

### 3.1 Geography

Most areas of Brunswick, Coburg, Hadfield and Fawkner are flat – making these areas ideal for bike riding. The biggest hills in the municipality are near the Moonee Ponds, Westbreen and Merri Creeks. These hills create several challenges:

- Access to the Moonee Ponds Creek Trail from parts of Gowanbrae, Glenroy and Pascoe Vale is quite challenging due to steep gradients;
- Access routes to the Merri Creek in North Coburg, especially near Bakers Road, are also steep, and space constraints limit opportunities to construct longer access paths with more relaxed gradients;
- Steep gradients on the approach paths to the Merri Creek and Moonee Ponds Creek Trails also obscure these paths from surrounding roads;
- Some residential roads in Oak Park, Gowanbrae, and Pascoe Vale are very steep, and alternative roads attract significant motorised traffic volumes.

These physical constraints make it difficult for some residents to access existing off-road shared path trails running along creek corridors, and may act as a barrier for new cyclists in some suburbs.

### 3.2 Demographics

The City of Moreland as of 2010 has a population of 149,122 people – and has been experiencing a growth of 1–2% over the past five years. The population is expected to continue to grow at an estimated 1% per year.

Year	2011	2016	2021	2026	2031
<b>Moreland population projection</b>	152,001	162,944	173,252	179,186	181,940

Census data shows Moreland has a diverse age profile with different age groups choosing to live in different parts of the municipality. In general:

- Southern parts of the municipality have large populations of young adults, limited numbers of school-aged children and very few older adults.
- The centre of the municipality has a more balanced age profile.
- Northern areas of the municipality have significant adult populations, who are at retirement age and older.

Detailed comparisons of age by suburb can be viewed at the website <http://profile.id.com.au/Default.aspx?id=220&pg=102&gid=10&type=ures>

Based on historic trends, Council expects:

- The southern and central parts of the municipality to continue to attract younger adult residents, and young families.
- The northern parts of the municipality to develop a more balanced age profile, including a mix of new young adult households, as well as established households with older residents.

These demographic factors mean:

- There are large numbers of working-aged adults living within 10km of major employment centres (e.g. the CBD, the Parkville hospital precinct and Broadmeadows industrial areas) who are, or could soon become, commuter cyclists.
- Many current bicycle enthusiasts are looking to start a family, and are looking for ways to continue riding a bike as a family by using larger passenger carrying bikes for very young children.
- As the children grow older these families will demand safe places to teach their children to ride and safer routes to ride to school.
- Special efforts will be needed to create opportunities for older residents in the north to experience the benefits of regular cycling, and to introduce them to modern alternatives to traditional two-wheeled cycles.

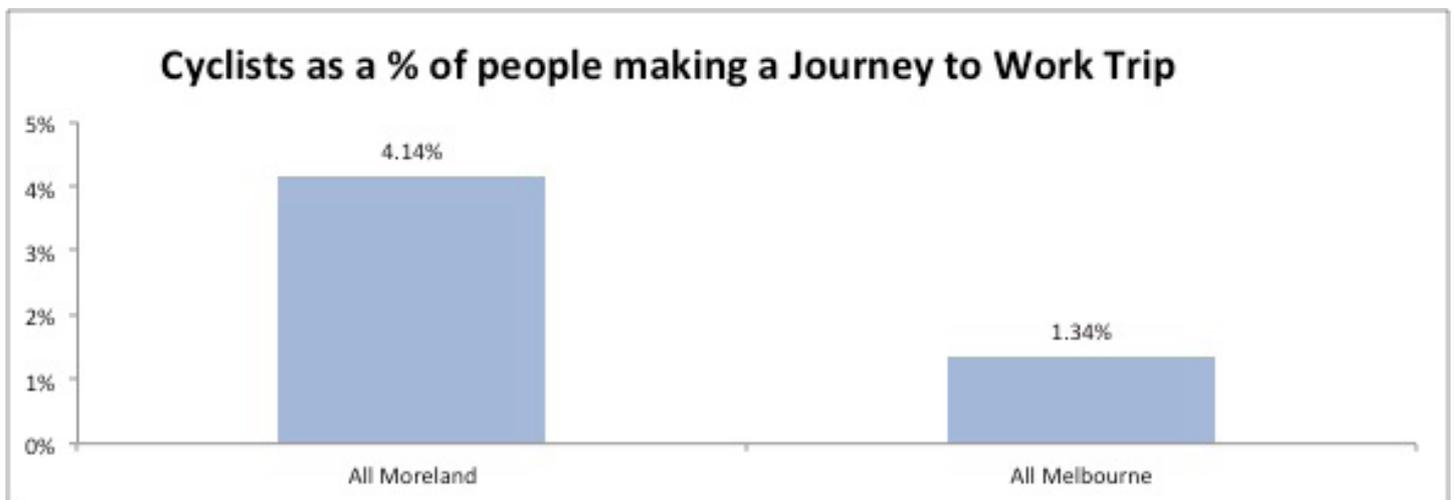
### 3.3 How many Moreland residents currently ride?

About a third of Moreland residents report owning a bike and using it to ride around the city (*Municipal Public Health Survey 2009*)<sup>1</sup> – which translates to about 46,600 residents who ride.

#### Riding to work

Most of the available information about cycling patterns focuses on commuter cycling – people who ride to work on regular basis. This group of regular riders comprise around 10% of all the people<sup>2</sup> who ride a bike in Moreland.

