

SAFETY IN NUMBERS
A CYCLING STRATEGY FOR SOUTH AUSTRALIA 2006 - 2010



Government of South Australia
Department for Transport,
Energy and Infrastructure



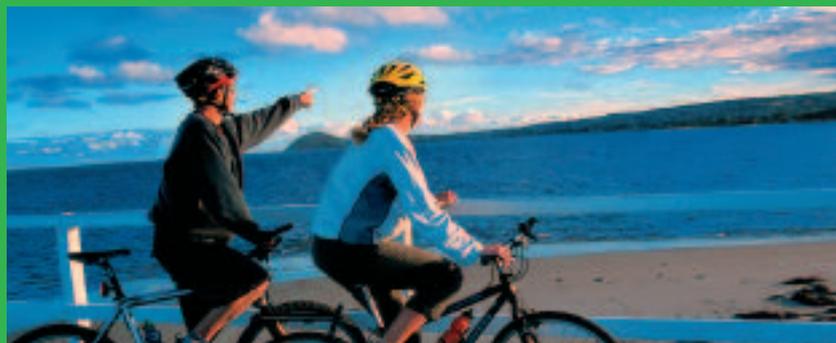
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The cycling challenge

Market research shows that many people choose not to cycle because they perceive cycling to be unsafe – so the challenge lies in improving not only safety for the existing cyclists but the perception of safety for those not currently cycling. Whether cycling for recreation or transport, safety is a barrier to getting more people to take up cycling.

It is well understood for both Australian and international contexts that the greater the level of community cycling the lower the cycling crash rates become. Therefore, it is not only important to improve safety for cyclists by improving infrastructure and road user behaviours, but also to encourage more people to cycle more often – further reducing the risk of crashes.

Safety in Numbers – A Cycling Strategy for South Australia 2006-2010 draws together the actions from across Government that together will progress cycling for the benefit of all South Australians.



Vision and Goal

Vision

Cycling is embraced throughout the community as an activity that contributes significant health, environmental, economic and social benefits for all South Australians

Safety in Numbers - A Cycling Strategy for South Australia 2006 - 2010 is a strategy to increase the safety, convenience and attractiveness of cycling as a priority when actions and decisions are being made in areas such as transport, planning, health, recreation and tourism.

Goal

More people cycling safely more often in South Australia, with an aim to double cycling trips by 2015

Safety in Numbers - A Cycling Strategy for South Australia 2006 - 2010 complements and supports The Australian National Cycling Strategy 2005 - 2010.

Integral to implementing *Safety in Numbers - A Cycling Strategy for South Australia 2006 - 2010* will be further developing and creating new partnerships across State and Local Government, peak cycling bodies, industry, cyclists and the community to provide appropriate infrastructure and further develop a cycling culture.



Foreword

South Australia's Strategic Plan has set many challenging targets for the State to achieve greater prosperity. The State Government recognizes the importance of cycling in contributing towards a number of the Strategic Plan's targets. Across many sectors, cycling has a positive role to play, to improve the environment, improve health and wellbeing through increased physical activity, reduce inequality, increase wealth and help create safer and more livable neighbourhoods.

Safety in Numbers - A Cycling Strategy for SA 2006 - 2010 draws together actions from across Government that together will progress cycling for the benefit of all South Australians.

Since the initial release of the *Cycling Strategy for South Australia* in 1996, successive State Governments have identified, funded, developed and reviewed improvements to cycling infrastructure, progressed the integration of cycling with public transport and supported and promoted the development of Local Area Bicycle Plans in partnerships with local government authorities.

Cycling is now the fourth most popular recreational activity and almost a third of South Australians report that they cycle at least once a year. International cycling events, such as the Tour Down Under, have

attracted many visitors to the state and encouraged the community to "think cycling" in a much more active way. Many paths and trails have been developed, providing access to relaxing "back to nature" areas to cycle. The Centre of Excellence for Cycle Tourism was recently launched coinciding with South Australia's emergence as a "top of mind" cycling destination, bringing economic benefit to the State through increased visitor stays and spending.

Metropolitan Adelaide now has a principal bicycle network - known as *Bikedirect* - of over 2,100km of mapped and signed bicycle routes. Improvements to *Bikedirect* and regional networks are made each year by the removal of "missing links" and upgrades of facilities. Most regional centres have expanded their facilities to create a network and have plans for future development. Government has provided over 30,000 primary school children with classes in safe bicycle use, through the Bike Ed program.

All of these initiatives, together with South Australia's favorable climate and geography, pave the way for the re-emergence of a vigorous cycling culture.

