



Launceston Bike Strategy

More people cycling, more often

December 2012

Table of Contents

| | |
|--|----|
| Executive Summary | 2 |
| Introduction | 4 |
| Why Launceston needs a Cycling Strategy..... | 7 |
| The City of Launceston's Vision..... | 11 |
| Guiding Principles..... | 13 |
| Pedestrian and Bike Committee..... | 14 |
| Independent Review | 15 |
| The City of Launceston's cycling infrastructure and current activities | 18 |
| Cycling Participation | 21 |
| Challenges and Opportunities..... | 25 |
| Implementation | 29 |
| Strategy Actions..... | 31 |
| Implementation Plan | 42 |
| References..... | 43 |
| APPENDIX 1: Pedestrian and Bike Committee Terms of Reference | 44 |
| APPENDIX 2: History of Cycling Developments in Launceston..... | 46 |
| APPENDIX 3: Key Council Documents with Links to the Bike Strategy..... | 49 |
| APPENDIX 4: Launceston Arterial Bike Route Network - Nominated Routes..... | 54 |
| APPENDIX 5: A Manual Count of Commuter Routes 2009-2015 | 55 |
| APPENDIX 6: Bike Crashes in Launceston 2003-2013 | 56 |
| APPENDIX 7: Projects Carried Forward from the Launceston Cycling Infrastructure Strategy - to complete the Launceston arterial bike route network..... | 57 |

Adopted by the City of Launceston December 2015

Executive Summary

The Bike Strategy establishes a vision for cycling in Launceston. In order to achieve this vision the City of Launceston has in this strategy, set out principles and recommendations regarding cycling infrastructure as well as safety, education and promotional programs.

Aspiration: more people cycling, more often

Launceston will be renowned as a bicycle-friendly city where cycling is a desirable and mainstream transportation option because it is safe, convenient, comfortable and fun for people of all ages and riding abilities.

Primary goals

There are two primary goals within this strategy. They are:

- **More cycling:** a material increase in the number of bike trips, including an increase in cycling trips made by females
- **Safer cycling:** bike riding feels safer and is safer with fewer people injured while cycling

Launceston has a history of commitment to cycling (see Appendix 2) dating back to 1996 when the organisation explored options for an interconnected trails network in the northern suburbs. Subsequently, the Bike Committee was established (now called the Pedestrian and Bike Committee, see Appendix 1 for Terms of Reference)¹. The initial focus has been on cycling infrastructure development in acknowledgement that suitable and safe environments must be in place before the organisation can start promoting and attracting people to take up bike riding or to cycle more often.

Over the years, bike route networks and facilities have been developed gradually resulting in safer commuter routes and improvements to the safety and amenity of streets for cycling. The organisation's ongoing commitment to and development of infrastructure has embedded cycling in its plans. There are still (and will always be) treatments and enhancements to make Launceston a great bike riding city. It is now time to support this with direct efforts at encouraging cycling as a practical mode of transport.

This strategy will guide the further development and maintenance of cycling infrastructure and programs and is expected to complement other planning efforts of the organisation, including the Greater Launceston Plan and the City of Launceston's Strategic Plan.

The Bike Strategy and Action Plan acknowledge the development (to date) of the Launceston Bike Route Network and determine the priorities for the future. The Launceston Cycling Infrastructure Strategy (2010) now needs to be updated. It is timely to review the progress to date in order to identify projects and priorities, taking into account new residential and retail developments and other land use changes, as well as aspirations for an increase in the number of people taking up cycling for recreation and commuting purposes.

¹ A Special Committee of the council, the Pedestrian and Bike Committee comprises representatives from recreational bike riders, cycling groups, Council Aldermen, and the organisation's employees.

To achieve these goals, the following recommended strategy actions are centred on progressing environments that support active living thus creating a culture of increased physical activity in people's daily routines:

1. Demonstrate leadership and support for cycling
2. Integrate networks, infrastructure and facilities
3. Influence travel behaviour and promoting a culture of bike riding
4. Focus on priority areas for cyclists in locations with significant activity and potential for growth

This strategy and the Action Plan have been developed with input from relevant City of Launceston departments and the Pedestrian and Bike Committee. This committee provides advice and recommendation to the organisation on the priorities and development of infrastructure that encourages active transport.

The development of this strategy was preceded by an independent review of the Launceston Arterial Bike Route Network that documented the findings of nominated routes with a focus on safety and functionality. This review lists bicycle projects, missing links and upgrades required to determine future provision for cycling within Launceston.

Projects identified in the Action Plan will be implemented and funded through the organisation's Capital Works Program. This program is subject to further consideration by the organisation as part of its annual operating budget and other funding avenues such as collaboration with neighbouring councils, the State Government and the Australian Government.

The main focus of the strategy is integrating where possible and for safety and comfort, segregated facilities for cyclists.

The organisation is mindful of not basing this strategy on the views and experiences of existing committed cyclists only but has identified actions that develop a greater understanding of how people make decisions about everyday travel.

Recommendations in this strategy ensure bicycle infrastructure is included in planning and design of new developments, road upgrades and maintenance. Signage, bicycle parking, and encouragement activities such as community rides and cycling training, collaboration with other councils in the region, and addressing safe cycling have also been identified as priority areas for action.



Introduction

Making cycling more attractive is essential to a sustainable Launceston

The Launceston Bike Strategy outlines the City of Launceston's actions to make Launceston a great cycling city – a city with a people friendly traffic system and a place where people like and choose to ride. Its overall aim is to encourage cycling as a legitimate mode of transport by creating an environment where riding is a safe, convenient, stimulating and an appealing experience for everyone.

The aim of this strategy is to develop and implement a system of infrastructure to encourage more cycling activity. It recommends ‘non-engineering’ plans and approaching cycling from a broader public health and road safety perspective, recognising that the type of environment the community lives in is very much influenced by the way cities are built and the type of infrastructure provided.

These non-engineering plans include raising awareness about riders; alternative modes of transport; education and land use planning.

In order to develop a comprehensive and inclusive strategy, it is important to understand who is cycling and who is not, and why.

In order to develop a comprehensive and inclusive strategy, it is important to understand who is cycling and who is not, and why

International and national research shows that facilities that are segregated from traffic are the preferred cycling infrastructure, regardless of cycling confidence. Segregated facilities, however, are not always possible and this strategy will outline policies and practices that ensure safe, direct, attractive, comfortable and ideal conditions for non-drivers to ride bicycles and other wheeled devices for everyday travel. Research also shows that the number of female riders is a measure of the success of bike strategies, and that spatial planning is an important aspect of social inclusion in communities. The emphasis of this strategy will be on adapting roads and traffic behaviour to cyclists’ needs - segregating where necessary and desirable and integrating where possible.

In deciding the type of facility to provide, the following issues will be taken into consideration:

| Segregate from traffic | Integrate with traffic |
|---|--|
| <p>Issues</p> <ul style="list-style-type: none"> • Off road / on road • Pedestrians • Continuous separation • Intermittent separation • Visual separation | <p>Issues</p> <ul style="list-style-type: none"> • Other vehicles (significant or or subordinate) • Safety • Comfort |

Table 1: Segregate or integrate

The organisation will provide a bike network that complies with Australian Standards and Austroads Guidelines and challenges these guidelines where necessary to achieve a practical and effective outcome.

The organisation will take into consideration factors such as traffic volume, traffic speed, junction treatment, hazard site treatment, traffic management, reallocation of carriageway space, bike tracks away from roads, and provision of paths for shared use for pedestrians and cyclists. In considering these and following design principles of a successful bike route network, the City of Launceston aims to build a network that is:

- coherent;
- direct;
- attractive;
- safe; and comfortable

In doing so, the City of Launceston will:

- Further develop and enhance the off-road and on-road arterial bike route network which will predominantly consist of on-road bike lanes but also explore using other facilities that offer cyclists a higher level of service;
- Explore ways to give increased safety and priority to cyclists at controlled intersections; and
- Introduce other road or traffic management measures that improve the environment for bike riders.

Building a sustainable city means building a city where people choose active transport -cycling, along with walking and public transport trips - as a preferred way to move from place to place for commuting, fitness, local trips and recreation. Launceston will in many ways, benefit from more people riding in neighbourhoods and suburbs all across the local government area. This strategy provides the framework and tools to make that happen.

The organisation is mindful of not basing this strategy on the views and experiences only of existing committed cyclists. This strategy recognises that while physical infrastructure is important, it is not on its own sufficient. The organisation's investment in cycling to date has been directed largely at physical infrastructure. As a result of the public consultation processes, the organisation has acknowledged the need to develop a greater understanding of how people make decisions about everyday travel and why they do not always respond to initiatives that have been undertaken.

The organisation will undertake to analyse the concerns of non-cyclists, potential cyclists, former cyclists, recreational and occasional bike riders as part of the implementation of this strategy. It will be necessary to talk to non-cyclists to determine what would encourage them to make more use of these transport modes.

While the *"If you build it, they will come"* approach in the past has not yielded a significant increase in commuter riding counts, anecdotally there has been an increase in recreational bike riders². Launceston also boasts more bike shops per head of population than the nation's capital city³.

The development of this strategy has been preceded by an independent review of the bicycle network, and prepared utilising existing strategies and previous research commissioned by the City of Launceston to achieve a high quality environment for moving around on bikes.

This strategy brings together key documents that have been the product of many discussions and consultation processes with the whole community: residents, targeted stakeholders, external organisations and all departments within the City of Launceston. It combines existing information and knowledge on making Launceston a bike-friendly city, and incorporates it all into one strategic document outlining the future direction for cycling in Launceston.



Sport cycling and mountain biking have not been included in this strategy.

Mountain bike riders use different equipment, have different infrastructure needs and are best serviced through a track or trail network. While this organisation supports a number of high profile events, competitive cycling is not a primary focus for this strategy.

² Observations by the Chair of the Tamar Bicycle User Group (TBUG) – through bike rack audits, bike counts and involvement in bike retail sales

³ Ride Canberra – Canberra's population of 375,000 supports 20 bike shops, compared to Launceston with a population of 64,200 with 6 bike shops.

Why Launceston needs a Cycling Strategy

planning for social inclusion and reaping the benefits

Cycling results in numerous benefits at various levels:

Individual

Cycling can save people money. When considering the cost of cycling compared with operating a motor vehicle, cycling is an attractive form of transport. It has been estimated that the costs of operation and maintaining a bicycle are around 5% of the equivalent costs for a car.⁴ Switching to cycling has the potential to significantly reduce an individual's expenditure on transport. This incentive is likely to grow in light of peak oil affecting petrol prices.

Individuals derive additional benefits from cycling through:

- The convenience of door to door access without the hassles of driving or parking;
- Increased independence and access to transport;
- Low cost, equitable form of transport; and
- Improved mental and physical health and fitness.

Health

According to the Heart Foundation, Tasmania has the second highest rate of heart disease and the second lowest life expectancy in Australia. Almost 72% of Tasmanians aged 15 years and older are not sufficiently active. Obesity and cardiovascular disease are causes of inactivity and a sedentary lifestyle.

Cycling can increase the levels of physical activity in the community and reduce health care expenditure⁵. As a regular activity, riding can:

- Reduce risks from coronary heart disease and high blood pressure, cancers and diabetes;
- Maintain healthy muscles, bones and joints;
- Improve sleep quality, mood and feelings of wellbeing;
- Reduce anxiety and symptoms of depression; and
- Help to control weight, develop lean muscle and reduce body fat.

Inactive, sedentary lifestyles can result in a loss of quality of life and high rates of disease, disability and death.

The need to become more physically active on a regular basis is important.

The challenge is to get people moving.

Cycling is an ideal antidote to the problem of inactivity

⁴ Australian National Cycling Strategy 2011-16

⁵ Travel Smart Australia www.travelsmart.org.au

It is a well-known and accepted fact that as little as 30 minutes per day of moderate to vigorous physical activity can help most people achieve health benefits⁶. A modest increase in daily physical activity can make significant improvements in their health.

