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Executive Summary

In March 2009, Urban Arc was commissioned by the NSW Bike Plan project team, jointly run by the RTA and DECC under the leadership of PCAL to prepare the Regional Bike Planning Study: Dubbo.

Objectives of Project
The broad objectives of the study are to:

- Identify specific cycling encouragement initiatives for Dubbo that may be implemented in the near future
- Generate transferable ideas for the wider promotion of bicycle use via the NSW Bike Plan.

Study Process
The study took the form of on-going consultation with the project steering committee. Included were local bicycle clubs, bicycle user groups, Dubbo City Council and the RTA.

The following steps were taken:

a. Inception meeting and formation of the project steering group
b. Literature review
c. Review of census data
d. Survey questionnaire, distribution and analysis of results
e. Three workshop meetings with steering group and stakeholders
f. Generation of preliminary transferable ideas
g. Submission of an interim report
h. Group exchange workshop NSW Bike Plan Sub-Regional and Regional Bike Planning access study
i. Contact with all schools and major employers
j. Extensive consultation with major stakeholders
k. Analysis of further survey, accident and demographic data
l. Generation of transferable cycling encouragement initiatives
m. Preparation of draft report
n. Preparation of final report incorporating changes

Generation of Preliminary Transferable Ideas

Based upon an analysis of the surveys and participation in workshops, preliminary transferable ideas were generated with the aim of defining cycling encouragement initiatives that would allow for a whole-of-government and stakeholder approach to the implementation of cycling programs.

Three Action Areas Identified:

Action Area 1 – Produce Local Programs

Action Area 2 – Identify Partnerships Between the Local, State and Federal Government and the Community

Action Area 3 – Infrastructure Improvements
Cycling Initiatives Action Plan

The Action Plan for the proposed cycling initiative programs is detailed in Table 4 (Appendix 3). The programs may be developed in the immediate and short term. The Action Plan is summarised as follows:

- 21 High priority programs
- 8 Medium priority programs
- 5 infrastructure initiatives
- 7 events proposed
- 4 pathways proposed for construction
- 3 programs identifying end-of-trip facilities

Top Five Cycling Initiative Programs

1. Bicycle Parking at Church Street (details page 29)
2. Bicycle Parking at Centro Shopping Centre (details page 30)
3. Launch of new Section of Tracker Riley Track (details page 36)
5. Promotion of Recreational MTB Tracks Wongarbon (details page 38)

Study Recommendations

The following recommendations are made:

1. Implement the cycling initiatives listed in Table 4 within the timeframes presented.
2. Top five cycling initiative programs to be implemented at the launch of the Bike Plan or NSW Bikeplan launch.
3. On-going consultation and liaison with project steering group and stakeholders during the implementation phase.
1. Introduction

In March 2009, the NSW Bike Plan project team, jointly run by the RTA and DECC under the leadership of the Premiers Council for Active Living (PCAL), commissioned Urban Arc to prepare a Regional Bike Planning Study for the regional centre of Dubbo. Studies were commissioned in two regional centres and five Sydney metropolitan areas. Dubbo township was chosen as a centre for assessment due to the high proportion of short car trips it attracts that makes it potentially a rich market for modal shift to cycling. In addition, tourist, social and local mobility aspects, together with the township’s flat terrain render Dubbo an ideal location for the promotion of cycling initiatives.

The broad objectives of this sub-regional study include:

- Identifying specific cycling encouragement initiatives for the local area in question and
- Generating transferable ideas for the wider promotion of bicycle use via the NSW Bike Plan.

Supplementary to the identification of local infrastructure improvements, this study produces ideas for sustainable local programs to encourage cycle use for a wide range of common trip purposes. It is envisaged that these programs will be designed so that they can be implemented successfully through partnerships between government and community-based stakeholders.

