

Yarra Ranges Council

The Design for Children Walking Equation: Evidence + Partners = Boldness

Nigel Smith & Simon Woodland

2,500

square kilometres

Urban Areas Pop.

105,000 approx. (70%) 3% of municipal area

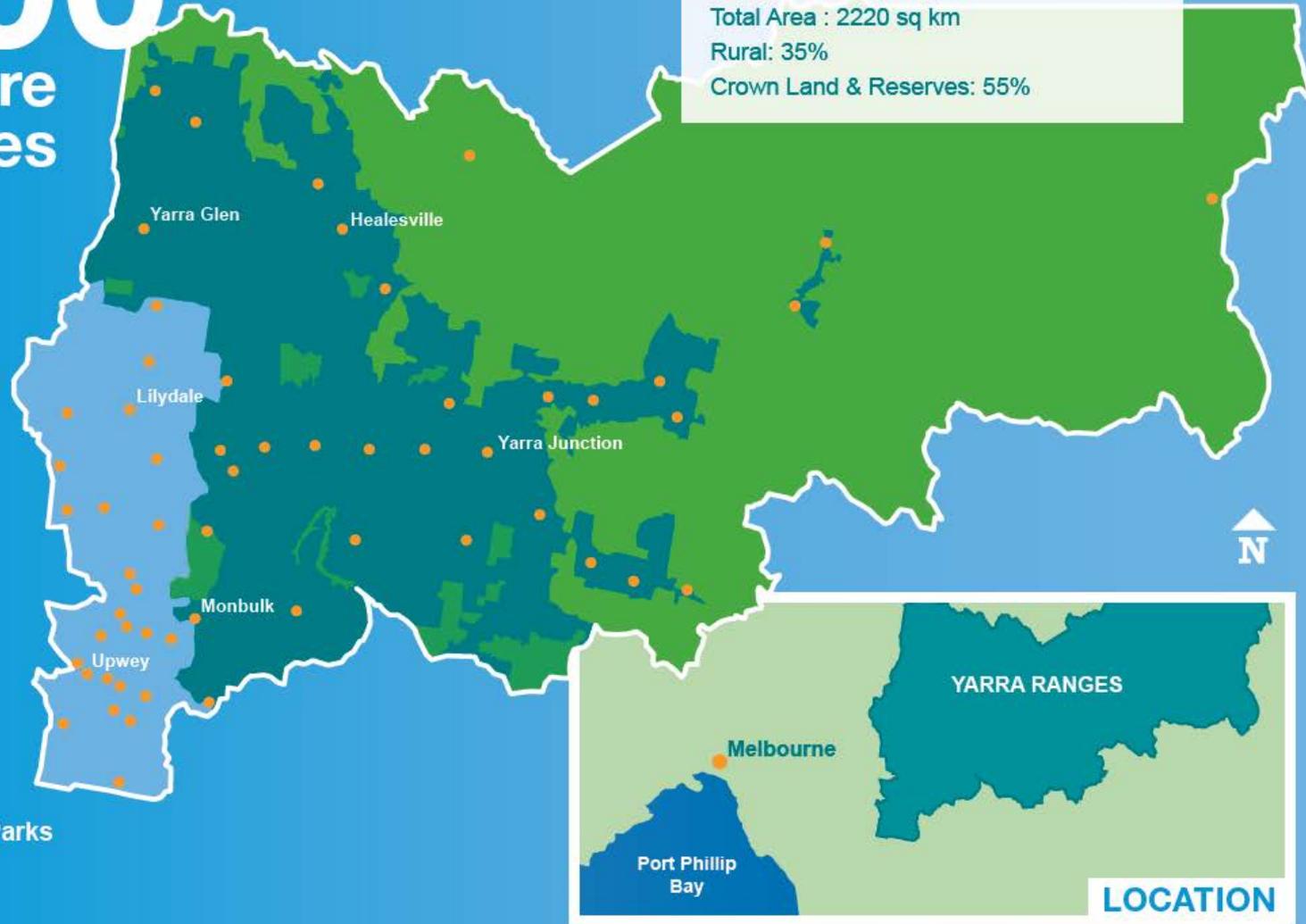
Productive Rural & Other Land Pop.

45,000 approx. (30%)

Total Area : 2220 sq km

Rural: 35%

Crown Land & Reserves: 55%



YARRA RANGES

- Township
- Urban Area
- Approx. 270 sq km
- Rural Area
- Approx. 730 sq km
- Crown Land/National Parks
- Approx. 1470 sq km
- Municipal Boundary

Come for a 20 minute walk with us...