In addition to its potential for energy and resource conservation, cycling is an ideal antidote to the problem of inactivity. After the initial purchase of a bike, it is a relatively low-cost form of activity that provides a wide range of health benefits and can be continued throughout life without a major time commitment.

Community

Cycling improves the city's vitality, image and liveability through:

- Opportunities for interaction with other cyclists and pedestrians resulting in an improved sense of community; and
- Increased security and less crime with more people on the streets.

Environment

Transport is the second largest producer of greenhouse gas emissions in Tasmania, with private vehicle travel being the largest contributor⁷. Providing infrastructure and facilities that support lower emission modes of transport such as walking, cycling and public transport will contribute to improved air quality and a more sustainable environment.

Riding a bike produces no noise pollution, smog-forming pollutants or greenhouse gas emissions.

Cycling improves the quality of the natural environment and minimises environmental impacts. Cycling consumes only human calories and no fossil fuel.

Transport

Improving conditions for bike riding is a financially responsible transport strategy. The transport benefits of cycling include:

- Reduced number of trips made by cars, thereby reducing congestion and emissions;
- Reduced costs for construction and maintenance of roads and parking facilities; and greater access to other modes of transport, as cycling can be readily combined with public transport and walking.

Economy

Cycling can result in the following economic benefits:

The Residential Strategy provides for neighbourhood planning schemes with a significant emphasis on public transport, walking and cycling, including connectivity in new developments to ensure accessibility.

The strategy defines sustainable neighbourhoods that are as close as possible to urban services, are developed at a higher density and allow people to walk, cycle and use public transport as often as possible.

⁶ Premier's Physical Activity Council

⁷ Tasmanian Walking and Cycling for Active Transport Strategy, State Growth

- Recreational cycling attracts tourism;
- Cycle tourists travel long distances and carry minimal weight, and therefore spend money locally on food, accommodation and entertainment; and
- Cycling events generate revenue for local businesses.



Integrating with the City of Launceston's existing strategies, policies, frameworks and programs

Future directions, programs and cycling related strategies are included in Launceston 2020: Launceston Pedestrian Strategy, Community Plan, Residential Strategy, Launceston Public Spaces and Public Life 2011 Report, the Parking and Sustainable Transport Strategy for the City of Launceston and the Greater Launceston Plan, the Launceston City Heart Project (LCHP), the Play Spaces Strategy and the Greater Launceston Metropolitan *Passenger Transport Plan*. These have evolved over many years and often in response to specific objectives (see Appendix 3). These existing strategies focus on cycling infrastructure in recognition that a suitable and safe environment must be in place before people will take up cycling or cycle more often.

In translating Launceston’s policies into action, the council has adopted specific action plans for cycling such as the Launceston Cycling Infrastructure Strategy and the Greater Launceston Bicycle Network Plan. This updated Bike Strategy provides an action plan and a long term, comprehensive set of actions for achieving its objectives for cycling. It recommends new actions for actively providing and maintaining a cycling environment and fostering a culture of bike riding. It also includes identifying risks that pose a hazard to the safety of cyclists, and actions to take to reduce these risks.

Aspiration: a bicycle-friendly city where cycling is a desirable option because it is safe, convenient and comfortable for people of all ages and riding abilities.

The strategy also recommends activities that encourage increased participation by improving the quality and quantity of safe cycling opportunities for residents and visitors.

Success of the strategy relies on consistency and co-ordination with all other strategies of the City of Launceston.

Coordination of infrastructure and capital works can assist. For example: providing cycling, walking and public transport infrastructure, transport strategies, improvements to the streetscape; signage; attractive public spaces and private developments and public safety initiatives. Success also relies on collaboration with key stakeholders.

More people cycling, more often - 2 Goals:

Goal 1 - more cycling:
 a material increase in the number of bike trips, including an increase in cycling trips made by females

Goal 2 - safer cycling:
 bike riding feels safer and is safer with fewer people injured while cycling.

Fostering Regional collaboration

The City of Launceston is part of a regional collaboration, *Greater Launceston Bicycle Commuting Network Project*, with neighbouring councils and Sport and Recreation to provide priority commuter routes within a 20-kilometre radius of the Launceston Central Business District (CBD).

This type of collaboration will continue and the organisation will pursue regional initiatives that meet with its objectives for cycling and the benefits that are derived from cycling. One of these initiatives is exploring a joint venture with neighbouring councils for a dedicated regional cycling officer for education and awareness raising, as well as ensuring consistency of cycling provision across municipal boundaries.

Launceston needs a cycling strategy in order to plan for infrastructure, as well as evaluate and coordinate existing initiatives that contribute to building a sustainable and safe community. The organisation's strategy is consistent with national and state goals for cycling.

National and State goals

Australia

The Australian Government has committed to a national cycling strategy which aims to double the number of people who ride a bicycle in Australia by 2016. The Australian Bicycle Council⁸ is responsible for implementing the strategy with operational support from Austroads⁹.

Tasmania

The Tasmanian Government's *Walking and Cycling for Active Transport Strategy* aims to create a safe, accessible and well connected transport system that encourages more people to walk and cycle as part of their everyday journeys. State Growth is responsible for its implementation.

⁸ Australian Bicycle Council are representatives of state and local governments, cycling individuals and bike users

⁹ Austroads: an association of Australian and New Zealand road transport and traffic authorities

The City of Launceston's Vision

more people cycling, more often

This Bike Strategy aims to get more people cycling, more often. The City of Launceston will actively support cycling throughout the municipal area by creating an urban environment and developing infrastructure that encourages bike riding, which in turn will promote a culture of cycling.

This Bike Strategy aims to get more people cycling, more often. The City of Launceston will actively support cycling throughout the municipal area by creating an urban environment and developing infrastructure that encourages bike riding, which in turn will promote a culture of cycling.



The organisation's two main goals are to achieve: a significant increase in the number of bike trips (including a growth in the number of females riding) and a reduction in the number of people injured while riding.

To realise these goals, the following key directions have been identified:

- ***Safe, accessible, vibrant and enjoyable infrastructure catering for riders of all ages, level of skills and ability***

People will actively participate in cycling because it is part of the community's culture. The city's infrastructure is conducive to people choosing to ride. and where cycling is complemented by public transport, walking, other sustainable modes of travel, and associated facilities.

- ***Local transport trips without a car/ transport alternatives to schools and shops***

There are opportunities to significantly increase the number of bike trips by encouraging people to substitute short car trips with cycling in urban areas (up to ten kilometres in distance or 30 minutes riding time).

- ***Safety and education***

Countries with the lowest levels of cycle use have the poorest cyclist safety records. Cycling becomes safer as more people ride. In recognition of this safety in numbers principle, the organisation will place the safety of cyclists as a high priority. Promotion of the use of the bicycle is an action that in itself improves safety.

Through education, the organisation will aim to create an environment where people can ride on Launceston streets without fear of injury. Mutual respect and tolerance for all modes of transport is expected to be achieved through targeted promotion and awareness raising activities.

- ***Creative spaces and way finding***

Tools for navigating the city by bike, such as signage, maps and art, will make cycling more attractive.

Furthermore, developments and projects in Launceston, both public and private, provide opportunities to creating an environment that is conducive to cycling.

With these key directions, the organisation aspires to be a city where cycling forms part of people's journey to home, work, events, activities, shops and services they want to frequent, and where people of all ages and ability use bicycles for everyday transportation and enjoyment.

Guiding Principles

setting the strategy principles

The strategy has been developed using the following guiding principles. These principles were formulated with input from the Pedestrian and Bike Committee:

- All roads in Launceston are bike routes
- Improving roads for cyclists will also improve conditions for other transport modes
- It is normal for bikes to be on the road
- Segregating facilities for safe cycling will be desirable
- The initial emphasis should be to adapt roads and traffic behaviour to cyclists' needs.

These principles and directions are not new. The City of Launceston has been committed to the development of cycling since the 1990's. A brief history can be found in Appendix 2 which includes the project that established the Bike Committee.

Pedestrian and Bike Committee

setting up a committee

The Launceston Bike Committee formed in 1996 was in response to the *Northern Suburbs Bikeway Options Project*. Key achievements of the Bike Committee since inception include:

- \$720,000 investment by the City of Launceston in cycling (\$500k from 1996-2003, and a further \$220k in 2003-04)
- A commitment of \$450 000 budget in the organisation's 2007-17 Major Capital Works program for commuter bikeways
- Focus on the development of cycling infrastructure (new developments, maintenance and signage)
- Safety audits of the Tamar Bikeway
- Linking the Tamar Bikeway to the trails network in Heritage Forest
- Instigated parking opportunities and installation of end-of-trip facilities
- Development of bike lanes for commuter cyclists
- Initiated promotional community rides such as Ride Launceston

The Bike Committee recently changed its name to the "Pedestrian and Bike Committee" when the organisation adopted the Pedestrian Strategy in 2012. This change represents an acknowledgement of alternative modes of transport and a growing commitment to progressing environments that support active living.

The Pedestrian and Bike Committee will play a pivotal role in guiding the development of pedestrian and cycling infrastructure in the city, starting with the consideration of the findings of the independent review.

Independent Review

assessing the arterial bike route network

Background

As a precursor to the development of this Bike Strategy, the City of Launceston commissioned GHD Pty Ltd to carry out a review of the network to document the findings of the nominated routes in terms of safety and functionality (see Appendix 4). The review included a road safety audit, focussing on the interaction of bicycles, pedestrians and other traffic. It was designed to inform this Bike Strategy and guide future infrastructure provision for cycling within Launceston.

The network is an identified 50 kilometres of predominantly on-road route designed principally for commuter cycling. It comprises a combination of bike lanes, edge lines and sections along quieter streets as well as some off-road sections.

Launceston's network covers the general areas of:

- Invermay, Mowbray, Mayfield and Newnham (Route 1);
- Trevallyn and Riverside (Route 2);
- South Launceston, Prospect, Summerhill and West Launceston (Route 3);
- Kings Meadows and Youngtown (Route 4);
- Newstead and Norwood (Route 5); and
- Ravenswood and Waverley (Route 6).

General findings

The review found that the network generally provides a safe, attractive, coherent, direct and comfortable riding environment for experienced cyclists. The reviewed network was considered to perform against the five assessment criteria as follows:

Coherence – each link is mostly easy to follow once on the route. Limited directional or way finding signage for cyclists makes connections between streets within a route not readily apparent. There is consistency with the range of treatments used across the network there are frequent situations where the type of treatment changes regularly, which can potentially cause confusion for other road users.

Directness – most routes provide relatively direct connections, as most are on or parallel to the main sub-arterial road network.

Attractiveness – the network provides an attractive riding environment for experienced and cyclists with intermediate skills and experience, with a mixture of dedicated spaces for cyclists and sections where cyclists share road space with other traffic.

Safety - while a number of specific situations where improvements could be made for the safety of cyclists and/or motorists, there were no major safety issues identified.

Comfort – the review assessed the ride quality for most of the network as good, with grades for the most part flat to moderate. Sections of Route 3 and Route 6 are steep requiring effort to negotiate. Traffic volumes on most routes are low to moderate. Where dedicated bicycle lanes are provided, there is sufficient width to provide separation from adjacent traffic.

Recommendations

Overall, the review found few significant concerns. While a number of issues were identified that would concern less experienced riders, the recommended improvements will enhance conditions for the benefit of all users, increase the attractiveness of the network for less experienced cyclists, and encourage greater use of the network for a variety of trip purposes.

General opportunities for improvement include:

- Improved way finding – signage and/or pavement markings particularly where treatments along nominated routes are not continuous; and
- Applying consistency of treatments – a number of inconsistencies were identified along individual routes, which can potentially create uncertainty for cyclists and motorists.

The review found the separation between vehicles and cyclists throughout the network as generally good, with on-street bike lanes, marked parking lanes and wide traffic lanes providing separate spaces. The conditions at the transition between these treatments, however, can result in increased interaction between road users, and cyclists may be perceived as an obstruction to traffic flow.