**Travel data from the 2006 Census shows the proportion of Moreland residents choosing to ride a bike to work is three times higher than the Melbourne average.**



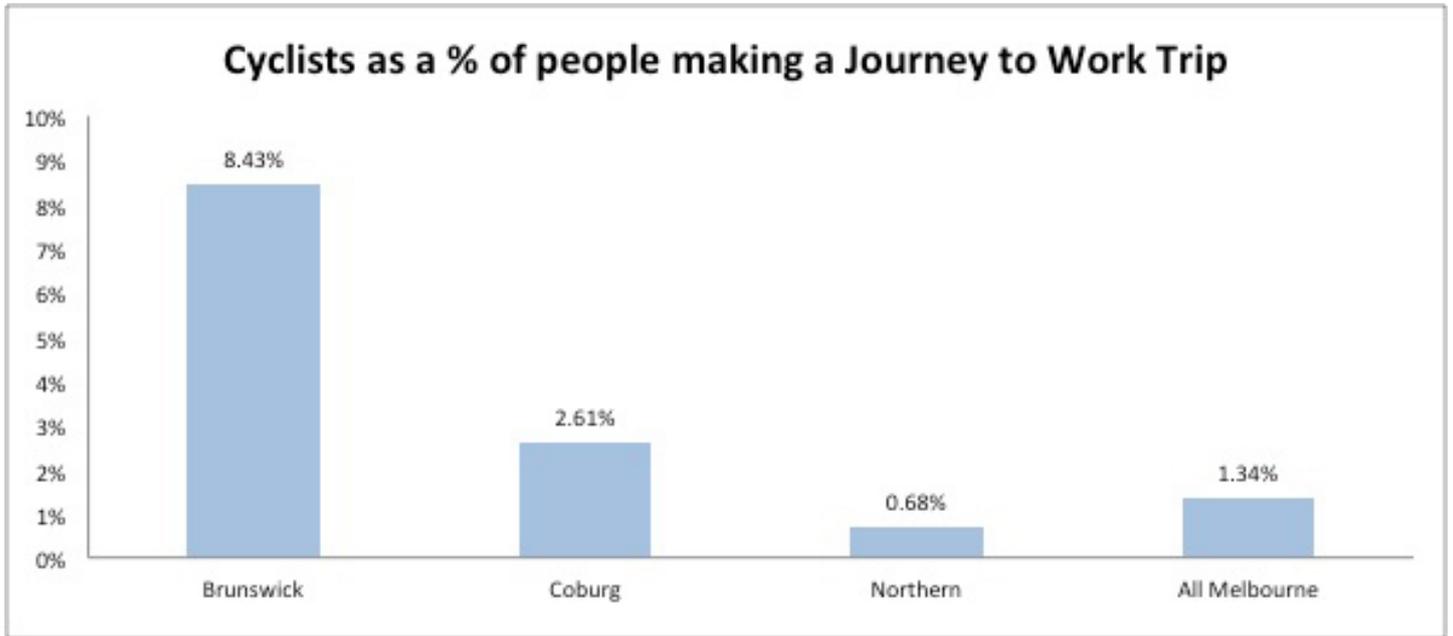
The proportion of Brunswick<sup>3</sup> residents choosing to ride a bike to work is more than six times the Melbourne average, while the proportion of Coburg<sup>4</sup> residents is nearly double the Melbourne average.

<sup>1</sup> In the Municipal Public Health Survey 2009, 32% of surveyed households (n=613) reported they rode a bike around Moreland within the last month.

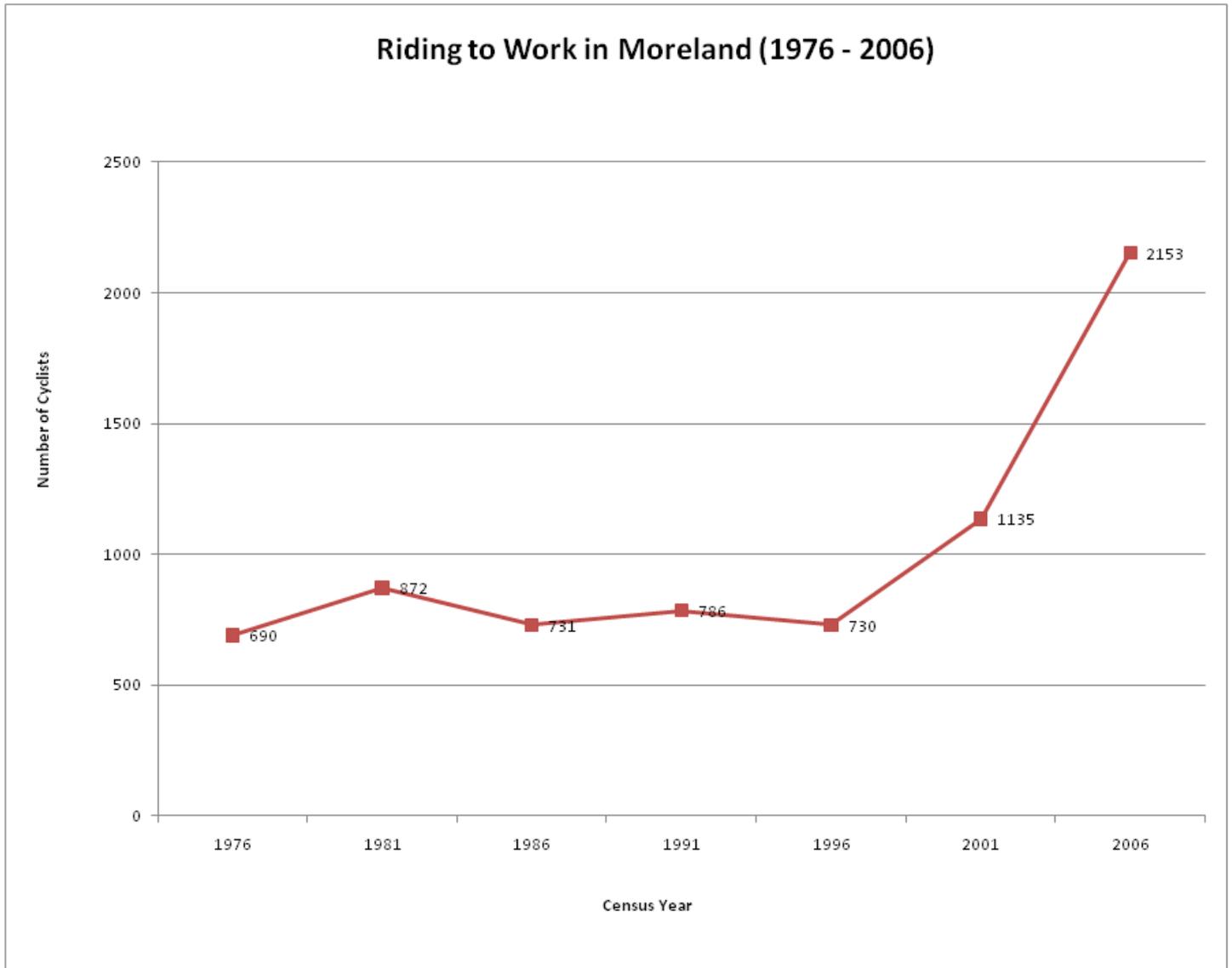
<sup>2</sup> This is a rough approximation – based on phone survey reporting of cycling habits and Census reporting of Journey to Work patterns in Moreland