The State Government is committed to maintaining and further developing partnerships with cycling peak bodies and other key stakeholders to

promote the benefits of cycling to the whole community and deliver appropriate community programs.

Implementation of *Safety in Numbers - A Cycling Strategy for SA 2006 - 2010* requires increasing cooperation between Federal, State and Local Government not only in providing resources for cycling but also in recognizing cycling as an integral part of transport and land use planning. The reduction of urban speed limits and the creation of improved cycling facilities have helped to create a safer cycling environment. Parents must again feel confident about getting children back on bicycles and adults need to recognize the benefits of cycling.

Safety in Numbers - A Cycling Strategy for SA 2006 - 2010 proposes increased acceptance of the bicycle in meeting the transport and recreational needs of South Australians in a healthy, environmentally sustainable and cost-effective manner. The Government looks forward to its acceptance and adoption by the South Australian community.



Hon Patrick Conlon MP
Minister for Transport



Why encourage more cycling in South Australia?

Cycling has the potential to contribute significantly to the State's economic, social and environmental capital.

Exercise through cycling provides health benefits that can reduce obesity levels in adults and children, as well as playing a role in prevention of diseases such as heart disease, stroke and cancer. Active transport, such as cycling, makes finding time for exercise much easier - time that would already be spent on travel can be spent on exercising. Active transport has also been shown to attract creative people and hence economic and cultural development opportunities. The social cohesion that cycling can bring through recreational opportunities also promotes wellbeing. There are social equity considerations: improved cycling facilities can assist those who do not have a car to have access to a wider range of opportunities.

A diverse range of people choose to cycle, including primary school-aged children, regular commuters, weekend recreational cyclists and sporting cyclists. Recognising the differences in cycling skills and abilities, and providing for and supporting all types of cycling is critical to increasing the number of people who cycle.

Cycling also has a key role to play in the creation of an environmentally sustainable future. Cycling does not emit greenhouse gas, cause air or water pollution or rely on fossil fuels. It is a critical element in a sustainable transport future. Cycling can contribute to a reduction in congestion that improves the quality of life for residents and makes it attractive to investors. Cycling is also an efficient and reliable mode of transport and can be quick too. As congestion in some parts of the metropolitan area slows traffic, the

attractiveness of cycling increases.

Tourism is a significant contributor to the Australian economy. Cycle tourism is growing in its popularity. South Australia, with its climate and topography is well placed to take advantage of opportunities in this area. Events such as the Jacobs Creek Tour Down Under have demonstrated that there is a strong market for cycling events in this state. The housing of the Australian Centre for Excellence in Cycle Tourism in Adelaide also provides some real opportunities in this regard.

Safety in Numbers – A Cycling Strategy for South Australia 2006 - 2010 is a way forward for all South Australians which will ensure that cycling is a valued form of physical activity and a viable means of transport which contributes health, environment, social and economic benefits.

Cycling contributes to these Targets in South Australia's Strategic Plan

Objective 1: Growing Prosperity

T1.13 Tourism industry - Increase visitor expenditure in South Australia's tourism industry from \$3.4 billion in 2001 to \$5.0 billion by 2008 by increasing visitor numbers and length of stay and, more importantly, by increasing tourist spending

T1.16 Strategic Infrastructure – Increase investment in strategic areas of infrastructure, such as transport, ports and energy to support and achieve the targets in the State Strategic Plan

Objective 2: Improving Wellbeing

T2.1 Quality of life: - Improve Adelaide's quality of life ranking on the William M. Mercer Quality of Life index to be in the top 20 cities in the world within 10 years

T2.2 Healthy South Australians – Increase healthy life expectancy of SA to lead the nation within 10 years

T2.6 Overweight – Reduce the % of SA who are overweight or obese by 10% within 10 years

T2.7 Sport and Recreation – Exceed the Australian average for participation in sport and physical activity within 10 years

T2.9 Road Safety – Reduce road fatalities by 40% by 2010, with an ongoing focus on reductions in fatalities and serious injuries across all modes

Objective 3: Attaining Sustainability

T3.3 Greenhouse emissions - Achieve the Kyoto target during the first commitment period (2008 – 2012)

T3.9 Use of public transport – Double the use of public transport to 10% of weekday travel by 2018

Objective 5: Building Communities

T5.11 Regional Infrastructure – Build and maintain infrastructure to develop and support sustainable communities in regions

