

Five At Heart



/ Bicycle Parking

/ Change Rooms

/ Active Spaces

*Putting our
money where
our mouth is:*

Tackling cycling underinvestment

Our cities are facing a liveability crisis



- Rapidly growing populations
- Congested infrastructure
- Unhealthy lifestyles
- Planning failures
- Underinvestment in active transport

Governments see active transport as a critical part of the solution

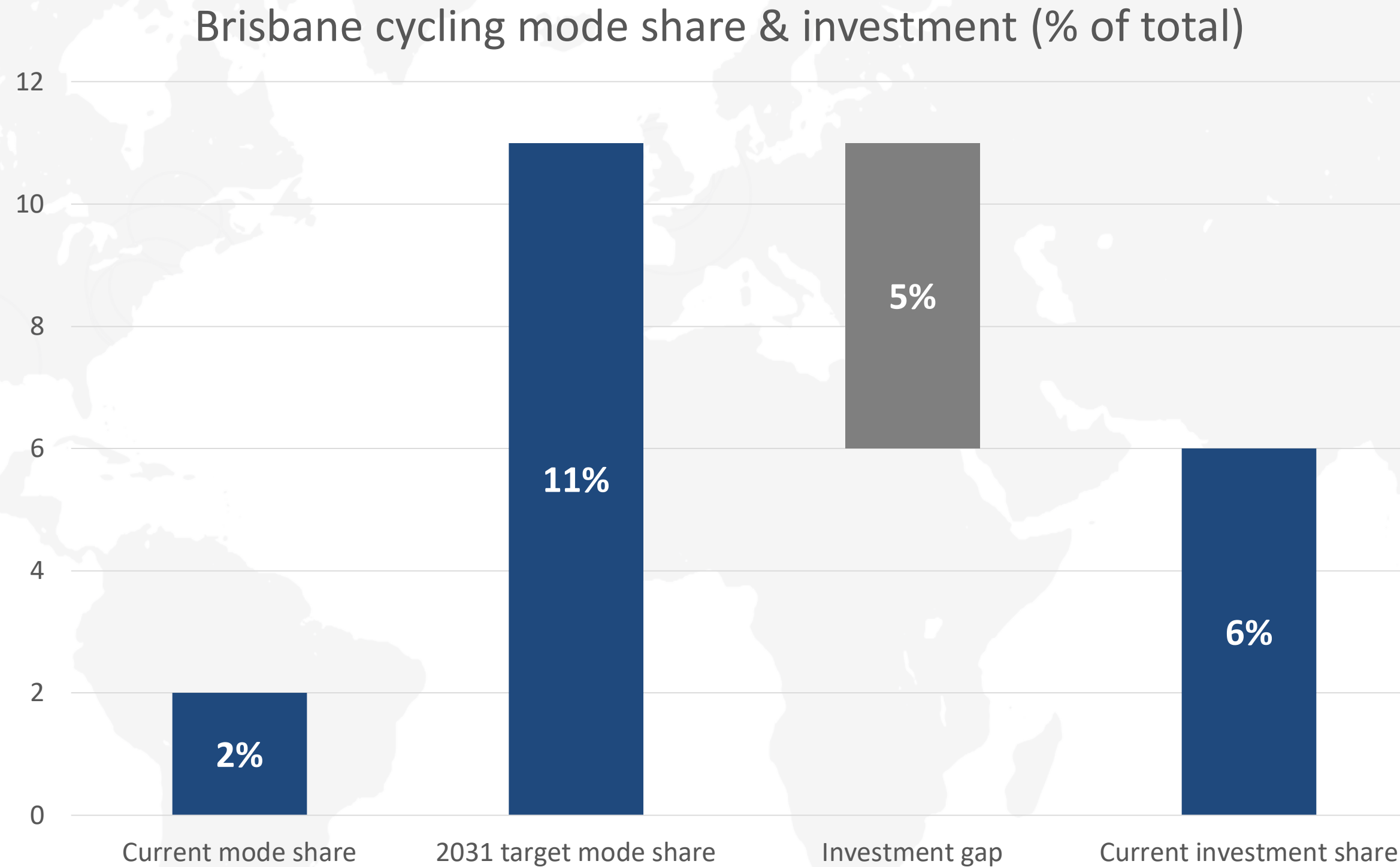
“Connecting SEQ 2031 establishes ambitious **targets** to change the way the region moves during the next 20 years **by increasing the mode share of active transport from 10% of all trips in the region in 2006, to 20% by 2031”**

“By 2050, Melbourne’s transport network will need to cater for almost 24 million trips a day – up from 13.4 million today – and our regional cities will face similar pressures.

For Victoria to continue to be a competitive state, with strong and healthy communities and high rates of social and economic participation, **the share of trips by public transport, walking and cycling must increase.”**

“A safe and connected network of bicycle paths is an important part of Sydney’s integrated transport system... **Our target is to increase the mode share of cycling in the Sydney metropolitan region for short trips that can be an easy 20 to 30 minute ride.”**

Investment lags behind mode share ambition



How might greater mode share be achieved?

By accident

By pure consumer choice:

- a) Congestion gets so bad that people are forced to ride/walk more
- b) Active transport is so much better people will prefer it

By policy action:

- a) The full costs and negative externalities of competing modes are passed on to transport users
- b) By investing more heavily in active transport infrastructure**

Unless we take action, governments will most likely fail to achieve their stated ambitions and simply blame previous administrations.

We are building an evidence-base to advocate for greater active transport investment

Scope:

- Sydney, Melbourne, Brisbane
- Mode share (historic, current, target)
- Investment share

Hypothesis: active transport investment is currently not sufficient to achieve ambitious objectives for protecting city liveability and growing mode share

Data: building on existing research by Bicycle Network (BiXE index) and the University of Queensland



- Overcoming policy inertia will require a committed long term effort across the industry, leveraging private and public sector partnerships
- To contribute to our agenda to improve active transport infrastructure in our cities, please get in contact with us

Let's Roll.



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