1. Strategic Perspective
2. The Three E's
3. Behaviour Change
4. PPN Methodology
5. Lilydale Case Study
 - Collecting Evidence
 - Determining Projects
6. Project Results – Evaluation and Impact

Strategic Perspective

...setting out to create places for people

Safe Sustainable
Connected = Prosperous
Active Healthy

= \$1 million for PPN over 3 years

LILYDALE
MADE
FOR
WALKING

*55% of car trips
are for distances
less than 1km*

(Outer Melbourne, Vista 2007)

Yarra Ranges Council

—LILYDALE— **MADE** FOR **WALKING**

Lilydale Principal Pedestrian Network
Demonstration Project

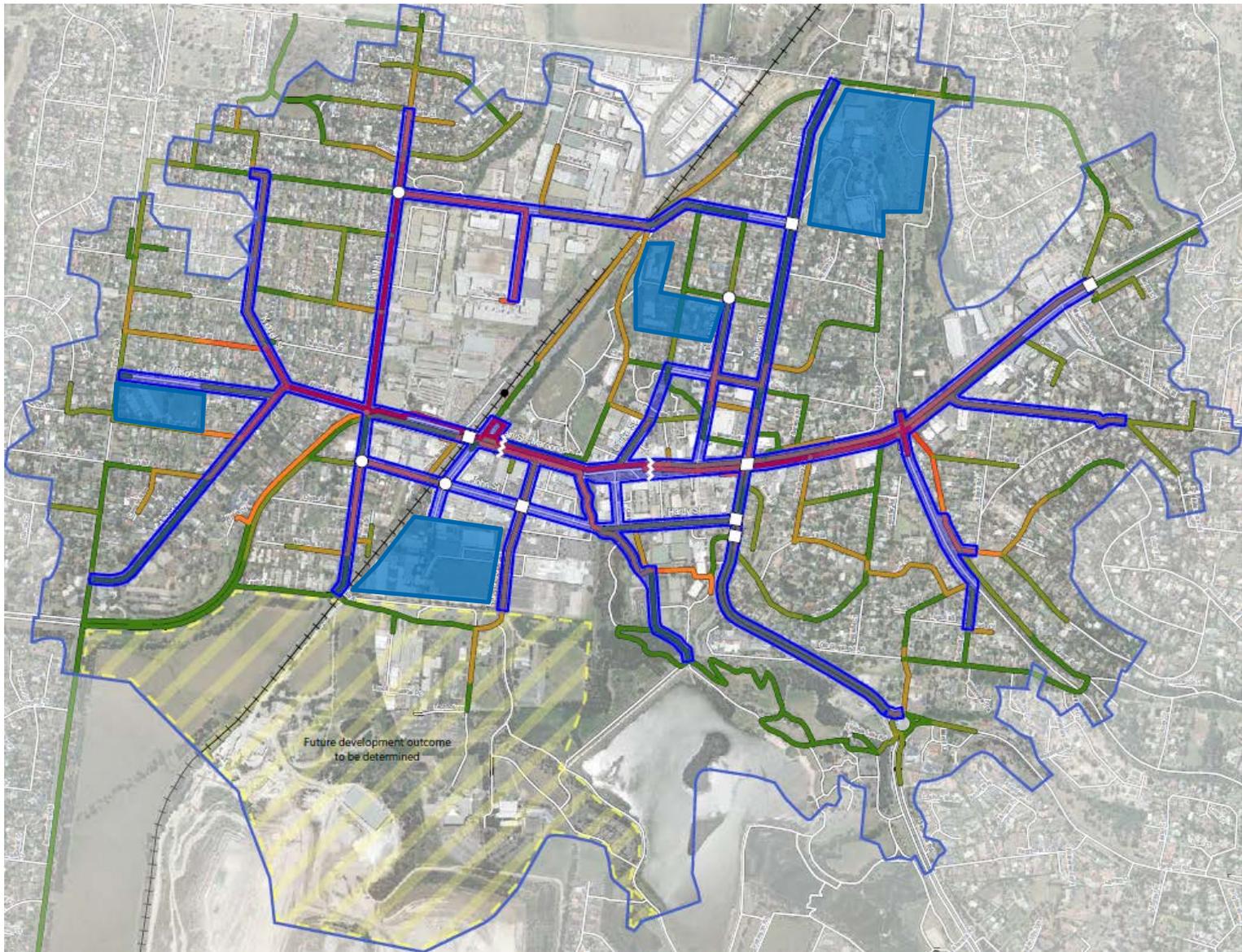




(Image courtesy – CDM Research)