Safety in Numbers – Objectives



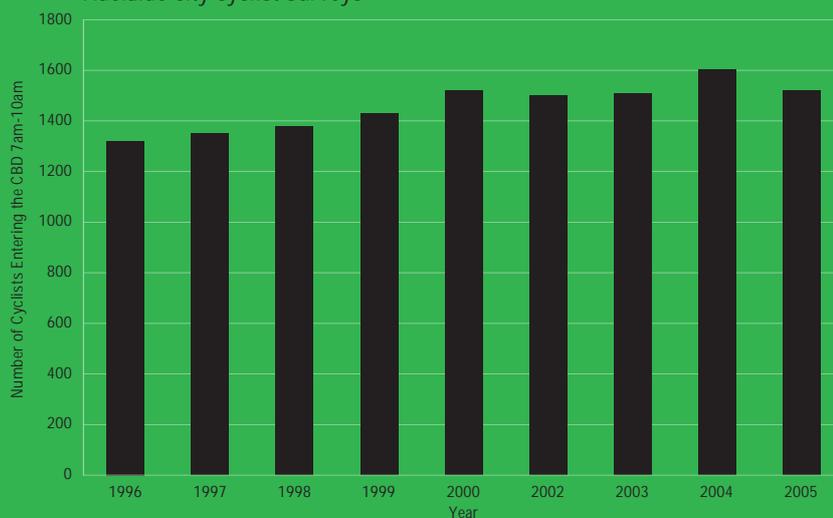
In order to achieve its goal, *Safety in Numbers – A Cycling Strategy for South Australia 2006 - 2010* has five objectives:

- 1 Effective planning and coordination for cycling
- 2 Comprehensive cycling networks and facilities
- 3 Safer cycling
- 4 Successful promotion of cycling
- 5 Government leading by example

The success of the strategies and actions that align with these objectives will be measured using the following key outcomes:

- Increase in the number of trips which incorporate cycling, including those combined with other modes of transport – no matter what the purpose of the trip
- Increase in the percentage of population who cycle
- Decrease in cycling crash rates
- Increase in the length of on road bicycle lanes and off road paths for cyclists
- Increase in the length of off-road trails and areas that cyclists can access
- Increase in community awareness of the health, environmental, economic and social benefits of cycling

Adelaide city cyclist surveys



OBJECTIVE

1

Effective Planning and Coordination For Cycling

As more and more vehicles congest our roads and levels of obesity rise, there is a clear community expectation that decision makers and planners should make a significant effort to curbing and reverse the current trend toward more car use and encourage more active transport modes. An increase in cycling, whether for recreation or transport in the community should also correspond with a reduction in cycling crash rates.

State and Local Government need to consider cycling as integral to both transport and land use planning policies. Neighbourhoods should be designed with permeable street patterns to enhance cycling networks, create multiple route options and provide direct access to a range of destinations.

Inappropriate urban development has led to some journeys by bicycle being circuitous and inconvenient with local facilities being widely dispersed. Mixing land uses in and around accessible centres provides greater opportunity to promote cycling trips, by minimising trip distances and maximising convenience. The provision of appropriate facilities for cyclists in all developments is also an essential tool for encouraging cycling.

There is the need to develop land use policies that recognise the benefits of cycling and to plan future developments better to meet the needs of cyclists, thereby promoting sustainable directions for the future.

Strategy 1.1

Use the planning system to influence cycling orientated design

Actions:

- Support the provision of cycling end of trip facilities such as parking, showers and change rooms within new commercial, retail and multi-storey residential buildings including those undergoing a change of use or extension, by encouraging this as a requirement in new Development Plans and promoting the 'Green Star' energy rating for buildings
- Include bicycle planning requirements in all relevant planning bulletins, guidelines, circulars and publications and ensure that they recognise and support the importance of cycling
- Encourage Development Plans to take into account the need to encourage and cater for cycling in planning and development approvals for developments and land divisions
- Encourage developments to provide higher priority access and permeability for cyclists
- Encourage recommendations of Local Area Bicycle Plans to be incorporated into Development Plans

Strategy 1.2

Educate planning professionals and others regarding the needs of cyclists

Actions:

- Encourage forums for urban designers, traffic engineers, recreation planners, law enforcement and local government officers to increase professional knowledge of cycling issues
- Work with planning and engineering faculties at South Australian universities to introduce course components that provide an understanding of the needs of cyclists
- Ensure that *Austrroads, Guide to Traffic Engineering Practice Part 14 - Bicycles* is used for cycling provision in South Australia and contribute to its renewal to ensure it reflects best practice provision for cycling

Strategy 1.3

Develop an integrated approach to cycling and passenger transport

Actions:

