



Active Transport Strategy 2014 – 2034



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Swan Hill District Health (SHDH)
 Robinvale District Health Services (RDHS)
 Southern Mallee Primary Care Partnership (SMPCP)
 Swan Hill NOVO Youth Council
 Swan Hill College
 St Mary's MacKillop College
 Manangatang P-12 College
 Manangatang Improvement Group
 Ultima District Progress Association
 Piangil Community Group
 Nyah District Action Group
 Ultima Primary School
 Robinvale Neighbourhood House
 Bikes and Trikes Swan Hill
 Swan Hill Incorporated
 Woorinen District Primary School
 Swan Hill Community Issues Group
 Andrew Downes, Senior Constable - Victoria Police
 Bicycle Users Group – Swan Hill
 Jenny Donovan, Inclusive Design

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Executive Summary

Council has a role to play in creating an environment conducive to active transport, particularly through provision of infrastructure, planning and development, and in co-ordinating advocacy and awareness in partnership with health services.

Active transport relates to physical activity undertaken as a means of transport. It includes travel by foot, bicycle and other non-motorised vehicles. Use of public transport is also included in the definition as it often involves some walking or cycling to pick-up and from drop-off points¹.

Walking and cycling have many benefits and, for most people, are the most accessible way of getting exercise and getting from point A to B for many journeys. However many indicators suggest we are not using active transport enough, which is leading to significant and growing health and resource consumption problems. Despite the cost of improvements and changes to increase active transport, the impact of not doing anything to community health and resilience is much greater.

The key barriers identified through the community consultation process included:

- lack of infrastructure (such as bicycle lanes, designated tracks, seating and bike parking)
- lack of confidence and not feeling safe; and
- time restrictions and access to a bicycle.

The below strategies will:

1. Improve the provision of quality cycling and walking infrastructure
2. Ensure the integration of cycling, walking and public transport
3. Actively support and promote a culture that encourages people to walk, ride and skate

The aim of the Active Transport Strategy (ATS) is to make walking, cycling and using public transport easier for more trips in the Swan Hill municipality. Through identifying strategic walk and cycle networks, other key interventions and addressing key barriers that deter people from walking and cycling, Council hopes to transition to an environment and culture conducive to an active lifestyle.

Council is committed to working together with communities, agencies and other levels of government to develop a culture and environment conducive to the use of active transport as one facet of addressing health issues facing our municipality, including:

- 58.8% of people are overweight or obese compared to 48.6% of Victoria
- 28.9% of people do not meet physical activity guidelines
- A higher than average rate of chronic diseases, many of which are directly related to inactivity including:
 - Type 2 Diabetes
 - High cholesterol
 - Circulatory system disease
 - Hypertension disease
 - Respiratory Disease
 - Musculoskeletal diseases
 - Arthritis
- Only 37.3% of people visit 'green spaces' once a week, compared to 50.7% of Victoria overall.

The ATS includes an implementation plan designed to achieve priority actions within a four year time frame to align with the Council Plan and the Public Health and Wellbeing Plan mandatory reviews. Individual town profiles and priority maps present the key areas and issues identified during community consultation (appendix 1). A background profile document further expands on the information collated during the development of the ATS. This information will be drawn upon during Strategy delivery.

Part 1

Introduction

The aim of the Active Transport Strategy (ATS) is to make walking, cycling and using public transport easier for more trips in the Swan Hill municipality. Through identifying strategic walk and cycle networks, other key interventions and addressing key barriers that deter people from walking and cycling, Council hopes to transition to an environment and culture that supports the people of Swan Hill to enjoy all the benefits of an active lifestyle.

The municipality has a higher than average rate of chronic diseases, many of which are directly related to inactivity. Creating an environment and culture conducive to use of active transport is a shared responsibility with other government bodies (such as health authorities). Council is in a position to make a critical contribution to this goal because of our key role in showing leadership, provision of infrastructure, planning and development.

Vision:

- Swan Hill Rural City is a walking-friendly, cycling-friendly and public transport-friendly municipality.

Aim:

- To make walking, cycling and using public transport easier for more trips in the Swan Hill municipality.

Objectives:

- Co-ordinate Council's actions.
- Implement a Hearts and Minds (culture change) strategy in partnership with health services.
- Improve the appeal of walking/cycling relative to driving
- Give people real choice.
- Change the balance of influences on transport choice in our municipality by making walking and cycling more appealing, rather than deny car use.

Our approach

Although Council is in a position to have a significant contribution to transitioning the municipality to a culture where walking and cycling is the preferred mode of transport, it is a shared responsibility.

Developing an environment where walking and cycling become a more attractive option requires the involvement of all levels of government, a range of organisations, businesses and participation of community as well as the individuals themselves.

Council is committed to working together with communities, agencies and other levels of government to achieve this vision.

Council has the ability to have a positive impact through specific functions, such as land use planning, infrastructure, bringing key players together and advocacy. The ATS will integrate and work across a range of other strategies and initiatives to assist Council deliver functions as required under the Public Health and Wellbeing Act 2008 and Local Government Act 1989.

Alongside ATS partners, Council aims to deliver strategic actions that will achieve best value outcomes long term. The ATS is a long term document involving a mix of short, medium and long term actions.

The scope of the ATS is the activities that align with the Local Government Act 1989. Physical activity as a means of transport is the key focus. Walking and cycling for recreational purposes will be addressed also, although is not the key focus. Delivering programs for external bodies, like bike education in school, does not directly form part of the strategy although the strategy seeks to provide a conducive environment for these programs to take place.

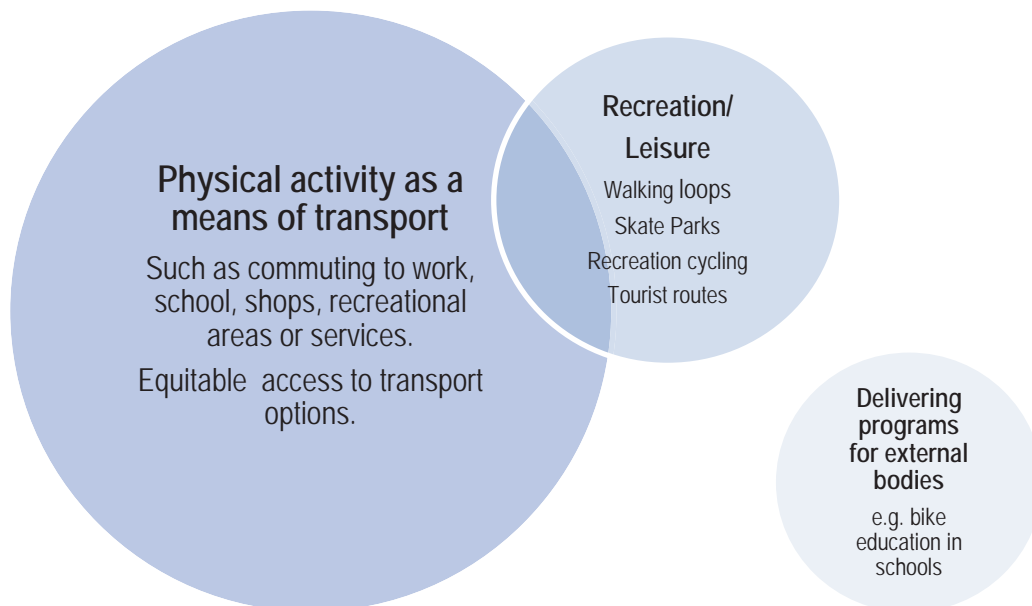


Figure 1: Scope of the ATS

Council Directions and Objectives

Council Plan

The Council Plan 2013-17 articulates the municipality's strategic direction and sets the vision for the future. The ATS is an integral aspect to achieving Council's Vision and Mission statement, delivering outcomes in line with all four of the key strategic areas outlined, particularly Community Health and Wellbeing. The ATS identifies 'priority routes' for walking and cycling to allow for strategic use of resources.

Policy changes

The development of the ATS has involved a review of all current Council policies and strategies to enable integration of the ATS into Council operations.

Updated policies include the:	Documents that make direct reference to the Active Transport Strategy:
<ul style="list-style-type: none"> • Health and Wellbeing Directive • Work/Life Balance Employee Handbook • Motor Vehicle Use Directive • Youth Engagement Policy • Public Policy – Recreation, Culture and Leisure 	<ul style="list-style-type: none"> • Council Plan 2013-2017 • Public Health and Wellbeing Plan 2013-17 • Sustainable Living Strategy 2010-2014 • Resilience Action Strategy 2012-2015 • Youth Strategy 2013-2017 • Disability Action Plan 2012-2015

Relevant strategic documents

The following documents further contribute to the health and wellbeing of local communities.

Federal, State and other agency plans	Swan Hill Rural City Council plans
<ul style="list-style-type: none"> • National Cycling Strategy 2011-2016 • Victoria's Cycling Strategy "Cycling into the Future" 2013-2023 • Local Government Act 1989 • Public Health and Wellbeing Action 2008 • Southern Mallee Primary Care Partnership Strategic Plan 2013-2017 • Local Integrated Health Promotion Plans (Swan Hill District Health and Robinvale District Health Services) • Pedestrian Access Plan 2010 • State Planning Policy Framework • Victorian Road Safety Strategy, 2013-2022 • Victorian State Disability Plan, 2013-2016 • Loddon Mallee Regional Strategic Plan – Northern Region (2010) 	<ul style="list-style-type: none"> • Council Plan 2013-2017 • Public Health and Wellbeing Plan 2013-2017 • Council Community Plans • Resilience Action Strategy 2012-2015 • Council Planning Scheme • Sustainable Living Strategy 2010-2014 • Draft Cultural Plan 2014-2018 • Child and Youth Friendly Charter • Swan Hill Residential Development Strategy 2006-2030 • Robinvale 2030 Land Use Strategy • Tourism Strategy 2010-2013 • Municipal Early Years Plan 2013-2017 • Youth Strategy 2009-2013 • Disability Action Plan 2012-2015 • Recreation Reserve Master Plans • Parks and Reserves Management Strategy • Swan Hill Riverfront Masterplan 2013 • Economic Development Strategy 2011-16 • Draft Domestic Animal Management Plan 2014-2016

How will Council implement the ATS?

