

Moving around Merri-bek - Transport Behaviour Change



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Acknowledgement of Country



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Merri-bek City Council acknowledges the Wurundjeri Woi Wurrung people of the Kulin Nation as the Traditional custodians of the lands and waterways in the area, and pays respect to their Elders past, present, and emerging, as well as to all First Nations' communities who significantly contribute to the life of the area.

What does sustainable transport look like?



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Amount of space required to transport the same number of passengers by car, bus or bicycle.



Car?



Bus?



Bicycle?



Electric car...

(Poster in city of Muenster Planning Office, August 2001)

Credit: Press-Office City of Münster, Germany

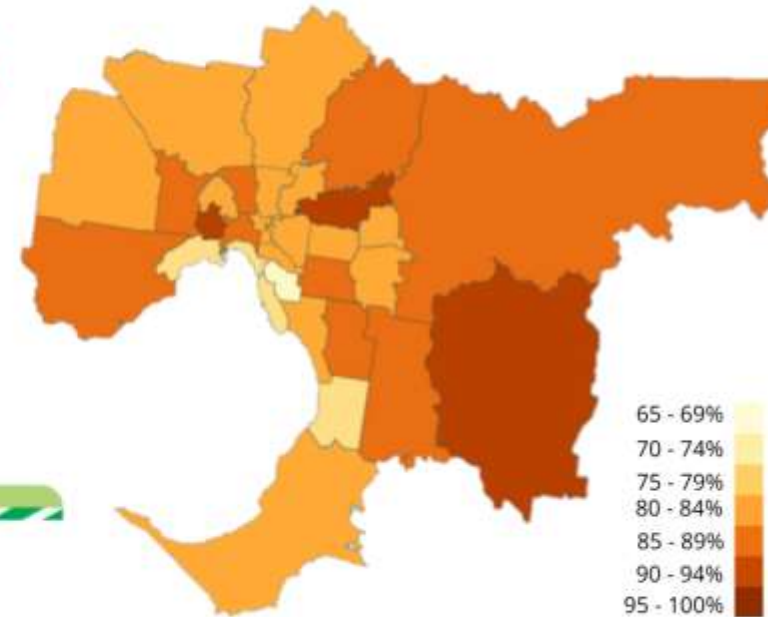
So what do we need?



Substantial potential for increased bike riding in Melbourne

78%
of Melburnians
Interested but
Concerned
about bike riding

■ People who are Interested but Concerned would ride a bike if physically separated bike lanes were provided.



■ Heat map of Greater Melbourne showing the proportion of those categorised as interested but Concerned.



Bicycling Magazine Ayesha McGowan: I ...



Bicycling Magazine Former WorldTour Cyclist Turned ...



wikiHow How to Become a Profession...



Pedalsure Amateur Cyclists Make (By A ...



Cycling Weekly Cycling Weekly



Al Jazeera Swiss cyclist dies after fall into ...



Men's Health Cyclists Have a Long...



BikeRadar road cyclist ...



Bicycling Magazine How to Become a Bett...



Wall Street Journal Champion Cyclist Preps for Races ...



Pedalsure Cyclist Should Get Cycling Ins...



Wikipedia Jack Thompson (cyclist) - Wikipedia



The Guardian female cyclist led to v...



Outside Magazine How Pro Cyclist Cory...



Yay Bikes! Real" cyclists — Yay Bikes!



www.outsideonline.com How to Grow Old Gracefully As a Cyclist







“Infrastructure provides new options. Behaviour change programs encourage new choices.”





Ride & Stride - Capacity building in community



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School-led Open Streets

Taking trials to the next level! Coburg North Primary and Merri-bek Primary launched monthly Open Streets last year through a parent volunteer program, an Australian first. Running Open Streets more often provides safer streets for kids, embeds healthier habits and builds school and community capacity to lead their own street transformations.

[Read more](#)



14 
Open Streets
Fridays

18 
parent
volunteers

65% 
average active
travel rate on
Open Streets days



It's been a joy volunteering to make Open Streets happen each month at my kids school, being outdoors with happy children in a playful, quiet street. Seeing children riding, scooting and enjoying the Open Street makes volunteering more than worth it!