- Include enhanced information on bicycle access in public transport timetable and route information
- Improve capacity for the carriage of bicycles on trains and investigate the feasibility of expanding this service to include buses and trams



Strategy 1.4

Adopt a coordinated approach to implementation of related plans and strategies

Actions:

- Contribute to the implementation of *The Australian National Cycling Strategy 2005 - 2010* through membership of the Australian Bicycle Council
- Implement the *State Mountain Bike Plan (Mount Lofty Ranges)* to create environmentally sustainable mountain biking access.
- Work with Adelaide City Council on the implementation of the Council bicycle plan to progress the Green City program. Creating Adelaide as a Green City is a major initiative of the Capital City Committee, and is a collaborative venture between the State Government and Adelaide City Council, the community and business
- Implement the *State Cycle Tourism Strategy 2005 - 2009*
- Support implementation of the *Physical Activity Strategy for South Australia 2004-2008* and the use of be active branding
- Support the *Greening of Government Operations (GoGO) Framework* through providing and promoting more environmentally sustainable travel options
- Support the operation of the South Australian Trails Coordinating Committee in promoting and implementing trail development.
- Support implementation of the *Healthy Weight Strategy for South Australia 2005-2010*



OBJECTIVE

2

Comprehensive Cycling Networks and Facilities

The State Government is committed to developing a safe and effective bicycle network within metropolitan Adelaide and in regional South Australia. *Bikedirect* is Adelaide's principal bicycle network. This is a comprehensive network of routes consisting of paths, bicycle lanes and backstreets that provides for the diverse range of people that choose to cycle; whether for transport, recreation or pleasure – or combinations of these.

To support and encourage safer cycling there is the need to improve both the metropolitan and regional networks by the removal of “missing links” and improvements to hazardous locations. It is important to ensure current routes are adequately maintained to ensure their safety, attractiveness and convenience for cyclists.

The State's trails network is also important in providing facilities in non-urban settings to cater for the growing numbers of recreational riders and provide attractions for the State's visitors. Research has shown that over a third of all adults would cycle more than they currently do if more on road bicycle lanes and off-road paths were provided.

Strategy 2.1

State and Local Government continue to work together to further develop the bicycle network

Actions:

- Work with local government and other State Agencies to improve the metropolitan and regional cycling networks that cater for the full range of users
- Develop partnerships with cycling organisations to support cyclists' contribution to the development, promotion and maintenance of cycling networks
- Prioritise and invest in a connected network of bicycle lanes on the majority of metropolitan arterial roads that focus on major centres to further develop the *Bikedirect* network
- Continue to provide the State Bicycle Fund for local government to develop cycling infrastructure that will further develop *Bikedirect* and regional bicycle networks
- Include in all new urban road projects or road upgrades safe, direct and attractive cycling facilities that are planned, designed, constructed and maintained in accordance with *Austroads, Guide to Traffic Engineering Part 14 – Bicycles*
- Extend and improve cycling routes along dedicated public transport corridors (eg Glenelg Tramway and the Willunga – Marino Rail Corridor)
- Provide convenient and safe cycling links to public transport stations and interchanges

- Extend and improve the network of local cycling routes, including improved connection to the state-wide recreational trails network
- Formalise and implement the draft *State Recreational Trails Strategy 2005-2010*
- Continue to develop and promote the Eagle Mountain Bike Park and maintain, develop and promote the Riesling and Mawson Trails
- Implement the *River Torrens Linear Park Trail Signage Strategy*
- Provide a permanent, dedicated criterium cycling track for competition, training and public use