Where bicycle treatment changes from separate spaces to shared spaces, the presence of a bike rider can create uncertainty in the mind of drivers and can potentially result in perceived or actual hazards. The high-priority and medium-priority works recommended by the review will improve conditions for all road users.

Working group meeting

A central premise in the development of this Bike Strategy is to actively involve members of the public, council officers, the Pedestrian and Bike Committee and key stakeholders in phases of the study. In considering the results of the independent audit and feedback from the Pedestrian and Bike Committee, the City of Launceston has created a vision for more people cycling, more often. As the major provider of public facilities in the city, Council is well placed to plan for, design and install infrastructure that enable people to cycle in safety and with ease as part of daily life.

Cycling Infrastructure Managed by the City of Launceston

Commuter

50 kilometres (35 kms are major/sealed cycle ways, with the remainder off-road)

Greater Launceston Bicycle Commuting Network Project

Regional collaboration with neighbouring councils to provide priority commuter routes within a 20 kilometre radius of the CBD

Recreation

39 kilometres of multi - purpose tracks and trails in parks and reserves.

The City of Launceston's cycling infrastructure and current activities

cycling facilities and support for cycling

Well maintained cycle ways and supporting facilities are a vital part of the Launceston community infrastructure.

Bike network

Launceston's bikeway network consists of two basic cycleway types:

- Bicycle lanes – designated space on the roadway exclusively for the use of cyclists. There are currently 35 kilometres of bike lanes in Launceston.
- Off-road paths – including trails through parks and reserves, and often shared with pedestrians. There are 15 kilometres of off-road paths and 39 kilometres of multi-purpose tracks and trails through Council's parks and reserves.

One of the principles of this strategy is that all roads in Launceston are bike routes in which case all residential, local collector streets form part of the bike network.

One example is the Launceston Northern Suburbs Bike Route linking Launceston CBD with Invermay, Mowbray and Newnham, as well as linking the University of Tasmania campuses of Inveresk and Newnham.

Working collaboratively with other committees such as the North Bank Committee and the York Park Inveresk Precinct Authority, presents a number of prospects for enhancing the existing bike network.

Supporting facilities and activities

In recent years, the council has installed end-of-trip and support facilities such as:

Bicycle storage cages in two car parks in the CBD (West and East Patterson);

Over **100 on-street bike racks**; and

Bike racks at Inveresk and Launceston Aquatic.

The City of Launceston has recently introduced bicycle storage areas at four traffic controlled intersections to allow bikes to proceed ahead of motorists.

The four sites are at traffic signals at Elphin Road/Cypress Street, Newstead Invermay Road/Haig Street, Mowbray and George Town Road/Newnham Drive, Newnham.



As well as providing cycle ways and associated facilities, support is provided for riding in the city.

Sponsorship and support of cycling events

The city hosts many local and significant cycling events annually such as Sally's Ride Tamar Valley Cycle Challenge, Stan Sjieka Cycling Classic, Opperman Gran Fondo, Cycling Tasmania Open Road Roster, and Ride Launceston. Of these, the City of Launceston sponsors three events and provides services and support to them by way of road closures, traffic control, event management, community grants and permits.

Community Rides

Riding is promoted at many levels, as a valuable travel mode and or recreational pursuit, for families, and those riding for leisure or at the elite level.

The organisation supports community rides. One example is Ride Launceston which the organisation funds and manages. This family-focussed event attracts over 350 participants each year.

Active Launceston

The organisation also supports *Active Launceston*, a partnership between the University of Tasmania, the City of Launceston, the Tasmanian Government and Tasmanian Community Fund. The organisation provides an annual cash contribution to the program as well as in-kind support through the organisation's employee involvement. Active Bike is one of the cycling related programs from this partnership.

Active Bike aims to encourage more people to ride as a form of transport and for physical activity. The program, catering for beginner and intermediate skill levels, runs annually with sessions covering cycling education and on and off-road riding techniques. Active Bike familiarises riders with safe cycling routes within the city and recreational trails across the municipal area.

Tamar Bicycle Users Group (TBUG)

TBUG is represented on the Pedestrian and Bike Committee. It is an endorsed group by Active Launceston. The City of Launceston is supportive of the group's activities and offers *in-kind assistance* to events and where appropriate, will extend the same support to other cycling groups in the community.

Working with schools

The organisation is one of several local councils that support the Department of Health and Human Services' *Move Well Eat Well* schools program. In recent years, a new bike lending program for Invermay Primary School resulted in the City of Launceston's involvement in the program.



The organisation supports these programs and initiatives that are designed to be inclusive, accessible and welcoming to enable the community to be more physically active. These programs recognise that provision of infrastructure such as paths and trails are not always sufficient to encourage participation. Communities need to be supported and this often comes in the form of group activities. These activities provide favourable conditions not only for physical activity but also for social interaction, community connections and friendship.

Cycling Participation

Who is Cycling?

Types of riders

When developing cycling infrastructure, one size does not fit all. The needs and infrastructure requirements vary depending on the speed and distance travelled, the purpose of the journey and the degree of separation required from motor vehicles.

The matrix below was developed by Bicycle Network Victoria and divides cyclists into two main categories:

- Level of intensity (speed and strength); and
- Ride purpose (transport and recreation).

Regular riders typically move between the categories depending on whether they are riding to work during the week (high intensity transport) or cycling with their children on a bike path on the weekend (low intensity recreation).

The type of infrastructure required for higher intensity and moderate intensity cycling is often different and sometimes incompatible. This strategy therefore focuses on identifying infrastructure suitable for both types of cycling. The characteristics of both groups are outlined below:



Higher Intensity cyclists – “Fred”

Fred is a higher intensity bike rider. He trains for fitness in a group and commutes to work. Fred prefers to travel at higher speeds and generally seek fast, direct routes on roads. He can travel relatively long distances and is fairly comfortable mixing with other traffic as he has the stamina and skills to do so.

Improving arterial roads by sealing shoulders or installing bicycle lanes increases the safety and level of comfort for cyclists like Fred.

Moderate intensity bike riders – “Freda”, “Joel” and “Bill”

Freda cycles for leisure and gentle exercise. She often rides with her young family on weekends in local parks and reserves.

Joel is a primary school student in a suburban school. He rides to school most of the time with a friend who lives close by.

Bill is a resident in suburbia and rides at lower speeds and shorter distances. His most common ride is to the corner store.

Freda, Joel and Bill are generally uncomfortable riding on busy roads and usually seek traffic-free experiences on multi user paths, or when traffic volumes are low, cycling on quiet local streets or rural roads.

Using this information to plan for infrastructure

An integrated cycling network needs to accommodate these riders by providing appropriate infrastructure for their needs. This requires a well-connected network of multi-user pathways linking to major destinations such as shopping centres and schools for moderate intensity riders.

Higher intensity riders require a network of on-road routes supported by bicycle lanes or sealed shoulders to provide a degree of separation from motor vehicle traffic on busy main roads.

Often a well-constructed and wide cycleway with good sightlines and minimal road crossings can cater for both higher and moderate intensity bicycle riders, but higher intensity cyclists generally do not mix well on multi-user pathways that have high pedestrian use, poor sightlines and constrained operating space.

Common cycling distances

The following data was collected as part of the development of the Tasmanian Government's *Walking and Cycling for Active Transport Strategy*:

- The majority of cycling trips are less than 3 kilometres
- Cyclists aged between 20 and 39 years are more likely to travel longer distances
- Most people are prepared to cycle up to 30 minutes (between 8 to 10 kilometres) to access work or education.

Who is cycling in Australia? Who is cycling in Tasmania?

The Exercise, Recreation and Sport Survey (ERASS) found that cycling is the fourth most popular sport and recreational activity in Tasmania, behind swimming, aerobics and walking.

The Australia Bicycle Council carried out a cycling participation survey in 2011. The results provide an insight into current trends in riding:

- Tasmanian cycling participation is similar to the Australian average but has a significantly higher rate of recreational riders than the national average.
- Over half of Tasmanian households have access to a bike.
- Nineteen percent (19%) of the Tasmanian population ride a bicycle at least once a week.
- Forty per cent (40%) of the Tasmanian population rides at least once a year.
- Males cycle more than females. Female participation in cycling is lower in Australia than in many other countries, with the rate of female commuter cycling less than one third of the male rate (the bike count for Launceston indicates much lower at one quarter of the male rate).
- More than half of all children aged under 10 cycle each week, decreasing to eight per cent (8%) when adults aged over 40 years.
- About 30 000 (approximately 6%) of Tasmanians cycle for transport at least once a week. This includes cycling to work, study, shopping, or visiting friends and family.

Who is cycling in Launceston?

Commuters

As an indication of cycling as a mode of commuting, the ABS collects data on the different modes of transport used to get to full time work or study. For Launceston¹⁰:

- Travel to work and study by car is by far the most common mode of transport (79%) of employed persons.
- Just over one per cent (1% or 179) of all employed males rode to work or study, twenty five per cent (0.25% or 32) of all employed females.

In an endeavour to monitor local cycling levels, the City of Launceston has been carrying out a manual count of bicycle riders each March and September of 11 sites across the municipal area from 8.00am to 9.00am from March 2009 to March 2011 and over two one-hour periods from 7.00am to 8.00am and 8.00am to 9.00am from September 2011 onwards.

60% of Australian children ride regularly. While some take that experience into adulthood, a significant number abandon their bikes and move on to cars.

The result of counts from 8.00am to 9.00am in March 2009 to 2014 can be found in Appendix 5. They indicate the annual changes in flows of bikes from which no firm conclusions can be reached.

Recreational Cyclists

To date, there are no statistics of recreational cyclists specific to the local government area. This information gap is expected to be addressed as one of the strategy actions. In the meantime, the City of Launceston will utilise the Tasmanian cycling participation rates and note the findings of the 2009 community survey conducted as part of the *Cycle and Pedestrian Bridge Over the North Esk River* proposal.

The City of Launceston commissioned a community survey in 2009 to establish the extent to which a bridge over the North Esk River between the road bridges connecting with Invermay Road and Goderich Street would generate cycle traffic between the northern suburbs and city areas. Forty seven per cent (47%) of the 220 survey respondents claimed their main purpose was 'recreation on weekends'. Other areas of Launceston were not surveyed. It is therefore, not possible to determine if this pattern is consistent across the local government area.

More cycling in the streets can help to increase social connections and community safety

Data gaps

Launceston relies on ABS and the limited data it has collected for the local government area. A key and ongoing barrier in assessing progress has been the lack of and poor quality of local data. While there are some key statistics that can give a broad indication of the prevalence of cycling, the data is not sufficient to examine specific trends in particular locations or for particular types of

¹⁰ ABS Method of travel to work by sex of employed persons (2011)

cycling. Data is required to understand the factors that will encourage people to cycle and how much cycling will increase if it is easier to ride. Research is also needed to understand why some groups of people (for example, females) do not cycle as much as others.

The organisation needs a wider range of data sources to establish a clearer picture of the numbers and profiles of people cycling. Developing this picture will be critical to understanding current cycling levels, how much progress needs to be made to achieve the goals of this strategy, and inform local investment decisions.

At a national level, work is being undertaken by the Australian Bicycle Council towards a consistent, nationwide approach to collecting data. The first step is to agree on key data sets (such as numbers cycling to work/study, numbers cycling for recreational purposes, and cycling incidents). The Australian Bicycle Council is also developing tools for a decision-making process for assessing the costs and benefits of cycling. This will set out a range of criteria against which investment proposals can be assessed.

The organisation will be able to use the national framework to develop its own processes for monitoring and evaluating cycling progress, as well as cycling incidents in Launceston.