The ATS will be implemented through a series of actions. These actions will be the responsibility of Council departments who are best situated to progress and achieve. The ATS implementation plan is designed to achieve its actions within a four year time frame to align with the Council Plan and the Public Health and Wellbeing Plan mandatory reviews.

Reporting

This document will be reported upon every six months as part of the Public Health and Wellbeing Plan 2013-2017 reporting framework. The Active Transport Steering Committee will meet each reporting period.

Review

The ATS will be reviewed every four years.

What is Active Transport?

“Active transport relates to physical activity undertaken as a means of transport. It includes travel by foot, bicycle and other non-motorised vehicles. Use of public transport is also included in the definition as it often involves some walking or cycling to pick-up and from drop-off points”

- Be Active Australia: A Framework for Health Sector Action for Physical Activity 2005-2010

The ATS will also incorporate, to a lesser degree, recreational walking, cycling, skating and scooting as it will have indirect impacts on achieving a culture shift towards the use of active transport by helping people become comfortable and more confident on the road.



Why is walking and cycling important?

An active lifestyle results in a healthier, happier and more productive life.

Increased physical activity can:

- Assist with weight control
- Reduce risk of chronic conditions such as heart disease, stroke, high blood pressure, type two diabetes and some cancers
- Lower blood fats and blood pressure
- Build and maintain healthy bones, muscles and joints (reducing arthritis, falls and injury risks in later life)
- Reduce stress, anxiety and depression
- Support a sense of self esteem.

Inactivity makes it more likely that people will suffer poor health, diminished achievement in life, diminished independence and increased rates of social isolation. Physical activity can lead to improved social connections and greater inclusion for those most vulnerable.

The health risks of insufficient physical activity is highest in those marginalised in our community. Active transport is the most accessible form of transport and activity. It helps people become and stay independent and contribute to their community, and is more environmentally sustainable.

Australian adults are costing the healthcare system an avoidable \$1.5 billion a year, with almost nine million Australian adults not doing enough physical exercise.

Physically inactivity also has negative results on the economy costing employers through reduced productivity.

According to Infrastructure Australia the economic benefits of walking are estimated at about \$2.12 per kilometre walked per person. While another study² shows that each additional kilometre walked per day was associated with a 4.8 per cent reduction in the odds of being obese.

Economic benefits of a physically active community affect many aspects of community life and range from more productive workplaces, fewer medical expenses and a region that enjoys the opportunities created by a healthy lifestyle.

"If we don't do something different, nothing is going to change."

Community member



How would promoting Active transport help the Swan Hill municipality?

Active transport is a form of activity that can be accessible to the majority of the community, not just those who can afford to play sport or go to the gym. It embeds physical activity as a way of life and promotes social connections.

“Promoting physical activity is the single greatest advance that Council can make to support the health of the Swan Hill community”
Gayle Taylor, Swan Hill District Health,
Manager Health Promotion

Health and wellbeing

The statistics highlight the need for increased use of active transport within the municipality.

Obesity

In the Swan Hill municipality, 58.8 per cent of people are overweight or obese compared to 48.6 per cent of Victoria as a whole. Males had a slightly higher percentage of being overweight or obese at 63.3 per cent (57.2 per cent for Victoria) compared to females at 52.5 per cent (40.3 per cent for Victoria) (PHWP 2013).

Physical activity

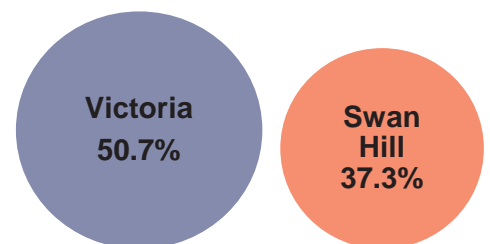
The National Physical Activity Guidelines for Adults are at least 30 minutes of moderate intensity physical activity on most, preferably all, days. In our municipality, 28.9 per cent of people do not meet these guidelines. Victoria-wide 27.4 per cent of people do not meet the guidelines.

Physical activity - youth

In 2009, 14.5 per cent of adolescents surveyed in the Loddon Mallee region did the recommended amount of physical activity every day. This was higher than the proportion reported across Victoria (12.3 per cent).

Spending time outdoors

Time spent in green space is a significant factor of emotional and physical health. In 2011 surveys³ found only 37.3 per cent of people in our municipality visited ‘green spaces’ more than once per week, considerably lower than 50.7 per cent of Victoria overall.



Transport

Driving is the dominant mode of travel to work or study for most Australian adults, even for short distances over which walking and cycling are realistic alternatives - 14 per cent of the Australian adult population drive less than five kilometres each way to work or study, and another 16.5 per cent drive between five and 10 kilometres.

Shifting just a small proportion of these short distance commutes to walking and cycling can lead to positive outcomes for the transport system, the environment, health and liveability of communities within the municipality.

Method of travel to work

	Number 2011	Percent	Victoria percent
Car	5656	70.8	66.4
Public transport	39	0.5	9.3
Bike	49	0.6	1.2
Walked only	561	7.0	3.3

According to the 2011 Census data, 78 per cent of work journeys were by car drivers, while less than one per cent were by public transport. Since 2006, the percentage of residents travelling to work from Swan Hill by car has increased by three percent .⁴



*“Driving isolates people from their community, whereas walking and cycling integrates them.”
Jenny Donovan, Inclusive Design, Principal*

What is making it difficult to take up Active Transport in our municipality?

Information was collected from the community through surveys, workshops and meetings. The information gathered indicated that walking or cycling is not the default way of thinking for the majority of people in the Swan Hill municipality. The results also highlighted some of the more significant deterrents to active transport.

Bike riding/cycling



Other concerns not highlighted here included crossing key roads in certain locations, such as the Murray Valley Highway in Piangil and Swan Hill.

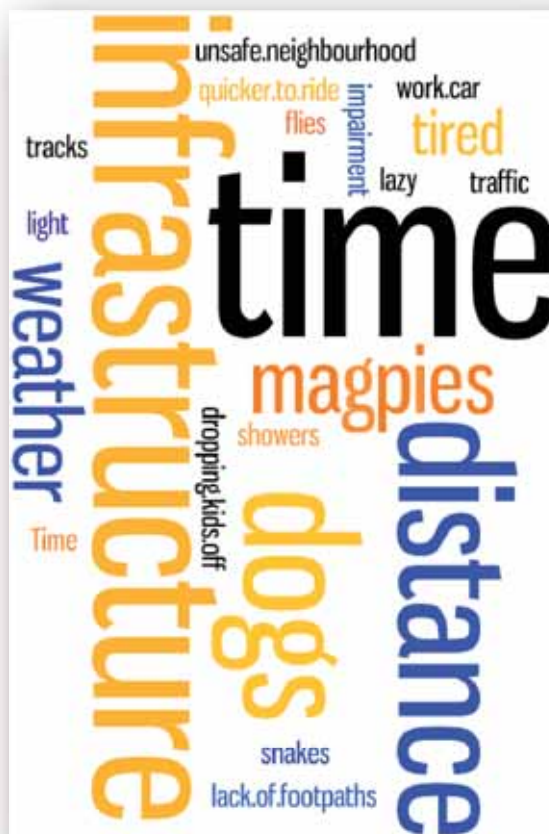
Trucks ruled out some journeys for people, particularly those living outside townships.

Poor maintenance of current cycling infrastructure (e.g. cycle lanes) and roads without shoulders were the key concern of road cyclists – the majority cycling for recreation.

Some people felt they lived too far from work or school to ride with their time restrictions.

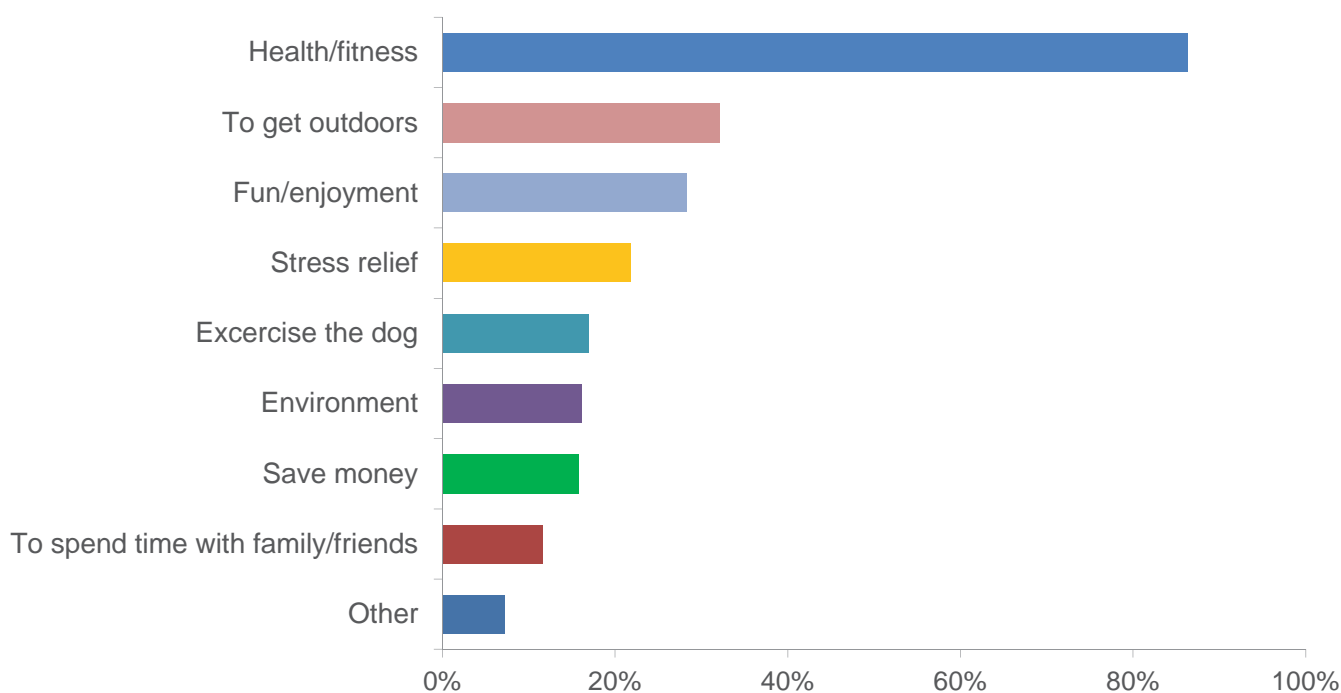
Walking

Lack of interesting places to walk was also a common theme with people wanting to walk.