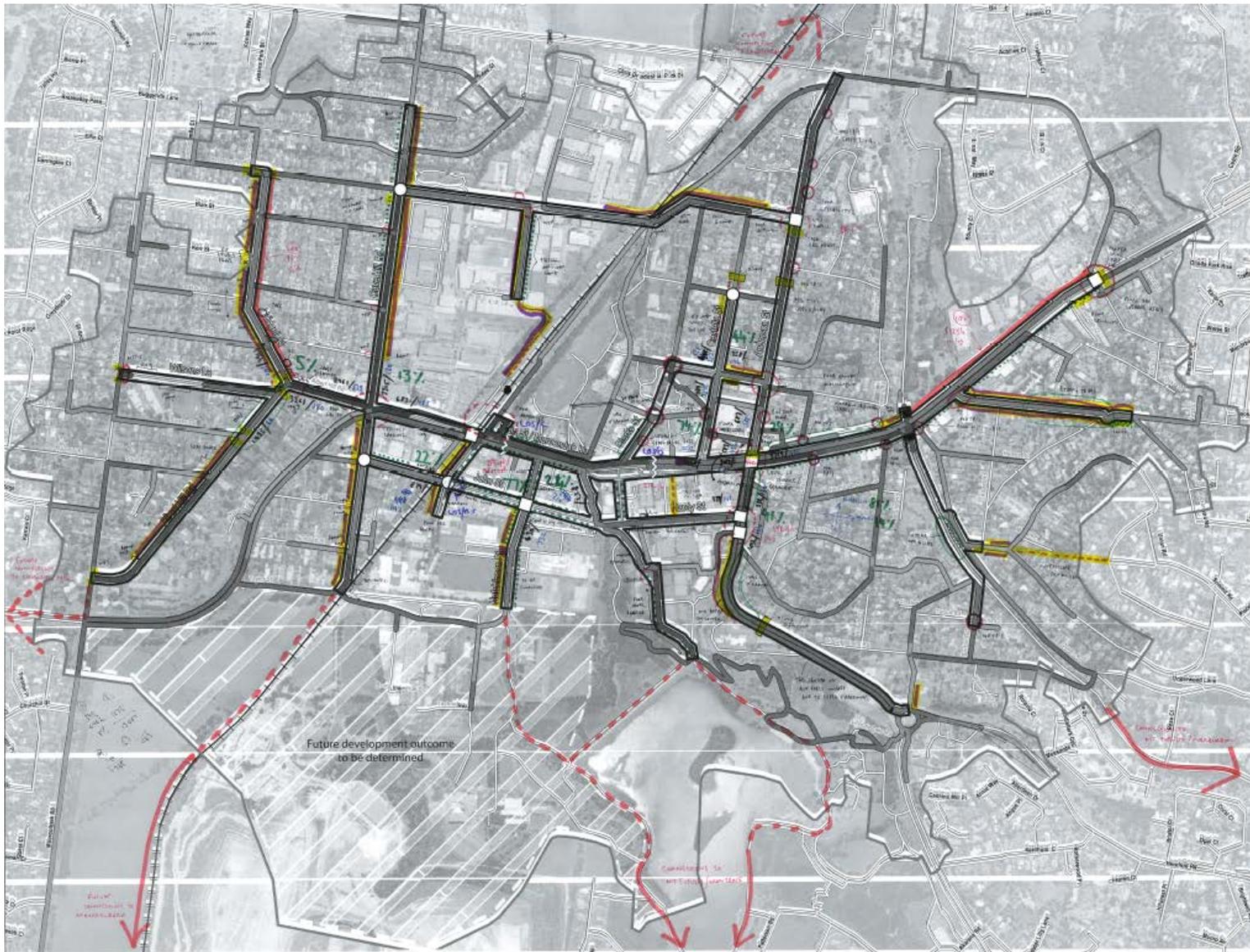


(Image courtesy – CDM Research)



