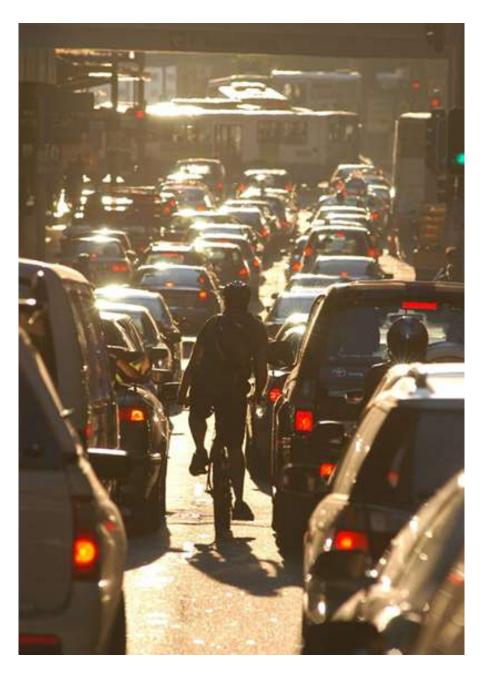
Is Sydney's behaviour change program the world's most comprehensive?

VeloCity 2017



SUESVINEY-® (®

Surely not...?





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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



EUFSVDNEV 🛞



Sydney2030/Green/Global/Connected

Behaviour change projects – usual way...



Copy of "Campaign A"

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Sydney's approach...

- 1. The Strategy
 - 35
 - 🕴 🎔 🚲
 - 370 🎔 🚔
 - 50 8
- 2. Evaluation
- 3. New project co-ordinator role

Enabling Cycling Strategy



City of Sydney Final Report





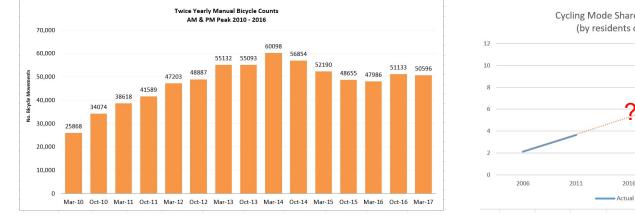
Sydney 2030/Green, Global, Connected

Topline results (2010-2017)

Infrastructure + behaviour change program

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

- Bike counts: doubled overall. Top five: 580%, 373%, 311%, 309%, 292% (100 intersections, twice a year March 2010 - 2017)
- Participation levels: up from 13.2% to 20.2%, now **double** rest of Sydney's 10.3%) ("cycled in the last week")
- 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?)



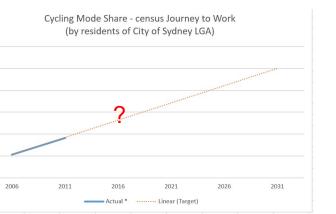
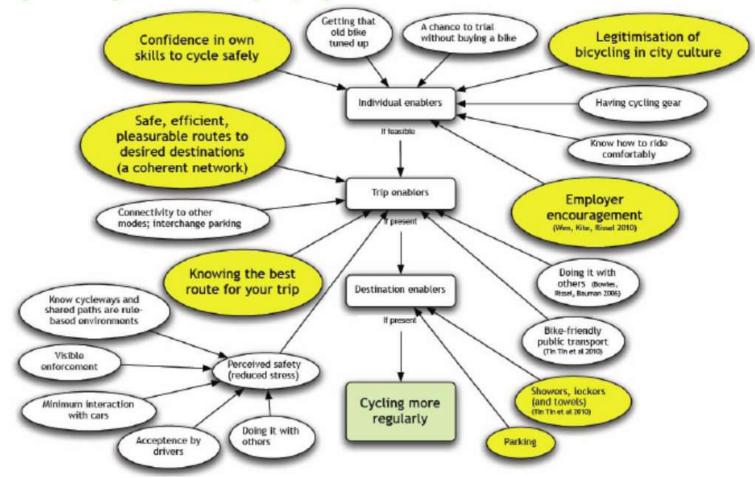




Figure 5: Enabling factors to increase regular cycling





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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 🍕 🛧