What is encouraging the take up of Active Transport?

The *Walking and Cycling in Our Region* survey revealed that there were diverse motivators to getting people out of their cars and walking or cycling⁵.



As indicated in the table above, health and fitness, getting outdoors and fun/enjoyment were the top three motivators identified in the survey. The ATS seeks to recognise these factors and create circumstances where these become the dominant influences on people's choices.

The relatively flat topography, and current designated walking/cycling tracks (although limited) were also highlighted. Programs coordinated by health services such as the Swan Hill District Health pedometer challenge were recognised for their ability to get people walking (see Active Transport Issues Profile 2014 for full survey findings).



Where are we now?

Currently the factors encouraging use of cars for transport are outweighing the factors influencing active transport use.

People make decisions based on multiple issues. Some of these issues relate to their own hopes, concerns and values, some to their surroundings.

Surroundings that support walking and cycling

+

Desire to walk and cycle

=

walking and cycling become real options

As indicated in the diagram below, people's decisions to ride, walk or drive are based on the weight they give to the different factors they are aware of.

For example, convenience of driving versus health benefits of walking. This might be called the balance of influences. When people choose to drive they are placing greater importance on those benefits that driving make possible.

The Swan Hill municipality has a "pro car bias", where the balance of influences favours driving, and diminishes both the need and opportunities to walk or cycle. This makes the city's environment "hard wired" for the range of health, social and sustainability problems outlined above.

This can be addressed by increasing factors that support active transport and diminishing the barriers.

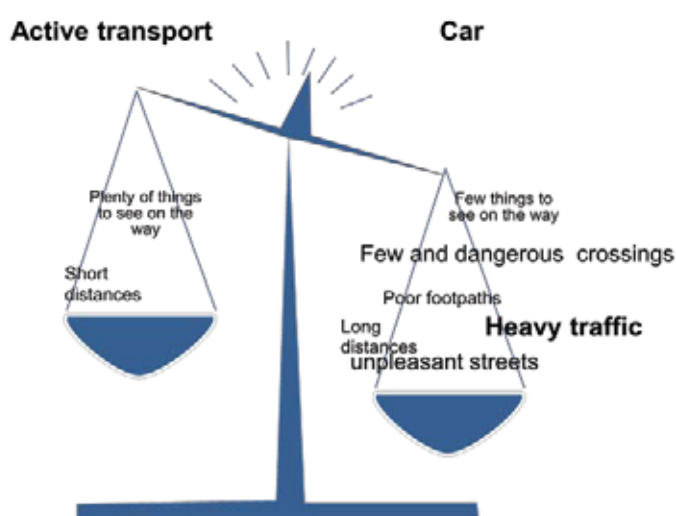


Figure 2: Currently the factors encouraging people to drive outweigh the factors encouraging people to walk and cycle.

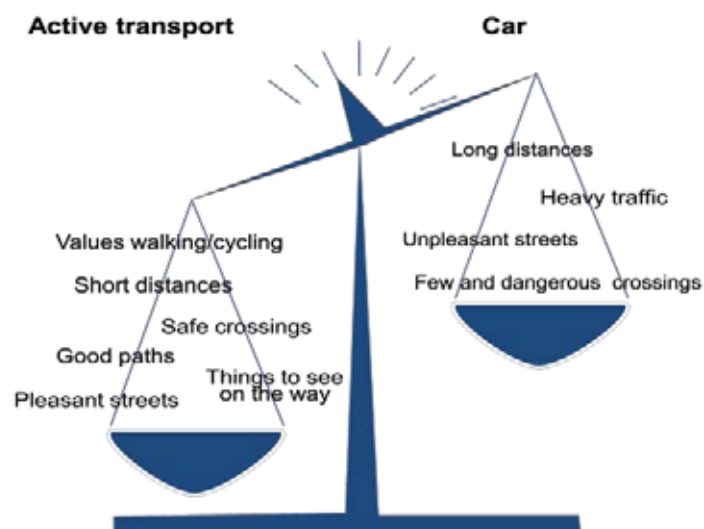


Figure 3: The ATS aims to increase the factors encouraging people to walk and cycle in order to make active transport a real option.

Summary

Despite some great initiatives by Council and others within the community, there is little to even plant the idea in people's minds that walking or cycling are realistic choices, let alone appealing choices.

Currently, for the majority of people within the municipality, the deterrents outweigh the benefits and overall walking and cycling are not encouraged. As a result relatively few people walk and cycle, therefore traffic are less expectant of pedestrians and cyclists.

Many people do not see their surroundings as adequately inviting for anything more than occasional activity with:

- not enough encouraging characteristics
- too many discouraging characteristics.

The community consultation identified the need to make cycling safer, more prestigious, attractive and appropriate for the trips that have to be made (e.g. to work, school, shops, etc).

Council is committed to working in partnership with our communities to increase the use of active transport. The implementation plan outlined in Part 2 of the ATS aims to address this through eight strategies that will increase the factors that encourage active transport and diminishing barriers that discourage it through both short and long term actions.

We can achieve a more active community by making walking and cycling safer, more prestigious and more appealing for trips that have to be made."

Jenny Donovan, Inclusive Design,



Part 2

Implementation Plan

Strategies, Goals and Actions

Eight interlinked strategies have been identified to make active transport and connection to public transport safer, more convenient, attractive and prestigious, and more appropriate for more trips.

Strategy 1 - Increase the provision of quality on-road and off-road bicycle and pedestrian infrastructure across the municipality

- Goal 1.1 Improve the provision of a bicycle and walking network both on and off road (see maps)
- Goal 1.2 Increase the length of off-road bicycle routes that are safe, accessible, convenient, comfortable and attractive
- Goal 1.3 Address gaps in connections and facilitate the creation of loops
- Goal 1.4 Improve the level of safety for cyclists/pedestrians during infrastructure upgrades

Strategy 2 - Effective maintenance of the bicycle and walking network

- Goal 2.1 Improve maintenance and systems of current active transport infrastructure

Strategy 3 - Align the Council Planning Scheme and recognise the role of active transport

- Goal 3.1 Embed the ATS and Healthy by Design⁶ values into Council's strategic objectives

Strategy 4 - Improve the environment for walking, cycling and public transport use, both in transit and end of trip facilitates

- Goal 4.1 Increase the number and quality of pedestrian and bicycle amenities (i.e. bicycle racks, water stations)
- Goal 4.2 Create interesting aspects along walking tracks
- Goal 4.3 Improve the accessibility of public transport
- Goal 4.4 Increase shelter from weather along key routes

Strategy 5 - Raise the profile and increase the prestige of walking, skating and cycling

- Goal 5.1 Make people aware of places to ride and walking routes
- Goal 5.2 Promote the benefits of walking and cycling
- Goal 5.3 Support events, activities and infrastructure upgrades that will promote walking, cycling and skating/scooting.
- Goal 5.4 Develop leadership from key organisations and community members

Strategy 6 - Enable more people to maintain a bicycle and confidently walk or cycle

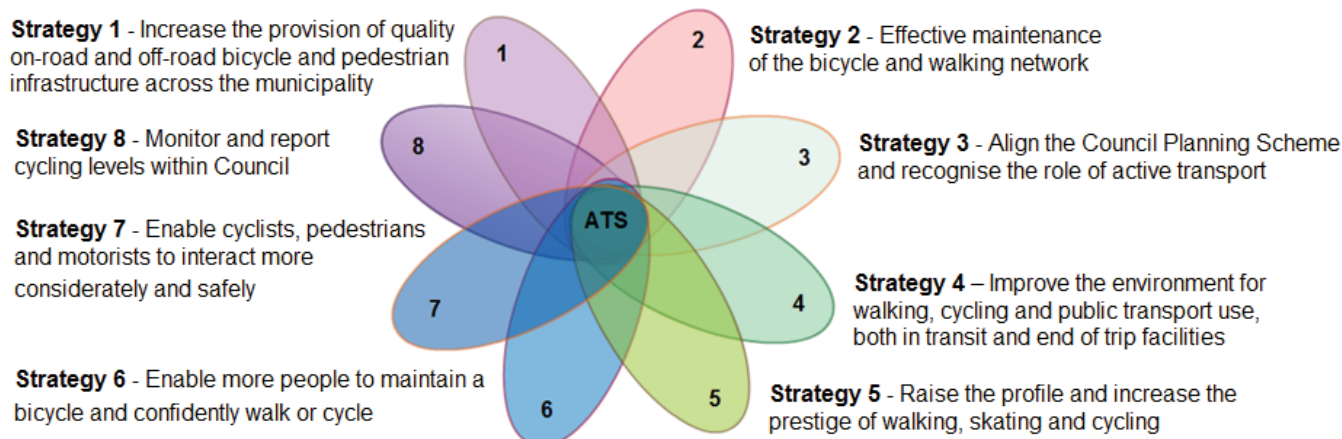
- Goal 6.1 Support an increase in the level of cycling skills and knowledge on road rules
- Goal 6.2 Reduce barriers to walking and cycling

Strategy 7 - Enable cyclists, pedestrians and motorists to interact more considerately and safely

- Goal 7.1 Promote mutual respect between pedestrians, cyclists and motorists

Strategy 8 - Monitor and report walking and cycling levels within Council

- Goal 8.1 Monitor if the implementation of an ATS has increased the levels of walking and cycling within the municipality



Together these strategies create the ATS

Implementation Plan (2013-2017)

Priority projects

Strategy 1 – Increase the provision of quality on-road and off-road bicycle and pedestrian infrastructure across the municipality

