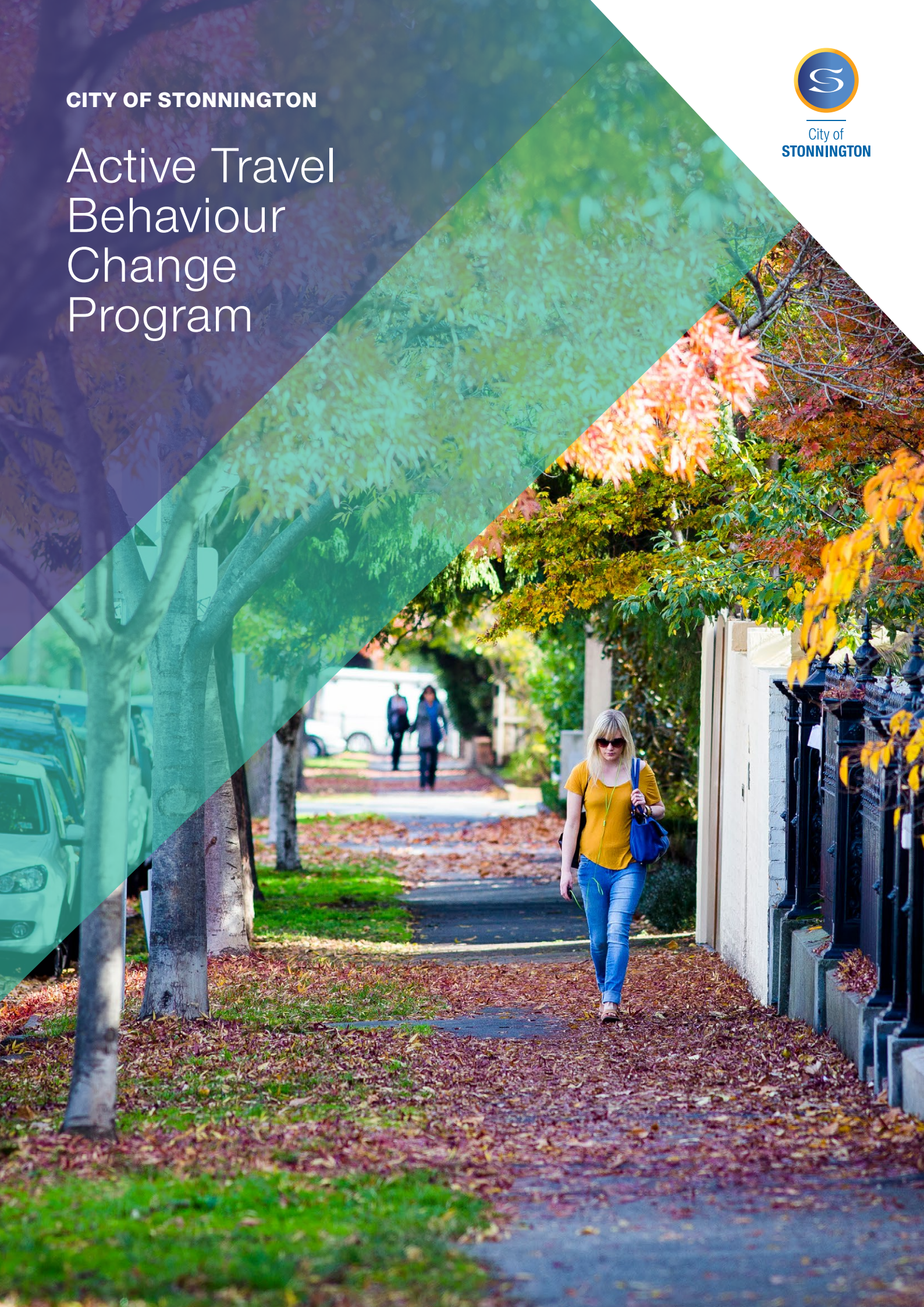


CITY OF STONNINGTON

Active Travel Behaviour Change Program



City of
STONNINGTON



ACKNOWLEDGEMENT OF COUNTRY

The City of Stonnington acknowledges we are on the Traditional Lands of the Wurundjeri Woi Wurrung and Bunurong peoples of the East Kulin Nations and pays respect to their Elders past, present and emerging.

We extend that respect to all Aboriginal and Torres Strait Islander peoples. We acknowledge their living connection to Country, relationship with the land and all living things extending back tens of thousands of years.

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STRATEGIC CONTEXT

City of Stonnington's Transport Policy and Transport Strategy prioritise and encourage residents to walk, ride a bike or catch public transport more often, especially for short local trips. This report presents Stonnington's first Active Travel Behaviour Change Program (ATBCP or the Program). The ATBCP integrates with actions in the Cycling Action Plan and Walking Action Plan to encourage more people to walk and ride more often for local trips.

The ATBCP is a 'delivery-level' program, which sets out actions relating to internal City of Stonnington processes as well as outward-facing community projects. The Program focuses on local travel to destinations that the City of Stonnington directly manages or has influence over. It also augments existing programs and actions already underway, such as Tag On in local primary schools and Walk and Talk Buddies for vulnerable groups. The Program is led by the Transport Planning team, but actions relate to and will be delivered by different Stonnington teams, including Communications, Economic Development, Active Stonnington and others.

APPLYING LEARNING FROM GOOD PRACTICE

Learning and insights from good practice travel behaviour change projects were gathered to inform this Program. Good practice learning has been applied in the development of this Program:

- » **Integrate:** behavioural interventions are more effective when integrated with other actions (small-scale infrastructure, changes to parking, regulations etc)
- » **Impact:** short-term campaigns have shorter-term impacts without other supporting actions or regular 'maintenance'
- » **Support:** destination-based travel plans are effective but require ongoing resourcing and support from the participating destination for long-term impact
- » **Personalise:** direct and personalised engagement with people has greater impact but is resource intensive (higher cost to reach many people)
- » **Timing:** timing impacts the effectiveness of interventions (e.g. lead-time for design and delivery, seasons, alignment with other improvements).

SIX PROGRAM THEMES

ATBCP has six themes to respond to the priorities identified in the City of Stonnington's guiding policies and strategies:

1. Communicate and promote Stonnington's transport hierarchy, which prioritises walking and bike riding
2. Make it easier and more attractive to walk and ride by removing small-scale barriers
3. Actively encourage walking and bike riding for local travel and to strengthen mental and physical health and wellbeing
4. Encourage inter-generational active travel habits by focusing on early childhood and school settings
5. Lead by example – increase active travel by staff to work and for work-related trips
6. Deliver evidence-based actions, leadership and advocacy.