Cycling incidents

Between 2003 and 2013, less than 5% of casualty crashes in Tasmania involved cyclists. Casualty crashes are incidents involving a fatality, serious and minor injury or first aid. In Launceston, there is an average of 14 crashes per year (see Appendix 6). The majority of crashes resulted in minor and first aid injuries crashes from 2003-13. One fatality and twelve serious injuries were recorded in the same period.

Although few serious cycling crashes occur in Launceston, work can be done to reduce the number of minor and first aid injuries, which have increased in the ten-year period. The community now expects a high level of road safety and road transport system. This is reflected in the high profile of road safety and the wide media coverage given to crashes.

Challenges and Opportunities

embracing challenges

In pursuing the goal of more people cycling, more often, the council acknowledges the following challenges and opportunities:

Launceston's Characteristics

Challenges: Launceston has some unique characteristics that impact on the planning and design of environments for active living. It features heritage buildings and precincts where the existing built fabric must be preserved. The climate and hilly topography are factors that can also discourage physical activity.

Opportunities: There are opportunities to widen people's active transport options where these unique characteristics and topography exist. Good design of cycling routes can take advantage of the most gradual inclines or to meet up with transit facilities with secure bicycle parking or storage.

For those who are not able to ride or walk long distances, additional public transport and supporting facilities can help. Over the past few years, there has been a steady rise in the number of pedelecs sold in Europe.¹¹ Pedelecs are cycles with pedal assistance which are equipped with an auxiliary electric motor having a maximum continuous rated power of 0.25 KW. The output is progressively reduced and finally cut off as the vehicle reaches a speed of 25 km/hr, or sooner if the cyclist stops pedalling. Regulations are currently being introduced in Australia with national standards to be adopted by each state.

For those who find inclines challenging, cycling training can teach riders how to use bikes properly and select well equipped bikes.

Development Patterns

Challenges: The history of Launceston provides an insight into the distinct patterns of development that have shaped the city.

The urban sprawl – along with technological and wider social changes - has led to motor vehicle dependence as distances between home, work, school, shopping, recreation and other services have increased. Increased motor vehicle traffic has contributed to the deterioration of the riding and walking environment in communities across Launceston. Neighbourhood characteristics such as speed and volume of car traffic, safety on footpaths and proximity to recreation and activity centres can either support or discourage riding.

Opportunities: More people cycling in the streets means reducing private vehicle travel and can help to increase social connections and community safety.

Parents' employment patterns, concerns about traffic injury and lack of social trust contributes to "parental chauffeuring" (parents who drive their children to and from school and other destinations). (Journal of Transport Geography).



¹¹ European Cycling Federation www.ecf.com/mobility

Many land use and transport systems, and urban design features are the responsibility of local government. Local government often works with developers who build new developments and retrofit existing areas. Through the provisions within the planning scheme, the City of Launceston can play a crucial role in enhancing the built environment for cycling.

Trends in physical activity

Challenges: Tasmanian cycling participation is similar to the national average with around 19% or 97 000 people riding a bike in a typical week.¹²

Less than five per cent of young people in Tasmania ride to school. Fewer bike trips to school provide one example of a society trend in decreasing levels of physical activity across all age groups.

Lower levels of physical activity are contributing to a number of serious health problems. 48% of Tasmanians are considered overweight or obese¹³.

Physical ability can be a challenge for some people and result in them being unable to ride a bike.

Opportunities: Research shows that people who live in people-friendly neighbourhoods ride and walk more often, and people who are active are less likely to be obese and suffer other chronic health problems. Providing infrastructure that facilitates active living presents good opportunities for increasing physical activity across all ages.

For people unable to ride a bike, adopting technology and encouragement could assist in widening their travel mode options – for instance, the use of adaptive technologies and electric assisted bikes.

The image of cycling

Challenges: Cycling offers personal mobility and a range of benefits. The bicycle, however, is still viewed by many as a marginal mode of transport suitable only for a small number of people who wear special clothing, are physically fit, and who are courageous and willing to ride with traffic on streets without separate bike facilities. Very few females ride to work.

Opportunities: The great cycling cities of Denmark, the Netherlands and Germany demonstrate that cycling can become a mainstream mode of urban travel when it is comfortable for everyone.

Targeted and astute promotion with key messages about the health benefits of cycling present good prospects for shifting the image of cycling to be more appealing to a larger segment of people in Launceston. A greater understanding of household and family factors that influence levels of cycling will enable the City of Launceston to respond more appropriately.

¹² Australian Bicycle Council (2011) Summary sheet 2011 National Cycling Participation Survey

¹³ Health Indicators Tasmania, 2008

The culture of cycling in Launceston

Challenges: Launceston does not have a strong culture of cycling as a regular mode of travel. Cycling for transport represents just over 1% of all trips to work¹⁴. While cycling for recreation is a popular form of week-end physical activity, opportunities need to be created to influence travel behaviour patterns for cycling to work, study and other activities.

Over half of all households in Tasmania have access to a bicycle. While there are more males than females, very few cycle to work. In Launceston 1% (179) of people riding to work are males; 0.25% (32) are females.¹⁵

Opportunities: There are good prospects for increasing the number of females participating in cycling by increasing personal security (real and perceived) through good design, as well as astute promotion that creates a positive image of females riding for travel and recreation.

Cycling as a form of active transport is growing in popularity. The City of Launceston adopted the Launceston Bike Plan in 2004 and the Launceston Cycling Infrastructure Strategy in 2009. The Bike Plan provided the platform to create commuting routes and improve the safety of streets for cycling. In recent years Launceston has seen the development of infrastructure to support the Bike Plan including the introduction of an arterial bike route network throughout the urban road network of Launceston, making riding to key activity centres and destinations easier. The Cycling Infrastructure Strategy acknowledges that when designing measures and schemes to make roads safer and more convenient for all road users, opportunities exist for improvements for other transport modes (such as walking).

Cars continue to dominate travel patterns

Challenges: Travelling by car and car ownership is seen as normal¹⁶. Using a car for short everyday travel is what most people do. Studies have shown that the extent to which a household finds it difficult to incorporate cycling journeys into its everyday routines reflects the degree to which car use has become normal and habitual.

Launceston has a very low rate of public transport usage. The use of motor vehicles continues to be the dominant form of transport with less than 1 per cent cycling and 6 per cent walking to work and study¹⁷. The number of cars per household is associated with public transport use, with low rates of use among residents of households that have two or more cars.

Fear and stress associated with motor vehicle traffic can be a primary deterrent to cycling.

Travel time can also be a deterrent as most people will only cycle for 20 to 30 minutes, or a distance of 8 to 10 kilometres before it is deemed too far to ride. Most trips within Launceston are short.

Opportunities: Developing infrastructure that supports people-friendly environments will encourage more people to choose cycling as a regular mode of travel.

¹⁴ Australian Bicycle Council (2011), Summary sheet 2011 National Cycling Participation Survey

¹⁵ *ibid*

¹⁶ EPSRC (2011): Understanding Walking and Cycling

¹⁷ LCC Parking and Sustainable Transport Strategy for the City of Launceston (2009)

There are opportunities to apply the 'safety in numbers' principle through provision of low-stress cycling facilities from motor vehicle traffic as a way to improve both real and perceived traffic safety, and increase the number of people cycling.

The challenges posed by travel time can be overcome through supportive land use and having an integrated network that connects suburbs to main activities centres and hubs. Cycling, at travel speeds of 15 km/hr, is well suited to short and medium length trips. Again, promotion will play a role in raising people's awareness of cycling being a competitive alternative to motor vehicle use and a fast mode for trips less than 5 kilometres.

Funding

Challenges: Cycling in Launceston is under-funded to achieve a greater mode share. The 2007-17 total expenditure for cycling is set at \$450,000 (approximately \$50 000 per year) and primarily focussed at commuter bikeways. No funding or other resources have been allocated for 'non-engineering' components to increase cycling.

Opportunities: Cycling infrastructure is much more cost efficient than other modes. For example, a bicycle requires much less space than a car. One car parking space can accommodate 10 parked bicycles. The independent review of the bike network has identified low-cost enhancements (provision of bike-friendly draining covers; signage, and place markings) as high to medium priorities. Significant increases in cycling can be achieved for small investments.

Funding opportunities through the Australian Government and State Government programs present opportunities to fund components of this strategy. Consultations to date indicate an openness to partnerships between levels of government to foster innovative solutions that achieve high quality urban design, improved quality of open and public places, address high levels of car dependency, and tackle climate change.

In terms of other resourcing issues, Council - through the Pedestrian and Bike Committee, with TBUG (as well as other bike rider representative groups) and *Active Launceston* - can collaborate to initiate 'non-engineering' activities such as awareness raising, promotion and education to achieve its cycling goals. Additionally, if neighbouring councils are open to a dedicated cycling officer, resources could be shared. Grant funding opportunities could be investigated to support these activities.

To achieve its vision for cycling, the City of Launceston needs to tackle these challenges and embrace the opportunities by:

- Understanding who is cycling and who is not;
- Building a comprehensive bike transport system;
- Delivering programs to support cycling; and
- Managing the implementation of this strategy.

Implementation

implement the bike strategy

The implementation of this strategy will require commitment from the City of Launceston and continued coordination between its departments.

While the actions contained within the strategy will be implemented largely through existing processes and programs including the development application process, annual capital works and maintenance programs, the organisation will apply a prescribed method for infrastructure provision and improvements. This process has already started with the independent review which categorised and systematically audited every arterial bike route network, and identified key issues such as safety, comfort and amenity. This system of infrastructure provision prioritises the order for assessment and undertaking of works to enhance conditions for a variety of users.

The non-engineering measures and actions identified in this strategy will be undertaken jointly by Technical Services Department and the Pedestrian and Bike Committee. The working relationship with *Active Launceston* and cycling groups also provides avenues to promote the benefits of active living.

Capital Budget Programs

The City of Launceston's capital budget programs provide opportunities to achieve significant improvement to community and infrastructure assets. The 2007-2017 Capital Works Program will fund infrastructure that can encourage and support cycling, improve safety and foster a greater sense of community. Capital improvements range from very basic items such as improving and constructing footpaths and walkways, to more ambitious projects such as creating commuter bikeways and better trail links between activity centres, parks, recreational and sports facilities.

A number of strategy actions are focused on enhancing the riding environment through the organisation's annual capital works program. These will include renewing and upgrading of roads, improving bikeways and installing measures to manage traffic and safety issues.

Development Approval Process

Improvements to the cycling environment can be achieved through development application processes. It is an integral part of implementing the Bike Strategy. This is significant particularly in areas designated for growth including the district centres of Kings Meadows and Mowbray; retail and shopping precincts; and neighbourhood clusters.

By having active transport in mind during the review of development applications, an environment that encourages people to ride and walk can be achieved.

For example, the strategic location and context of new development can contribute to improved pedestrian and cycle access, as well as public transport. Placing bike racks and installing other amenities create high quality spaces and places where people like to ride.

Examples of improvements that can potentially be achieved through the development application process include:

- Links and direct connections to activity centres and public transport;

- Better residential land use planning and a neighbourhood planning approach;
- Consolidation or relocation of entrances and access points for cycle access; and
- Enhanced street scaping (including trees).

While there are good opportunities to achieve enhancements through the development approval process, it is a long-term and incremental process. The strategy recommends a range of actions to achieve the best possible results for cyclists through a continuous and integrated approach. These actions include creating tools for measuring the impact of new developments on cyclists; consolidating pedestrian and cycling design guidelines and standards; and adopting a council-wide approach to achieving the goals of this strategy.

Strategy Actions

future directions

To achieve the City of Launceston's vision, the recommended Strategy Actions are centred on progressing environments that support active living and creating a culture of increased physical activity into people's daily routines.