<sup>3</sup> The Brunswick Statistical Local Area extends from Park Street Brunswick to Moreland Road

<sup>4</sup> The Coburg Statistical Local Area extends from Moreland Road to Boundary Road

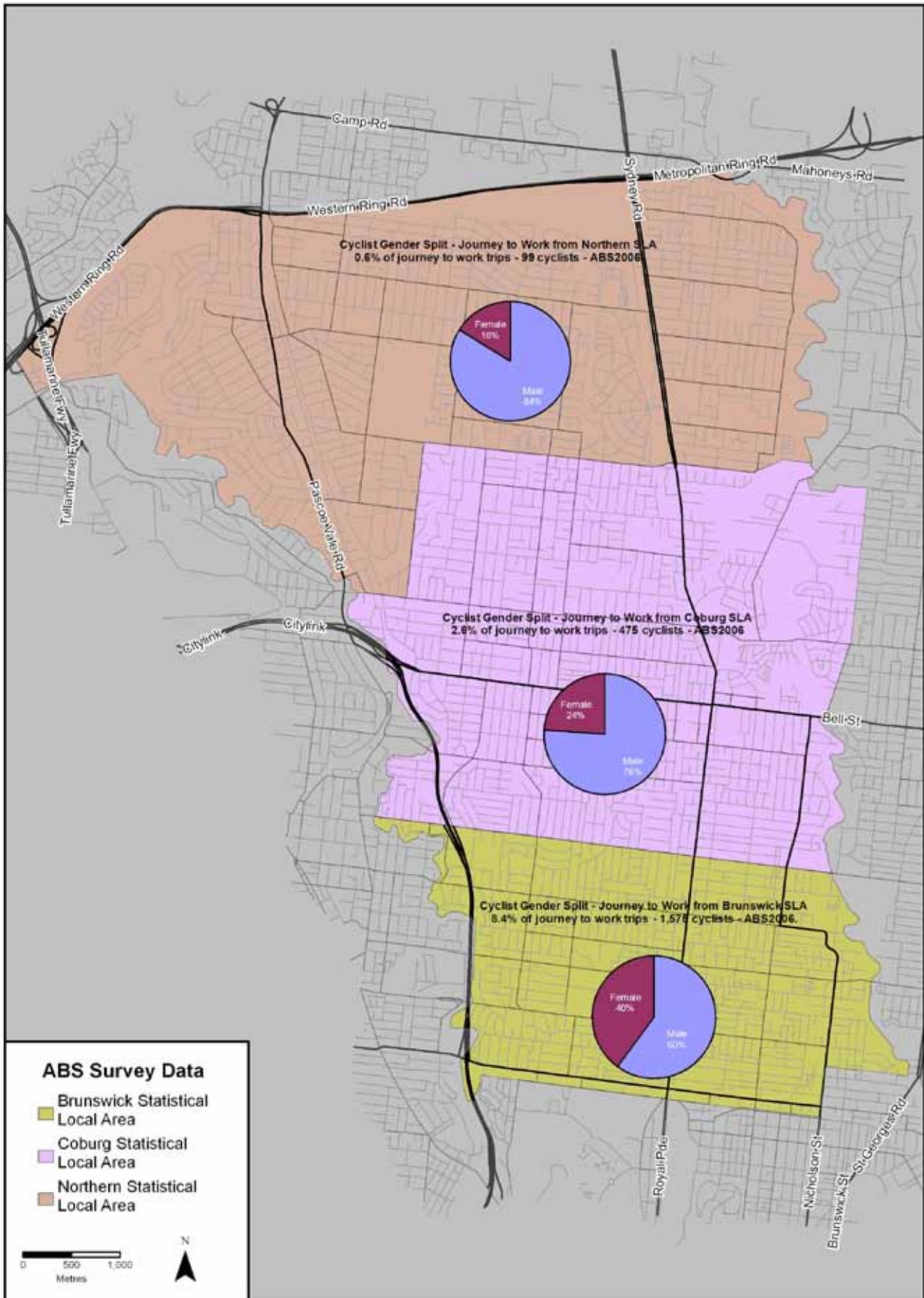


The number of Moreland residents choosing to ride to work is also growing. Between 1996 and 2006, the number of people riding to work nearly tripled. More recent bike counts show continued growth, which indicates cycling is becoming an increasingly popular way of getting to work.