PROGRAM OF ACTIONS

A program of actions has been developed over a five-year period, with related actions grouped together under each of the six themes. The Program identifies each action, its relevance, the target groups and type of trips it responds to, the work area within the City of Stonnington responsible, and indicative budget scales and staff resourcing (indicative time and effort to deliver).

The Program phasing diagram on page 17 illustrates the projects, their inter-relationships and indicative sequencing over the five years.



The City of Stonnington supports changing the way people move around Stonnington to:

- » help reduce emissions
- » improve transport efficiency and safety
- » foster a happy and healthy community.

Stonnington’s Transport Policy and Transport Strategy provide a framework that prioritises and promotes residents to walk, ride a bike or catch public transport more often, especially for short local trips.

This report presents Stonnington’s first Active Travel Behaviour Change Program (ATBCP or the Program). The ATBCP integrates with actions in the Cycling Action Plan and Walking Action Plan to encourage more people to walk and ride more often for local trips.

The ATBCP is a ‘delivery-level’ Program, which sets out actions relating to internal City of Stonnington processes as well as outward-facing community projects.

The Program has six themes that group together related actions to respond to the priorities identified in Stonnington’s guiding policies and strategies. The Program focuses on local travel to destinations that the City of Stonnington directly manages or has influence over. It also augments existing programs and actions already underway.



OUR APPROACH TO BEHAVIOUR CHANGE

The ATBCP is informed by Susan Michie’s “COM-B” model for encouraging change:

- » an integration of factors relating to **capability** (physical and psychological)
- » **opportunity** (the physical, social and regulatory context) and
- » **motivation** (both personal and in response to others).

This work also draws upon the UK Behavioural Insights Team’s EAST framework, which recognises that change happens when things are **Easy, Attractive, Social** and **Timely**.

Learning and insights from good practice travel behaviour change projects were gathered to inform this Program. Key learnings are described in the following diagram and have been applied in the development of this Program.

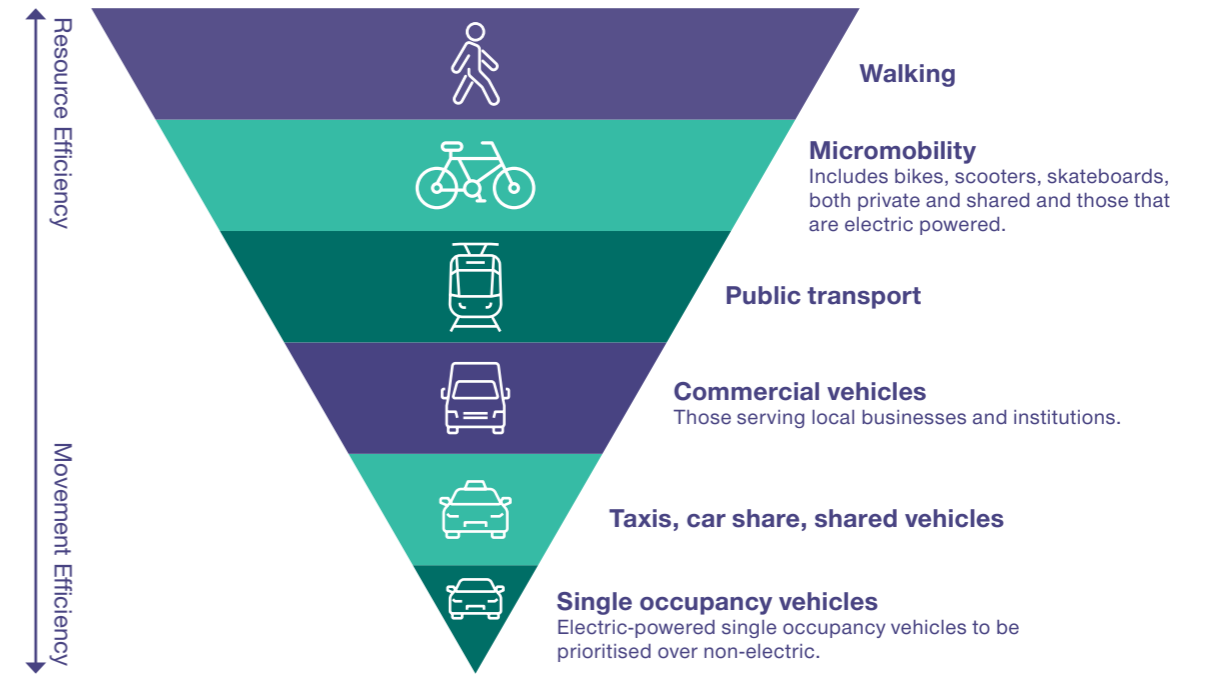
Integrate	Impact	Support	Personalise	Timing
Behavioural interventions are more effective when integrated with other actions (small-scale infrastructure, changes to parking, regulations etc)	Short-term campaigns have shorter-term impacts without other supporting actions or regular ‘maintenance’	Destination-based travel plans are effective but require ongoing resourcing and support from the participating destination for long-term impact	Direct and personalised engagement with people has greater impact but is resource intensive (high cost to reach many people)	Timing impacts the effectiveness of interventions (eg lead-time for design and delivery; seasons; alignment with other improvements)

City of Stonnington policy directions

The ATBCP supports the Transport Planning team’s service delivery and is guided by the strategies and policies in Stonnington’s Transport Strategic Framework.

Stonnington’s Climate Emergency Action Plan commits to a zero-carbon future for its own operations and the Stonnington community. This necessitates supporting a reduction in private car use, especially for short trips. It also requires a significant shift in social norms around walking and bike riding to make them ‘modes of choice’. Importantly, Stonnington’s Transport Policy endorses a hierarchy of modes for travel within Stonnington, with walking (and disability access) at the top, as shown in the diagram.

The Walking Action Plan and Cycling Action Plan are focal plans for shaping the ATBCP but this Program is also informed by the objectives and actions of the Road Safety Strategy, Active Stonnington Strategic Framework, Health and Wellbeing Plan and other City of Stonnington objectives relating to sustainability, health and wellbeing.



Appendix 1 summarises behavioural insights and local context for this Program that were drawn together from relevant Stonnington policies and strategic plans, stakeholder conversations and workshop discussions.

They highlight contextual opportunities and challenges for encouraging an increase in active travel for short trips through behavioural programs and interventions.

The Program has developed actions for specific groups of people within the City of Stonnington or for types of trips (e.g. shopping, travel to work) that were identified through a strategic assessment process, which first targeted specific trips and destinations, and considered external stakeholder influences that could support or inhibit program delivery.

The Program development then explored opportunities to build upon existing Stonnington programs and planned infrastructure improvements that would be strengthened if aligned with behavioural interventions. The process also identified common behavioural barriers and motivations that will be used to guide the design of actions and Program communications.