Strategy 2.2

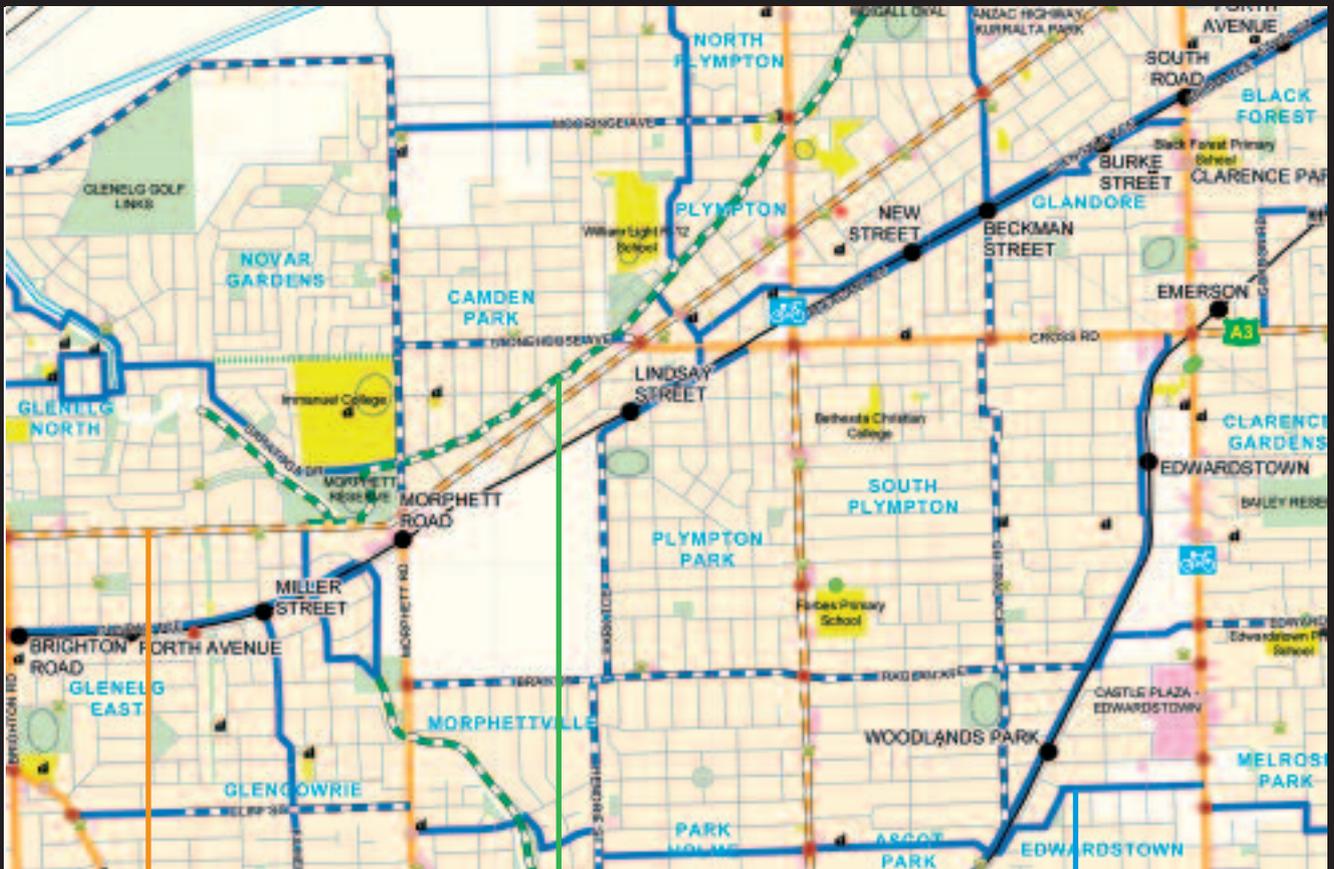
Increase the number and convenience of parking facilities for cyclists

Actions:

- Upgrade bicycle “park and ride” facilities at major transportation hubs by providing additional secure bicycle parking facilities at railway stations and public transport interchanges (eg. Mawson Rail Interchange)
- Encourage the provision of suitable bicycle parking facilities at appropriate locations, (eg activity centres, shopping centres, recreational and entertainment facilities and at major events)