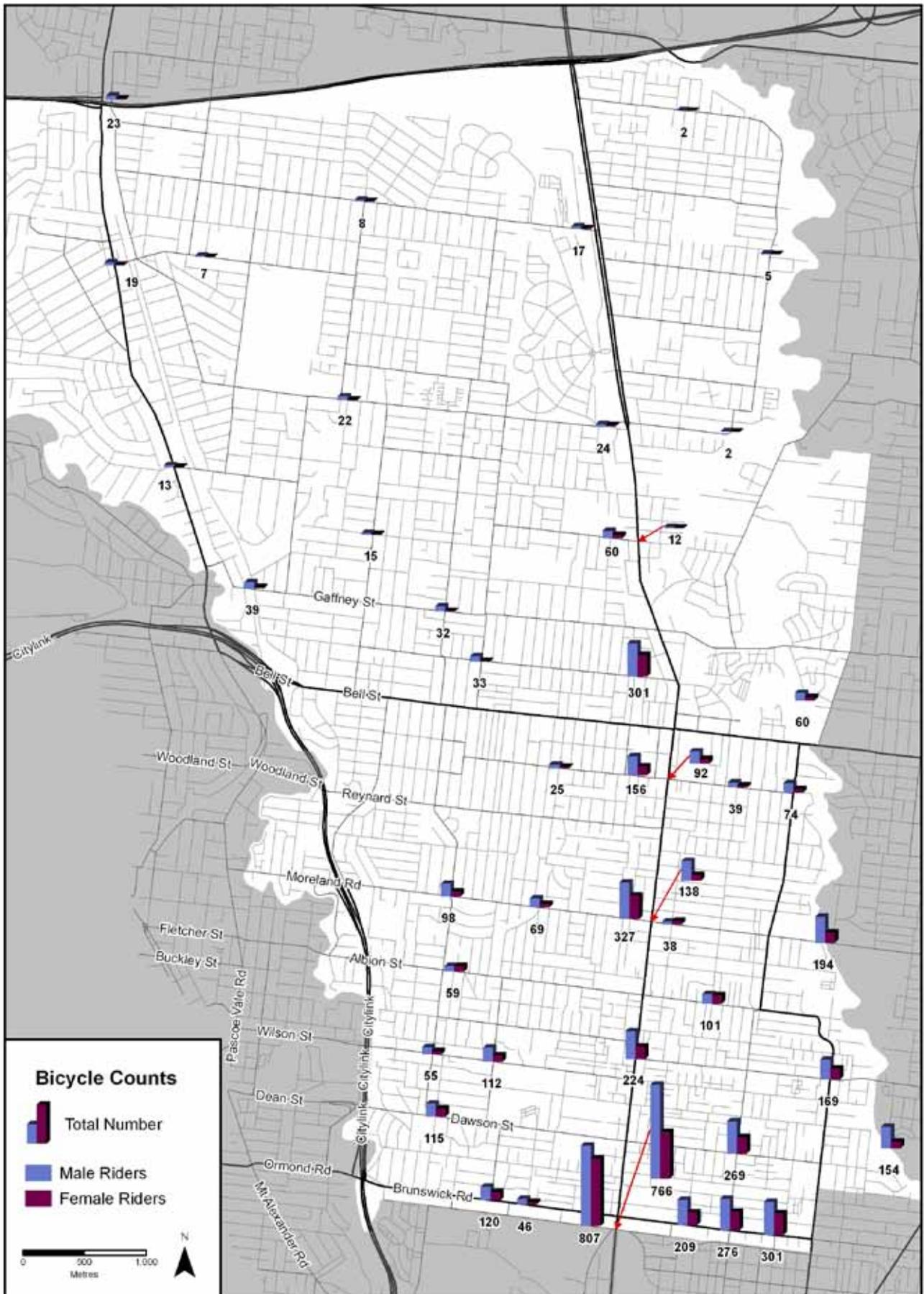


More men than women ride to work. Commuter cycling results show about a 60-40 male-female gender split. The gender split has changed over time and changes across the municipality. The gender mix appears to be related to overall cycling numbers. Ten years ago, when cycling numbers were lower, more men than women rode. Similarly, in the north of the municipality where cycling numbers are lower than in the south, more men than women ride.

It appears that as rider numbers grow, so too does the proportion of female cyclists. This suggests that over the life of this strategy, cycling numbers in the north of the municipality will grow, and as it grows the women from the north will be an important audience for cycling promotion activities.

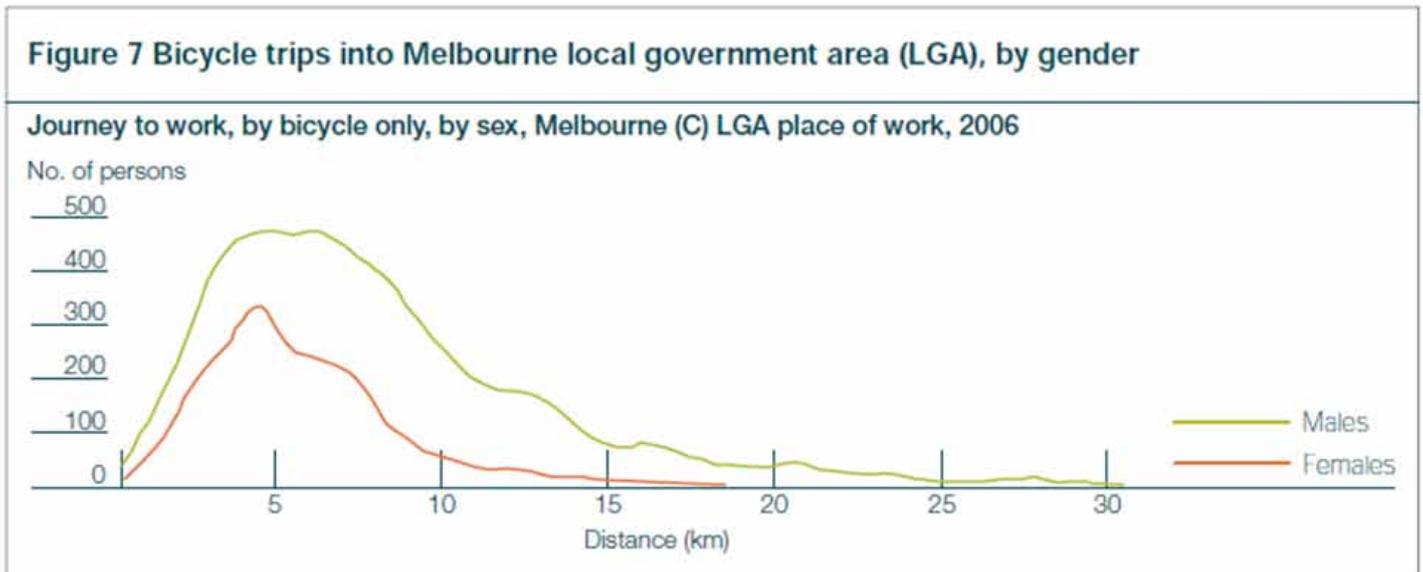


Journey to Work cycling trips by gender and Statistical Local Area (Source ABS)



Gender split of Moreland cyclists at various locations throughout the city – Count 7am to 9am, over several weekdays in March 2010 and 2011

According to *The Victorian Cycling Strategy (2009)* similar gender differences occur among riding into the City of Melbourne.