Future development outcome
to be determined

Consultant – TRACT Consultants

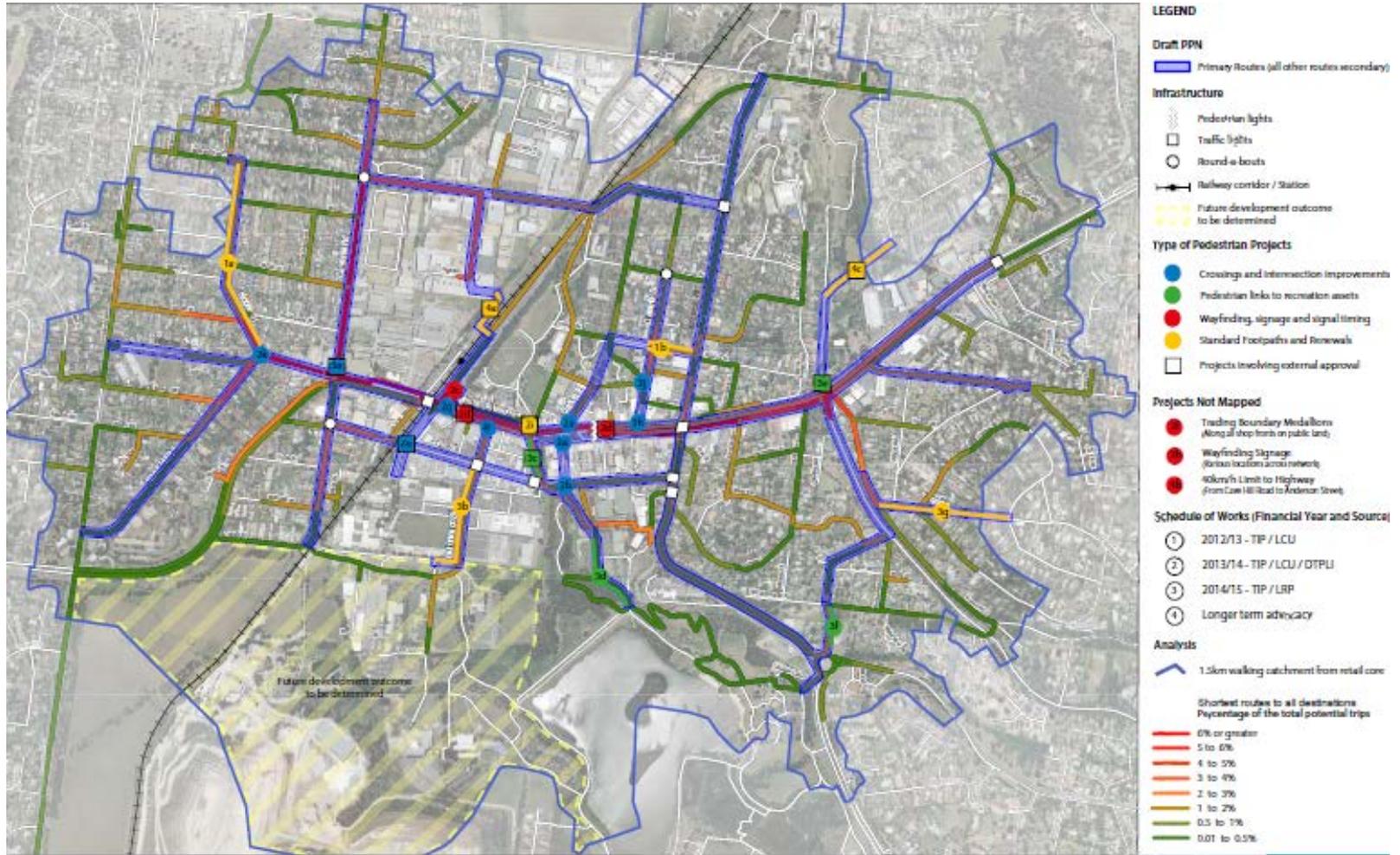


2. Data Collection



[Contractor](#) : Jonathon Marsden Data

3. Project Determination



LILYDALE PRINCIPLE PEDESTRIAN NETWORK
Projects for Implementation



Project Determination – West Lilydale

New :

- 600m footpath
- Pedestrianised intersection
- Timed wayfinding signage x5

Plus :

- Promotion Campaign
- Education & Enforcement

\$1,588,000



4. Collaboration and the 3 E's

Getting the **Environment** right is not enough!

Also need:

- **Education**

- “Made for Walking” target audiences x7
- Key messages around benefits of walking

- **Enforcement**

- Promotion of road rules
- Driver and pedestrian Police actions
- Speed trailers

Carbon Neutral Travel



Waterway Health

Random Wild Encounters



Student Leadership



Community Safety

WALK OR DRIVE?
THE ANSWER IS CHILD'S PLAY! **A B C**



MICHELLE AND MATILDA LOVE THE FRESH AIR AND CONVENIENCE OF WALKING.

LILYDALE
MADE FOR WALKING



www.yarraranges.vic.gov.au ph 1300 366 313

Wayfinding Signage and New Paths in West Lilydale

I DON'T NEED
A LICENCE
TO WALK.



AND IT COSTS ME NOTHING!

JORDAN LOVES THE CHOICE OF BEING INDEPENDENT OR CATCHING UP WITH FRIENDS IN THE 10 MINUTE WALK TO THE STATION.

LILYDALE
MADE FOR WALKING



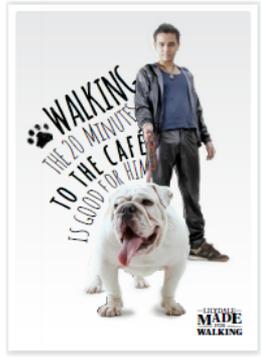
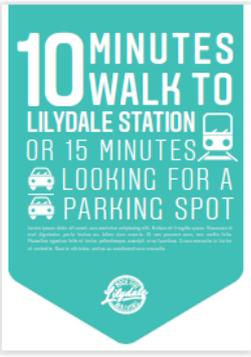
The John Street Roundabout Supervised School Crossing

