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

VeloCity 2017
Surely not...?
The Challenge

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

Confidence in own skills to cycle safely
- Getting that old bike tuned up
- A chance to trial without buying a bike

Legitimation of bicycling in city culture
- Having cycling gear
- Know how to ride comfortably

Safe, efficient, pleasurable routes to desired destinations (a coherent network)
- Connectivity to other modes; interchange parking

Individual enablers
- If teachable

Trip enablers
- If present

Employer encouragement
(Wen, Kive, Beer 2010)
- Doing it with others (Bowling, Wood, Rhum 2005)
- Bike-friendly public transport (Tin Tin et al 2010)

Destination enablers
- If present

Perceived safety (reduced stress)
- Know cycleways and shared paths are rule-based environments
- Visible enforcement
- Minimum interaction with cars
- Acceptance by drivers
- Doing it with others

Cycling more regularly
- Showers, lockers (and towels) (Tin Tin et al 2010)
- Parking
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
22% new riders
766,970 kilometres
46,853 trips logged
432 businesses participating

↓ 2016: 4,465
↑ 2016: 10%
↑ 2016: 24%
↑ 2016: 35%

↑ 2016: 359
## Sydney Rides Challenge trial 2016

<table>
<thead>
<tr>
<th>Change Strategy</th>
<th>Size</th>
<th>Open</th>
<th>Click</th>
<th>Encouragements before intervention</th>
<th>Encouragements after intervention</th>
<th>Difference</th>
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<td>Donation to charity</td>
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<td>35%</td>
<td>4%</td>
<td>23</td>
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<td>Intangible gift</td>
<td>21</td>
<td>29%</td>
<td>0%</td>
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<td>3</td>
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<td><strong>Loss aversion</strong></td>
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<td>64%</td>
<td>27%</td>
<td>22</td>
<td><strong>62</strong></td>
<td><strong>40</strong></td>
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<td>Social ladder/norming</td>
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<td>50%</td>
<td>14%</td>
<td>23</td>
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<td>3</td>
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<td>Control group</td>
<td>22</td>
<td></td>
<td></td>
<td>22</td>
<td>31</td>
<td>9</td>
</tr>
</tbody>
</table>
Sydney Rides Challenge trial 2017

Number of riders encouraged

- **2015**: 285 New Riders Encouraged + 510 Others Encouraged = 795
- **2016**: 175 New Riders Encouraged + 532 Others Encouraged = 707
- **2017**: 252 New Riders Encouraged + 1,177 Others Encouraged = 1,429

Total: 2,417 riders encouraged over 2015-2017
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/
Now bigger campaign, locality based
Most comprehensive?

- Strategy
- Clear aims
- Enabling factors
- Projects
- Evaluation
- Evolution
- Resources
- Funding
- Locality based
Sydneycycleways.net
Walking & Cycling Team, City of Sydney
Fiona Campbell, Manager Cycling Strategy
Matt Austin, StreetShare Project Co-ordinator
James Adams, Campaign Manager