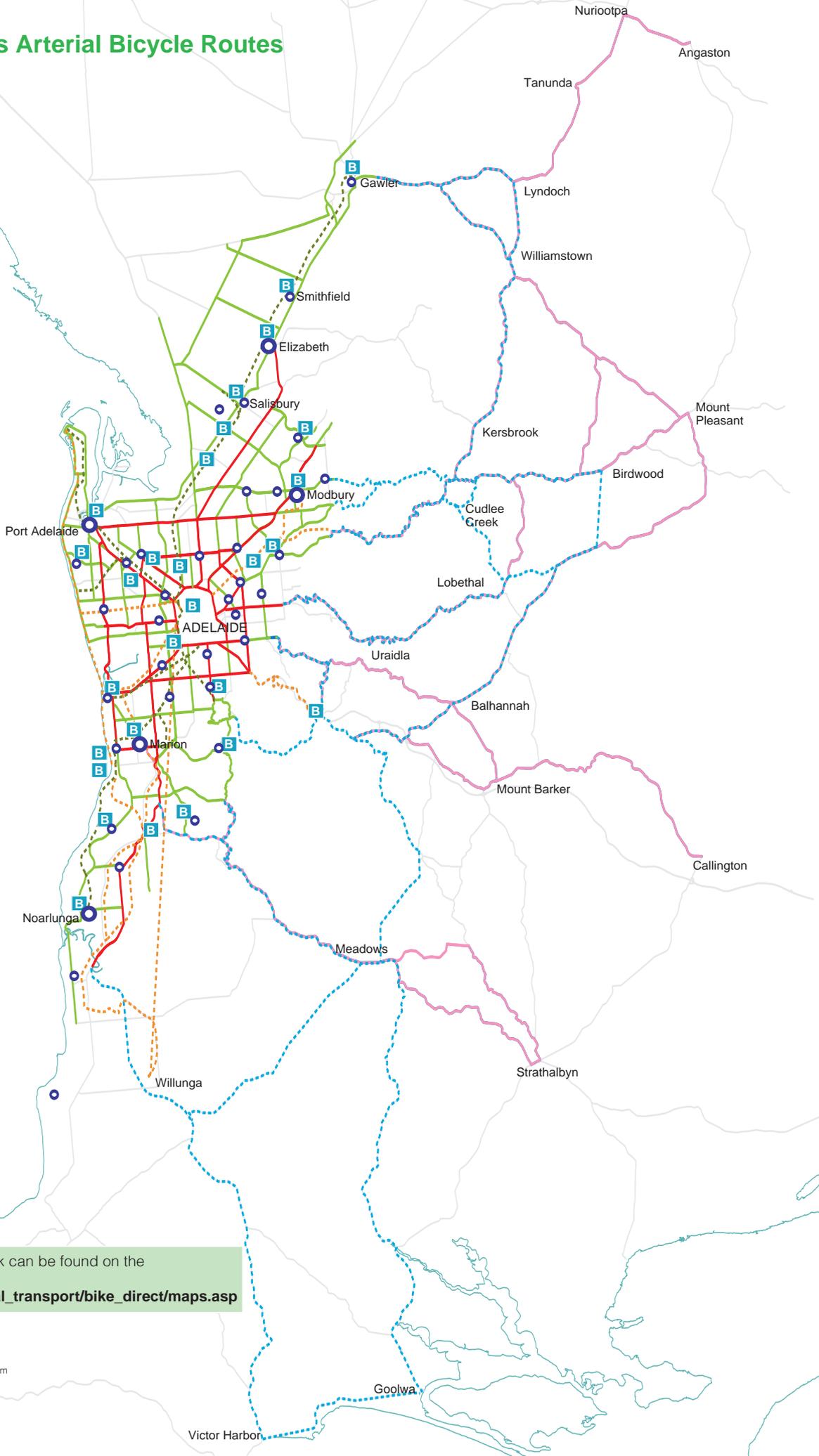
Bikedirect – Adelaide’s Principal Bicycle Network

This snapshot of Adelaide’s suburbs provides an example of the many aspects of the Bicycle Network found throughout Adelaide and in many regional towns. Connected facilities of different types help cater for the varied needs of cyclists and provide for inter- and intra-suburban travel. The Bikedirect maps are provided to help cyclists plan their journeys



Adelaide and Environs Arterial Bicycle Routes

- Develop the Adelaide arterial road bicycle network including the installation of bicycle lanes and intersection treatments focusing on missing links across the network.
- Extend and improve the network of local cycling routes.
- Install safer and more convenient arterial road crossings and refuges.
- Provide direct and safe cycle links to public transport stations and interchanges.
- Develop dedicated walking and cycling corridors along existing rail corridors to improve access to activity centres, public transport nodes and local walking and cycling routes.



- Green Travel Corridors - Dedicated walking and cycling routes along rail corridors
- Off-road Walking and Cycling Routes
- Primary Arterial Road Cycle Routes
- Secondary Arterial Road Cycle Routes
- Touring Cycle Routes
- Sports Training Cycle Routes
- B** Bicycle 'Park & Ride'
- State Government Maintained Road
- Regional Activity Centres
- District Activity Centres

Adelaide's principal bicycle network can be found on the **Bikedirect** website:
www.transport.sa.gov.au/personal_transport/bike_direct/maps.asp





OBJECTIVE

3

Safer Cycling

The safety of cyclists using our roads has improved since the early 1990s – we are now seeing less casualties and fatalities as a result of the many improvements implemented for cyclists in our State.

The State Government has invested in education such as the “Share the Road” campaign, Bike Ed school education program and the Safe Routes to School initiative to address the safety issues surrounding cycling. This has been coupled with the provision of safer facilities for cyclists.