The Strategy Actions are:

- 1. Demonstrate leadership and support for cycling**
- 2. Integrate networks, infrastructure and facilities**
- 3. Influence travel behaviour and promoting a culture of cycling**
- 4. Focus on priority areas for cyclists in locations with significant activity and potential for growth**

1. Demonstrate leadership and support for cycling *a whole of community effort*

Successful implementation of the Bike Strategy will require whole of community effort. Leadership starts with the City of Launceston and its Executive Management team and is the responsibility of the organisation's employees at all levels. Collaboration among the organisation's directorates and relevant stakeholders and commitment from employees will result in the development of new tools and methods for evaluating cycling impacts to ensure that the needs of cyclists are given due consideration.

Reference groups such as the Pedestrian and Bike Committee and the Access Advisory Committee as well as community groups can continue to provide valuable guidance on residents' priorities for bike-related improvements and promotion. In addition, the organisation acknowledges the need to seek input from non-cyclists.

Infrastructure Services Directorate oversees improvements in the design and maintenance of Launceston's streets, roads and parks and ensures that off directorates support a culture of cycling.

The Technical Services Department will carry the primary responsibility for the strategy. It will act as both project manager and coordinator for capital works projects that have a significant impact on cycling environments, ensuring that the strategy will always be included in the decision-making process.

Strategy Actions

Accountability

The Technical Services Department is to lead an accountable team. The organisation will:

- Coordinate and encourage a greater level of cooperation between the organisation's directorates and external agencies. In particular, when relating to capital works projects that have a significant impact on the cycling environments;
- Use Australian Standards and Austroads Guidelines as references in the design and improvements of streets, roads, parks and reserves. Where necessary, challenge these Guidelines to achieve a practical and effective outcome;
- Integrate cycling into all land use and transport planning;
- Maintain resident satisfaction with cycling paths, lanes, maintenance, communication and education at the current level or better;
- Provide a stable level of core funding in the annual operating budget for the implementation of this strategy;
- Explore alternative funding sources and opportunities to assist in the implementation of the strategy; and
- Include funds for post-construction marketing of all bicycle facility project budgets.

Maintain ongoing consultation with the Pedestrian and Bike Committee, the Launceston Access Advisory Committee and community partners to ensure a collaborative approach in the delivery of the Bike Strategy. The organisation will:

- Through involvement in the Access Committee and Pedestrian and Bike Committee provide technical and administration support;
- Hold regular (usually once every six weeks) meetings of the Pedestrian and Bike Committee and report outcomes direct to Council.
- Invite a representative from the York Park Inveresk Precinct Authority, North Bank Committee, Launceston Flood Authority and other relevant groups to join the meetings of the Pedestrian and Bike Committee from time to time to exchange information and receive updates on developments that may impact on cycle ways, trails and pedestrian facilities along flood levees; and
- Continue collaboration with representative cycling groups (such as TBUG).

As part of the annual works program reporting, produce a Bike Strategy progress report to record achievements and identify future priorities and resources. The organisation will:

- Provide a comprehensive report in February of each of year to the Pedestrian and Bike Committee on achievements measured against the Bike Strategy Action Plan which is subsequently reported to Council. The report will list the priority actions and budget support proposed for the forthcoming financial year.

By utilising the organisation's community engagement mechanisms to encourage residents' input about actions to make Launceston a great cycling city, the organisation will:

- Seek community input through the online engagement tool, www.yourvoicemyourlaunceston.com.au and more traditional methods such as street meetings and information delivery; and
- Keep records, monitoring the trends in results of the engagement methods and consider them in the context of this strategy.

Aiding decision making

Build a stronger evidence base to inform investment decisions and monitor the Bike Strategy. The organisation will:

- Continue the annual bike count of riders in March and September;
- Consider the introduction of automatic bike counters at appropriate locations on the bike network;
- Consider the adoption of the national cycling data sets to determine cycling levels and incidents;
- Analyse annual crash statistics in relation to cyclists;
- Conduct a broad community survey regarding cycling as a mainstream form of transport every three to five years; and
- Involve non-cyclists and undertake an analysis of their concerns to determine what would encourage them to ride.

Partnerships and in-house programs

Maintain and build partnerships with leaders in cycling policy and seek out opportunities to participate and contribute to good practice in cycling initiatives. The organisation will::

- Subscribe as a member of credible international and national active transport representative groups;
- Include a standing agenda item for the Pedestrian and Bike Committee, 'International/National /Interstate / Regional roundup of cycling actions and initiatives'; and
- Invest in the professional development of officers.

Explore a joint venture with neighbouring councils to fund a dedicated regional cycling officer position for education and awareness raising, as well as ensuring consistency of cycling provision across municipal boundaries. The organisation will:

- Seek advice from Cycling South (a collaboration of Greater Hobart's five metropolitan councils) about its model and operations; and
- Develop a scoping paper and initiating discussions with Northern Tasmania Development and neighbouring councils.

Through Council's Health and Wellbeing Committee, continue to support community rides and encourage aldermen and staff to participate to enhance the culture of riding within the council and set an example for the community. The organisation will:

- Lead the move to implement a riding program in the workplace and making the information available on the council's website to enable access by local workplaces;
- Encourage the Pedestrian and Bike Committee to champion community rides such as RIDE Launceston;
- Provide and promote the use of bikes to travel to meetings and appointments; and
- Through the organisation's Communications Department, promote riding programs and events to media services emphasising leadership by the organisation to improve the health and wellbeing of the community.

2. Integrate networks, infrastructure and facilities making connections

Launceston's arterial bike route network covers the general areas of:

- Invermay, Mowbray, Mayfield and Newnham (Route 1);
- Trevallyn and Riverside (Route 2);
- South Launceston, Prospect, Summerhill and West Launceston (Route 3);
- Kings Meadows and Youngtown (Route 4);
- Newstead and Norwood (Route 5); and
- Ravenswood and Waverley (Route 6).



An integrated on-road and off-road network that is coherent, direct, attractive, safe and comfortable will be a key success factor of the strategy. The organisation will design and construct facilities that are attractive to all users, and take into account Launceston's diverse demographic.

Launceston boasts many kilometres of paths and trails in parks, along the riverfront and in other natural areas providing attractive and inspiring routes. The strategy aims to plan and prioritise urban cycling networks, making it easier to ride to key destinations.

The organisation will further develop and enhance on-road arterial bike route network. This will predominantly consist of on-road bike lanes while also explore using other facilities that give cyclists a higher level of service. Through good and thoughtful design of these links, they can become amenities that will make riding more convenient and enjoyable.

New cycling routes and improvements to existing routes can also be developed through the planning permit process and by linking to the existing routes. For example, the Northern Suburbs Bike Route project is being developed to provide better walking and cycling access to

the city. Bike parking facilities can offer varying levels of convenience and security. People running short errands will have different preferences to people who are parking their bike for a longer period. Longer distance commuters will need convenient access to shower, changing and gear storage facilities.

Strategy Actions

Improving the bike network

Improve the bike network by providing a level of service and infrastructure. The organisation will:

- Implement the medium to high priority actions identified by the review of Launceston's Arterial Bike Route Network;
- Complete the Launceston Arterial Bike Route Network (Appendix 7) and reviewing the network every two years to determine any additional treatments;
- Implement further segregation of facilities for cycling where it has been identified as a risk management issue, and where it would increase safety and comfort;
- Consider the needs of cyclists during road upgrades or as specific projects, ensuring that no road upgrade is detrimental to the safety and comfort of cyclists;
- Respond to customer service requests that improve the cycling environment of local neighbourhood streets;
- Develop shared cycling and walking ways wherever practical and feasible;
- Create seamless bikeway connections across municipal boundaries by referring to the Greater Launceston Bicycle Commuting Network Project;
- Plan networks and targeting priorities for urban cycling networks and regional trails; and
- Align with the Greater Launceston Plan in terms of cycling and public open space.

Develop tools to plan for new cycling routes and maintenance of existing routes. The organisation will do this by:

- Maintaining an asset register of the bike network and all cycle ways, paths and connections to public and private land in order to map existing routes and collect information for the development of future connections and maintain the existing network; and
- Maintaining the bike network through ongoing inspection and remediation of surfaces, bikeway signs and amenities.

Increasing safety for cyclists

Explore ways to give increased safety and priority to cyclists. The organisation will:

- Introduce road or traffic management improvements at identified problem sites;
- Install bicycle storage areas at traffic light controlled intersections to address specific safety issues; and

- Install bicycle early starts at traffic signal controlled intersections to address specific safety issues.
- Address vehicle speeds where these are not conducive to sharing with bikes.

Improving signage and promoting the cycling network

Provide improved signage/guidance to make the bikeway network easy to navigate and actively promote the bike network. The organisation will:

- Adopt the recommendations in Launceston’s Tourism Plan in relation to pedestrian-scale, way finding signage;
- Develop a signage strategy for new and existing cycle ways based on the State Growth Cycleway Directional Signage Resource Manual;
- Promote existing and featured cycling routes specifically those contained in the Heritage Trails and Parks & Recreation Trails brochures; and
- Provide links from the council’s website to recommended websites and applications for cycling and cycling routes.

Providing bike parking and end-of-trip facilities

Accommodate the specific needs of cyclists by providing varying levels of convenience and security. The organisation will:

- Plan to install a sufficient number of the right mix of bike parking facilities to meet anticipated future demand;
- Monitor parking use in private and public bike parking facilities to effectively manage supply;
- Use the planning scheme to ensure that new and existing private development provides adequate bike parking and end-of-trip facilities; and
- Ensure that any publicly accessible secure bike parking can provide on-demand access.

3. Influence travel behaviour and promote a culture of bike riding

All roads are bike routes

Urban sprawl has contributed to the high dependence on motor vehicles for daily travel. As a result, many people pay little or no attention to the benefits of physical activity such as bike riding.

A main focus of this strategy is to foster a robust culture of riding by influencing travel behaviour particularly of short urban trips up to ten kilometres in distance (or 30 minutes). It is these short distances that the City of Launceston could have the greatest influence in changing people’s travel behaviour through continued investment in infrastructure for riding and public transport that would support and facilitate substitution of car trips with cycling, particularly around the ease of riding compared with driving. While recreational cycling is a popular

weekend activity in Launceston, the level of cycling for transport to work, study and short trips needs to be built upon.

The strategy recognises the importance of celebrating riding. With each celebration comes a positive image of cycling and heightened awareness of its benefits to personal health.

There are opportunities to link with community driven projects to identify local riding priorities and increase the participation of local residents. It is important to support neighbourhood scale initiatives by tailoring to local needs and conditions. It is at this level that travel behaviour change and culture of riding can be cultivated.

Many people are receptive to the idea of cycling or cycling more often but need some encouragement to change their behaviour.

(Encouraging the use of active transport (combining walking with driving, cycling or public transport) amongst people living within 8 to 10 kilometres of their place of work, study, recreational pursuit or activity centre)

Targeted campaigns for school children, adults (particularly females) and older people can significantly increase use of cycling infrastructure.

Effective promotion and campaigns can influence behaviour and change attitudes by strategically promoting different messages that will resonate with each distinct group.

Strategy Actions

Promote and celebrate riding

Continue to support bike riding events and programs in partnership with external agencies and community riding groups. The organisation will:

- Sponsor key cycling events and assisting organisers to increase participation;
- Continue to fund and supporting the work of *Active Launceston* (Active Bike program);
- Assist cycling groups with promotion of community rides; and
- Work with event organisers to encourage bicycle-friendly events.

Publicly acknowledge projects that achieve significant improvements to Launceston's culture of cycling. The council will:

- Promote a culture of respectful, tolerant and gracious behaviour by all road and path users through advertising, events and media campaigns.
- Coordinate with the Communications Department to promote and showcase new riding groups and initiatives to the community;
- Promote milestones and significant achievements for existing cycling initiatives; and
- Identify opportunities for media coverage on improvements to cycling infrastructure.

Encouraging short trips to be made on bike - especially to work, school and activity centres or events

Develop and launch a high profile promotion and engagement strategy to encourage more people to ride as part of everyday life. The organisation will:

- Support *Active Launceston* and remaining a key partner in the promotion of cycling every day;
- Engage with the community and providing support for activities and events that support community bike riding such as the annual *Ride to Work Day* and *Bike Week*;
- Explore a catch-phrase slogan (such as “Bike It” or “Love Your Bike”) to create a brand for everyday cycling; and
- Coordinate regular media campaigns and promotion efforts to encourage more cycling and improve its image.