strategy 1/
informative

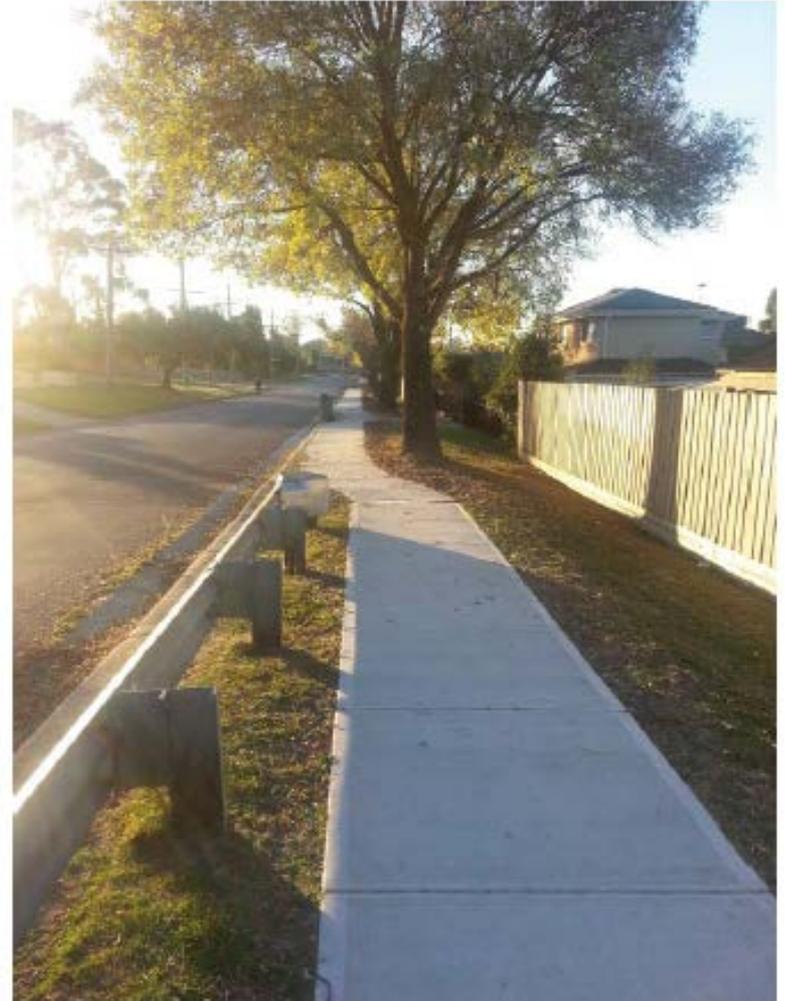
strategy 2/
personal

strategy 3/
quirky/fun

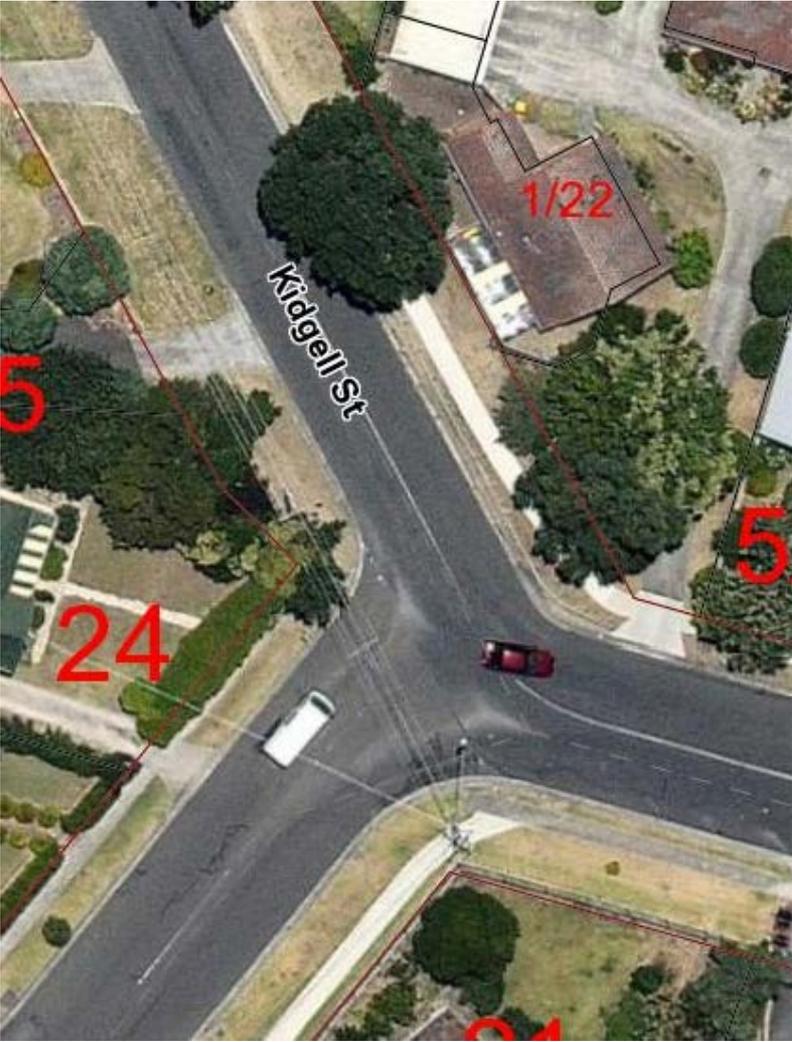
strategy 4/
quirky/fun



Before and After - Western End



Before and After - Western End



Wayfinding Signage - Western End Trial



Wayfinding Signage - Western End Trial

COST BENEFIT



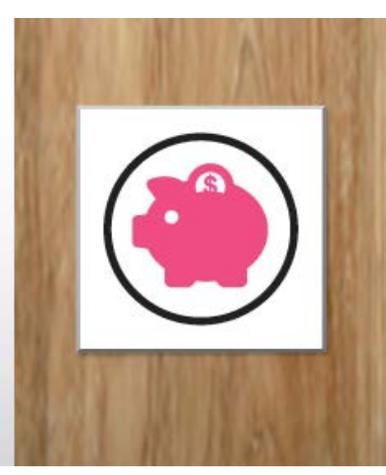
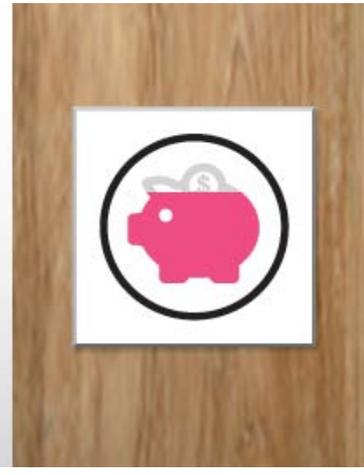
HEALTH BENEFIT