Some factors that may explain this gender difference are:

- Female cyclists noted the quality of end-of-trip facilities as an important factor in deciding whether to ride to work. Longer rides are more likely to involve vigorous exercise, requiring a shower or similar freshening up facilities at the destination.
- Female cyclists also noted that road safety (riding on the road) and public safety issues (such as absence of lighting on off-street shared paths) were significant areas of concern.

Additional research is needed into the differences between cycling patterns of men and women, but trends suggest that:

- There is a small group of cycling enthusiasts that is mostly male and prepared to ride long distances in difficult cycling conditions, and are happy to make do with limited end-of-trip facilities.
- There is a much larger group of more pragmatic cyclists that includes an even mix of male and female riders, who will ride when it is convenient and choose other transport options when it's not.

### Riding as part of a journey to work

In addition to the 2,153 Moreland residents who rode all the way to work on Census night 2006, there were 212 people who rode part of the way and made the rest of the journey using a different travel option. These 'rode a bike part way' commuters represent approximately 10% of people who use a bike to get to work.

The most popular *bike and other* travel options are shown in the table below:

Travel option	Number of riders	% of bike + other journeys
<b>Train and bike</b>	80	37%
<b>Car (as driver) and bike</b>	43	20%
<b>Bike and tram</b>	33	16%

Council actions to support easy transfers between riding a bike and catching public transport will help make this transport option more convenient. This will benefit commuters in the north of the municipality who have longer commutes, and face zone boundary issues when using public transport. These commuters are likely to find riding all the way from home to work challenging, but may find a ride to the zone 1 public transport station an appealing alternative.

### Riding to shops

Bicycle parking facilities along Sydney Road shops facing the Upfield shared path and in other commercial precincts are well used – suggesting many residents use bikes for short shopping trips. Detailed information about the number of these shopping bike trips made in Moreland, and the economic contribution cyclists make is not currently available.

### Riding to school

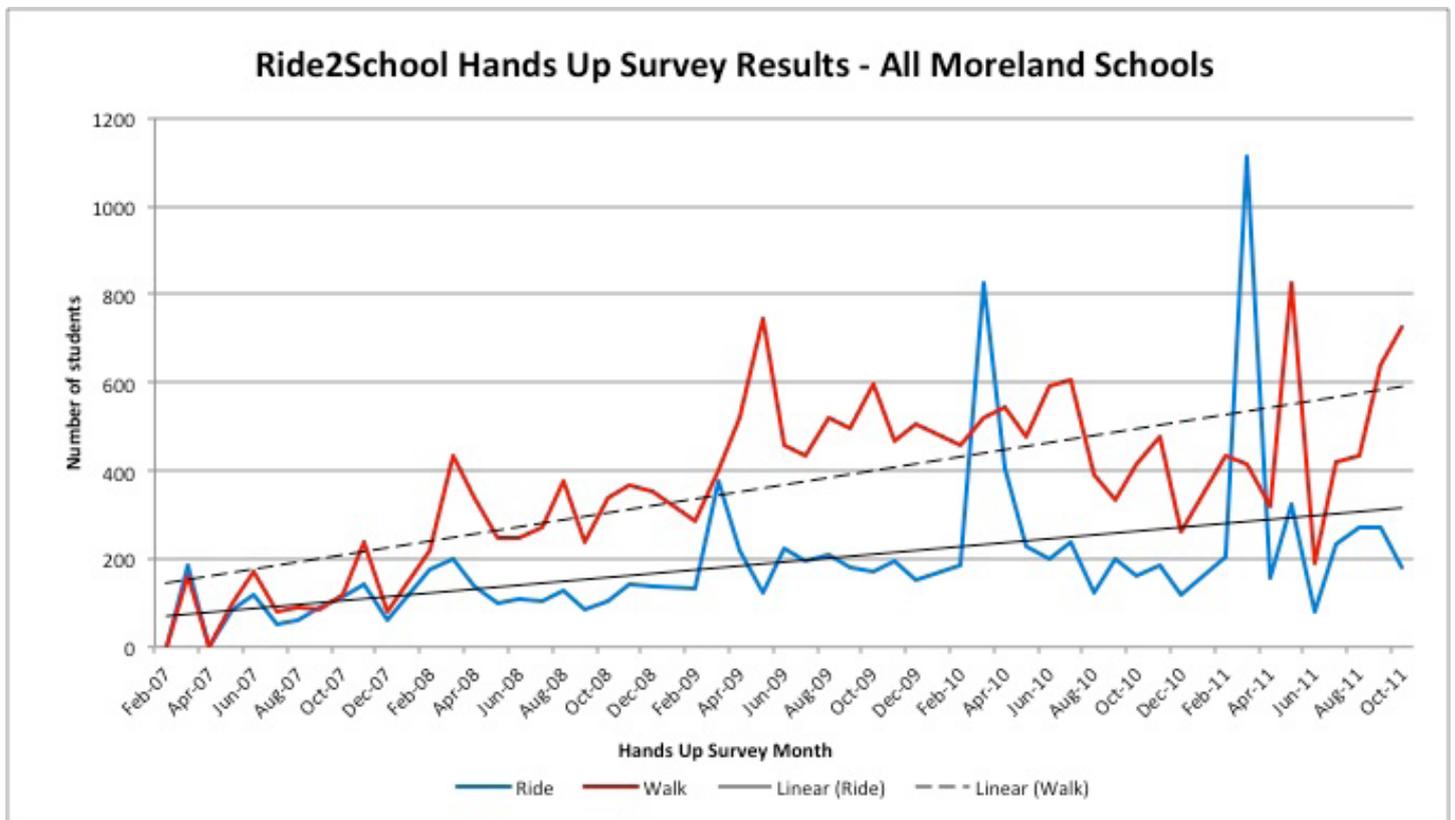
National trends indicate that far fewer school aged children regularly ride to school compared to 20 years ago. Several factors have determined this trend:

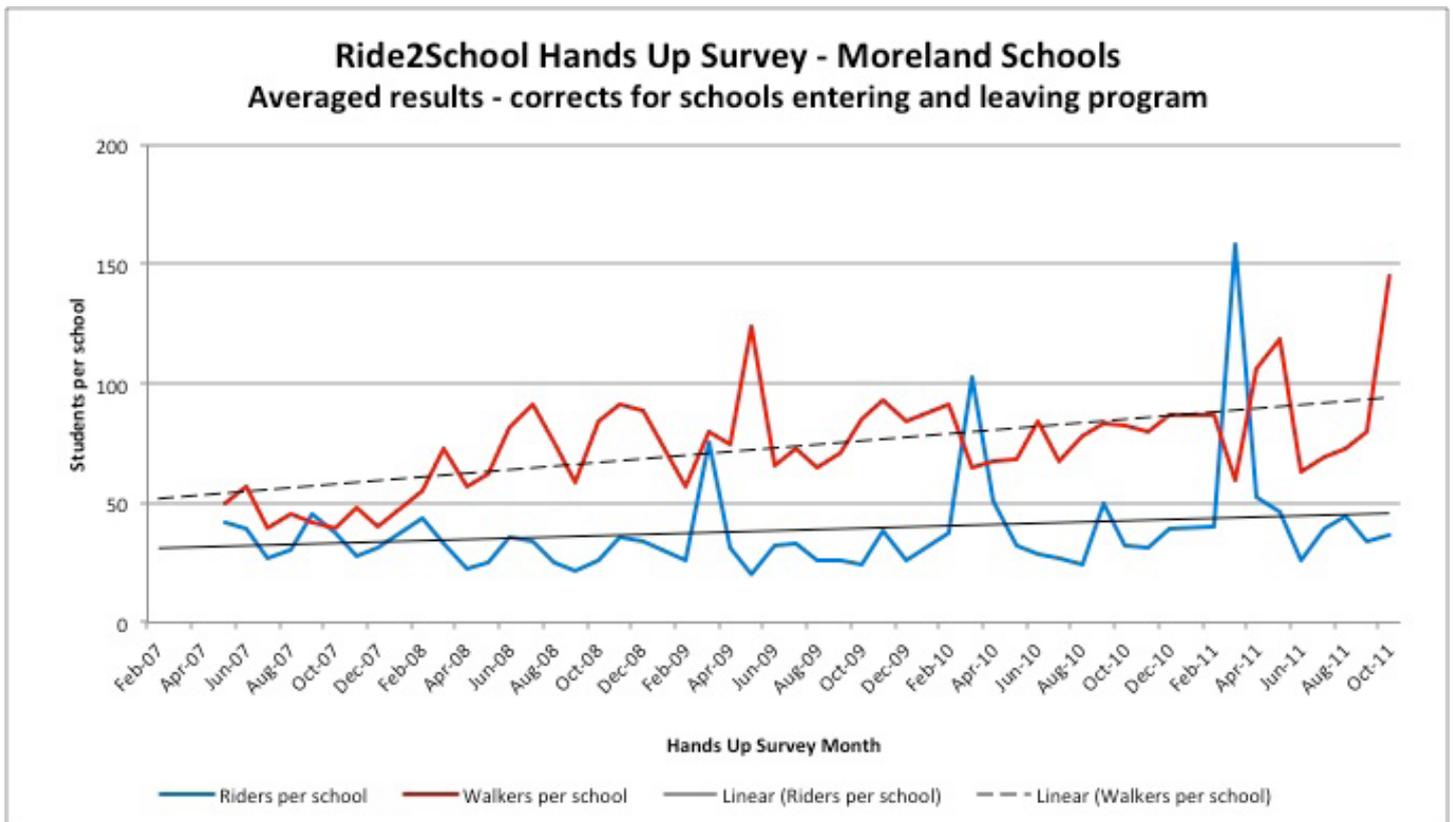
- Changes towards risk-averse parenting and the emergence of a perception among some in the community that encouraging children to walk or ride without adult supervision is a dangerous and potentially irresponsible activity.
- The busy lifestyles of both children and parents have led to the perception that using cars to shuttle children around structured local activities is an effective use of time. (Thompson 2009)

Programs such as Ride2School and the Walking/Riding School Bus seek to reverse this trend by changing the culture at schools to create a more supportive environment for walking and cycling.

The Ride2School program encourages students to use physically active ways to get to school by hosting a monthly event days. The aim of each event day is to get as many students walking or riding to school as possible, record active traveller numbers and compete with other schools in the area to be the most active school. In addition to the monthly competition there is a special Ride2School Day held in March.

Currently 14 (of 37) Moreland Primary Schools are enrolled in the program and in any given month roughly half of them submit results. The results of the program are shown below.





The results show the Ride2School program has been effective at encouraging students to walk to school and effective at getting students to participate in the Ride2School event day in March. However, the impact of the program on month-to-month rider numbers has been limited.

Teachers responsible for promoting the Ride2School program at Moreland primary schools suggest this could be because:

- Students develop skills for safe walking before developing skills for safe cycling. Some parents and teachers also believe riding is a more risky activity than walking. This limits the number of students who have permission to ride to school independent of direct adult supervision.
- Many students live within walking distance of school, and are choosing to walk because walking does not require any special equipment or bicycle parking areas.
- Access to bicycle skills training, such as suitably trained volunteers to run Bike-Ed programs, is a limiting factor in encouraging primary school students to ride to school.