Nevertheless, many people are still not aware that a bicycle is actually classed as a vehicle and the majority of road rules that apply to motorists also apply to cyclists. The legitimacy of cycling still needs to be reinforced in the community.

Two-thirds of casualty crashes and three-quarters of fatalities of cyclists occur on arterial roads. Greater focus needs to be made to cater for the safety of cyclists on both arterial and local roads. The Pedestrian and Cycling Safety Task Force has been established to address the safety concerns of cyclists by providing advice on cycling safety to the Road Safety Advisory Council.

Strategy 3.1

Increase awareness of safety issues for cyclists

Actions:

- Continue to research, develop and implement public awareness campaigns for all road users. These campaigns should focus on sharing the road and emphasise responsible driver and cyclist behaviour through multi media, including television
- Introduce cyclist safety components in drivers’ licensing education and testing
- Include information about how drivers should “Share the Road” more safely with cyclists with licence and registration renewals
- Provide bicycle education programs to school children through the integration of Bike Ed, Road Ready and Safe Routes to Schools Programs and assist in the provision of proficiency training for adults

Strategy 3.2

Increase regulation and enforcement

Actions:

- Implement regular enforcement campaigns that focus on offences committed against cyclists, particularly those relating to bicycle lanes, and offences committed by cyclists
- Educate cyclists on the mechanisms available to report drivers who endanger or harass cyclists
- Investigate the need to increase penalties for cyclists who break road rules
- Encourage greater reporting of crashes and incidents involving bicycles as is required by law through police and cyclist education
- Investigate ways to link SA Police and Department of Health reporting of cycling crashes



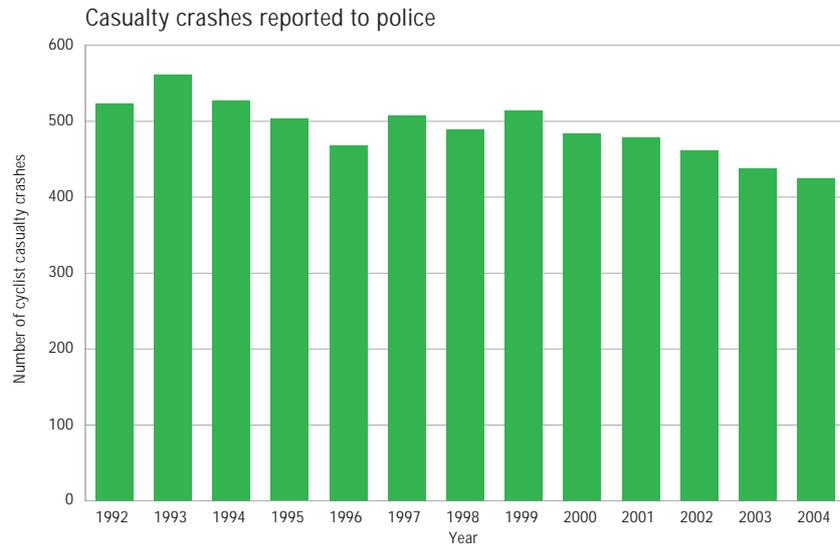


Strategy 3.3

Provision and maintenance of infrastructure for cyclist safety

Actions:

- Investigate 50km/h speed limits on main roads with high cyclist activity
- Use a proportion of the State Black Spot funding on cycling safety infrastructure projects on both local and arterial roads
- Implement a program of Arterial Road Cycling Safety Improvements, including the use of innovative treatments to improve facilities for cyclists on arterial roads where the majority of crashes currently occur. This will include; clearly demarcating bicycle lanes from traffic including through intersections, providing additional space for cyclists through road shoulder sealing, and providing more arterial road crossing facilities on the Bikedirect network
- Encourage local councils to use Local Area Traffic Management Schemes to help manage traffic speeds
- Assess cycling needs and safety issues when road safety audits are undertaken.
- Promote the FREECALL 1800 018 216 arterial road hazard reporting service for cyclists enabling them to report hazards such as potholes, dropped loads, crash debris and broken glass



OBJECTIVE

4

Successful Promotion of Cycling

The challenge is to convert more people to supporting and embracing cycling. More people cycling is integral to improving cycling safety. Bicycles produce minimal pollutants, help reduce congestion, are affordable and cost little to maintain, are quiet and require less road and parking space.

Cycling is also a transport option that supports a healthy lifestyle. Our general decline in physical activity and increasing levels of obesity – linked to our increased use of private cars - are now recognised as major risk factors for heart disease, diabetes and some cancers.