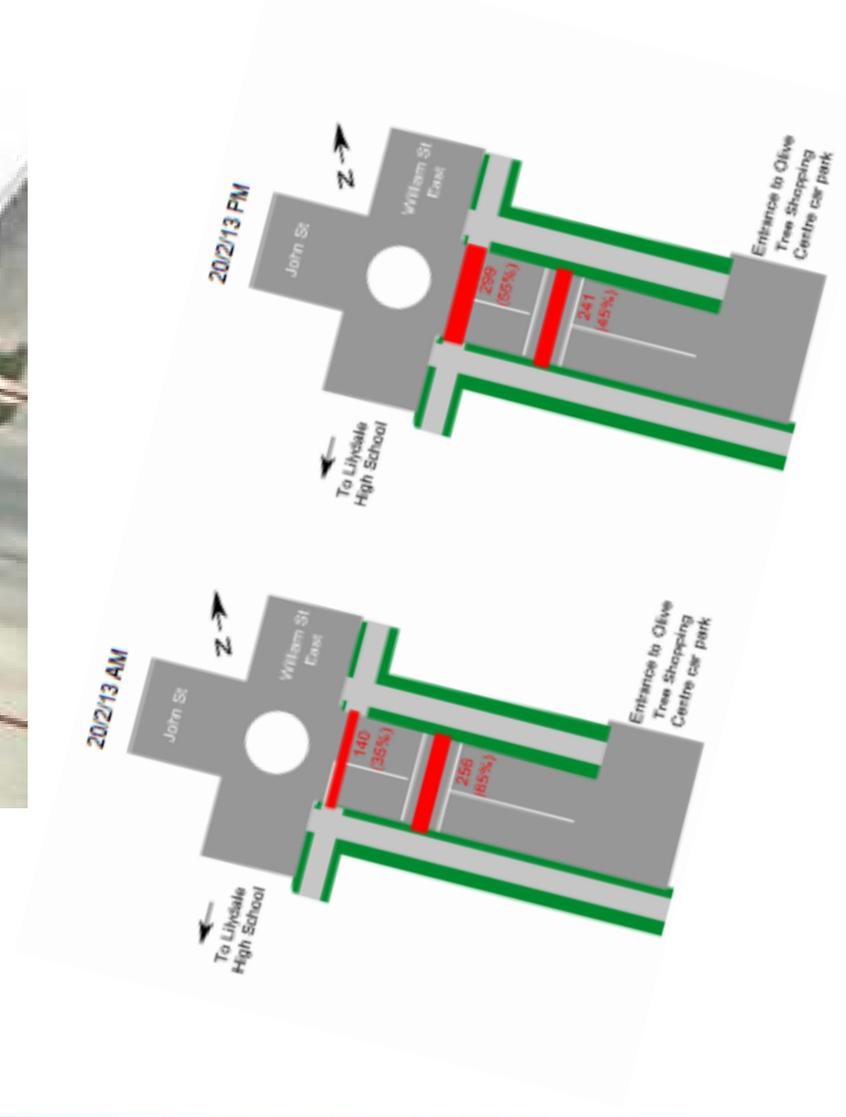
SOCIAL BENEFIT



ENVIRONMENTAL BENEFIT



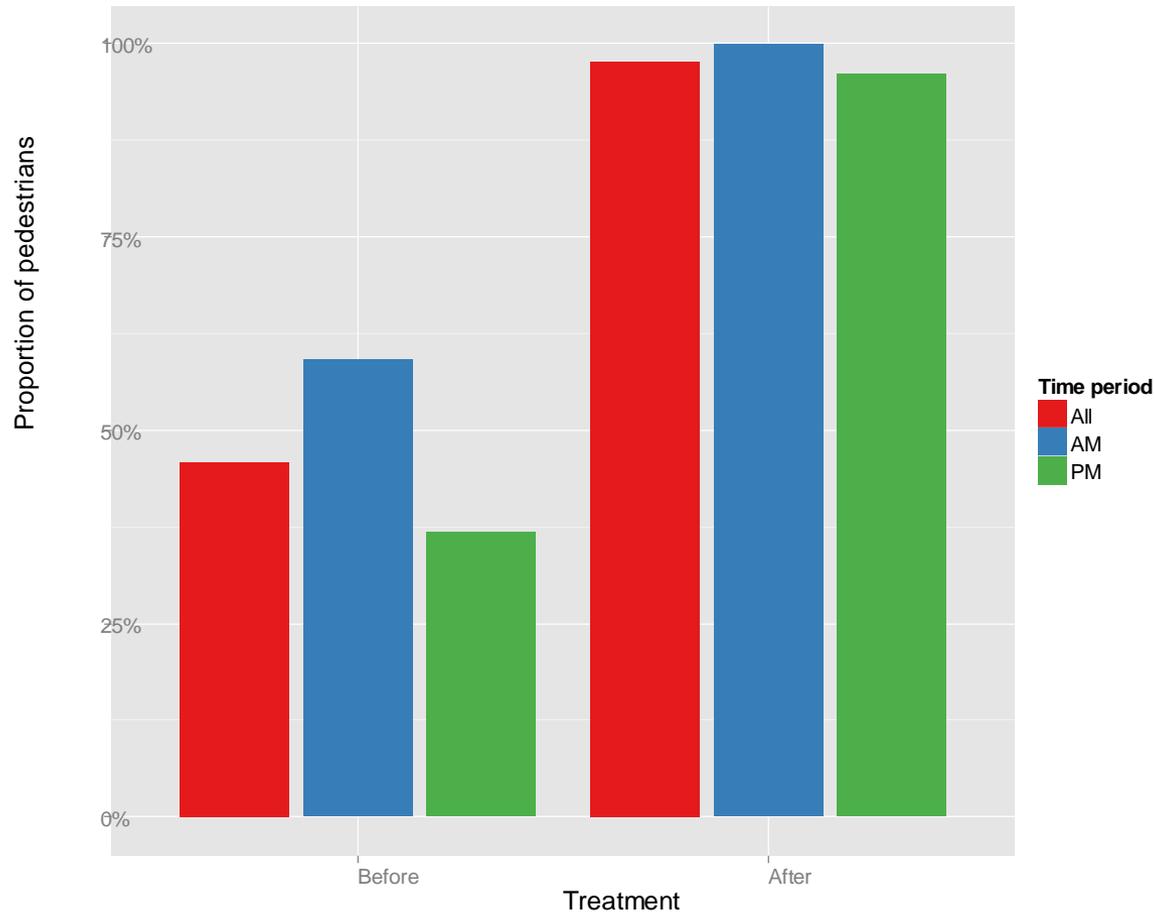
John Street Roundabout



John Street Roundabout



Evaluation: Is it safer?



Almost all pedestrians now use the supervised school crossing.

Innovation and Learning

First crossing of its kind in Victoria

“While this practice of locating pedestrian crossings at roundabouts goes against traditional traffic engineering practice, our view is that it is **more consistent with observed human behaviours** and can, as demonstrated by the installations in South Melbourne and elsewhere, be designed with beneficial safety outcomes.”

(CDM Research: May 2014)



Slow and steady
wins the race 😊

6. Post-Data Collection

	Round 1	Round 2
Dates	15 April – 2 May, 2013	12 – 28 May, 2014
Weather	18.7°C / 12mm	20.5°C / 39mm
All Walkers	195/day	229/day
Children	48/day	64/day
Children with bags	31/day	47/day
% Change in All Walkers		+17%
% Change in Children		+33%
% Change in Children with bags		+52%