TARGET

- » Large number of schools, school travel important
- » Stonnington-managed facilities and events: large number of trips; Stonnington has direct influence/control over these
- » Commercial precincts: many local trips (social, shopping, personal business)
- » The relative ease of engaging external stakeholders will influence priorities
- » Physical and mental wellbeing are important outcomes: recreational walking (and riding) also part of the program

EXPLORE

- » Support positive intergenerational active travel habits (schools/early learning are the settings to do this)
- » Build on existing programs:
 - › Within schools
 - › Engaging older adults
 - › Council work practices and actions for employees
 - › Align with Stonnington's infrastructure-related actions and safer speeds
- » Greater amounts of walking and safety barriers to bike riding may justify prioritising walking-related actions in the Program
- » Accessibility and inclusion are important outcomes that can be supported through this Program

The Target and Explore phases of this assessment process identified a number of factors that have been used to shape the Program's six themes. These factors are described in the following tables.

The Program development process also brainstormed potential behavioural interventions for two example settings: City of Stonnington employees' travel to and for work; and local travel to Glenferrie Road precinct. The variety of identified actions clustered into common behaviour change work areas are described below.

These case studies highlight that integrated actions will strengthen outcomes. This focus on integration needs to be carried throughout program delivery.

City of Stonnington employees travel to and for work:

- » End-of-trip facilities and equipment
- » Communications and targeted information
- » Training to build capabilities
- » Organisational leadership
- » Policies and funding
- » Incentives.

Glenferrie Road precinct as an example of a mixed-use destination:

- » Small-scale infrastructure improvements
- » Communications and behavioural messaging
- » Events and activations
- » Evidence-based decisions
- » Working with and influencing key stakeholders.



Travel behaviour change programs are not about changing every person's travel choice or every trip. Instead, they aim to influence people who are receptive to changing some of their travel choices in settings that are most likely to achieve these outcomes by addressing specific behavioural barriers or motivations for change. The proposed themes for the ATBCP are shown in the table following, along with context for why they have been selected.

CONTEXT FOR SELECTING EACH THEME

<p>1 Communicate and promote Council's transport hierarchy, which prioritises walking and bike riding</p>	<p>Stonnington's transport policy endorses a hierarchy for supporting access and movement: walking is recognised as the highest priority for local trips, followed by bike riding and other micro mobilities. Few council-run centres, services or events provide complete travel information (all modes) on their websites or event communications. Language is important to support a shift in social norms. This theme includes actions that apply values-based messaging to promote walking and bike riding and to highlight positive experiences of these travel options.</p>
<p>2 Make it easier and more attractive to walk and ride by removing small-scale barriers</p>	<p>Delivering small-scale infrastructure improvements (e.g. bike parking, kerbside ramps, etc.) will make it easier and more attractive to walk and ride locally. This theme includes aligning active travel – related capital works or the introduction of safer speeds, with behavioural campaigns to maximise use of these assets and to encourage more active travel.</p>
<p>3 Actively encourage walking and bike riding for local travel and to strengthen mental and physical health and wellbeing</p>	<p>This theme focuses on opportunities around priority destinations for local trips, some of which Stonnington has direct influence over. The timing of these campaigns would be best to align with other supporting actions, in particular introduction of safer speed zones (40km per hour and trial 30km per hour). This theme also supports an important outcome that the City of Stonnington is seeking: to strengthen the health and wellbeing of its community. It includes walking for recreation and social interaction, focusing on vulnerable groups.</p>

<p>4 Encourage inter-generational active travel habits by focusing on early childhood and school settings</p>	<p>This theme recognises the importance of early childhood and school-related travel throughout Stonnington and the opportunity to influence intergenerational behaviours that build active travel habits from a young age. It also builds on opportunities from existing Stonnington programs and activities.</p>
<p>5 Lead by example – increase active travel by staff to Stonnington offices and for work-related trips</p>	<p>With about 1,000 staff, the City of Stonnington itself generates a large amount of travel to its local workplaces. It also provides a range of community services, which generate local business-related trips by staff, some of which could be shifted to walking and bike riding. Existing programs and actions by Stonnington provide a good base to add and integrate actions to encourage more changes in staff travel choices. There is a strong case that the City of Stonnington must lead by example to encourage changes in community travel behaviours.</p>
<p>6 Evidenced-based actions, leadership and advocacy</p>	<p>This theme includes the importance of evidence-based actions and evaluation to demonstrate that walking and bike riding are good for a range of outcomes, including local business and precinct vitality. This theme has two aspects: the first is to use data and monitoring to build an evidence base for advocating to external stakeholders (to build support for Program actions); the second is to ensure actions are evaluated to assess their relative impact and future relevance and to share these learnings to support regional initiatives and advocacy.</p>

Working with individual large organisations is a common and effective setting to encourage changes in travel for a specific trip, most often travel to work or education. It has the potential to reach a large number of people through an individual stakeholder and responds

to both individual barriers as well as organisational barriers. Working with large organisations was identified as one potential theme but when assessing priorities relative to the Program's evaluation criteria, other themes were considered more important at this time.

Program evaluation criteria to select and prioritise actions

ATBCP plan of actions

The following evaluation criteria were used to guide selection and prioritisation of ATBCP actions:



This Program identifies actions that the City of Stonnington has direct responsibility for or influence over that will support increases in local walking and bike riding. The actions are grouped within the six Program themes.

- 1 / Communicate and promote Stonnington's transport hierarchy, which prioritises walking and bike riding
- 2 / Make it easier and more attractive to walk and ride by removing small-scale barriers
- 3 / Actively encourage walking and bike riding for local travel and to strengthen mental and physical health and wellbeing
- 4 / Encourage inter-generational active travel behaviours by focusing on early childhood and school settings
- 5 / Lead by example – increase active travel by staff to City of Stonnington offices and for work-related trips
- 6 / Evidenced-based actions, leadership and advocacy

The table on the following pages describes:

- » Each action and its context
- » Groups within Stonnington's community and types of local trips the action aims to target
- » Work area within the City Stonnington that will be responsible for leading the action
- » Delivery phase (Year 1 to 5 of the Program)
- » Indicative budget scale and resourcing.

ATBCP plan of actions

continued...

PHASING OF ACTIONS

This is a five-year Program. It has an optimistic commitment to engage, advocate or deliver on 37 actions. Some of these have already commenced and will be reviewed and refined as part of this program. Actions are grouped within financial years:

- » **Phase 1** in the table is 2023–24
- » **Phase 2** – 2024–25
- » **Phase 3** – 2025–26
- » **Phase 4** – 2026–27
- » **Phase 5** – 2027–28.