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Sydney Rides Challenge 2017

4,421 participants

22% new riders

766,970 kilometres

46,853 trips logged

 $432 \hspace{0.1 cm} \text{businesses participating}$

2016: 4,465

- **1** 2016: 10%
- **1** 2016: 24%
- **1** 2016: 35%
- 1 2016: 359

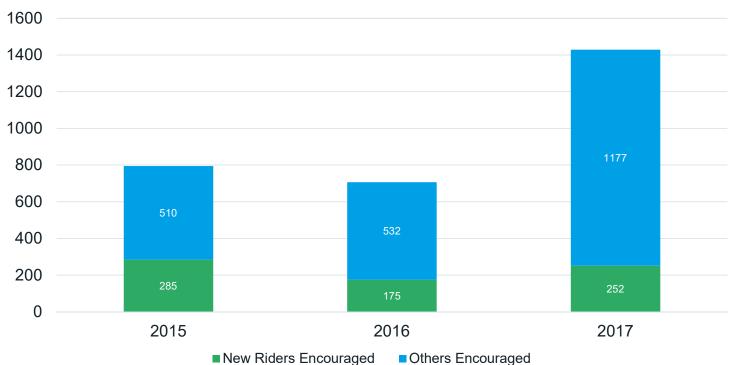


Sydney Rides Challenge trial 2016

Change Strategy	Size	Open	Click	Encouragements before intervention	Encouragements after intervention	Difference
Donation to charity	1.5	35%	4%	23	32	9
Intangible gift	: 21	29%	0%	23	26	3
Loss aversion	22	64%	27%	22	62	40
Social ladder/norming		50%	14%	23	26	3
Control group	22			22	31	9

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Sydney Rides Challenge trial 2017



Number of riders encouraged

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Share the Path # 9 30

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

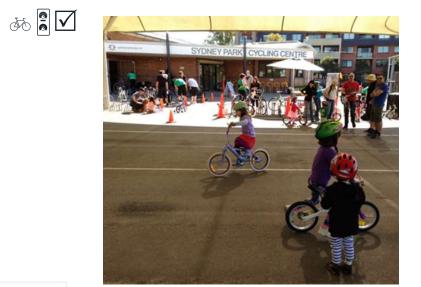


Sydney Park Follow

2,597 views

littlepaperlane How bloody good is Mintys riding (9) so today @sydneycycleways took @littleriderlane and I with the kids and we hung out with @mamastylista and her little dude Ziggy and we spent time building our confidence up to ride more out and about around Sydney. Minty has been riding her little bike for a while but had lots of trouble starting by her self and stopping without help and in like 10 minutes these guys had Minty and Ziggy riding like little legends around this rad set up they have at Sydney Park. There are even stop lights and obstacles and tunnels and things. It's freaking awesome. One of the instructors took Iggy and Steve off to learn some more advanced stuff and explore and we all joined up at the end and went on a ride around the park. It's a really good place to explore but it was great to get the kids

Log in to like or comment.







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Sydney 2030 Green Global Connected

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%)



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Beat the Traffic ♣↑

Pilot: 4 people from busy bus stop Award winning video www.sydneycycleways.net/set-yourself-free-ride-to-work/ Now bigger campaign, locality based







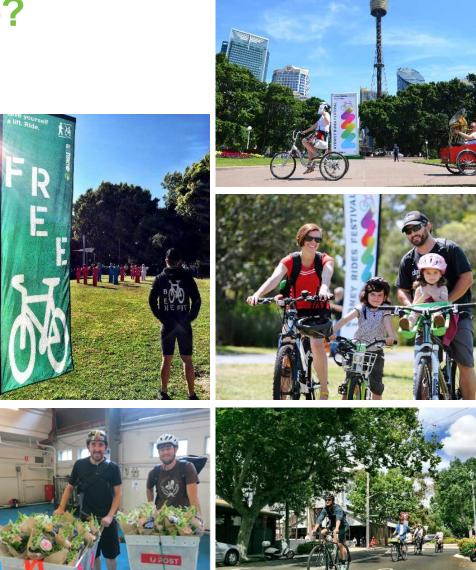




Most comprehensive?

YCLING CENTRE

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



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Sydneycycleways.net Walking & Cycling Team, City of Sydney

Fiona Campbell, Manager Cycling Strategy Matt Austin, StreetShare Project Co-ordinator James Adams, Campaign Manager SYDNEY-® (®