Goals	Actions	Why/Justification	Responsibility/ Partners	Timeframe	Estimated Cost
1.1 Improve the provision of a bicycle and walking network both on and off road (see Appendix 1 – priority routes)	Explore bike/walking lane with closure of number 9 channel	To increase safety and improve the usability of active transport in towns.	Works	3-4 yrs	Inkind – staff time
	Explore opportunity to develop further mountain bike tracks/ loops	There is potential to utilise tracks to increase recreational use and tourism	Engineering	3-4yrs	Inkind - staff time
	Improve linkage between CBD & Tower Hill (including TAFE)	Identified as key route	Engineering Works	1-2yrs – section between Stradbroke Ave and Campbell St. 3-4yrs - remainder	Subject to external funding
	Identify a system that will trigger exploring the incorporation of bicycle/pedestrian infrastructure into road upgrades (i.e. bicycle lanes) as per AustRoad Guidelines.	To allow strategic delivery of addressing cyclist and pedestrian safety.	Engineering	1-2yrs	Inkind - staff time

1.2 Increase the length of off-road bicycle routes that are safe, accessible, convenient, comfortable and attractive	Implement the active transport initiatives within the Swan Hill Riverfront Masterplan	This is a key destination for everyone in the city and showcases the communities' priorities. Actions here will have a high profile and will expand opportunities for entry level riders and link with key destinations	Community Development and Riverfront coordinator	1-2 yrs (ongoing)	Incorporated into the Swan Hill Riverfront Masterplan
	Support Boundary Bend Progress Association to develop Stage 1 Boundary Bend walking track along riverfront	This has the potential to create a safe walking/cycling experience in a town with trucks utilising surrounding roads	Community Planning officer Boundary Bend Community Plan RDHS	3-4 yrs	Subject to external funding
	Conduct a feasibility study on a bike track from Swan Hill to Lake Boga		Economic Development Community Planning officer Lake Boga Community Plan State Government Swan Hill Inc BUG	1-2 yrs	\$32k funding secured
	Extend Yana Street path to shared path from Ken Harrison Reserve to Werril Street		Works	1-2 yrs – stage 1 3-4yrs – stage 2	Budget committed – stage 1 Subject to funding – stage 2
	Install shared path to close loop of Steggall Park path and connect to Butterworth Street. Investigate and implement a footpath solution at west end of Butterworth Street.		Works Commercial Services Engineering	1-2 yrs – stage 1	Budget committed - stage 1 Subject to funding - stage 2 (Butterworth St)

1.3 Address gaps in connections and facilitate the creation of loops	Install shoulder between Boree Drive and Bish Road, on Woorinen Road	Improve safety and efficiency of active transport Increase the chances of people finding appropriate and high amenity routes to/from key destinations	Works	1-2 yrs	Complete
	Advocate for improved safety of connection between Manangatang P-12 College and the Manangatang Community Centre	Reduce the barrier or 'island effect' main roads can create	Engineering Community Planning officer VicRoads	1-2 yrs	Inkind staff time Subject to external funding
1.4 Improve the level of safety for cyclists/pedestrians during infrastructure upgrades	Advocate to VicRoads to increase the safety of cyclists at '6 Mile Hill' (Sea Lake – Swan Hill Road)	Highlighted as a concern by drivers and cyclists due to poor vision at sunset/sunrise	Engineering VicRoads	1-2 yrs	Inkind - staff time
	Cater for cyclists when upgrading intersections (as per the minimum design requirements). E.g. McCallum/Campbell St	Improves bicycle infrastructure strategically. Reduce incidents between cyclists, pedestrians and motorised traffic.	Works team Engineering	1-2yrs	Incorporate into road and track upgrade projects and maintenance programs
	Advocate and seek funds for the upgrades to the Gray/Campbell Street and Murlong/McCallum	Identified as higher risk areas for pedestrians and cyclists	Works team Engineering	1-2yrs	Inkind – staff time
	Ensure all future works fit storm water bicycle friendly drainage grates	Improves cycling safety	Engineering	1-2yrs	Incorporate into project costing
	Allocate budget to upgrade more current pedestrian crossing to IDM standard pedestrian/disabled crossings	Issues reported for elderly, with prams, wheelchairs and children on bikes.	Works	1 – 2 yrs	Budget currently allocated. Opportunity to expand.

Strategy 2 – Ensure Council's bicycle and walking networks are maintained

Goals	Actions	Why/Justification	Responsibility/ Partners	Timeframe	Estimated Cost
2.1 Improve maintenance of current active transport infrastructure	Improve maintenance of current bike lanes in Swan Hill and Ultima	Current maintenance of infrastructure reflects the value Council and community place on active transport and impact usability.	Works Assets - Road Management Plan	3 – 4yrs	Incorporate into road and track upgrades/ maintenance program
	Implement a regular maintenance regime for the track between Nyah West and Nyah		Environment Parks & Gardens SLIM	1-2yrs	Incorporate into Parks & Gardens current operations
	Identify core cycle routes, and prioritise caltrop control on these routes.	Punctures are a key issue identified during community consultation	Parks & Gardens	1-2yrs	Within current resources
	Continue to support Weed Warriors in 2014/15		Economic and Community Development Manager Swan Hill Rotary Club	1-2yrs	<\$5k per year

Strategy 3 – Align Council Planning Scheme and Council policies to embed Healthy By Design Principles

Goals	Actions	Why/Justification	Responsibility/ Partners	Timeframe	Estimated Cost
3.1 Embed the ATS and Healthy by Design values into Council's strategic objectives	-Make reference to the Active Transport Strategy within the Swan Hill Planning Scheme and encourage active transport linkages in new developments. - Encourage the provision of bicycle parking in new developments. Where appropriate consider bicycle parking when waiving car parking requirements.	Strategically embeds walkability/cycling into our environment. Attracts families and encourages social interaction.	Planning	1-2yrs	Incorporated into current Planning operations
	Incorporate Healthy by Design Principles in future developments.	These can help ensure the future of Swan Hill communities are better able to support the wellbeing of their residents	Planning	1-2yrs (ongoing)	Incorporate as part of the development and scoping of the project
	All relevant Council plans, strategies and policies to make reference to active transport/Healthy by Design Principles when reviewed.	Increases accessibility, visibility and priority of cyclists and pedestrians.	Governance All departments		In progress via HCI funds

Strategy 4 – Improve the environment for walking, cycling and public transport use, both in transit and end of trip facilitates

Goals	Actions	Why/Justification	Responsibility/ Partners	Timeframe	Estimated Cost
4.1 Visible increase the pedestrian and bicycle amenities (i.e. bicycle racks, water stations)	Install bicycle racks along the Swan Hill Riverfront. Consider installation of artistic/bespoke bicycle racks	Address 'lack of bike parking' issue. Distinctive bicycle racks can create a sense that cycling is valued and can add to the streetscape and park environment.	Community Development and Riverfront coordinator Engineering Works EDU BUG	1-2 yrs	Subject to external funding
	Investigate the need for secure bike parking within Swan Hill and Robinvale, including schools, parks, the CBD and at workplaces and explore opportunities to incorporate with 'artistic' elements.		Engineering BUG	1-2 yrs	Inkind - staff time
4.2 Create interesting aspects along walking tracks	Trial community bike pumps in Manangatang and Ultima, with opportunity to expand to key cycle routes.	Flat tyres are a key deterrent in some locations that have no access to an air pump.	Community Planning Officer Works	1-2yrs	\$1.5k each + \$200 yearly maintenance
	Install break points between key destinations in Manangatang	Elderly highlighted the lack of places to sit and break the journey	Community Planning - MIG Parks & Gardens Works	1-2yrs	\$2k each
4.2 Create interesting aspects along walking tracks	Explore partnerships with community groups to implement interesting features in key commuter routes	Interesting surrounds was identified by the community as a motivator to walk or cycle	Community Planning Officer Community Plans	3-4yrs	Incorporate into Community Planning framework
	Commission and install artistic maps showing walking routes,	These can showcase opportunities and can be	EDU Community Planning Officer	3-4 yrs	Subject to external funding

4.3 Improve the accessibility of public transport	distances and facilities (e.g. Public Art produced on footpaths with arrows)	presented in shops, made available from Council, shops and on website			
	Continue to advocate Public Transport Victoria (PTV) for bus shelters in Swan Hill	Weather was identified as a key barrier to people walking and cycling. Often those catching buses include the elderly and/or those in poor health.	Infrastructure PTV	1-2yrs	Subject to external funding
4.4 Increase shelter from weather along key walking and cycling routes	Seek to establish a local partner to provide two bus shelters		Infrastructure	1-2yrs	Subject to confirmation of local partner
	Advocate for improved public transport services	Increase accessibility and convenience of utilising public transport	Director Infrastructure Central Murray Regional Transport Forum	Ongoing	Inkind – staff time
	Identify key walking and cycling routes that lack shelter and identify options (e.g. tree planting)	Weather was identified as a key barrier to people walking and cycling, particularly in summer.	Parks & Garden / Environment Planning	3-4yrs	Incorporate into current street tree maintenance and replacement
	Consider provision of 'pause places' (compositions of seats, signage, landscaping and appropriate street furniture) in conjunction with landscape improvements (E.g. Gray and Brown Street corner Swan Hill)	These can help people break journeys that might make journeys in inclement weather less arduous, increasing mobility.	Parks & Gardens Community Planning Environment Engineering	3-4yrs	Inkind – staff time \$6k each – external funding required

Strategy 5 – Raise the profile and increase the prestige of walking, skating and cycling