INDICATIVE RESOURCING FOR EACH ACTION

Many behaviour change actions in this program are lower cost, or their delivery may be broken into smaller cost component parts to disperse the budget impacts. The budget scale refers to:

- » \$ is <\$15,000
- » \$\$ is \$15,000-\$50,000
- » \$\$\$ is \$50,000-\$100,000
- » \$\$\$\$ is >\$100,000

Dollar symbols (\$\$\$\$) are used sparingly and is deliberately open-ended as this scale may refer to larger infrastructure works or comprehensive largescale behaviour change campaign that could involve a budget over \$100,000 if delivered at the one time (including all collateral and communications elements).

Plus symbols (+, ++, +++) are used in the table to indicate how time-intensive an action may be for a project officer to prepare and deliver due its complexity, amount of project partner interactions or coordination across Stonnington. Some behaviour change actions can be effectively delivered with low-cost project budgets but they require adequate staffing to achieve the proposed outcomes. These symbols are a loose assessment of the time and effort required, roughly proposed as:

- » + a self-contained action with limited stakeholder interactions or complexity that can be incorporated into existing council officer's work plan
- » ++ an action may be time intensive for a short period, such as most of a council officer's effort over a few weeks, or take up a larger portion of their usual work commitments due to the increased complexity, procurement or stakeholder interactions
- » +++ requires more sustained work over a longer period of time and is likely to involve a regular portion of hours for an extended period. This may include close to full time effort for a number of months or greater oversight of contracted services, multiple stakeholders and interactions across the City of Stonnington work areas.

PROGRAM ACTIONS TABLE

1 Communicate and promote Stonnington's transport hierarchy, which prioritises walking and bike riding							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
1.1	Deliver training to City of Stonnington staff involved in external communications and transport-related business units on using value-based messaging to enable staff to best promote Stonnington's transport hierarchy and actions that encourage walking and bike riding.	This supports effective delivery of Action 1.2. Training or online guidance should be provided to new starters in these areas.	Whole community	Various	Communications	1	\$ +
1.2	Apply Stonnington's transport hierarchy and use Values-Based Messaging to promote and encourage walking and bike riding: » In transport and access-related communications » On websites for Stonnington-managed destination » In 'how to get there' information for all council events.	Consistently communicating walking and bike riding as preferred travel options increases their visibility. It helps to build social norms that walking, and bike riding are common ways to get around for local trips. This includes ensuring that all 'how to get there' information for the City of Stonnington – managed websites, destinations and events include walking and bike riding as travel options.	Whole community	Various	Communications	1	Nil +
1.3	Deliver a 'personal stories' local communications campaign – showing a diverse range of people walking and bike riding for local travel and recreation.	The campaign would highlight local residents, the variety of trips for which they walk or ride, and the personal benefits to them. Share on social media and other council communications platforms. This uses social proof and social influence to encourage others.	Whole community	Various	Communications	2	\$\$ ++

ATBCP plan of actions

continued...

1 Communicate and promote Stonnington's transport hierarchy, which prioritises walking and bike riding							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
1.4	Part 1: Assess gaps in locally relevant walking and bike riding information for specific groups, such as people with disabilities. Part 2: Develop information that responds to these gaps for the City of Stonnington websites or other platforms, as required.	There are many external sources that provide information to encourage and plan travel by walking and bike riding. Stonnington's role will focus on filling specific local information gaps, particularly for specific groups within the community. One example project is providing maps that show street gradients for people who use wheelchairs.	Whole community and/or specific groups	Various	Transport Planning	Part 1: 1	Part 1: \$ +
						Part 2: 2	Part 2: \$\$ +
1.5	Develop and provide a simple online guide for local businesses and for organisations that host local events to provide clear examples about how to include and prioritise walking and bike riding access information in their customer/client communications.	This guide can be included as an online resource and delivered to new businesses through the New Business Concierge Service.	Whole community and/or specific groups	Various	Transport Planning	1-2	\$ +
1.6	Communicate and promote small-scale infrastructure improvements that Stonnington installs, to highlight what is often overlooked, to encourage use and increase motivation to walk and ride.	Identify best communication channels for residents to promote changes, including to local community groups and organisations within the areas that have had improvements. Examples include lighting, new seats and drinking fountains and expansion of safer speed areas.	Whole community	Various	Communications	1-5	Nil +

2 Make it easier and more attractive to walk and ride by removing small-scale barriers							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
2.1	Deliver walking infrastructure actions (identified through the Walking Action Plan) in coordination with behaviour change actions.	Review capital works and maintenance programs and coordinate rollout of improvements with locally related behaviour change actions.	Whole community and/or specific groups	Various	Transport Planning	1-5	\$\$\$\$ +++
2.2	Provide pop-up bike parking at large City of Stonnington events.	Provides a practical demonstration of Stonnington's commitment to support bike riding for local travel.	Event participants	Travel to events	Events team	1-5	\$\$ +
2.3	Provide a mechanism for local businesses and organisations to request small-scale infrastructure improvements, such as bike racks, kerbside ramps etc to improve walking and bike riding access.	This would be a regular call-out with criteria set to assess need and priority relative to other locations.	Customers/ clients of local businesses and services	Trips to business/ shopping precincts & destinations	Transport Planning	3	Nil +
2.4	Complete audits of existing bike parking and end-of-trip facilities at City of Stonnington-managed destinations to identify gaps and set priorities for additional facilities to support growth in demand.	This action will focus first on Stonnington-managed destinations (including libraries, recreational facilities and reserves). These audits will be incorporated into Stonnington's Community Infrastructure Plan; they will then broaden to other destinations around commercial precincts.	Customers/ clients of local businesses and services	Trips to business/ shopping precincts & destinations	Transport Planning	1-2	\$ ++

ATBCP plan of actions

continued...

2 Make it easier and more attractive to walk and ride by removing small-scale barriers

No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
2.5	Incorporate priorities for bike parking and end-of-trip facilities at City of Stonnington managed destinations into Stonnington's transport capital works and maintenance program.	Using outcomes of the audits in Action 2.4 ensure bike parking and end-of-trip facilities are included as part of regular capital works and maintenance program.	Customers/ clients of local businesses and services	Trips to business/ shopping precincts & destinations	Transport Planning	2-5	\$\$ +
2.6	Ensure walking/bike riding access and safety are adequately addressed in traffic management plans submitted for the City of Stonnington approval for major events and building permits (especially ones requiring closure of footpaths or a traffic lane).	Often construction traffic management plans give greater attention to car access and walking access is impeded (e.g. closing footpaths without adequate kerb ramps or diversions). This action implements Stonnington's transport hierarchy by ensuring walking access is maintained to a higher standard than minimum safety requirements.	Event participants, residents in specific locations	Various	Transport Planning	1-5	Nil +