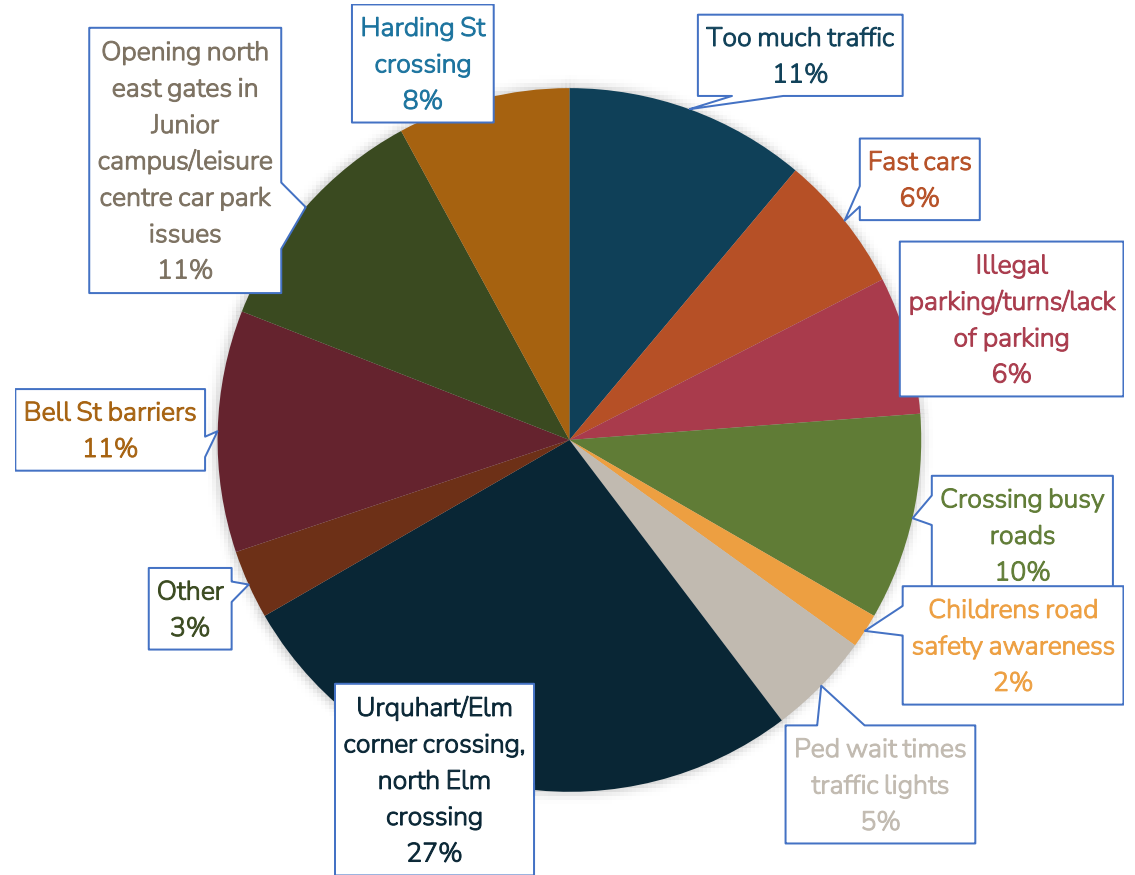
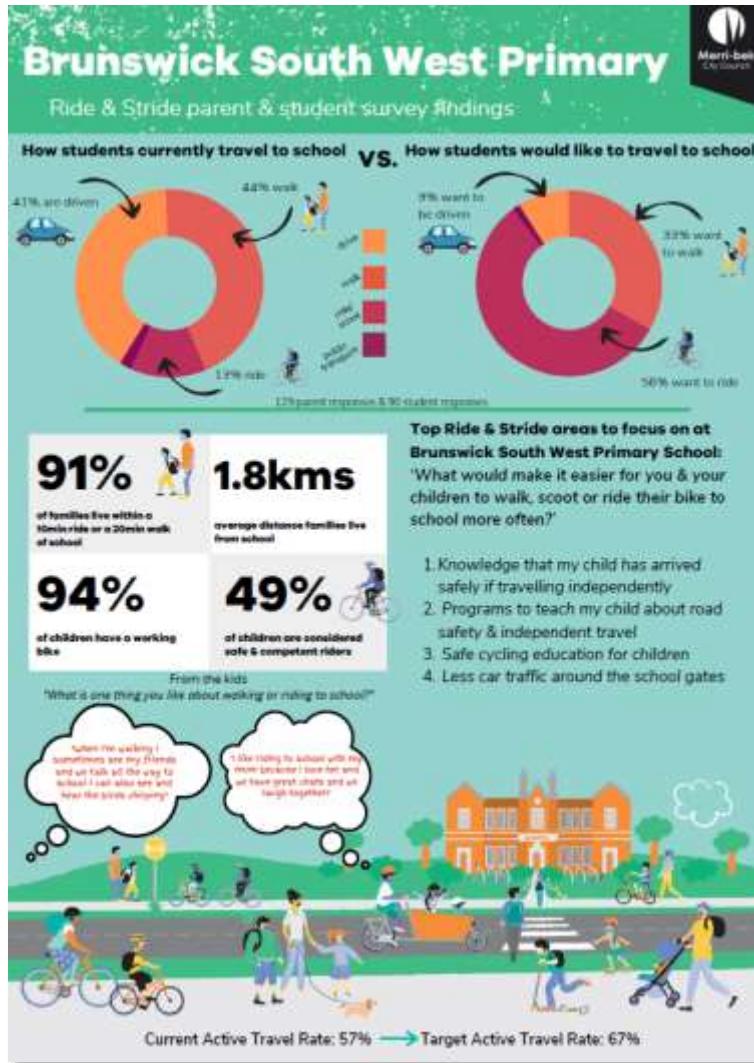
Broader community influence & outcomes



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Transport data collection



M&E and feeding back to community

Ride & Stride Reports

2023 Reports

2022 Reports

2021 Reports



Internal transport behaviour change



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Inclusive transport behaviour change



Message framing for behaviour change



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SUPPORTERS

25%



PERSUADABLES

60%



OPPONENTS

15%



USE	DON'T USE
Open	Closed
Street	Road
Sharing	Reallocating/replacing
People walking	Pedestrians
People riding	Cyclists
Riding/ride	Cycling/cycle
Car traffic	Traffic/congestion

*CTRL F for these words

<https://www.commoncause.com.au/framing-walking-and-bike-riding>

Build infra & behaviour change together



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So our streets (and our minds) don't go from



But instead



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So what can I do?



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1. Start the conversation

2. Upskill your team

- Learn from what's worked before
- Common Cause Values Based Messaging training
- Collaborate with internal teams - community engagement/community services/comms/etc

3. Get to know your community

- Lead projects with shared values and shared vision – *safer, healthier & happier streets for community*
- Involve community champions in delivery – they are the trusted locals

4. Allocate budget & resource

- 10% of your budget should be dedicated to Behaviour Change programs to activate your infrastructure/policies
- 10% of your budget should be dedicated to Monitoring & Evaluation of your infrastructure/policies *(Fiona Campbell, City of Syd)*



Thanks 😊

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Zero Carbon Merri-bek

<https://zerocarbonmerri-bek.org.au/travel-smart/>