Goals	Actions	Why/Justification	Responsibility/Partners	Timeframe	Estimated Cost
5.1 Make people aware of places to ride	<p>Support Bicycle Users Group (BUG) to develop, distribute and update bicycle maps and provide information relating to cycling and walking on Council's website</p> <p>Explore opportunities to utilise technology to increase walking/cycling – e.g. QR codes, geocaching, apps (addresses 4.3 also)</p> <p>Explore Council implementing a Workplace Bicycle Fleet and active transport promotion amongst staff</p>	<p>Raise awareness of tracks and useful for tourists also</p> <p>Integrates technology with physical activity to engage more people</p> <p>Council to lead by example. Improved understanding of cycling will become available within the organisation.</p>	<p>BUG Community Planning Officer EDU</p> <p>IT EDU</p> <p>Community Planning Officer Fleet Coordinator HR Public Health</p>	<p>1-2 yrs</p> <p>3-4yrs</p> <p>1-2 yrs</p>	<p>\$1.5k – in progress under HCI funds</p> <p>Inkind – staff time</p> <p>\$5k – external funding secured</p>
5.2 Promote the benefits of walking and cycling	<p>Develop a tailored Hearts and Minds (promotion) plan as part of the Public Health and Wellbeing Plan in partnership with local partners See Background ATS Profile 2014</p> <p>Provide bicycle parking at community events and incorporate into Council's event guidelines e.g. Harmony Day, Swan Hill Show, Food and Wine Show, YESfest. (incorporate in to the Events manual)</p>	<p>Promotion was identified by the community as a key way to get more people walking and cycling</p> <p>Prompt people to consider riding to events</p>	<p>Public Health - PHWP Environment - SLS Community Plans SMPCP SHDH RHDS SHRCC Health and Wellbeing Partnership BUG Media/Events Event organisers</p>	<p>1-2 yrs</p> <p>1-2yrs</p>	<p>Inkind – staff time</p> <p>Inkind – staff time (1 day/yr)</p>

5.3 Support events, activities and infra structure upgrades that will promote walking, cycling and skating/scooting.	Actively support the development of local events that promote an active lifestyle such as fun runs, skate comps, bicycle rides.	To increase the amount of local events that promote physical exercise	Economic and Community Development Council's Major Events Support Scheme (MESS)	1-2yrs	Inkind – staff time Budgeted MESS
	Develop plans for new Swan Hill Skate Park	Raise profile of skating/cycling and encourage engagement in outdoor activities.	Youth Support Officers Community Development and Riverfront coordinator Youth Council	1-2 yrs	Inkind – staff time \$350-450k External funding required
5.4 Develop leadership from key organisation and community members	Seek opportunities to upgrade for Ultima Skate Park		Youth Services Community Planning Officer Ultima Progress Association	1-2 yrs	Inkind – staff time \$20k External funding required
	Ensure bicycle racks are designed to be high profile, attractive, sculptural pieces in their own right (see 4.1)	Increases prestige of cycling and has aesthetic values	Engineering Community Planning	3-4 yrs	Incorporate into bicycle rack installation process
	Appoint "cycling ambassadors" who commit to making changes in behavior and reward with incentives (e.g. Bike service, light, etc)	Develop a positive culture towards cycling and encourage others to cycle	Environment Community Planning Public Health SHDH RDHS BUG	3-4 yrs	Inkind – staff time
	Support health services, schools and businesses in encouraging the in use of active transport (e.g. Ride2School/Work Day)	Encourage active transport at a young age and encourages parents to ride with young students	Public Health SHDH/RDHS Local schools Police DEECD Youth Council BUG	1 – 2 yrs	Inkind – staff time (3 days/yr)

Strategy 6 – Enable more people to maintain a bicycle and confidently walk or cycle

Goals	Actions	Why/Justification	Responsibility/ Partners	Timeframe	Estimated Cost
6.1 Increase the level of cycling skills and knowledge on road rules	Develop a cycling confidence program for community members, in partnership with a local partner/s	To encourage those interested in riding but lack confidence	Community Development and Riverfront Coordinator Local partners	3 – 4 yrs	External funding required
	Partner with schools to assist in addressing barriers to delivering bike education classes	Parents indicated safety is the key reason parents discourage children riding to school	Environment SHDH RDHS	3-4 yrs	Inkind – staff time
6.2 Reduce barriers to walking and cycling	Support Department of Environment and Primary Industries in education on bird swooping - Tips to avoid, encourage reporting swooping zones	Fear of magpies were identified as a barrier.	Environment	1 – 2 yrs	Inkind – staff time (0.5 day yr)
	Explore funding opportunities to fund bicycle recovery and maintenance Programs	Many people do not have bikes and financially cannot purchase one, while others have bikes but do not have the skills to repair them.	Environment Community Planning Victoria Police Local schools Local businesses	1 – 2yrs	\$80 per participant – seek external funding
	Develop a lighting strategy for key walking/shared paths and light a section of the Swan Hill Riverfront shared path	To broaden the useability of this attractive and high profile area. Lighting Strategy to achieve best practice and Municipality wide consistency.	Community Development and Riverfront coordinator Works Engineering Environment	1 – 2 yrs	\$180k State Government funded
	Review and update educational material regarding nuisance dog issues on Council's website	Address avoidance and anxiety of walking due to unrestrained dogs	Local Laws	1-2yrs	Inkind – staff time
	Introduction of on leash and off-leash areas		Local Laws	1-2yrs	Inkind – staff time Cost of signage within existing budget

Strategy 7 – Enable cyclists, pedestrians and motorists to interact more considerately and safely

Goals	Actions	Why/Justification	Responsibility/ Partners	Timeframe	Estimated Cost
7.1 Promote mutual respect between pedestrians, cyclists and motorists	In partnership, develop and deliver education campaigns to raise awareness and promote mutual respect between all road users and path users E.g. poster competition, media campaign and provision of signage.	Address safety, build mutual respect and educate on the valuable role cyclists have in our community	Public Health Vic Police, VicRoads, BUG Local media SHDH, RDHS	1 – 2 yrs	Inkind – staff time (5 days) \$1000

Strategy 8 – Monitor and report walking and cycling levels within Council

Goals	Actions	Why/Justification	Responsibility/ Partners	Timeframe	Estimated Cost
8.1 Monitor the levels of walking and cycling within the Municipality as an indicator of the ATS impact	Develop and implement a basic cycling monitoring program E.g. bike counts on specific days at schools and key employers, ABS data. Collect data prior to infrastructure improvements.	To allow evidence based decisions to be implemented long-term.	Community Development and Riverfront Coordinator Public Health SHDH RDHS		Framework developed via HCI funds. Ongoing – inkind staff time (1 day/yr)

References

- 1 Be Active Australia: A Framework for Health Sector Action for Physical Activity 2005-2010 <http://www.crcsi.com.au/getattachment/fa19593b-16ff-45b8-9fee-0a3a71aac5cf/.aspx>
- 2 http://www.transport.vic.gov.au/_data/assets/pdf_file/0006/94605/VT-A-Journey-to-work-Swan-Hill.pdf
- 3 VicHealth Indicators Survey 2011
- 4 SHRCC Active Transport Issues Profile 2014

Appendix 1 – Town profiles and maps

Township maps have been developed to highlight key strategic links, or 'Priority routes' reflective of high use routes. These were identified through collation of information from community members and stakeholders during the ATS consultation, and take into consideration key points of interest, current active transport use and current infrastructure. These areas will be the focus of resources in delivering the ATS.

Boundary Bend

Key points of interest

- River
- Caravan park

Key challenges

- Busy highway with no track to stay off the road
- Machinery/trucks on roads with increasing farm activity

Opportunities

- To create river walk loops

Priorities

- Developing a safe walking track/s, including river walk loops

Lake Boga

Key points of interest

- Lake Boga foreshore
- Bowls Club, Men's Shed and Catalina Museum Lions Club
- Town Centre, includes shop and post office
- School / Community Centre
- Skate Park
- Recreation Reserve

Key challenges

- Highway/railway separating residential areas
- Inability to access 100% of Lake foreshore
- Lack of linkages
- Lack of paths when walking to school
- Inconsistent signage

Opportunities

- Develop a full walking/cycling circuit around Lake Boga
- Create a walking/cycling route from Swan Hill to Lake Boga
- Improve connection/access between town and lakeside
- Landscape to improve walking environment
- Large amounts of open space

Priorities

- Improved connection between town centre and lake foreshore
- Improved footpaths/routes to key destinations

- Improved access (all access, prams, bicycles)
- Improved maintenance
- Shaded seating
- Develop lake side walking track around entire lake
- Walking/cycling route - Swan Hill to Lake Boga Track
- Shelter at public bus stop
- Bike racks (artistic)

Nyah/Nyah West

Key points of interest

- Pool
- River
- Post offices
- Caravan Parks
- School
- Op Shop / Men's Shed

Key challenges

- Speed of motorbikes/horses travelling along Monash Avenue walking/bike track
- People walk on road rather than track on Monash Avenue

Opportunities

- Establish river walks (e.g. proposed Lion's Club 'Nyah River Walking Trail')
- Gym equipment along walking tracks
- Mountain bike tracks along river (i.e. 30km)
- Tracks between Nyah West to Nyah, and Nyah and Vinifera already established

Priorities

- Maintain Nyah West – Nyah Two Bays/Pool track
- No footpath on Lloyd Street, Nyah West
- Establish Lions Club Nyah River Walking Trail (from pump station along levee)

Manangatang

Key points of interest

- Recreation Reserve
- Lowan Park (skate park)
- Shop
- P-12 College
- Community Centre/Preschool
- Pool
- Bus Stop
- Mobile Library
- Hospital
- Bushland near old saleyards

Key challenges

- Busy highways separating key places
- Dogs

- Trucks at harvest time
- Caltrop

Opportunities

- Gym equipment around the Reserve Track

Priorities

- Safe connection between key points of interest
- Offroad bike/walk track for families
- Seats
- Lowan Park – install bike pump station and racks

Piangil

Key points of interest

- Community Hub
- School
- Post office
- CFA

Key challenges

- Busy highway through town and separating down from river
- Caltrop
- Trucks, particularly at harvest time

Opportunities

- Improve track to river
- Utilise public transport services

Priorities

- Safe connection between key points of interest

Robinvale

Key points of interest

- River
- CBD
- Schools
- Health service
- Preschool

Key challenges

- Lack of pedestrians access between Golf links estate to CBD
- Lack of cycling lanes

Opportunities

- Wide roads
- Highlight heritage assets along walks (e.g. cemetery)

Priorities

- Develop walking circuit distance markers

- Improve link between Perrin Street and the river (Robin Street)
- Improve link between Golf Links Estate and the CBD along Bromley

Swan Hill

Key points of interest

- CBD
- River – Murray and Little Murray
- Schools (7)
- TAFE
- Barry Steggall Park
- George Lay Park
- Harrison Reserve
- Showgrounds
- Key employers (e.g. Hospital, Council, abattoirs)

Key challenges

- Lack of connection of CBD to Riverfront
- Lack of direct access to key locations with no walkways in some residential areas (e.g. Harrison Crescent)
- Safety – in general, particularly in riding to schools and some intersections.
- Crossing Curlewis and lack of pedestrian crossings over railway to access river (including Monash Drive via Mitchell Street), Gray St/Curlewis intersection, Murlong/McCallum St intersection.
- Punctures
- Lack of space to install separated footpath/track at west end of Butterworth Street which is being used to connect Tower Hill to three schools.