7. Project Results

Benefits and Costs

www.heatwalkingcycling.org

Project Cost : \$158,000

Project Health Benefits : \$376,000

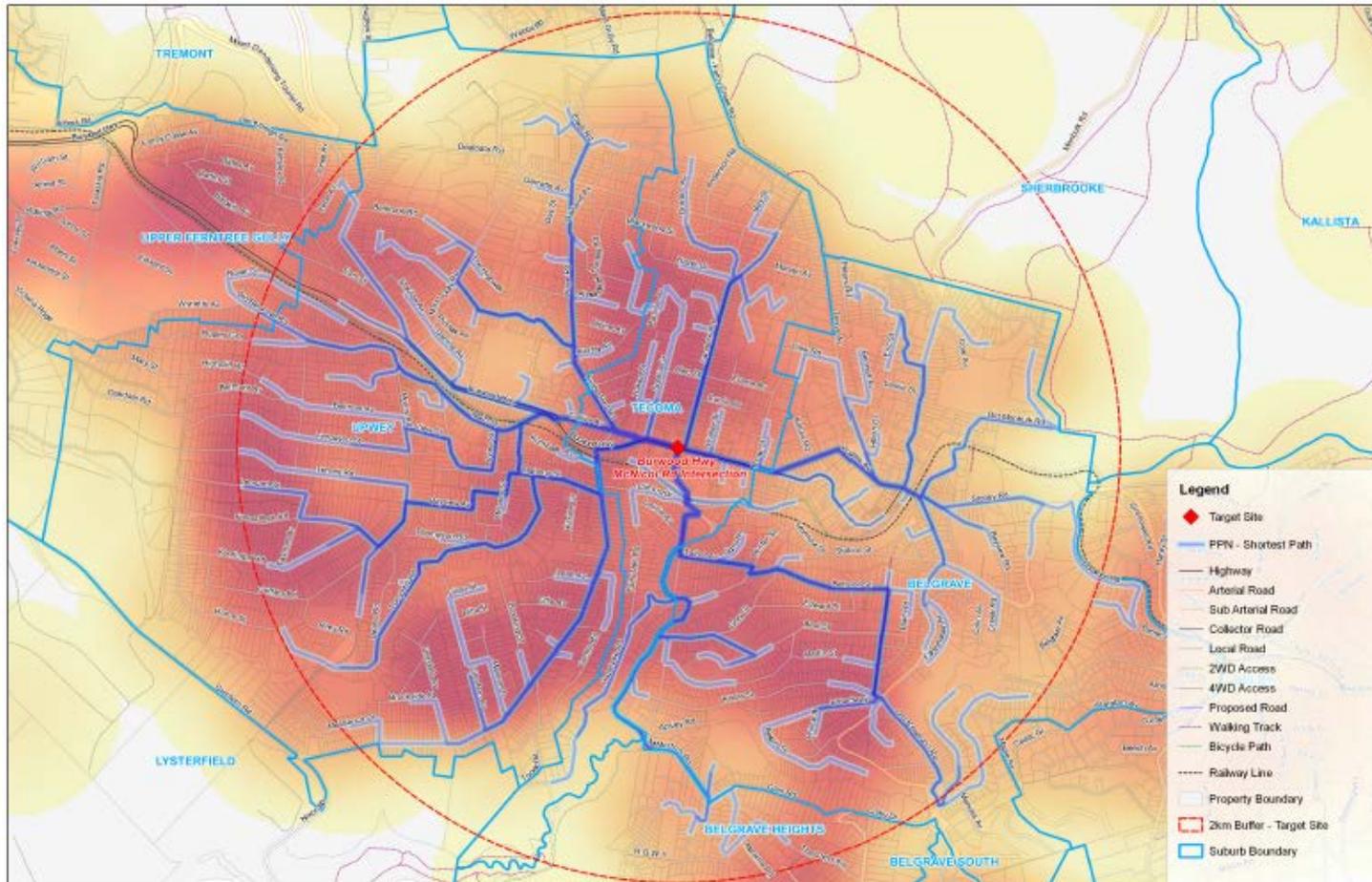
(over 50years discounted at 3% and 33% apportionment)

Benefit Cost Ratio of **2.38:1**

Impact of PPND Project

- Pedestrian infrastructure delivery was somewhat ad-hoc
 - Recreational Network* (long distance) is excellent and growing
 - Walking for Transport* (short distance) was less strategic, more reactive
- PPN layer now GIS enabled to form basis for township CapEx planning and delivery
- Council decision to invest an extra \$1.5M p.a. into new pedestrian infrastructure
- Ongoing data collection to maintain objectivity (\$1,000p.a.)
- Strength of collaborative approach cannot be overstated

Impact of PPND Project



PRINCIPAL PEDESTRIAN NETWORK
TECOMA



* Heatmap represents population density
- Data sourced from ABS - Census 2011
Map scale: 1:1000 @ A3
Map last updated: 27-06-2014
Datum: GDA94 MGA Zone 50
Job reference: HD101700



*0% of car trips
are for distances
less than 1km*

(Outer Melbourne, Vista 2037)

Thank You

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