3 Actively encourage walking and bike riding for local travel and to strengthen mental and physical health and wellbeing

No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
3.1	Design, deliver and evaluate a trial behaviour change campaign to encourage more walking and bike riding for local trips to a commercial precinct. If successful, deliver campaigns across other priority commercial precincts. [This action is described in more detail in Appendix 2]	This action will design a behavioural intervention and trial it in one of Stonnington's seven commercial precincts. Research to inform the trial design will include segmentation, targeting behavioural factors and responses to deliver an effective intervention. The campaign design would be developed in consultation with the business association and interested businesses. If rolled out elsewhere, the campaign may need to be adjusted to suit each local context (participants, location, stakeholder involvement).	Local residents, customer s/ clients of local businesses and services	Local precinct travel, including shopping and social	Transport Planning	2	\$\$\$ ++
3.2	Deliver bike confidence workshops for specific groups, commencing with women, young adults and adults with disabilities.	Bike confidence workshops have consistently shown good results in encouraging participants to ride more but they are resource intensive. This action focuses efforts on delivering workshops with specific groups within the community.	Residents	Various	Transport Planning	2	\$ ++
3.3	Pilot an e-bike and cargo bike trial-use scheme for residents to use a bike for a period of time before committing to purchasing one.	Cost of purchase is a barrier to uptake of e-bikes and cargo bikes. A City of Stonnington trial scheme would allow people to experience day-to-day travel on an e-bike before committing to a purchase. This pilot scheme could be targeted to specific groups, for example purchasing adapted bikes for people with disabilities; or families at participating Tag On or Safe Routes to School primary schools.	Residents	Various	Transport Planning	1-2	\$\$ ++

ATBCP plan of actions

continued...

3 Actively encourage walking and bike riding for local travel and to strengthen mental and physical health and wellbeing

No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
3.4	Expand Walk and Talk groups to support other vulnerable members of the community to walk more often.	Work with City of Stonnington partners to identify appropriate approaches to encourage walking with other vulnerable groups within the community.	Specific groups	Recreational travel	Aged, Diversity & Community Planning	1-2	\$ +
3.5	Tria Walk and Talk groups with new parents to encourage physical activity and provide social support.	Contact new parents through Maternal and Child Health. Encourage specific Walk and Talk outings through existing new parents' groups or as separate groups.	New parents	Recreational travel	Aged, Diversity & Community Planning	2	\$ +
3.6	Work with sports clubs and other organisations who hire Stonnington's sports facilities to encourage active travel by participants and spectators to sports training and games. Align communications with installation of new bike parking.	Travel to Stonnington managed destinations, specifically sports and recreation destinations, has been identified as one of the local trips to focus on in this program. This action aims to support a reduction in parking demand, especially when facilities are in high use.	Various, including young people	Travel to recreation and sports destinations	Sport and Active Recreation	3	Nil +

4 Encourage inter-generational active travel behaviours by focusing on early childhood and school settings

No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
4.1	Review progress and outcomes of Tag On program in participating local primary schools and identify strategies to grow participation, which may include changes to the timing or longevity of delivery, or alignment with other actions to encourage walking and bike riding to school.	Tag On has had positive results as a short-term behavioural intervention. This action aims to identify the best future use and promotion of the program. It would include surveying school leaders and parents to understand program strengths and weaknesses and identify reasons for changes in use; and identify whether children are continuing to walk/ride even if they are not using Tag On platform.	Primary school students (and parents)	Travel to school	Transport Planning	1	\$ +
4.2	Identify priority locations to trial Open Streets with primary schools engaged in Safe Routes to School and expand implementation to streets outside school zones (Play Streets Program)	Applying learning from other successful trials in Melbourne and the UK, work with Bicycle Network to trial changes to street access around schools at drop-off and pick-up times (people walking, riding and scooting have access and while the street is closed to cars). Deliver and evaluate trials; expand if positive outcomes and use to support other programs (e.g. infrastructure changes).	Primary school students (and parents)	Travel to school	Transport Planning	1	\$\$ ++

ATBCP plan of actions

continued...

4 Encourage inter-generational active travel behaviours by focusing on early childhood and school settings							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
4.3	Continue and expand the Safe Routes to School Program working with new schools and providing additional support to implement behavioural interventions alongside infrastructure improvements.	The Safe Routes to School model incorporates a travel-planning approach, which integrates a range of encouragement, education (such as Bike Ed) and enforcement actions alongside infrastructure improvements. This action will prioritise schools based on a balance of road safety issues and school interest to work in partnership on implementing actions.	Primary school students (and parents)	Travel to school	Transport Planning	2-5	Planning \$\$ + Capital works \$\$\$\$ ++
4.4	Support national events Ride to School Day, Walk Safely to School Day across local primary schools.	Working with local primary schools, especially those that are actively delivering Tag On or SRTS actions, to deliver community-based events to celebrate walking and bike riding to school.	Primary school students (and parents)	Travel to school	Transport Planning	1-5	\$ +
4.5	Trial Safe Routes to School approach with early learning centres to encourage more walking and bike riding by employees and attending families.	Identify potential trial locations (e.g. near to a primary school participating in Safe Routes to School) and prioritise based on centre leadership's interest.	Families using early learning centres	Travel to early childhood learning/ childcare	Transport Planning	3-4	Planning \$\$ + Capital works \$\$\$\$ ++

5 Lead by example – increase active travel by staff to City of Stonnington offices and for work-related trips continued...							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
5.1	Review progress and outcomes of Tag On program in participating local primary schools and identify strategies to grow participation, which may include changes to the timing or longevity of delivery, or alignment with other actions to encourage walking and bike riding to school.	Tag On has had positive results as a short-term behavioural intervention. This action aims to identify the best future use and promotion of the program. It would include surveying school leaders and parents to understand program strengths and weaknesses and identify reasons for changes in use; and identify whether children are continuing to walk/ride even if they are not using Tag On platform.	Primary school students (and parents)	Travel to school	Transport Planning	1-2	\$ +
5.2	Complete site access and facilities audits for major City of Stonnington offices to identify gaps in access and end-of-trip facilities and recommend improvements to support more people to walk and ride to work more often.	This is one of the first steps in preparing a workplace travel plan, but it is highlighted as a distinct action here because lack of end-of-trip facilities is one of the biggest influences on people's choice to walk or ride to work if they have the option to do so.	Council employees	Travel to work	Transport Planning	1	Nil +
5.3	Develop a travel plan for City of Stonnington employees for travel to all council workplaces and for relevant work-related trips to encourage more staff to walk and ride more often. [This action is described in more detail in Appendix 2]	This action will provide the analysis and organisational framework for other actions in this theme. The travel plan will include actions relating to infrastructure and access improvements; staff communications, information and promotion; changes to organisational policy and practice; and would be led by an Executive champion for this work.	Council employees	Travel to work	Transport Planning	1-2	\$\$ ++
5.4	Install lockers at key City of Stonnington buildings and put processes in place to ensure efficient and maximum use.	Lockers have been highlighted as a specific gap for staff. Analysis for the travel plan will help determine the lockers to install based on potential future growth. This action will determine the types, locations and management arrangements, including allocation, booking system and usage audits.	Council employees	Travel to work	Facilities management	2	\$\$ ++

ATBCP plan of actions

continued...

