

## Cycling in Sydney City

### In Brief

<b>Town/Region</b>	Sydney CBD
<b>State</b>	NSW
<b>Context</b>	City centre
<b>Target Group</b>	Employers, City workers,
<b>Organisation(s)</b>	City of Sydney Council
<b>Timing</b>	Program developed, suitable for current use in urban centres
<b>Weblink</b>	<a href="http://www.cityofsydney.nsw.gov.au/aboutsydney/ParkingAndTransport/Cycling/CyclingintheCity.asp">http://www.cityofsydney.nsw.gov.au/aboutsydney/ParkingAndTransport/Cycling/CyclingintheCity.asp</a>
<b>Key Outcomes</b>	Positive health impacts with people engaging in regular physical activity substituting sedentary time Sustained economic wellbeing

### Overview

The Cycling in the City program was developed by the City of Sydney with the aims of increasing the:

- cycling skills and knowledge of participants
- number of trips to work by bicycle, and
- number of people who cycle regularly to work in each workplace and to the CBD overall.

The Cycling in the City program used a ‘capacity-building’ approach, which conceptualises, plans and evaluates activities for organisational change and creates ‘capacity’ (here, cycling awareness and skills) across levels – one-to-one, in groups and within and across organisations. The Cycling in the City program conducted capacity building in workplaces, providing training, support and incentives for people who *do not already ride to work in return for them riding to work at least once a week for three months and recording the kilometres travelled alongside any relevant experiences.*

### OUTCOMES

#### Successes

- More than 90% of 125 people who completed the second round of *Cycling in the City* say they will continue to ride to work regularly.
- Reported health benefits included weight loss, improved blood pressure and increased well-being.
- Successful support by employers. A commitment from most of the participant's host organizations to continue to support cycling as a legitimate means of travelling to work
- The program has received two awards, through the Heart Foundation Kellogg Local Government Awards and Environs Australia.
- Raised the profile of cycling in the City of Sydney and helped support the development of the City's Cycling Strategy.

For the pilot program, over the course of the twelve weeks, the 26 *Ride2Workers*:

- cycled 8611km – most participants (21/26) had a journey of less than 10km (less than 30 minutes cycling) to work;
- made 1090 cycle trips to and from work and for other purposes;
- saved 1894kg of greenhouse gases compared with driving an average car<sup>1</sup>,
- saved over \$6,372 in operating costs (compared with driving)<sup>2</sup>;
- improved their general fitness.

#### Learnings

- The program design was intended to achieve short-term goals – employees newly proficient in cycling to work, as well as long-term goals – the continuity of internal support for cycling at the workplace through the roles of workplace co-ordinators
- Such a comprehensive, workplace-based program that works both at an organisational and individual level to build capacity can lead to significant changes, both in terms of increasing the number of people cycling to work and improving workplace culture.
- The program concepts of social change, entailing both organisational change and individual change, needed greater explanation for people with no training in social change.
- Process evaluation methods are not widely understood and evaluation of such programs should be ongoing to maximise the understanding of the successes and changes needed to such programs.

### Costs

- The costs for this program included: project management, training, materials (such as safety vests and water bottles), program development and evaluation. In addition, there were in-kind costs associated with the time dedicated by participants and their employers to participate in the program.
- Such a program could potentially be run on a cost-recovery basis.

### Benefits

Key benefits identified as being provided include:

- reduced overcrowding on public transport
- reduced greenhouse gas emissions
- reduced air pollution
- reduced accidents
- reduced health costs from increasing physical activity.

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