Strategies to encourage more students to ride should:

- Focus on upper primary and secondary school students;
- Include a bicycle skills development component, such as Bike-Ed, aimed at middle primary school and lower secondary school students;
- Include information about riding on the footpath with those under 12 years old, and
- Develop tools to encourage families who participate in Ride2School Day to keep riding.

### 3.4 Are Moreland residents happy with their cycling facilities?

When surveyed, Moreland cyclists were generally satisfied with the range of bicycle paths available, but were dissatisfied with on-road safety and concerned with the quality of end-of-trip facilities.

#### Satisfaction with cycling around Moreland

	%Very Satisfied	%Satisfied	%Neither	%Dissatisfied	%Don't Know	%Satisfied
<b>Access to a choice of cycle paths</b>	10	60		29		70%
<b>On road safety for cyclists</b>	4	41		54		45%
<b>End of trip facilities like bike racks, security, availability of showers, etc.</b>	3	45	5	42	5	<b>48%</b>

(Cyclists in Moreland n=178) (Municipal Public Health Plan Survey 2009)

#### Question: Do you agree with this statement: “There is adequate provision for cyclists in your area?”

	All Moreland	Brunswick	Brunswick East	Brunswick West	Coburg	Coburg North	Fawkner	Glenroy	Gowanbrae	Hadfield	Oak Park	Pascoe Vale	Pascoe Vale South
<b>% Yes</b>	<b>56</b>	59	64	53	56	47	57	51	79	73	41	56	69

(Community Indicators Survey 2009 – a telephone survey of 617 residents)

Residents of Oak Park, Coburg North, Glenroy and Brunswick West were the least satisfied with the quality of bicycle facilities in their areas. These suburbs have more hills and busier streets (Bell Street and Pascoe Vale Road) than the rest of Moreland. These features act as barriers to getting around either on foot or by bike.

#### Question: On average, do you spend at least 30 minutes a day doing some form of brisk physical activity?

	All Moreland	Brunswick	Brunswick East	Brunswick West	Coburg	Coburg North	Fawkner	Glenroy	Gowanbrae	Hadfield	Oak Park	Pascoe Vale	Pascoe Vale South
<b>Yes</b>	73%	72%	76%	70%	80%	70%	71%	80%	79%	77%	70%	81%	56%
<b>No</b>	27%	28%	24%	30%	20%	30%	29%	20%	21%	23%	30%	19%	44%

(Moreland Community Indicators Survey 2009)

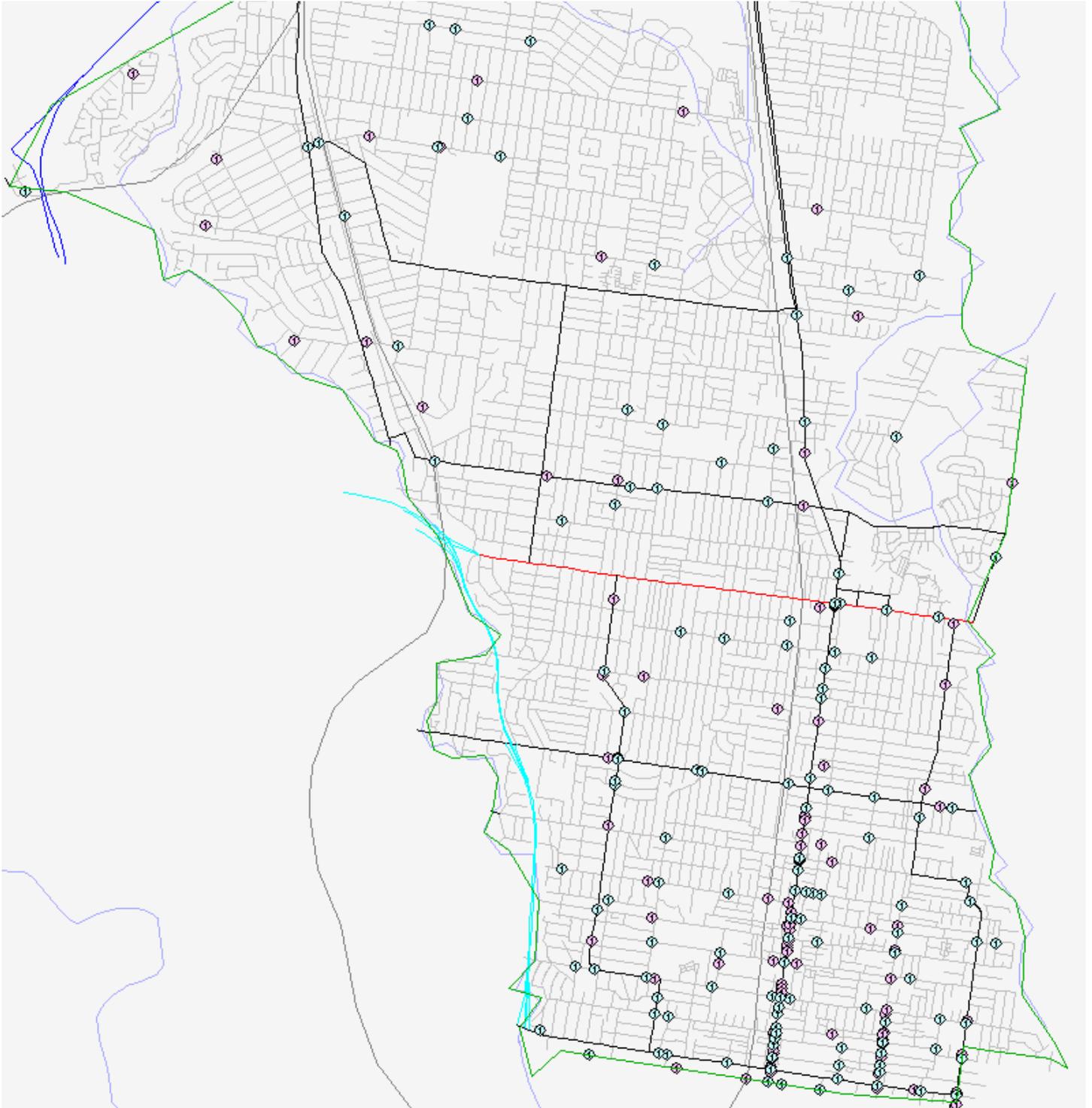
Residents from Pascoe Vale South, Oak Park, Coburg North and Brunswick West reported they were less active than residents in the rest of Moreland.