5 Lead by example – increase active travel by staff to City of Stonnington offices and for work-related trips <small>continued...</small>							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
5.5	Update Stonnington's e-bike fleet policy and incorporate it into Stonnington's vehicle fleet policy, purchasing and management.	Stonnington's existing bike fleet policy needs updating to reflect current practice and arrangements. Incorporating this policy into Stonnington's vehicle fleet policy and management demonstrates its application of the endorsed transport hierarchy and normalises bike riding as a work travel option. This includes adding e-bikes to the fleet database, fleet management and purchasing.	Council employees	Travel to work	Transport Planning	2	Nil +
5.6	Update Stonnington's e-bike fleet training and access for staff.	Communicate with staff as part of new-staff induction and provide regular updates on availability for work travel, usage requirements and training.	Council employees	Travel to work	Transport Planning	2	\$ +
5.7	Investigate allocation of staff parking permits and availability of parking spaces in and around City of Stonnington offices.	Parking management and provision of parking access for staff is an influencing factor on staff travel choices. This action will be delivered once the travel plan is completed.	Council employees	Travel to work	Transport Planning	2-3	Nil +
5.8	Provide advice to organisations that are seeking to develop their own site-specific travel plans.	Many online resources are available to help larger organisations develop their own travel plans (to help increase active travel to these destinations). The City of Stonnington can provide advice to organisations to guide them through the process and share learning and outcomes from developing its own workplace travel plan to those organisations that identify this as a priority and seek council input.	Various locations	Travel to work or education	Transport Planning	4	Nil +

6 Evidenced-based actions, leadership and advocacy							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
6.1	Evaluate trialled behavioural interventions and share learning on outcomes.	Ensure that all behavioural campaigns and trials delivered by Stonnington include evaluation to adequately measure outcomes and impacts to identify what works well and what does not. Share learning with stakeholders including traders.	Various	Various	Transport Planning	1-5	\$ +
6.2	Myth bust misperceptions around walking and bike riding in relation to local business/shopping precincts.	Use values-based communications for a range of topics that often have highly emotive reactions, including safer speeds, changes to car parking when delivering actions related to these topics.	Local businesses Business associations	Local precinct travel	Communications	1-2	Nil +
6.3	Have conversations and deliver workshops with traders and business associations to understand and respond to issues and perceptions around how people travel to shopping precincts, including the benefits of more people walking and bike riding.	Providing forums to discuss and share evidence about how people travel to commercial precincts is important to bring traders onboard with changes to support improvements to walk and ride locally. Involve trader champions where possible. Use other City of Stonnington consultation processes to commence conversations with traders.	Local businesses Business associations	Local precinct travel	Economic Development & Place	1-2	Nil +
6.4	Identify trader champions for peer-to-peer advocacy around why walking and bike riding are good for local business.	Work with local or external trader champions (e.g. from Acland Street, St Kilda) who support changes around shopping precincts that enable more people to walk or ride; and share their experiences with other traders.	Local businesses Business associations	Local precinct travel	Economic Development & Place	2	Nil +

ATBCP plan of actions

continued...

6 Evidenced-based actions, leadership and advocacy continued...							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
6.5	Work with groupings of local government areas (LGAs) to identify and agree on shared actions that are best delivered at a regional scale; and share learning from Stonnington's program actions.	Some behavioural campaigns and interventions will have greater public value if delivered at a regional scale; target audiences will experience consistent messages and approaches and there will be economies of scale. Stonnington, as a member of such groups as M9, Inner South East Partnership; VicSTIG; Transport Planning Local Government Group, is well placed to advocate for and lead regional-level actions.	Residents	Various	Transport Planning	1-5	\$\$ +
6.6	As a regional initiative, such as with the M9 group of LGAs, identify the most significant behavioural issues and conflicts between people walking and riding on shared paths as a first step in designing relevant and effective behavioural interventions to encourage safe and positive interactions among people when using shared paths.	The Cycling Action Plan and Walking Action Plan both identify the need for community safety and behavioural interventions to improve safety and positive interactions and behaviours among people using shared paths. Developing and delivering this action across a regional grouping of LGAs will ensure consistent messaging and interventions and economies of scale for delivery and evaluation.	People walking and riding along shared paths	Various	Transport Planning	2	\$\$ +

6 Evidenced-based actions, leadership and advocacy continued...							
No.	Action	Description	Target Groups	Target setting/ location/ trip	Council lead	Phase	Resource Scale
6.7	Design and deliver a road safety behavioural campaign targeting car drivers on Chapel Street to reduce incidents of car dooring of bike riders.	Car dooring has been identified as one of the safety issues for people riding along Chapel Street. This action would align with the Safe System demonstration projects for Chapel Street that are included in the Road Safety Strategy. The first step of this action is a research phase to inform intervention design. This action may be best delivered as a regional initiative (e.g. with M9 LGAs) to develop consistent messaging and interventions.	Local businesses, residents, customers/ clients of local businesses and services	Local precinct travel to and along Chapel Street	Communications	3	\$\$ +
6.8	Assess the effectiveness of promoting walking and riding as a key driver of emissions reduction on travel behaviours; to determine whether it is used in future campaigns.	This action may be delivered in collaboration with universities and research centres. It would first quantify the contribution of walking and bike riding to reduce greenhouse gas emissions. Further work is required to identify the best channels/forums to communicate this message.			Transport Planning	4	\$ +

Sequencing of actions

Learning and insights from good practice travel behaviour change projects were gathered to inform this Program. Good practice learning has been applied in the development of this Program:

- » Several actions in Theme 1 are enabling actions or supporting communications that will help to set the scene before direct interventions occur in specific settings
- » Not all actions are inter-related
- » The timing of some actions will be determined by the delivery of other Stonnington activities, such as introducing safer speeds, or the responsiveness of external project partners and stakeholders.

