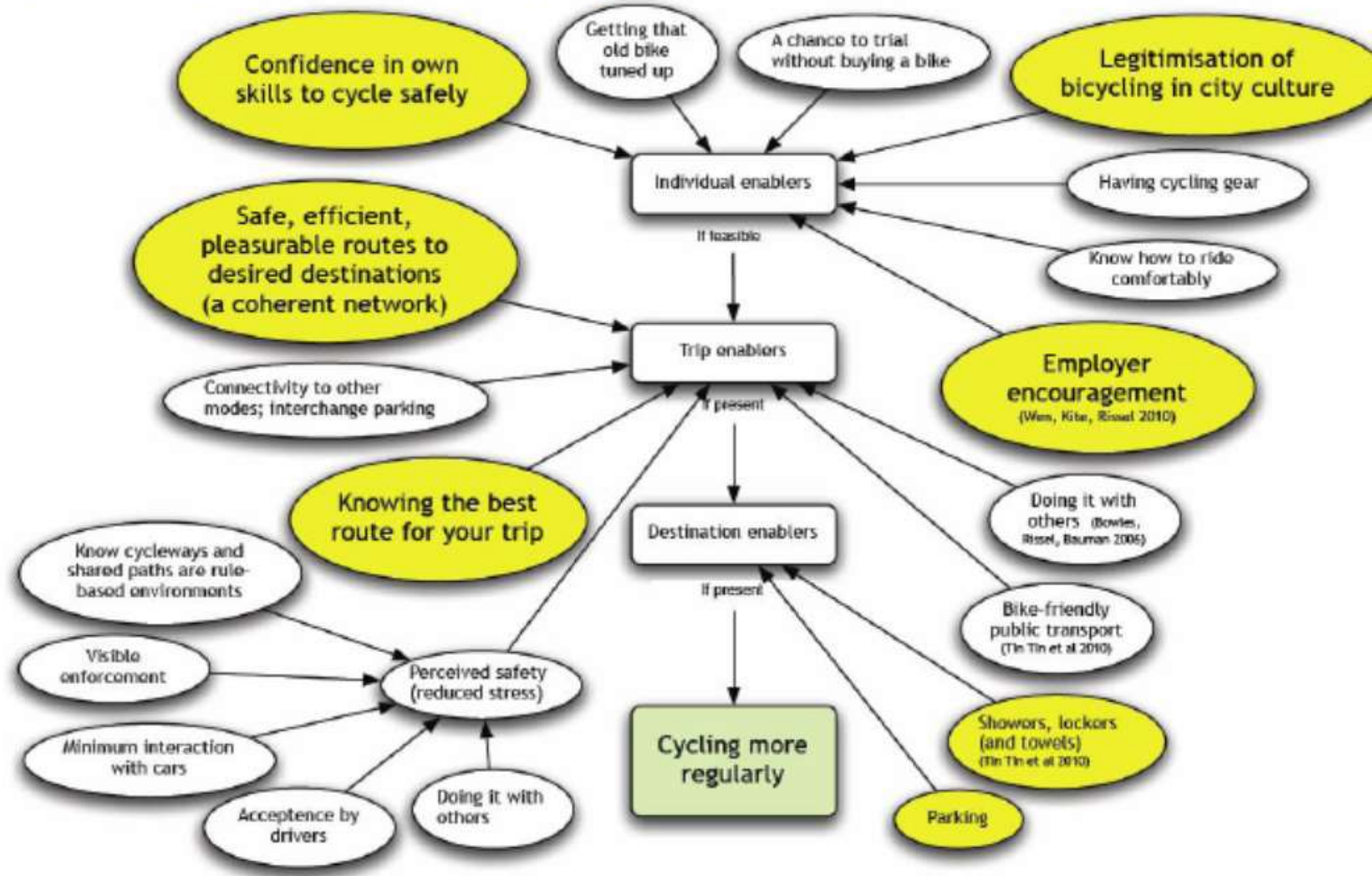


Figure 5: Enabling factors to increase regular cycling





# Try2Wheels





# Try2Wheels

Event survey:

- 95% useful/very useful
- 74% non-riders & occasional riders “will ride more often”

Three months later:

- Proportion of non-riders halved (37% to 15%)
- 1/3 had visited website
- 1/10 had bought bike
- 1/10 had joined group ride
- 1/20 had done a cycling course