Promote the use of cycling for transport particularly amongst people living within eight to ten kilometres of their place of work, study, recreational pursuit or activity centre. The organisation will:

- In partnership with *Active Launceston* (Active Bike program), facilitate neighbourhood rides to services and recreation opportunities that are within riding distance;
- Introduce a campaign to motivate sports people to travel to training and sports facilities using sustainable transport;
- Provide information and promoting cycling training for children and grandparents;
- Collate research to understand what messages will most effectively promote cycling with a specific focus on females;
- Produce cycling maps;
- Implement the recommendations of the Tourism Strategy in relation to signage and way-finding; and
- Coordinate media attention for any new initiative that involves cycling where a motor vehicle would normally have been used.

Promote and expand riding into a health program to include campaigns in Launceston’s neighbourhoods and parks. The organisation will:

- Hold a stall at relevant events and developing links with health and wellbeing providers in Launceston; and
- Distribute brochures of the trails and tracks within Council’s parks and reserves.

Subject to funding of a dedicated regional cycling officer, work with schools to encourage students to ride bikes. The organisation will:

- Collaborate initially with a small number of schools to collect data for riding to school trends, including an understanding of schools’ policies on riding and uncovering reasons for students not riding to school;
- Continue to support school initiatives that promote healthy lifestyles and physical activity (such as *Move Well Eat Well*);
- Provide schools with information about existing ride to school schemes, such as cycling school buses; and
- Facilitate the introduction of a campaign to encourage more girls to ride (similar to the “Beauty and the Bike” strategy used by the City of Exeter, UK).

4. Focussing on priority areas for cyclists in locations with significant activity and potential for growth

Supporting cycling in high activity and growth areas

Public streets connect to destinations. Designing streets for cyclists means special emphasis on making streets great places for riding, and exploring for residents and visitors. The Bike Strategy aims to encourage people to ride without having to be told that it is a good idea. In locations of potential growth and significant activity – such as shopping centres, hospitals, event venues, educational institutions and neighbourhoods with high population density – there are opportunities to increase cycling activity by facilitating easy access to them, and providing adequate amenities.

The CBD, district centres of Kings Meadows and Mowbray, as identified by the Retail Audit and Activity Centres Strategy; retail and shopping precincts; and the university campuses provide opportunities for medium to large scale cycling projects to enhance riding conditions.

The Bike Strategy aims to advance improvements to the riding environment in parts of the city where the need is most critical. These places provide an ideal starting point for improving the cycling infrastructure and connections, and fostering a culture of cycling.

To build streets where people want to ride, it is essential to create spaces for sustainable and active modes of transport. In recent years, Launceston’s streets have aspired to being designed as “complete streets” with a priority toward cycling, public transport and walking. Fostering a change in people’s travel behaviour and a culture of cycling requires better designed roads, streets and environments – making streets into safe and comfortable travel routes and providing facilities when people arrive at their destination.

Strategy Actions:

Adopting an approach that gives priority to cyclists

Develop areas for cyclists in locations with significant activity (for example, the university campuses, transit hubs, major intersections and key destinations). The organisation will:

- Consider a feasibility study at key interchanges in the form of ‘bike stations’ or ‘bike hubs’ to estimate demand and usage for high quality, secure parking facilities when critical mass is observed;

- Investigate various technologies and identifying those most suited to Launceston;
- Focus investment on cycling features such as cyclist priority intersection designs;
- Invest in other amenities such as bike parking and end-of-trip facilities;
- Cater for potential increases in usage of Park-and-Ride programs; and
- Review transit centres and providing adequate facilities for cyclists.

Providing amenities to cater for the specific needs of cyclists

Provide amenities that are convenient and secure. The organisation will do this by:

- Reviewing the bike parking audit undertaken by TBUG in 2009 to determine the need for additional bike parking;
- Discussing and negotiating with site managers and owners of public and private facilities to install adequate bike racks and secure storage facilities; and
- Approaching bus service providers to investigate the feasibility of bike storage on buses.

Prioritising the needs of cyclists in planning decisions

Consider and promote the needs of cyclists in the planning process. The organisation will:

- Use a reference of cycling-related design standards and guidelines to be consistently applied in relevant studies and processes including development application;
- Use the traffic impact assessment process of proposed developments and subdivisions to review the effects on cycling activity;
- Jointly with cycling groups, advocate and acknowledge private developers when they make provisions for cycling; and
- Use the urban road hierarchy to plan for cyclist access to and within sites, pedestrian amenities and enhanced cycling connections with the surrounding neighbourhood including off-street connections.

Turning streets into attractive destinations

Provide visual interest in public places. The organisation will:

- Align with the aspirations of the Greater Launceston Plan that enhance the experience of bike riding; and
- Support initiatives that make streets and other public spaces more attractive for cyclists.

Exploring pilot projects

Facilitate additional community-focussed cycling studies and projects. The organisation will:

- Develop a framework and funding approach with a focus on identified priority locations;
- Develop a case study approach that may be used for other locations; and

- Access funding opportunities from the Australian Government and State Government for special projects;
- Undertake small-scale projects in identified neighbourhoods; and
- Initiate cycling programs in high activity sites.

Implementation Plan

| Action item | Directorate/ Agency | Timeframe | | | |
|--|--------------------------------|-----------|---------|---------|----------|
| | | Immediate | 0-3 yrs | 3-5 yrs | 5-10 yrs |
| Lead an accountable team | Technical Services | ✓ | ✓ | ✓ | ✓ |
| Ongoing consultation with Pedestrian & Bike, Access Advisory Committees | Technical Services | ✓ | ✓ | ✓ | ✓ |
| Produce Bike Strategy progress report | Technical Services | | ✓ | ✓ | ✓ |
| Utilise community engagement mechanisms | Technical Services | | ✓ | ✓ | ✓ |
| Build a stronger evidence base | Technical Services | ✓ | ✓ | ✓ | ✓ |
| Partnerships with leaders in cycling policy | Technical Services | | ✓ | ✓ | ✓ |
| Support community rides, events and programs | Technical Services | ✓ | ✓ | ✓ | ✓ |
| Provide a level of service and infrastructure | Technical Services | ✓ | ✓ | ✓ | ✓ |
| Develop tools to plan for cycling routes | Technical Services | | ✓ | ✓ | ✓ |
| Give increased safety and priority to cyclists | Technical Services | ✓ | ✓ | ✓ | ✓ |
| Provide improved signage/guidance | Technical Services | | ✓ | ✓ | ✓ |
| Provide varying levels of convenience and security | Technical Services | | ✓ | ✓ | ✓ |
| Publicly acknowledge projects that improve the cycling culture | Communications | | ✓ | ✓ | ✓ |
| Launch a promotion and engagement strategy | Technical Services | | ✓ | | |
| Promote the use of cycling for people living up to 10 kms of work, study | Ped / Bike Committee | ✓ | ✓ | ✓ | ✓ |
| Promote and expand riding into a health program | Regional cycling officer | | ✓ | ✓ | ✓ |
| Work with schools | Regional cycling officer | | | | |
| Develop areas with significant activity | Technical Services | | | ✓ | ✓ |
| Provide convenient and secure amenities | Building/ Planning Services | | ✓ | | |
| Promote the needs of cyclists in the planning process | Planning Services | ✓ | ✓ | ✓ | ✓ |
| Provide visual interest in public places | Technical Services | ✓ | ✓ | ✓ | ✓ |
| Facilitate additional cycling studies and projects | Technical Services | | ✓ | ✓ | ✓ |

References

(Additional to materials already referenced in this document)

Australian Bureau of Statistics 2006 Census of Population and Housing catalogues, www.abs.gov.au

Australian Government (2011), *Our Cities, Our Future* – a national urban policy for a productive, sustainable and liveable future

Australian Institute of Health and Welfare (2008) *Australia's Health*: AIHW CAT No Aus 99

Australian Sports Commission (2009), *Participation in Exercise, Recreation and Sport*

Carver A, Timperio A and Crawford D (2012), *Journal of Transport Geography*, Vol 26, pp 72-77

Department of Infrastructure, Energy and Resources (2010), *Tasmanian Walking and Cycling for Active Transport Strategy*

EU Public Health Programme (2010) , *LIFECYCLE: The Life Cycle Best Practice Handbook*

Gehl Architects (2010) *Public Spaces and Public Life* – Launceston 2010

GHD (2013), *City of Launceston – Launceston Bike Network Review*

Green, LW et al (2006) Influencing strategies for disseminating physical activity policies, programs and practices. *AMJ Prev Med* 2; 31: S66-81

LGAT News (June 2011), *Street trees, the magic infrastructure investment*

Government News (April/May 2011), *Getting employees moving*, www.governmentnews.com.au

National Heart Foundation (2009), *Blueprint for an active Australia* – key government and community actions required to increase population levels of physical activity in Australia – 2010 to 2013

APPENDIX 1: Pedestrian and Bike Committee Terms of Reference

Purpose

- The purpose of the City of Launceston's Pedestrian and Bike Committee is to ensure Launceston is a pedestrian and bicycle friendly city.
- The Committee aims to encourage increased participation in pedestrian and cycling activity by improving the quality and quantity of safe pedestrian and cycling opportunities for Launceston residents and visitors.

Role

- The Pedestrian and Bike Committee is a special committee of Council
- Provide a communicative/consultative link between the organisation and relevant stakeholders
- Advise/make recommendations to Council on the issues relating to the needs of pedestrians and cyclists in Launceston
- Comment on the development of Government policies and legislation that have implications for key stakeholders in the municipality and region
- Make recommendations for council budgets and external funding to support programs and projects that benefit the municipality and region

Membership

Members of the Pedestrian and Bike Committee will include:

1. Members representing the City of Launceston
 - Up to two Aldermen (one to be Chairman)
 - Two representatives of the following council departments:
Development Services
Infrastructure Services - Parks & Recreation
Infrastructure Services - Roads & Hydraulics
2. Two representatives nominated by Tamar Bicycle Users Group (TBUG)
3. One person representing pedestrians
4. Up to two community representatives considered by the Committee to have appropriate expertise and experience to contribute to the aims of the Committee and appointed by Council.

Meetings

The Committee will normally meet every 6 weeks. Additional meetings will be held as needed.

Protocol

Unless otherwise specified, the Meeting Procedure adopted by the City of Launceston will prevail over the workings of this Committee.

How the Committee will operate

Working groups will be established as needed to address specific projects and meetings for these groups will be held when required. These working groups can include additional people from the community.

Persons wishing to place an item on the agenda may do so by contacting the minute secretary a minimum of one week prior to the next meeting. Items that miss the deadline may be raised in General Business.

For the purpose of keeping the community informed, the committee will report to the community via community events, presentations to organisations and through community representatives as appropriate.

All media communication is done through the chair or delegated officer and no committee member should speak on behalf of the City of Launceston or the Committee.

The Committee will report to Council the main items discussed at each meeting.

The Committee will make recommendations to Council on issues beyond its powers or where greater weight of representation is required.

Resources

The committee will make recommendations to the council on budget items. This committee does not have a budget line.

Honorariums

The council will not pay any honorariums or expenses to any member on the committee.

Review

The Terms of Reference and Committee membership will be reviewed every two years from the date of adoption of this version.

APPENDIX 2: History of Cycling Developments in Launceston

Historically, the development of cycling infrastructure in Launceston has occurred largely in response to specific research reports or the efforts of interested individuals and groups. Following is a brief summary of cycling developments:

CYCLEWAYS IN ST LEONARDS

The first document to have a significant impact on the development of cycling in Launceston was a report titled *Cycleways in St Leonards* by Burgess in 1977.¹⁸ The report focused on the need of bikeways in the St Leonards municipality and the Launceston region generally, with emphasis on the transport benefits of bike paths and bike lanes rather than their recreational or leisure benefits.¹⁹ The findings of the Burgess report lent support to bikeways and recognised the demand for both on-road bike lanes and routes, as well as off-road bike paths. The report was instrumental in the construction of the first bikeway in Launceston, the Tamar Bikeway.