Opportunities

- New developments (including the South West precinct)
- Decommissioning of the number 9 channel
- Riverfront Masterplan
- To build on current infrastructure (e.g. cycle lanes, shared paths)
- Wide streets
- McCallum St Comfort Centre facilitates
- Commission and install 'artistic' bicycle racks in key locations.

Priorities

- Connection of CBD to riverfront
- Key routes to CBD
- Riverfront
- Design of new developments
- Intersections (McCallum/Murlong and Gray/Curlewis)
- Promotion of walking and cycling
- Improve maintenance on current infrastructure (e.g. bicycle lanes)

Ultima

Key points of interest

- Shop

- Primary School
- Football Oval
- Lions Club Park
- Skate Park/BMX track

Key challenges

- Caltrop
- Snakes
- Dogs
- Skatepark/BMX track not maintained

Opportunities

- Bush reserve used for walking tracks
- RV area
- Raising awareness of exercise equipment
- Promote active transport in community newsletter
- More bike education at the primary school

Priorities

- Improvements and maintenance to skatepark/BMX track
- Install a bike pump station (Lions Club Park or on bike rack at café)
- Improved maintenance of paths and bike lanes
- Reduce dogs wandering around streets

Woorinen

Key points of interest

- Shop
- School
- Preschool and Public Hall
- Skatepark and Playground
- Bush reserve
- Walking track

Key challenges

- Safety around school at drop off/pick up times
- Lack of footpaths between key locations
- Flat tyres

Opportunities

- Develop new bus drop/pick up point, to include mobile library parking
- Install shoulder on Woorinen Road leading to Swan Hill.

Priorities

- Development of new bus terminal
- Improve connections between key locations

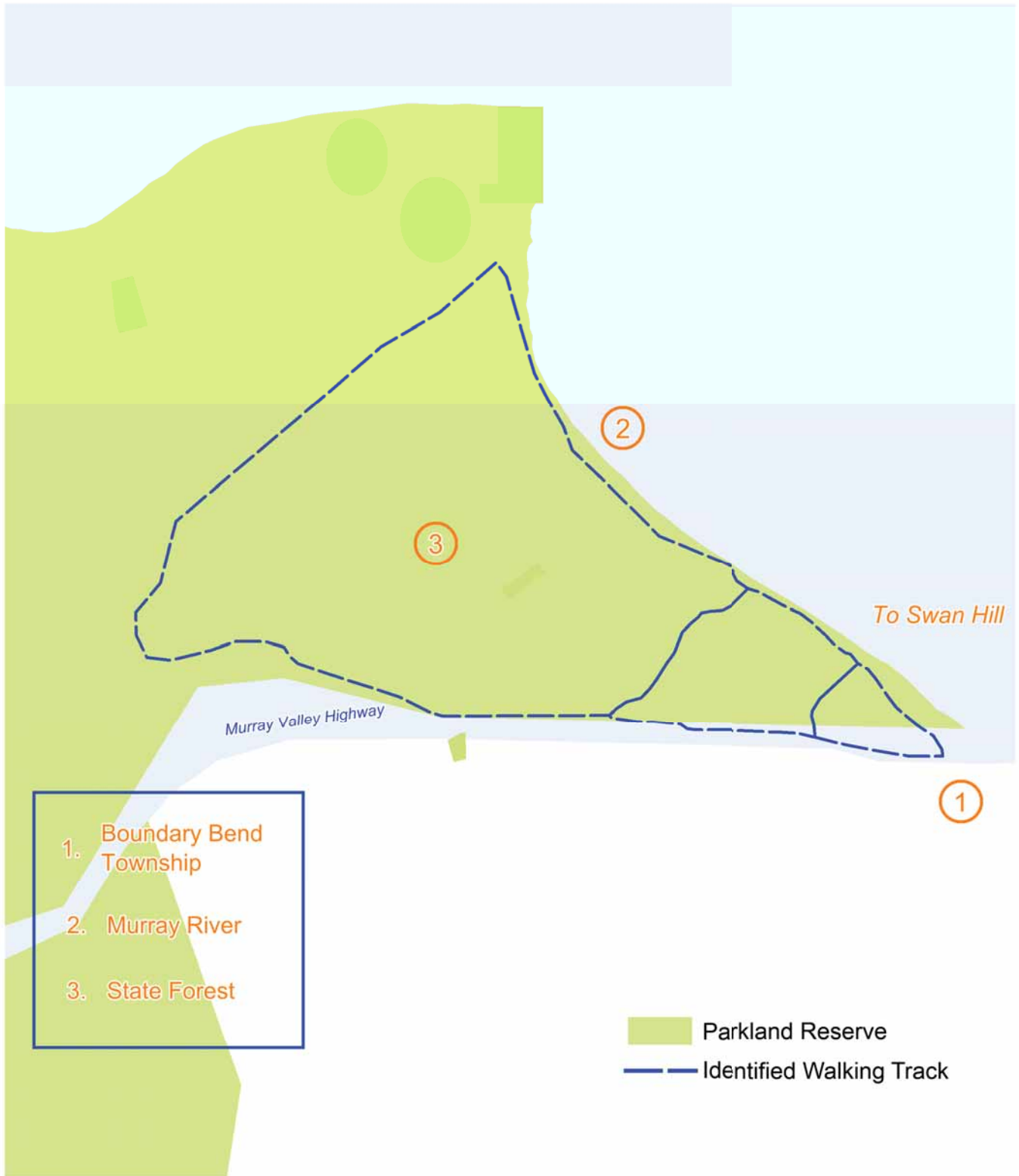
General

Opportunities

- To highlight the mountain bike routes (e.g. Swan Hill to Lake Boga via Back Boga Road, Swan Hill to Woorinen, along Murray River)