Useful for a starter city to provide experts

Resource intensive



# Sydney Rides Challenge



# Sydney Rides Challenge 2017

**4,421** participants

↓ 2016: 4,465

**22%** new riders

↑ 2016: 10%

**766,970** kilometres

↑ 2016: 24%

**46,853** trips logged

↑ 2016: 35%

**432** businesses participating

↑ 2016: 359

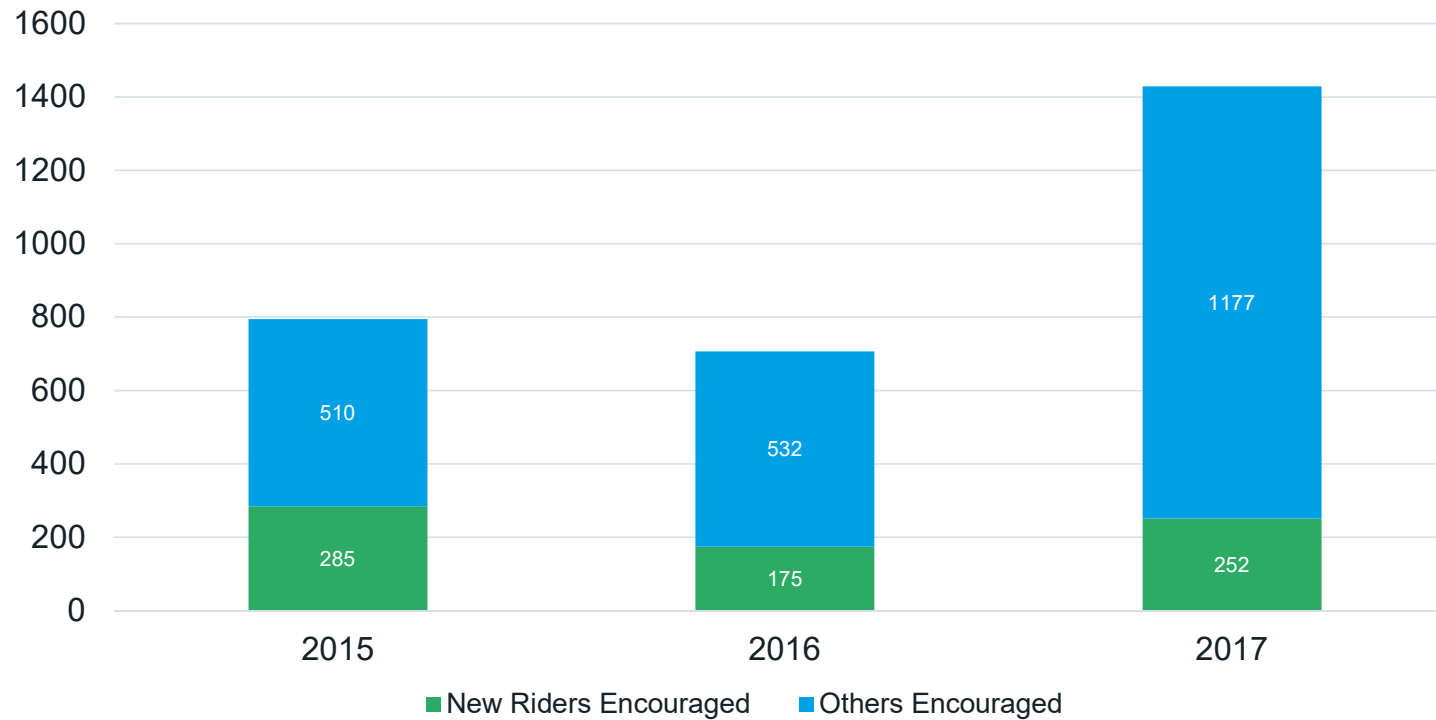


# Sydney Rides Challenge trial 2016

Change Strategy	Size	Open	Click	Encouragements before intervention	Encouragements after intervention	Difference
Donation to charity	23	35%	4%	23	32	9
Intangible gift	21	29%	0%	23	26	3
<b>Loss aversion</b>	22	64%	27%	22	62	40
Social ladder/norming	22	50%	14%	23	26	3
Control group	22			22	31	9

# Sydney Rides Challenge trial 2017

## Number of riders encouraged



# Share the Path

2016: 139 sessions, 2222 maps, 1487 bells  
88% pedestrians feel safe on shared paths  
(in 2015, up from 80% in 2012)





# Cycling Courses - adults



Cycling in the City

Rusty Riders

Staff bike fleet course

Bike maintenance

“Gracious Cycling”

**70% more often**

**Weekly: 77% (from 37%)**

**Work: 31% (from 13%)**

84% rules & responsibilities



# Cycling Courses - children

School classes

Balance bike clinics

Family riding, "Time to Ride" campaign

Over 6000 adults & kids per year



# Think of the Impact Campaign

With NRMA (motoring body), messages for both sides

Stickers (23,000), billboards, bus & taxi backs, decals, social media

Drivers: 64% likely to check for bike riders (up from 58%)

