



#### 4. Influencing Travel Behaviour – Walking and Cycling as First Instinct

	Actions
	<b>PROMOTIONS</b>
4.1	Increase the number of locations where the Adelaide City Bike Hire Scheme is available.
4.2	Organise community events or promotion of existing events through Council literature to mark the opening of new infrastructure, for example new sections of shared path.
4.3	Council to organise, support, promote or take part in community events to highlight walking, cycling and public transport, in all possible ways, including local community and leisure group walking and cycling activities, opening infrastructure, walk to school weeks and ride to work days, for example by attendance of Council staff and facilitating walking and cycling groups to attend.
4.4	Ensure that all Council literature identifies walking, cycling and public transport travel opportunities and routes to destinations in a simple and high profile way.
4.5	Maximise as much as possible the use of Council marketing resources to promote walking and cycling, for example newsletters and website and through social media outlets, such as Facebook and Twitter.
4.6	Develop maps, signage and logos to assist in the community recognition of walking and cycling infrastructure, for example bike direct signs.
4.7	Advocate for increasing public awareness and acceptance of the safety benefits of a reduction in local area speed limits.
	<b>EDUCATION</b>
4.8	Facilitate the continuing delivery and where appropriate assist the expansion of BikeEd programs through primary schools.
4.9	Explore opportunities for additional or refresher BikeEd courses through high schools.
4.10	Facilitate education and training programs for adults to learn to ride or regain confidence on a bike through workplace, interest group or community events run by Council or Partner organisations, for example Bike SA programs for new arrivals from overseas and youth at risk.
4.11	Advocate with Public Transport Authority for education opportunities and accessible information for people on how to read public transport timetables and how to purchase and use tickets.
4.12	Advocate for the development of education initiatives on the benefits of increased walking and cycling and reduced car use, considering financial, health and social as the most likely primary receptors.
4.13	Develop in conjunction with road safety organisations, educational campaigns to increase driver awareness and respect for pedestrians and cyclists, particularly in relation to vehicle speeds on local and residential streets.
4.14	Facilitate or provide stands at community events for bike training, public transport information, mapping presentations/games, for example estimating travel times by mode.

	<b>ADVOCACY AND PARTNERSHIP</b>
4.15	Advocate with DPTI and OPAL to extend the scope of existing programs such as Way2Go and School Travel Plans beyond the provision of safe infrastructure.
4.16	Work with DPTI to keep the Cycle Instead journey planner up to date.
4.17	Work With OPAL and schools to implement upgrades to school travel opportunities, for example Park and Stride locations, traffic exclusion zones and Travel Plan targets.
4.18	Continue to advocate the benefits of walking and cycling using specific best practice and local case study examples as they are established.
4.19	Advocate to and work with major employers to show the benefits of increased levels of walking, cycling and public transport use.
4.20	Advocate for an appropriate legislative framework to enable Council to have a flexible approach to respond to the impact of motor vehicles on local streets, e.g School Zone and Crossing Warrant requirements.
	<b>SUPPORT</b>
4.21	Work with partners to extend and promote existing walking and cycling groups, for example Heart Foundation walking groups, Bicycle User Groups, Bike SA programs and provide community based events and programs.