Boundary Bend Township

Active Transport Priority Routes



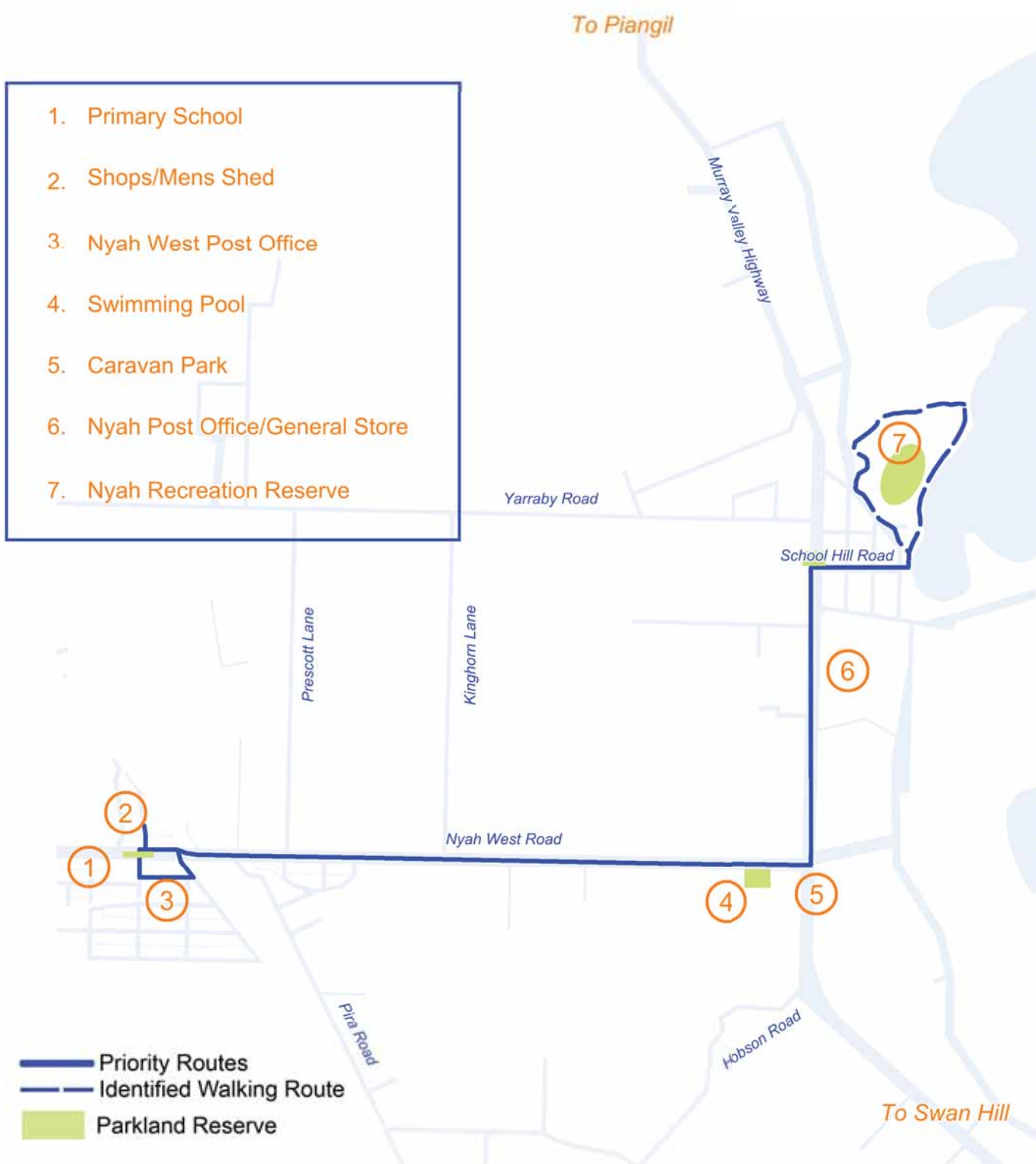
Lake Boga Township

Active Transport Priority Routes



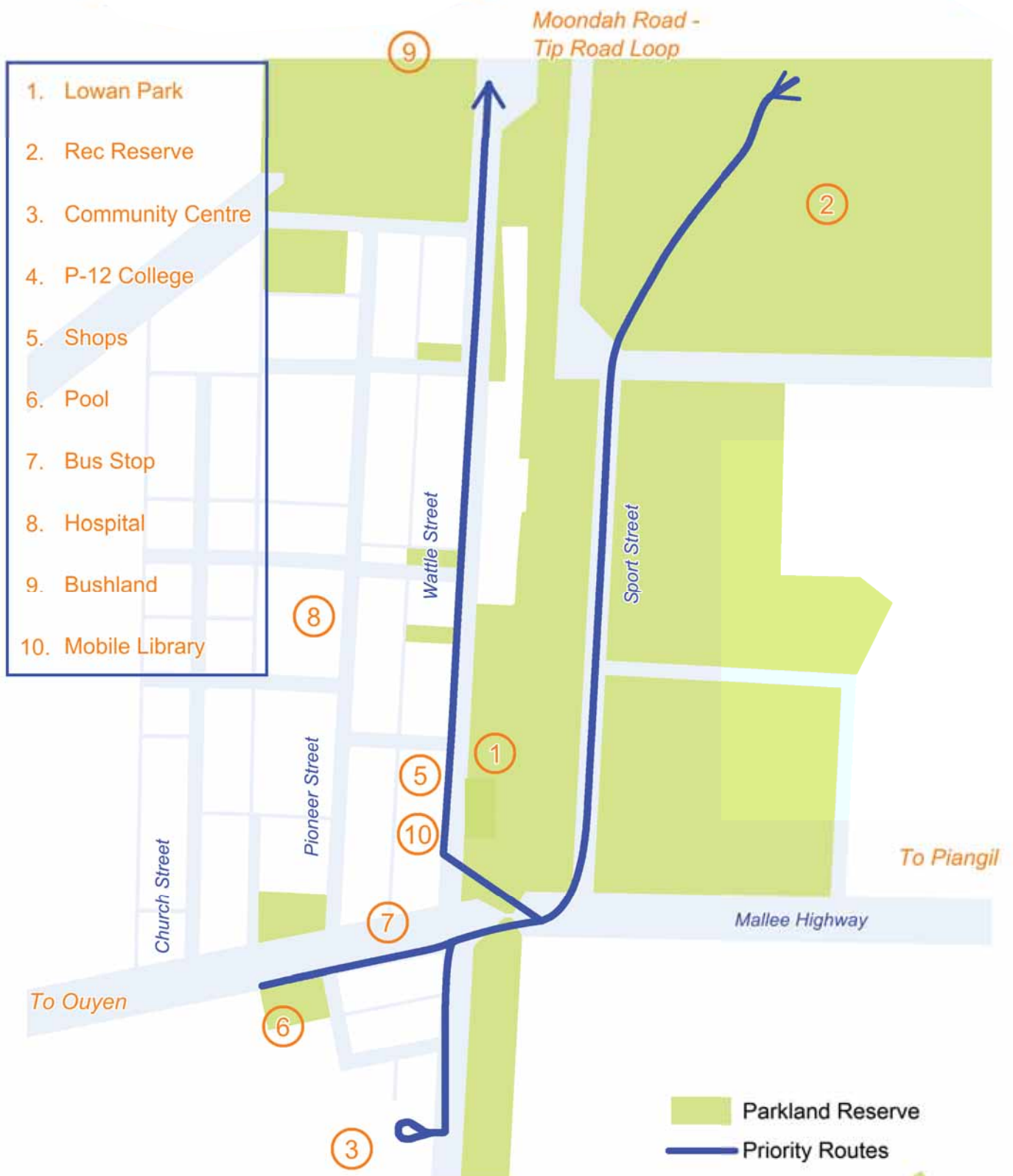
Nyah-Nyah West Township

Active Transport Priority Routes



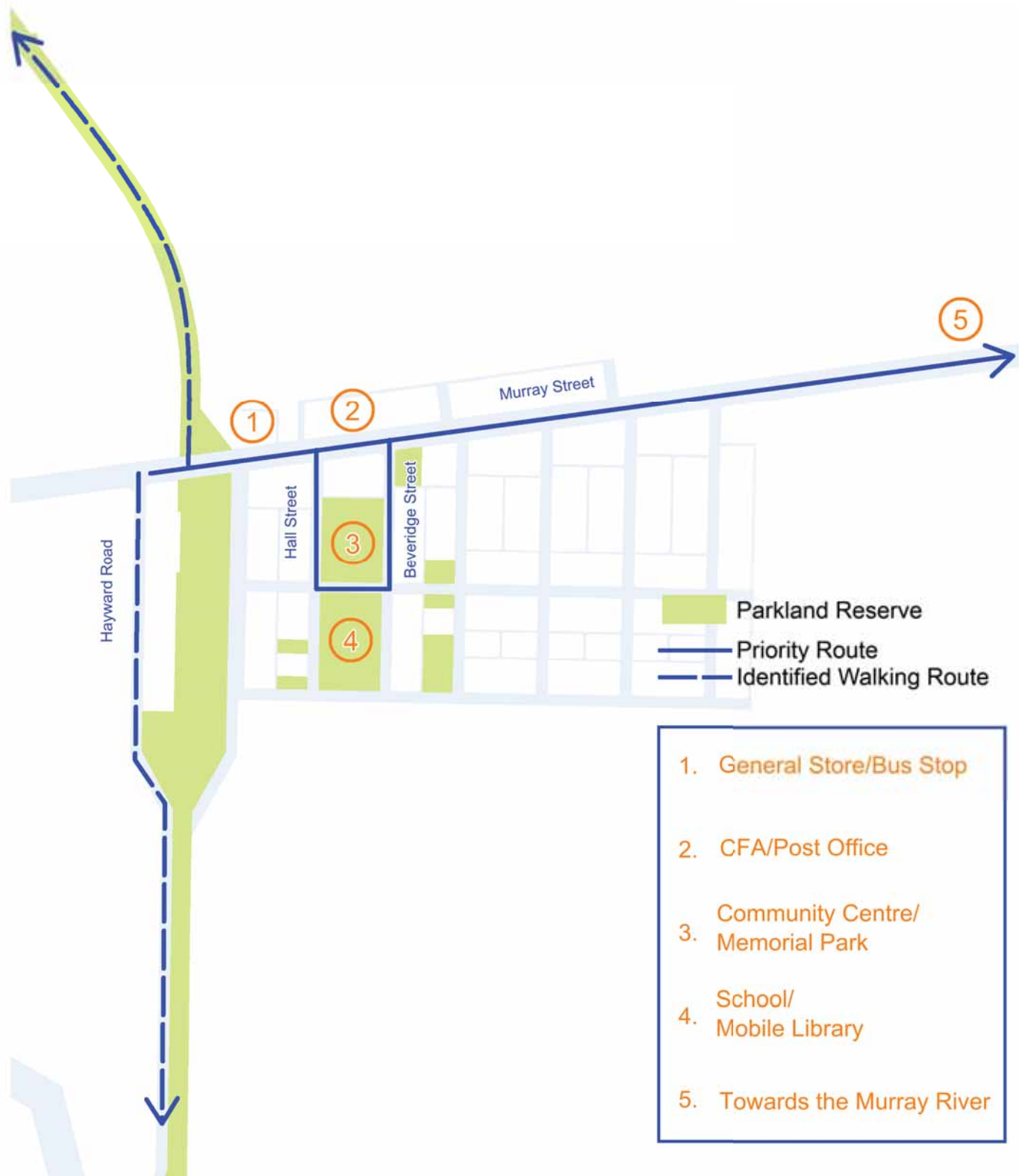
Manangatang Township

Active Transport Priority Routes



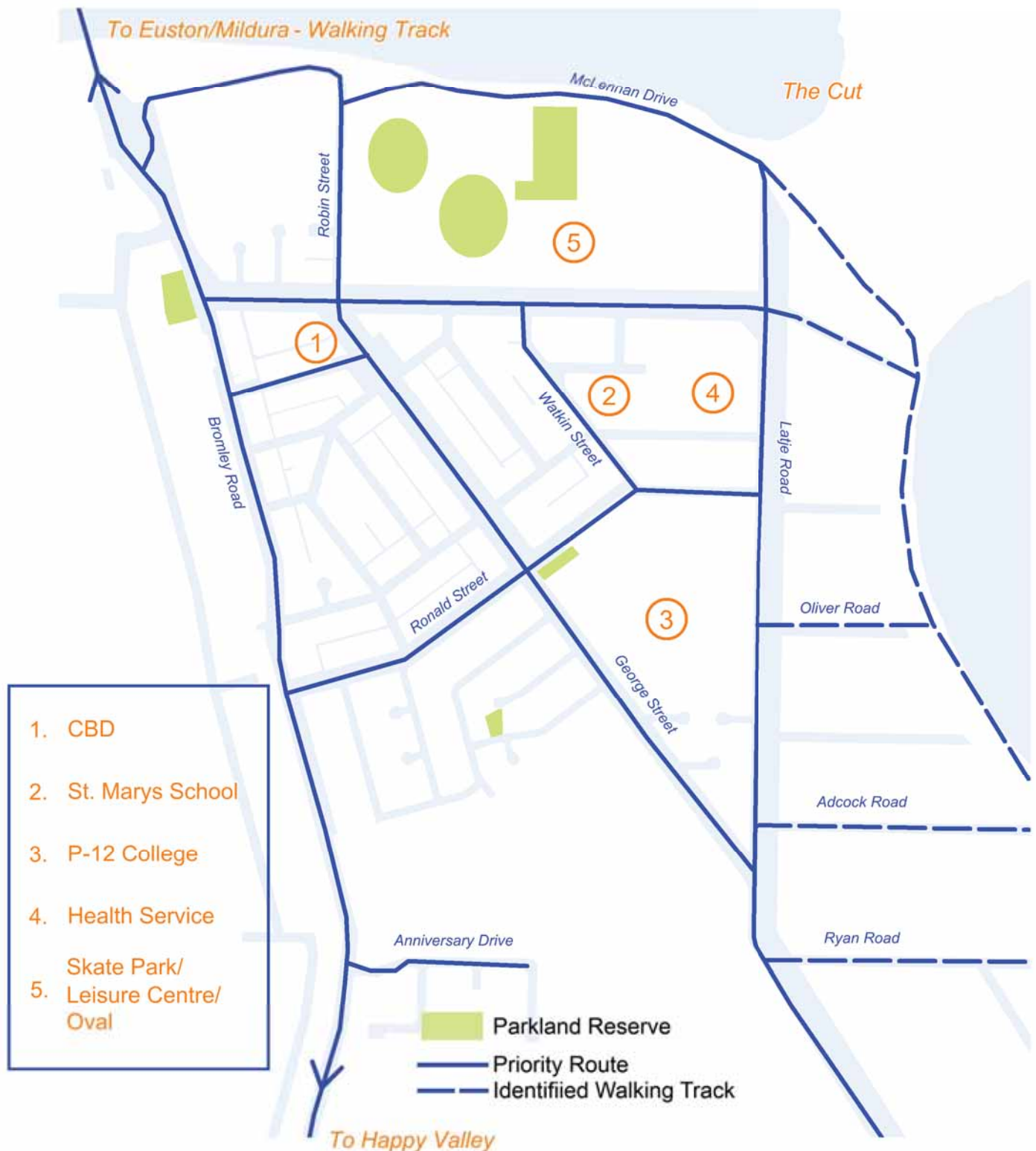
Piangil Township

Active Transport Priority Routes



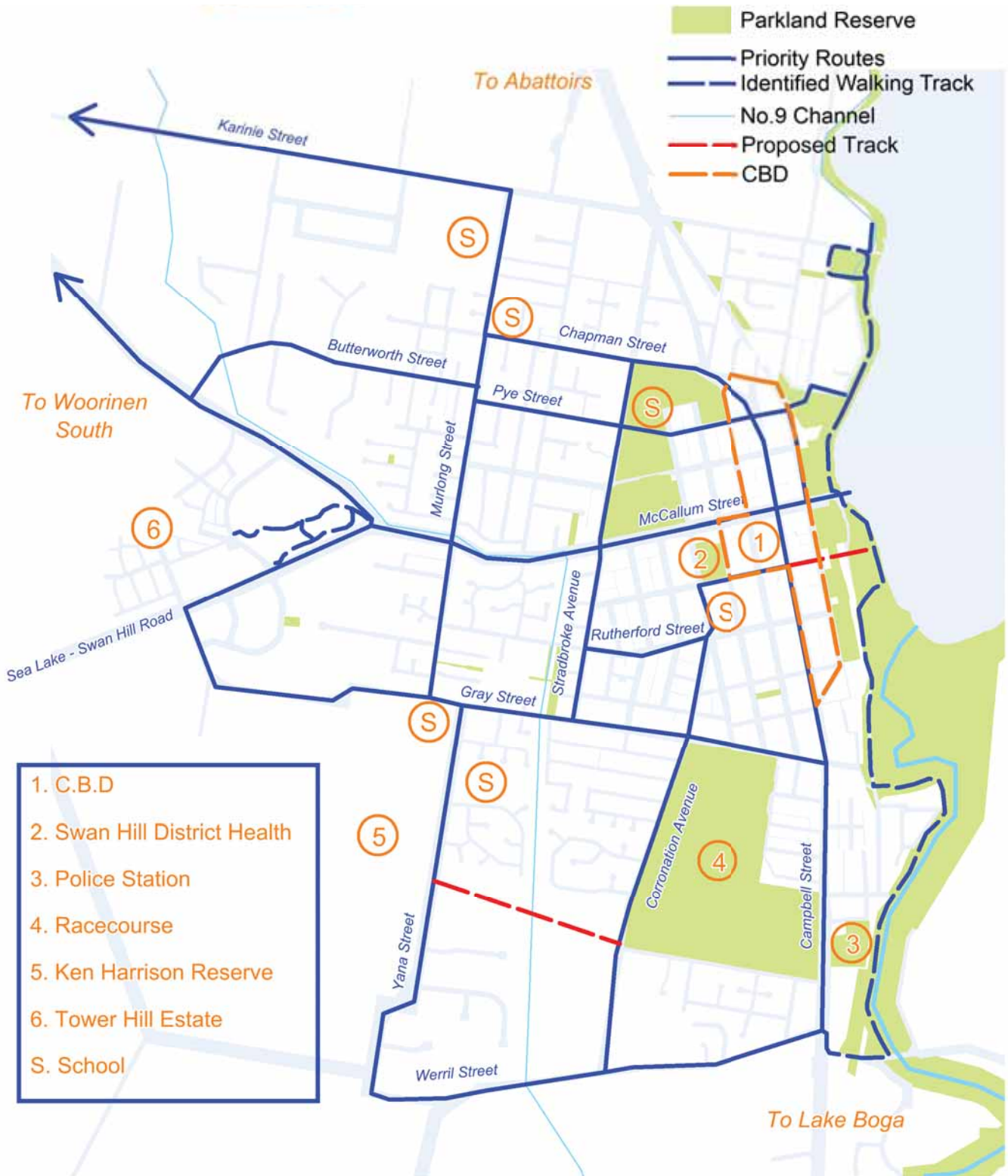
Robinvale Township

Active Transport Priority Routes



Swan Hill Township

Active Transport Priority Routes



Ultima Township