Riders: 52% more likely to ride wide of the door zone (up from 39%)





# Beat the Traffic

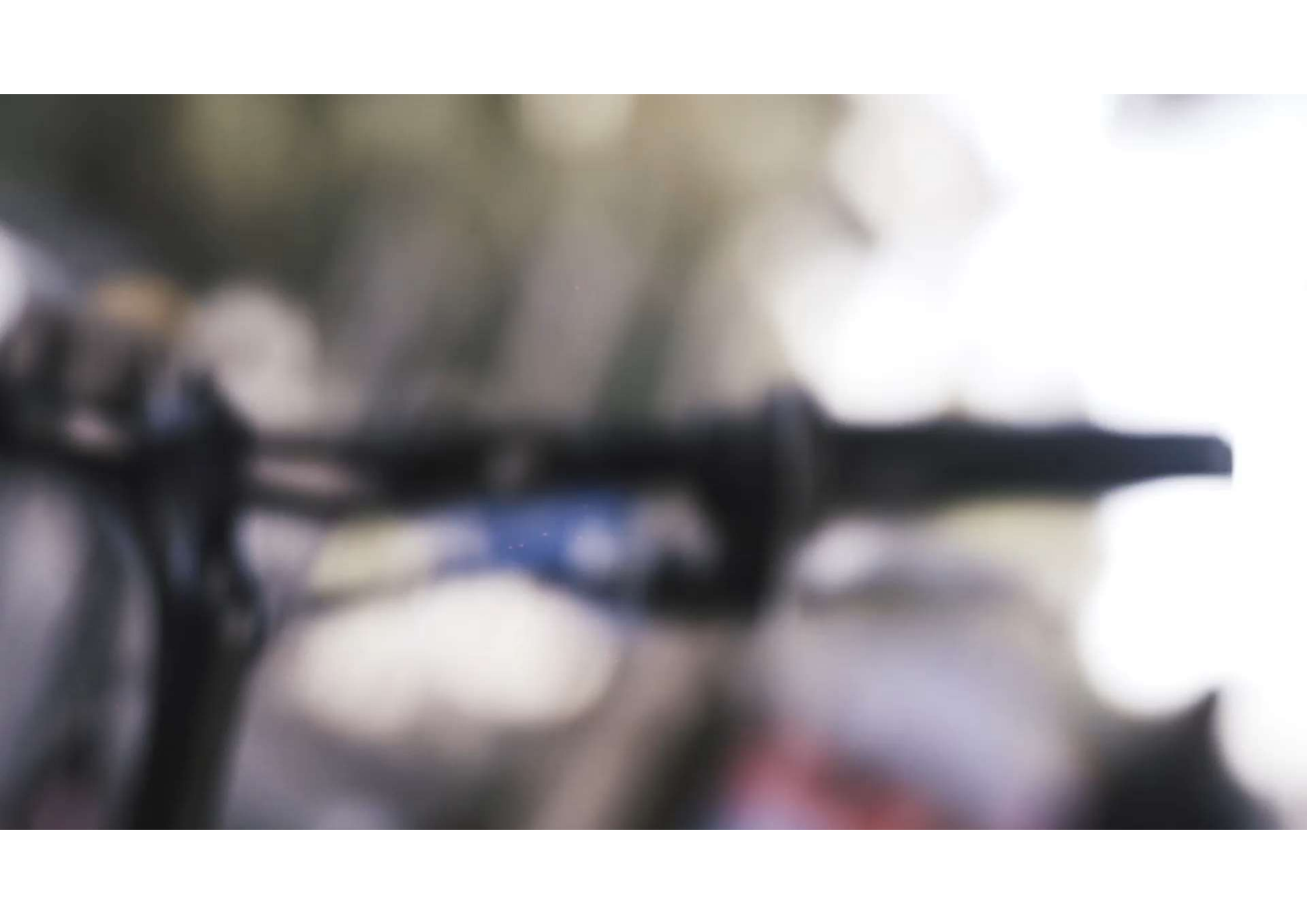
Pilot: 4 people from busy bus stop

Award winning video

[www.sydneycycleways.net/set-yourself-free-ride-to-work/](http://www.sydneycycleways.net/set-yourself-free-ride-to-work/)

Now bigger campaign, locality based







# Most comprehensive?

- Strategy
- Clear aims
- Enabling factors
- Projects
- Evaluation
- Evolution
- Resources
- Funding
- Locality based



city of vish



Sydneycycleways.net  
Walking & Cycling Team, City of Sydney  
Fiona Campbell, Manager Cycling Strategy  
Matt Austin, StreetShare Project Co-ordinator  
James Adams, Campaign Manager