THE TAMAR BIKEWAY

Built in 1980, the Tamar Bikeway was the first bike trail constructed in Launceston. The first section was from Royal Park through Invermay and along the flood levy to the bottom of the Mowbray Hill. Since that time, the trail has been extended to connect with the University of Tasmania campus.

The construction of the Tamar Bikeway coincided with a period of growing interest in bikeways and cycling in Australia and overseas, with Canberra and Geelong leading the way in the country.

The Tamar Bikeway, being the first and only bike path in Launceston, initially generated high usage rates and enthusiasm among users. With this heightened interest, users began to demand more bikeways for Launceston. Council then sought the assistance of the School of Environmental Design to explore the provision of more bikeways in Launceston.

LAUNCESTON BIKE PLAN STUDY 1982

The Launceston Bike Plan Study²⁰ looked at the benefits and limitations of the existing Tamar Bikeway, and considered the demand and opportunities for new bikeways in the city. The study found that usage of the Tamar Bikeway had declined due to the lack of comprehensive network of trails and lack of safety and amenity of the trail. The study recommended improvements to make it safer and more attractive to users. The report also recommended that new trails be developed to meet the increasing demand from users.

The organisation progressively implemented a number of the recommended improvements. At the time, however, there was no separate budget for bikeways. Any repairs and development of the trail was funded from general parks and recreation or works budgets. The delay in repairs and enhancements, and development of new trails resulted in a decline of the early enthusiasm and

¹⁸ Burgess, KJ (1977), *Cycleways in St Leonards*

¹⁹ Report written during the era of the OPEC oil crisis and the need to explore transport alternatives to motor vehicles

²⁰ School of Environmental Design, Tas College of Advanced Education (1982), *Launceston Bike Plan Study*

impetus for bikeway development fade in years to follow. It would be nearly a decade later that interest was reignited with the release of a research project report, *Urban Recreational Trails*.

THE MCCLUE REPORT

In 1990, McClue conducted a study of bike trails as part of the University research project. The report, *Urban Recreational Trails*²¹, was a comprehensive study that surveyed 750 residents to better understand the knowledge of, use, attitudes towards, and concerns with the recreational trails in Launceston. It revealed that a significant number of concerns of the bikeways were to do with management or maintenance issues, rather than any community criticism or dislike of bikeways. The results confirmed many of the issues and trends that the council found through the development of its Recreation Strategy 1987/88. The McClue study recognised the need to cater for the different needs of various users and strongly recommended interconnected, multi-use trails over single use where possible. The report led to the council exploring options for one of the flatter areas of Launceston, the northern suburbs.

NORTHERN SUBURBS BIKEWAYS

In 1996, the council commissioned the *Northern Suburbs Bikeway Options Project*²² as a starting point for planning trails in Launceston.

The project resulted in a comprehensive document covering all issues and development options of bikeways in the northern suburbs, including maps of proposed trails and bike lanes, and time frames for priority developments. The recommendations from this project have been the primary guide for bikeway developments in Launceston. One important recommendation was the establishment of a planning committee to oversee the bikeway developments for Launceston.

THE BIKE COMMITTEE

Formed in 1996, the City of Launceston Bicycle Committee (“Bike Committee”) was a response to the *Northern Suburbs Bikeway Options Project*. A Special Committee of Council, the Bike Committee comprised representatives from recreational bike riders, competitive cyclists, Council Alderman, and staff from Parks and Recreation, and Sport and Recreation. Key achievements of the Bike Committee since inception include:

- A \$720,000 investment by the City of Launceston in cycling (\$500k from 1996-2003, and a further \$220k in 2003-04)
- A commitment of \$450 000 in Council’s 2007-17 Major Capital Works program for commuter bikeways
- A focus on the development of cycling infrastructure (new developments, maintenance and signage)
- Safety audits of the Tamar Bikeway
- The linking of the Tamar Bikeway to the trails network in Heritage Forest
- Instigated parking opportunities and installed end-of-trip facilities

²¹ McClue,G (1990), *Urban Recreational Trails: recreational value and potential users in the Launceston City area*

²² Hepper and Marriot (1996) *Northern Suburbs Bikeway Options Project*

- Developed bike lanes for commuter cyclists
- Initiated promotional rides such as Bike Week

When the council adopted the Pedestrian Strategy in 2012, the Bike Committee changed its name to the “Pedestrian and Bike Committee”. This change represents an acknowledgement of alternative modes of transport and a growing commitment to progressing environments that support active living.

The Pedestrian and Bike Committee will play a pivotal role in the development of the pedestrian and cycling infrastructure in the city, starting with the consideration of the findings of the independent review.

APPENDIX 3: Key Council Documents with Links to the Bike Strategy

| Title and brief description | Aspirations that link to the Bike Strategy |
|---|---|
| Greater Launceston Plan | The Greater Launceston Plan is a major planning initiative undertaken by the City of Launceston in conjunction with the Tasmanian Government, Australian Government and with the support of the neighbouring municipalities of West Tamar, George Town, Meander Valley and Northern Midlands. This plan will provide for a long term strategy for sustainable land use planning and management to inform a coordinated approach for municipal planning and investment in Greater Launceston. |
| The Launceston City Heart Project (LCHP) | The LCPH is a strategic revitalisation of Launceston's central area. ADD THE SAME AS PED STRATEGY |
| The Greater Launceston Metropolitan Passenger Transport Plan | The Greater Launceston Metropolitan Passenger Transport Plan is a ten year strategic plan which is design to improve accessibility, liveability and health outcomes in Greater Launceston by improving passenger transport options for those travelling by foot, bike or bus. DITTO ABOVE |
| Launceston Strategic Tourism Plan | A 10 year plan to make Launceston a significant tourist destination in Tasmania. One of the six goals in the plan is positioning Launceston as a base for cycling, walking and touring experiences locally and into the Northern Tasmanian Region. |
| <p>Parking and Sustainable Transport Strategy</p> <p>A review of current objectives and planning regulations relating to parking and sustainable modes of transport with Launceston's Central Activities District which includes the CBD.</p> | Report identifies 1% of people cycle to work for all or part of their journey and 6% of people walk to work. It suggests that walking and cycling infrastructure must be delivered in the context of travel demand management and integrated with wider transport and land use management and operational policies. The integration will ensure that pedestrians and cyclists are automatically considered and prioritized, and that opportunities to incorporate walking and cycling improvements into other projects and programs are taken up. Greater use of public transport, walking and cycling for travel to the city centre is an essential outcome of the strategy. |
| <p>Launceston 2020</p> <p>Community vision for Launceston including priorities, goals and values</p> | <p>As a result of extensive consultation with the community, Launceston 2020 identified four key theme areas. Air quality was the most important goal for Launceston, with river quality and the maintenance of parks and gardens also rating highly. The health of the river was considered a significant issue (river edges provide attractive pedestrian areas). In each of the four themes, issues relating to cycling featured as follows:</p> <ul style="list-style-type: none"> • Natural environment - look after parks and recreation areas • Built environment - create a shared CBD and improve public spaces and facilities; reduce CBD traffic • Social and economic - encourage greater use of public transport; improve access to facilities and focus on community safety • Culture - investing in increasing participation; more people being active |

| Title and brief description | Aspirations that link to the Bike Strategy |
|--|--|
| <p>Community Plan</p> <p>Identify an overall vision and preferred future for the City, and create a broad set of priority areas for action</p> | <p>A community for all:</p> <ul style="list-style-type: none"> • Plan for and design a network of safe walking routes to facilitate movement and encourage active life style • Improve signage • Make Launceston 'safer by design': install infrastructure to maintain and enhance safety such as improved street lighting, improved pedestrian safety and improved shared use • Promote the use of the Heart Foundation's <i>Healthy by Design</i> guidelines to planning and designing environments for active living • Encourage healthy and active people through enhanced education and promotion • Promote existing infrastructure for physical activity such as bike tracks and walking paths • Encourage active work places • Implement the Parking and Sustainable Transport Strategy • Better link of developments and precincts to the CBD to encourage inner city vitality |
| <p>Strategic Plan 2014-2024</p> <p>A ten year strategic plan for the City of Launceston</p> | <p>To continue to offer an attractive network of parks, open spaces and facilities throughout Launceston</p> <p>To contribute to enhanced public health and amenity to promote a safe and secure environment</p> <p>To plan for better connections between the river and Launceston</p> <p>To promote active and healthy lifestyles</p> <p>To engage with neighbouring councils as well as infrastructure and transport providers, to improve access to greater Launceston for all modes of transport through planning and advocacy</p> <p>To improve and maintain accessibility within the City of Launceston area, including its rural areas</p> |
| <p><i>Launceston City Heart Project (LCHP)</i></p> | <p>The Launceston City Heart Project (LCHP) is the revitalisation of strategically identified streets and laneways and public spaces in Launceston's CBD. The project identified in the Greater Launceston Plan (2014) and the Launceston Central Area Development Study (2013) is aimed at identifying the future vision and direction for Launceston's current central business district; to create a vibrant, highly liveable city centre, in which the active modes of travel (namely, walking and cycling, and public transport use) are prioritised over the modes traditionally afforded high priority. This will be enhanced by improved pedestrianisation, traffic calming and improved Wayfinding from the city to the surrounding key precinct area of the city.</p> <p>The LCH project area is bounded by Cimitiere, Elizabeth, Wellington and Tamar Streets with areas of the CBD identified to be revitalised: Cameron Street, including Civic Square, Brisbane Street, including the Mall and Quadrant Mall, St John Street, Paterson Street, Charles Street and George Street. The surrounding laneways off these areas are also identified for revitalisation. In addition to the hard infrastructure revitalisation works and interventions, the LCH project will look closely at a number of initiatives and</p> |

| Title and brief description | Aspirations that link to the Bike Strategy |
|---|---|
| | <p>strategies that will strengthen the city.</p> <p>Four key themes have been identified to provide direction for the project:</p> <ol style="list-style-type: none"> 1. The CBD needs to be a living space; 2. A unique and diverse retail centre; 3. A social space supporting liveability; and 4. The CBD as an experience <p>Seven overarching principles are identified to guide the type of overall improvements needed:</p> <ol style="list-style-type: none"> 1. Local and unique; 2. Design for flexible use; 3. Meeting and socialising: rain, hail or shine; 4. Greenery in all shapes and forms; 5. Healthy and connected; 6. Creative and innovative; and 7. Mixed use planning <p>The development of the Launceston City Heart Masterplan and associated underpinning strategies will provide a clear direction for the future use and look, feel and experience of the central business district.</p> |
| <p>Ten Year Major Works Program 2007-17</p> <p>A program that plans for effectively building, maintaining and renewing the council assets</p> | <p>\$81M allocated for major works to renew and upgrade roads, build bridges, improve pathways, create commuter bikeways and install traffic lights and roundabouts</p> <p>\$19M to be spent on park and recreation and sports facilities including trail links between Inveresk and the City and better trail link between Punchbowl Reserve and Kings Meadows</p> |