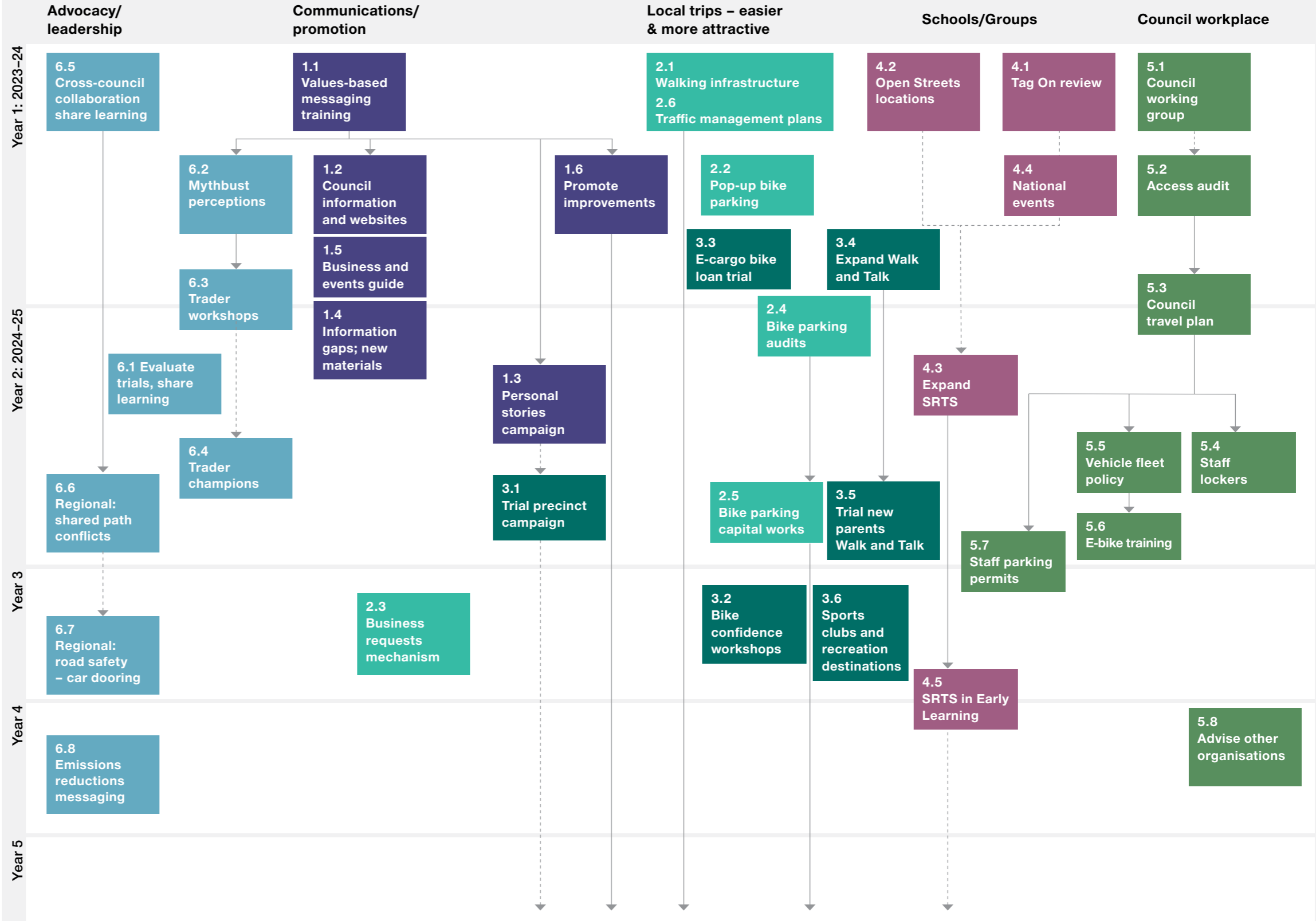
LEGEND



Actions are colour-coded by Program theme (described at the top of each column)

→ Solid arrows = direct relationship between actions or ongoing activity

-----> Dotted arrow = related action or may continue based on evaluation



Sequencing of actions

continued...

Theme	Actions	2023-24	2024-25	2025-26	2026-27	2027-28
1	1. Deliver training to City of Stonnington staff on using values-based messaging	█				
	2. Apply Stonnington's transport hierarchy in communications and website information	█				
	3. Deliver a personal stories local communications campaign ¹		█			
	4. Assess gaps in transport information and develop new materials to respond to these gaps	█	█			
	5. Develop business and events guide	█	█			
	6. Promote infrastructure improvements	█	█	█	█	█
2	1. Deliver walking infrastructure	█	█	█	█	█
	2. Provide pop-up bike parking at large City of Stonnington events	█	█	█	█	█
	3. Local business and organisations mechanism to request infrastructure improvement			█		
	4. Audit existing bike parking and end-of-trip facilities at City of Stonnington-managed destinations	█	█			
	5. Provide bike parking and end-of-trip facilities at City of Stonnington-managed destinations		█	█	█	█
	6. Incorporate walking/bike riding in traffic management plans	█	█	█	█	█
3	1. Behaviour change campaign for local trips to a commercial precinct		█			
	2. Bike confidence workshops for specific groups		█			
	3. E-bike and cargo bike trial use scheme for residents	█	█	█		
	4. Expand Walk & Talk groups to other vulnerable community members	█	█	█		
	5. Trial Walk & Talk groups with new parents		█			
	6. Active travel to Stonnington's sports facilities			█		

Theme	Actions	2023-24	2024-25	2025-26	2026-27	2027-28
4	1. Review TagOn program	█				
	2. Identify priority location for Open Streets trial	█				
	3. Expand Safe Routes to School program ²		█	█	█	█
	4. Support national events (e.g., Ride to School, Walk to School, etc)	█	█	█	█	█
	5. Trial Safe Routes to School approach with early learning centres			█	█	█
5	1. Establish a Stonnington workplace transport and access working group	█	█			
	2. Complete site access and facilities audit for major City of Stonnington offices	█				
	3. Develop a travel plan	█	█			
	4. Install lockers at key council buildings		█			
	5. Update Stonnington's E-bike Fleet Policy and incorporate to the Vehicle Fleet Policy		█			
	6. Update e-bike fleet training and access for staff		█			
	7. Investigate allocation of staff parking permits		█	█		
	8. Provide advice to organisations about travel plans				█	
6	1. Evaluate trials and share learning outcomes	█	█	█	█	█
	2. Mythbust misperceptions around walking and bike riding	█	█			
	3. Deliver workshops with traders	█	█			
	4. Identify trader champions for peer to peer advocacy ³		█			
	5. Collaboration among groupings of local government areas to share learning	█	█	█	█	█
	6. Regional initiative: identify and investigate shared path conflicts		█			
	7. Regional initiative: road safety campaign on Chapel St ⁴			█		
	8. Assess effectiveness of promoting walking and bike riding in emissions reduction				█	

1 Results of this action will be used in undertaking Action 3.1.

2 This action will be undertaken based on the results of Actions 4.1 and 4.2.

3 This action will be undertaken based on results of Action 6.3.

4 This action will be undertaken based on results of Action 6.6.

Appendix 1

Changing travel behaviours – local context, opportunities, challenges

This table summarises behavioural insights and local context for this Program that were drawn together from relevant Stonnington policies and strategic plans; stakeholder conversations; and workshop discussions.