Infrastructure upgrades, such as new shared paths or improved links to existing paths, in these suburbs will reduce

barriers to walking and cycling – and improve public health with more opportunities for physical activity available to a community at risk of sedentary lifestyle diseases.

### 3.5 Cycle crashes

According to Victoria Police records,<sup>5</sup> there were 270 crashes involving a bicycle between July 2005 and June 2010 (the most recent five year period for which data is available). The location of these crashes is shown on the map below.



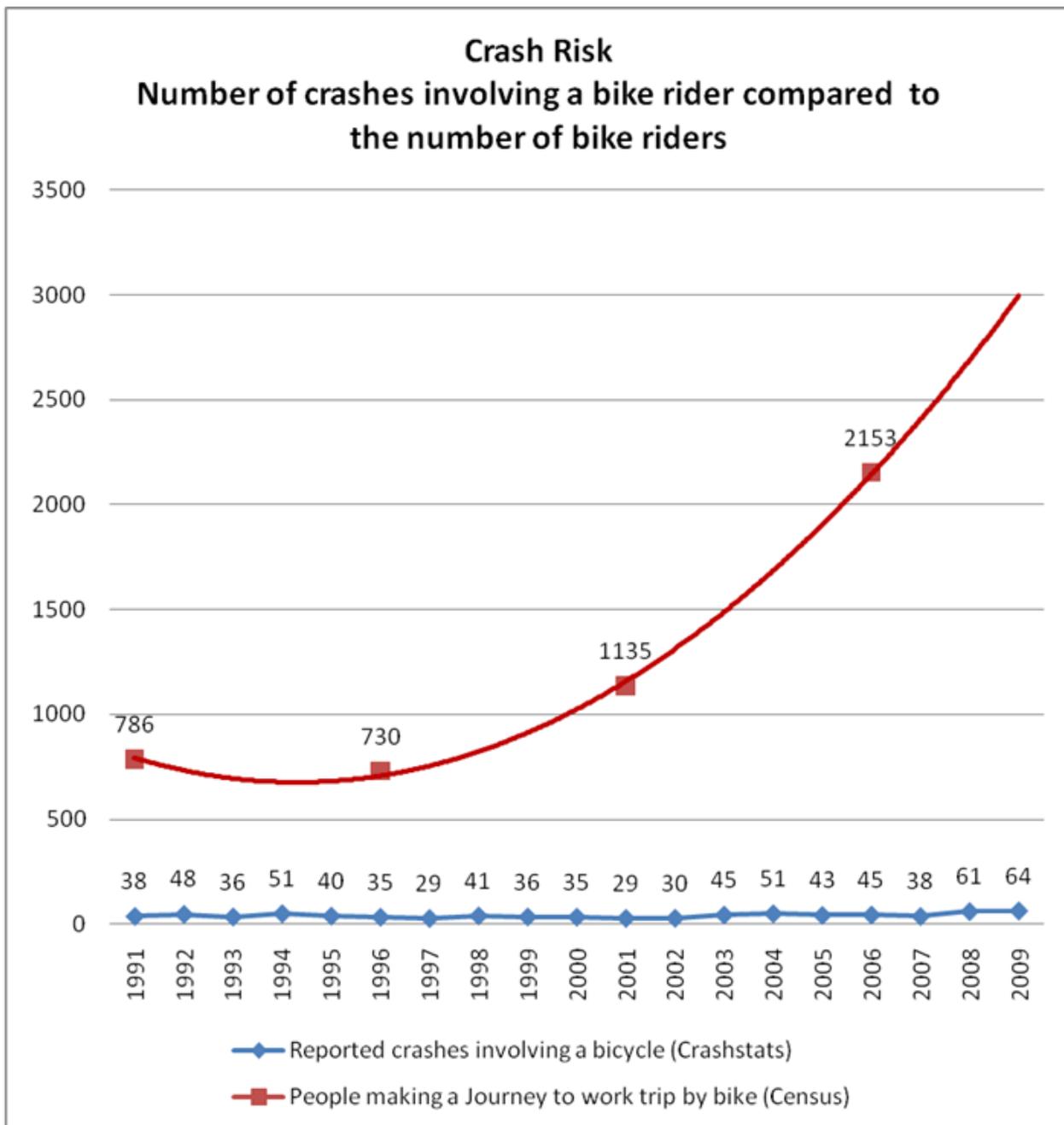
This map demonstrates that the concentration of bicycle casualty crashes is highest along Moreland's busiest north-south roads.

<sup>5</sup> Map compiled by VicRoads using Police crash reports. It does not include crashes on off-street paths.

Council will advocate for VicRoads to upgrade cycling facilities along Sydney Road and make changes to Lygon Street to improve cycling conditions. Council will also explore opportunities to create a north-south shimmy route to create an alternative to riding via these busy main road routes.

When the number of reported crashes involving a bicycle is compared to the number of bike riders to create a measure of crash risk, we can see:

- a small increase in the number of crashes, and
- a much larger increase in the number of people riding, which leads to
- a lower crash risk for each individual rider.



More people are riding bikes, which has led to a slight increase in the number of crashes, but it also means other road users are modifying their behaviour to create space for bikes, and in the process, making Moreland roads a safer place to ride.