| Title and brief description | Aspirations that link to the Bike Strategy |
|---|---|
| <p>Residential Strategy 2009-29</p> <p>Developed as an integral part of the review of the Launceston Planning Scheme (1996), this strategy articulates future land use and development in Launceston leading to consistent planning outcomes to enhance the local housing stock and liveability</p> | <p>There is a significant emphasis on the provision of public transport, walking and cycling, including connectivity in new developments to ensure accessibility. The strategy also defines sustainable neighbourhoods that are as close as possible to urban services, are developed at a higher density and allow people to walk, cycle and use public transport as often as possible.</p> <p>Success of the strategy relies on consistency with and coordination between all other strategies of the council. Coordination of infrastructure and capital works can assist – for example by provision of cycling, walking and public transport infrastructure; transport strategies; improvements to street furniture; lighting; art in public spaces and private developments and public safety initiatives.</p> |
| <p>Launceston Public Spaces and Public Life</p> <p>A vision for city spaces and overall strategies about how and where to strengthen and invite more public life.</p> | <p>The focus of the study was the city centre (1.32 km²) with the boundaries of the core study being North Esk River (north), Tamar Street (east), Canning Street (south) and Margaret Street (west) – these are the most intensely used areas in the city and considered the main feeders to city centre in terms of people movement to and from the city.</p> <p>The recommendations focus on capitalizing on amenities, ensuring a people-friendly traffic system and a city that is better for cycling and walking.</p> |
| <p>Street Tree Strategy (DRAFT)</p> <p>Overarching goal is to create a liveable green network with trees connecting areas of interest for all road and footpath users to safely experience and explore the city</p> | <p>The strategy is concerned with improving amenity of the city and developing a green connected city, as recommended by Gehl Architects, and providing a coordinated, strategic approach to the planting of street trees.</p> <p>The strategy identifies 68 separate linkages and nodes, 50 of these will be planted over the 10 year life of the strategy (average of 5 per annum). They include:</p> <ul style="list-style-type: none"> • Clearly identifiable, recreational cycling and walking routes that link the city centre with the riverfront, City Park, Royal Park, Princes Square, Brickfields Reserve, Windmill Hill Reserve • Links to Cataract Gorge Reserve and Trevallyn Nature Recreational Area (west), Kate Reed Nature Recreational Area (south), Hoblers Bridge Reserve (east) and Heritage Forest and York Park (north) • A boulevard strategy that lead to the city centre, for example, turning Bathurst and Wellington Streets into boulevards and offering good conditions for walking, cycling, public transport and vehicular traffic |

| Title and brief description | Aspirations that link to the Bike Strategy |
|--|--|
| <p>Street Lighting Guidelines</p> <p>Recognising that levels of lighting are set by the traffic function of a road or area, the guidelines were developed to assist requests for improved street lighting, prioritise improvements and to provide a standard for lighting new developments</p> <p>Linked to Central Activities District Lighting Master Plan (2000) which provides strategy and direction for achieving a night image for the city that contributes to the vision of “Launceston, celebrating its heritage in light”</p> | <p>Articulates reasons for street lighting and guiding principles:</p> <ul style="list-style-type: none"> • Traffic safety (visibility between different road users, particularly at junctions and crossings) • Way finding • Personal safety (reduce crime and fear of crime) • Amenity (attract night time activity) • Environmental considerations <p>Lighting standard AS1158 defines two categories (one, to benefit vehicles and the other, to benefit pedestrians) which essentially refer to spacing of light poles and brightness of lamps to achieve the desired lighting level.</p> |
| <p>Retail audit and activity centres strategy</p> <p>Initiated as a result of contacts by Woolworths in late 2010 to rezone at Connector Park for a marketplace shopping centre</p> | <p>Launceston’s retail pattern was characterized by small neighbourhood centres and clusters in the city and the development of larger neighbourhood centres in the suburbs and localities outside the city within the greater urban area. The strategic principles of this strategy support place-making and a consolidation of network of sustainable centres and precincts. The report categorises Launceston’s activity centres as follows:</p> <ul style="list-style-type: none"> • The ‘district centres’ of Kings Meadows and Mowbray - have higher order activity roles that extend far beyond the provision of food and grocery shopping. The report highlights the need to ensure accessibility to these centres is prioritised with due consideration given to amenity and safety. This includes the treatment of the public realm, pedestrian spaces and access routes. • Kmart precinct offers opportunities for amenity improvement • Neighbourhood centres: locally based activity centres with a supermarket and a range of supporting retail stores and services • Neighbourhood clusters: locally based activity centres anchored by a supermarket function (Wellington Street Coles, Newnham, Norwood, West Launceston and Youngtown) |

APPENDIX 4: Launceston Arterial Bike Route Network - Nominated Routes

The nominated routes reviewed by GHD Pty Ltd as a precursor to the development of this Bike Strategy were as follows:

| Route | Section | Approx length |
|-------|---|---------------|
| 1 | Holbrook Street (North of Forster), Flood Levee, McKenzie Street, Mowbray Hill, Invermay Road, George Town Road | 6km |
| 1a | Alanvale Road | 2km |
| 1b | Vermont Road | 3km |
| 2 | Paterson Street, Margaret Street, Elizabeth Street | 1.5km |
| 3 out | Charles Street, Howick Street, Mulgrave Street, Meredith Crescent, Normanstone Road | 3km |
| 3 in | Stanley Street, Peel Street West, Cambridge Street, Vaux Street, Granville Street, Brougham Street, Hillside Crescent, Frederick Street | 4km |
| 4 | Hobart Road (Opossum Road to Poplar Parade) | 2.5km |
| 5 | Elphin Road, Penquite Road | 5km |
| 5a | Johnston Road, St Leonards | 1.8km |
| 6 | (sections of) Boland Street, Henry Street, Ravenswood Road, Hoblers Bridge Road | 4km |

APPENDIX 5: A Manual Count of Commuter Routes 2009-2015

The manual counts were taken between the hours of 8.00am and 9.00am the first Tuesday in March.

IN: towards the city

OUT: away from the city

| Site | 2009 | | 2010 | | 2011 | | 2012 | | 2013 | | 2014 | | 2015 | |
|-----------------------|------|-----|------|-----|------|-----|------|-----|------|-----|------|-----|------|-----|
| | IN | OUT | IN | OUT | IN | OUT | IN | OUT | IN | OUT | IN | OUT | IN | OUT |
| Charles Street Bridge | 6 | 16 | 5 | 21 | 11 | 13 | 13 | 13 | 12 | 20 | 9 | 17 | 13 | 18 |
| Victoria Bridge | 9 | 16 | 13 | 17 | 17 | 29 | 8 | 12 | 13 | 27 | 11 | 21 | 7 | 12 |
| Boland Street | 8 | 2 | 6 | 1 | 10 | 8 | 6 | 3 | 10 | 3 | 6 | 6 | 6 | 6 |
| Elphin Road | 23 | 12 | 16 | 3 | 22 | 9 | 15 | 5 | 16 | 3 | 25 | 7 | 21 | 6 |
| High Street | 5 | 3 | 3 | 0 | 16 | 4 | 8 | 0 | 3 | 1 | 7 | 1 | 3 | 2 |
| Charles Street | 26 | 7 | 23 | 3 | 20 | 8 | 12 | 4 | 9 | 7 | 22 | 11 | 9 | 8 |
| Hobart Road | 3 | 4 | 1 | 6 | 9 | 2 | 7 | 3 | 9 | 2 | 9 | 4 | 7 | 0 |
| Westbury Road | 1 | 1 | 3 | 0 | 4 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| Frederick Street | 8 | 0 | 7 | 0 | 7 | 0 | 5 | 2 | 4 | 0 | 5 | 0 | 10 | 0 |
| Kings Bridge | 29 | 2 | 23 | 2 | 29 | 4 | 25 | 5 | 31 | 2 | 36 | 6 | 27 | 7 |
| West Tamar Road | 19 | 8 | 11 | 5 | 15 | 14 | 10 | 4 | 19 | 1 | 4 | 5 | 5 | 2 |
| Total | 137 | 71 | 111 | 58 | 154 | 89 | 111 | 51 | 127 | 66 | 135 | 78 | 109 | 61 |
| | 208 | | 169 | | 243 | | 162 | | 193 | | 213 | | 170 | |

APPENDIX 6: Bike Crashes in Launceston 2003-2013

| Year | Bicycle Crashes | | | |
|--------------|-----------------|-----------|------------|-----------|
| | Fatal | Serious | Minor | First Aid |
| 2003 | 1 | 0 | 5 | 3 |
| 2004 | 0 | 3 | 3 | 2 |
| 2005 | 0 | 0 | 12 | 1 |
| 2006 | 0 | 1 | 11 | 2 |
| 2007 | 0 | 0 | 15 | 7 |
| 2008 | 0 | 1 | 10 | 4 |
| 2009 | 0 | 1 | 12 | 2 |
| 2010 | 0 | 2 | 9 | 2 |
| 2011 | 0 | 2 | 12 | 3 |
| 2012 | 0 | 0 | 10 | 6 |
| 2013 | 0 | 2 | 12 | 6 |
| Total | 1 | 12 | 111 | 38 |

Definitions:

FATAL: Where a person dies within 30 days

SERIOUS: Where a person is admitted to hospital for 24 hours or more

MINOR: Where a person is treated in hospital without an overnight stay

FIRST AID: Where an injury is treated without a hospital admission

APPENDIX 7: Projects Carried Forward from the Launceston Cycling Infrastructure Strategy - to complete the Launceston arterial bike route network

| Link | Suggested measures |
|---|--|
| Route 1 CBD to Northern Suburbs | |
| North Esk River crossing | Pedestrian and bike bridge |
| Lindsay Street crossing | Central islands / right turn lane |
| Holbrook Street | Bike lanes alongside median between Lindsay Street and Forster Street advanced stop line at Forster Street |
| Mowbray Hill | Downhill bike lane |
| Mowbray shopping area | Traffic calming, 40kph speed limit |
| East Tamar Highway to Dilston Road | Bike path, link to John Lees Drive |
| Route 1b Mowbray to Ravenswood | |
| Vermont Road (Wildor Crescent to Ravenswood Road) | Bike path |
| Route 2 CBD to Riverside | |
| West Tamar Highway (State Growth responsibility) | Widened, sealed, shoulder separate from parking space. Keep swept. |
| Route 2 Riverside to CBD | |
| West Tamar Highway (State Growth responsibility) | Widened, sealed, shoulder separate from parking space. Keep swept. |
| Route 2a CBD to Trevallyn | |
| Trevallyn Road | Bike lane or symbols uphill? |
| Route 3 CBD to South Launceston and Prospect | |
| Meredith Crescent | Traffic calming; advanced stop line at traffic signals |
| Normanstone Road | Bike lanes |
| Westbury Road (Normanstone Road to Oakden Road) | Bike lane (uphill only?). This would require removal of the overtaking lane. |

| | |
|---|---|
| Oakden Road, Stanley Street roundabout | Measures to ensure slow traffic speeds |
| Route 3 Prospect to Summerhill, West Launceston and the CBD | |
| Brougham Street, Hillside Crescent | Bike lanes (uphill) |
| Route 4 CBD to South Launceston, Kings Meadows and Youngtown | |
| Meredith Crescent | Bike symbols / traffic calming |
| Hobart Road (Meredith Crescent to Talbot Road) | Bike lanes; advanced stop lines at signals |
| Hobart Road (Punchbowl Road to Riseley Street) | Reduce to one general traffic lane in each direction (maintain multiple lanes at signals), bike lanes and central median (justified as black spot scheme) |
| Hobart Road (Riseley Street to Blaydon Street) | Traffic calming, 40kph speed limit |
| Hobart Road (Blaydon Street to Launceston and North Midland boundary) | Bike lanes with advanced stop lines at Blaydon Street, Opossum Road and Kings Meadows Connector / Quarantine Road |
| Route 6a CBD to Ravenswood | |
| Lambert Street | Bike lanes |
| Route 6b CBD to Waverley | |
| Waverley Road | Bike path (new construction) |
| Route 6c CBD to St Leonards | |
| St Leonards Road | Bike lanes (State Growth) responsibility |
| Route 7 CBD generally | |
| All streets | Reduce speed limit to 40 kph as required |
| Route 7a CBD North, South | to be considered in the context of Launceston City Heart Project. |
| St John Street and Charles Street | Consider bike lanes |
| Route 7b CBD East/West | |
| Paterson Street / Cameron Street | Bike track across Civic Square; bike lanes |