- » Stonnington has three distinct regions: higher densities, lower car ownership and more active travel use in western suburbs; greater car ownership and use extend across the middle and eastern regions of the municipality
- » Streets, particularly arterial roads in Stonnington, are contested spaces with competing demands for street space by different travel modes – especially private vehicles, public transport and bicycles
- » The Transport Policy recognises the need for high amenity spaces; more efficient use of road space; and mode shift away from private car use, especially for short trips
- » The area has good public transport permeability but trains are often congested, and trams can be slow and unreliable, which are barriers to use
- » 80% of road crashes in the municipality occur on state managed roads; people walking and bike riding are involved in 34% of serious road injuries, much higher than the share of walking and bike riding trips. People aged 75+ are over-represented in serious injuries
- » There are significant safety issues for people riding (due to lack of separation) especially on Chapel Street. A survey for the Cycling Action Plan found that only 9% of survey respondents felt safe riding in Stonnington
- » Personal security and safety (perceived and real) impact on levels of walking
- » There are seven major commercial precincts (five of which have a business association). New place plans (underway) for all locations are opportunities to integrate related behaviour change projects
- » Visitor surveys of six precincts found the majority of people are local and most walk. People who visit daily are most likely to walk (69%) and those who visit infrequently are more likely to drive. Younger people drive more often than older adults (aged 60–64+). Visitors who walk or ride a bike have the highest weekly spend
- » Active travel to Stonnington sports grounds and other recreational locations is not specifically promoted but there are some facilities (bike racks) to support more active travel

- » There are 27 schools in the City of Stonnington. Stonnington has a Sustainable Schools program. Potential to expand Safe Routes to School Program and link to Sustainable Schools to strengthen both programs
- » Stonnington's Tag On program has been underway in five schools; opportunity to expand this and also to trial other actions in schools, such as Open Streets. Challenges with school engagement
- » Stonnington is extending 40km per hour zones and plans to trial 30km per hour zones, which is an opportunity to align behaviour change actions in safer speed areas
- » Often major venues and destinations lack end-of-trip facilities or bike parking (e.g. Chapel Off Chapel)
- » 'How to get to' information on Stonnington- destination websites generally lack walking and bike riding
- » City of Stonnington's Signature Events series and other local events are opportunities to promote walking and riding to these events
- » Stonnington (statutory planning) recognises that there are issues with effectively implementing green travel plans required as part of new development approvals – there is no connection with the building user
- » There are several large organisations in Stonnington that could encourage changes in student or employee travel but some, such as Cabrini Hospital, have been hard to engage
- » Stonnington has a New Business Concierge service – potential to add information and influence messaging around active travel
- » Stonnington's Health and Wellbeing Plan: community to be more physically active
- » Walking is a good way for community to connect socially
- » Council's objective of access and inclusion is about ensuring accessibility for all

Appendix 2

Summary of what is involved in delivering larger actions

ACTION 3.1 COMMERCIAL PRECINCT BEHAVIOUR CHANGE CAMPAIGN

This action will design a behavioural intervention and trial it in one of Stonnington's seven commercial precincts. The steps involved in implementing the campaign include:

- » **Research and project scoping**
 - › Stakeholder conversations; identify local influencers who may support the project participating businesses
 - › Data collection: desktop analysis of demographics, travel patterns
 - › Local observations of behaviours to inform potential behaviours to target; (e.g. specific shopping trips, or engaging with specific local groups or residents)
 - › Intercept surveys with local community and businesses to identify target behaviours and potential responses
- » **Campaign design**
 - › Segmentation of local audience, confirm behavioural factors and responses the campaign will focus on (e.g. local resident-focus or specific trip/destination focus) and timeframes (e.g. six weeks)
 - › Co-design workshop with project participants to develop specific interventions
 - › Engagement with project partners to confirm contributions and delivery methods
- » **Campaign delivery**
 - › Pre-evaluation
 - › Design and preparation of behavioural messages, campaign materials and any incentives
 - › Deliver campaign in the community
 - › Post-evaluation
- » **Reporting and communications**
 - › Communicate results and outcomes to local community, stakeholders and local government networks.

ACTION 5.3 STONNINGTON'S OWN WORKPLACE TRAVEL PLAN

This action will develop a travel plan for City of Stonnington employees for travel to all Stonnington workplaces and for relevant work-related trips to encourage more staff to walk and ride more often. This action will provide the analysis and organisational framework for other actions identified in Theme 5.

A workplace travel plan identifies and applies a mix of tailored measures that respond to a location's transport options and the specific organisational context (which includes workplace culture and capacity; and the needs of its employees) to help increase staff use of sustainable travel options to work and for local work-related trips.

POLICY & REGULATIONS	Organisational changes that increase travel choice. Includes: <ul style="list-style-type: none"> › Salary packaging for e- bike purchase/lease › Supportive remote work policies › Parking management (allocation based on need, pricing incentives e.g., for carpooling) › Funding allocated to support other modes
BETTER INFRASTRUCTURE & SERVICES	Improving options and making it easier to use other modes. Includes: <ul style="list-style-type: none"> › Paths for walking desire lines › End-of-trip facilities › Wayfinding to public transport › Lighting along walking routes › Advocacy or subsidy for public transport services
BEHAVIOURAL INTERVENTIONS	Building staff capabilities and promoting choice. Includes: <ul style="list-style-type: none"> › Information on travel options (website, staff induction) › Local area transport maps › Communications campaigns, events, promotions & advice › Financial incentives (e.g. reduced parking costs for carpooling)

Appendix 2

Summary of what is involved in delivering larger actions

continued...

A number of organisational factors need to be in place to implement an effective workplace travel plan, these include:

- » Travel Plan Coordinator and working group: Person with capacity to lead the plan, at least 0.2 equivalent full-time staff Working group to facilitate effective cross- staff collaboration and delivery of actions in different work areas
- » Resources: dedicated funding and independence to deliver; budget and staff available
- » Leadership: executive endorsement and commitment to implement actions
- » Outcomes focused: responds to a clear need and interest (e.g. managing growth; sustainability; staff health and wellbeing)
- » Employee relevance: staff see value in encouraging non-car travel (e.g. seen in survey comments)
- » Presence and engagement: able to support change with regular communications. Communications team is supportive and has capacity to help.

It may take 6–12 months to prepare a travel plan and seek executive endorsement to implement it if the project is an addition to the coordinator's usual role. This includes completing the background analysis, staff travel survey and developing the travel plan actions and priorities.

Victorian Department of Health has a Sustainable Transport resources hub to guide health services to develop their own workplace travel plans. Some material has additional information and resources for the health sector, but the methods and resources are relevant for all workplaces. Stonnington can use this free resource to develop its own travel plan: <https://www.health.vic.gov.au/planning-infrastructure/sustainable-transport>





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