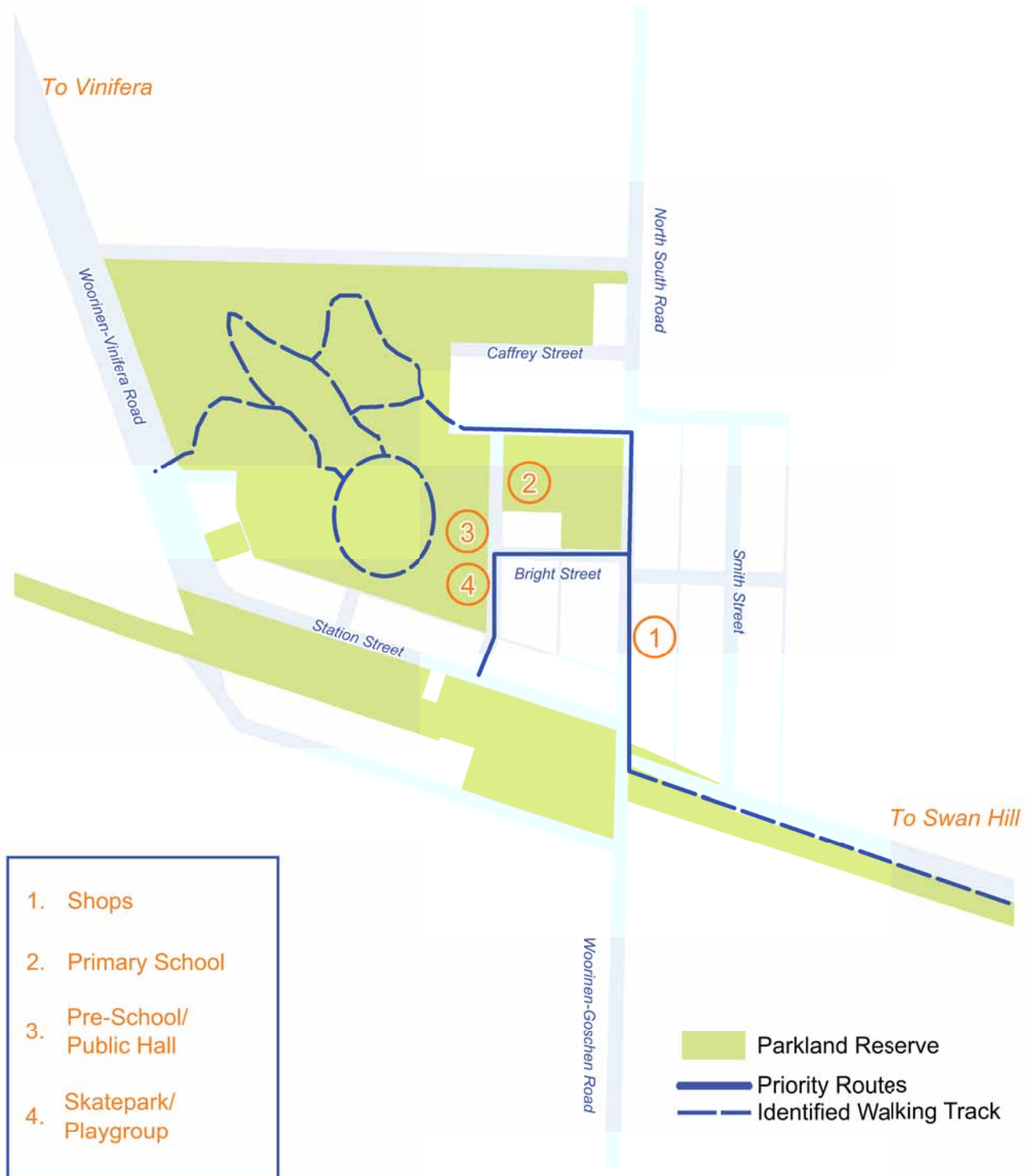
Active Transport Priority Routes

- 1. Shops
- 2. Primary School
- 3. Football Oval
- 4. Lions Club Park
- 5. Skatepark



Woorinen South Township

Active Transport Priority Routes



Appendix 2 – Resources

- Applicable Australian Standards
- Guide to Road Design, Austroads - current version
- Healthy By Design Principles: a planners' guide to environments for active living (2004), Heart Foundation.
- Infrastructure Design Manual (IDM) – current version
- Swan Hill Rural City Council, Active Transport Issues Profile 2014
- VicRoads Road Design Guidelines – current version