Encouraging more people to cycle rather than drive through promotion and the provision of supporting environments will improve the health and fitness of the community and lower health care costs.

The 1999 SA Metropolitan Household Travel Survey (Transport SA, 2001) indicated that 40 per cent of motor vehicle trips are less than five kilometres in distance. Trips of this distance are easily achievable for many people by cycling.

Choosing to travel by bicycle also protects the environment – by reducing pollution such as noise, particulates and greenhouse gases.

As transport is responsible for approximately 19% of South Australia's net greenhouse gas emissions, every motorised vehicle trip converted to bicycle contributes to improvements in air quality and a reduction of greenhouse gases.

Increasing the popularity of cycling also provides opportunities to increase the economic benefits of tourism. Good examples are the annual Jacob's Creek Tour Down Under road cycling event and the Riesling Trail, which provides a bicycle trail between townships in the Clare Valley. If South Australia is portrayed as a great place to cycle, not only will the local community benefit by cycling more, but an increase in cycle tourists will result, bolstering the economy through longer stays and increased spending on an environmentally and sustainable activity.

Strategy 4.1

Facilitate research into the benefits of cycling

Actions:

- Partner with South Australian Universities for research into programs that promote and encourage cycling
- Participate in Australian Bicycle Council research activities
- Actively monitor Australian and International research which identifies the health, environmental, economic and social benefits of cycling and advocate these benefits to the community
- Collect population based information on levels of physical activity including cycling within the community
- Facilitate research into the extent of economic benefits of cycling, in particular the benefits of cycle tourism



Strategy 4.2

Sponsor and promote cycling events

Actions:

- Support the Jacob's Creek Tour Down Under and associated events
- Encourage major event organisers to provide and promote secure bicycle parking
- Continue to support the organisations that support our cycling culture, whether cycling for transport, recreation or sport, from grass roots participation to elite competition

Strategy 4.3

Promote the benefits of cycling

Actions:

- Develop promotional and information materials about the health benefits of cycling to health professionals and their clients, including information about the risks of inactivity
- Support and build on current community awareness campaigns such as "be active find 30"
- Implement the promotional activities identified in the *Cycle Tourism Strategy 2005-2009*
- Support the Australian Centre for Excellence in Cycle Tourism
- Continue to deliver the TravelSmart SA program, and build upon the Bike Ed and Safe Routes to Schools programs to increase their effectiveness in promoting cycling
- Work collaboratively to progress initiatives through the Capital City Green City Committee, whose goal is to create Adelaide as a world renowned "green city"
- Work with peak environmental groups to promote the environmental benefits of cycling

Strategy 4.4

Raise awareness of the cycling network and available facilities

Actions:

- Continue to distribute maps of the Bikedirect network more widely, focussing on the internet
- Assist local government with the development of regional maps
- Develop an interactive web mapping system of the Bikedirect network
- Produce maps of significant trails for cycling
- Support the development of programs that encourage the use of cycling facilities



OBJECTIVE

5

Government Leading By Example

In order to demonstrate its level of commitment to cycling and forge a leadership role, a Government bicycle program will be implemented across the public service. This is designed to encourage Government employees to cycle to work as well as use bicycles for work purposes.

The Greening of Government Operations (GoGo) Framework expresses the South Australian Government's commitment to strive for best practice in managing the environmental impacts of its own operations. Cycling to, from and for work reduces road congestion as well as air and noise pollution and helps South Australia reduce its greenhouse emissions. Numerous studies have shown a positive link between employees who lead a healthy lifestyle and their level of job satisfaction, lower levels of absenteeism and higher productivity. Cycling for work will mean cost savings for Government on car fleet costs, taxi fares and parking as well as providing environmental and health benefits.

It is intended that the results of this program will be widely publicised in order to encourage other businesses and raise awareness of what is required to become a "cycling-friendly employer".

Strategy 5.1

Provide appropriate end of trip facilities

Actions:

- Provide secure parking facilities for employees and visitors at government buildings where retrofitting is feasible or when redevelopments are undertaken, and promote their use
- Provide change rooms, showers and lockers where feasible to promote a cycling friendly environment

Strategy 5.2

Provide appropriate information and support to employees

Actions:

- Provide a package of resources to appropriate State Government employees including literature on the benefits of cycling, appropriate maps and lists of resources available within the Departments
- Encourage the establishment of workplace-based Bicycle User Groups

Strategy 5.3

Facilitate cycling for work

Actions:

- Provide bicycles in Departments for appropriate work related travel
- Develop protocols and procedures for Departmental bicycle use
- Promote the use of the bicycle fleet for work activities