1.1 Study Area

This regional bike planning study covers the city of Dubbo and the catchment which is within close proximity to the town centre (approximately 5 kms). Map 1 illustrates the study area and adjacent areas that are relevant to the study.

Dubbo is a regional city situated in the central western region of New South Wales. Located approximately 275 metres above sea level and 416 kms west-north-west of Sydney, it serves as a major road and rail freight transport centre for other areas of New South Wales. As the largest population centre in the Orana region, with a population of 37,844 people (ABS data, 2006) the city serves an estimated catchment of 130,000 people. The population figures for Dubbo are expected to show an increase of 8700 by the year 2031.

The local industries reflect the city’s status as a regional base in an area predominantly reliant upon agriculture. The largest employers in the area are the Fletcher International Exports Abattoir and the Dubbo Base Hospital (with its accompanying health services).

Tourism a significant local industry, features the open-range Taronga Western Plains Zoo, the Dundullimal Historic Homestead and the Old Dubbo Gaol. The two major reasons for visiting Dubbo are its Zoo, and the convenience Dubbo offers travellers as a rest stop during travel.
According to the Visitor Profile and Satisfaction Project 2007” report Tourism Australia, the following is a profile of the tourists who visited Dubbo in the 2006 period.

- 82% of visitors to Dubbo were overnight visitors: 18% were day visitors.
- The majority of tourists were interstate visitors from Australia (96%) with 69% from NSW, 13% from Queensland, 10% from Victoria, 3% from the ACT, 2% from South Australia, 2% Western Australia and 1% from Tasmania.
- 70% visited Dubbo for holiday and leisure purposes.
- 44% of all bookings made via the Internet.
- The average length of stay for all visitors to Dubbo was 1.7 nights (total trip length of 4.7 nights).

In terms of the age distribution teenager/youth aged 15-24 years represents 14%. This is comparable with the state average figure of 13.3%. Members of this age group are more likely to be exposed to unnecessary risk due to the lack of road experience. In terms of vulnerable road users, approximately 47% fall in the age categories of under of 14 and over 55. This again is in line with NSW state average figures. These particular user groups are reliant upon cycling and walking as a means of maintaining their mobility and as independent transport means.

A total of 95% of the city population is currently employed either full time or part time. This is well above the state average of 88% but comparable to the national average. A total of 28% of the workforce is employed in the labourer and trade categories, a figure well above the state average of 16%. These workers could prove a future cycling target group.

The general terrain of the township is flat with wide, tree-lined road formations that are conducive to enjoyable cycling. Within the town’s layout of the road network, consists of a grid network with quiet parallel routes that are bisected in places by the Mitchell and Newell Highways.

The cycling infrastructure includes a network of on-road cycle ways and off-road shared pathways. Map 2 illustrates Dubbo’s formalised bicycle routes. Of significance is the Tracker Riley cycleway which is 3.6 kms in length and provides access from the Dubbo CBD to the Taronga Western Plains Zoo and along the Macquarie River. The other major bicycle generators are illustrated in Maps 2.
REGIONAL BIKE PLANNING STUDY: DUBBO

Map 2

Existing and Proposed Cycleways by Dubbo City Council

Legend

Existing and Proposed Cycleways

- Taronga Western Plains Zoo

- Existing Cycleways
  - Tracker Cycleway (existing)
  - On Road Cyclelane (existing)
  - Off Road Cycleway (existing)
  - Gravel Cyclepath (existing)

- Proposed Recreational Cycleways

- Proposed Recreational Cycleways

Generators

- Shopping Centres
- Schools
- Parks
- Railway

Scale 1:60,000

07.07.2009
Leo Zhang

Final 52/09
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1.2 Study Process

The study commenced in March 2009 with the establishment of a steering group consisting of the Dubbo City Council, NSW Roads and Traffic Authority (RTA), the Dubbo Cycle Club, Orana Veterans Cycle Club and the Dubbo Bicycle User Group (BUG).

The project evolved from contributions from the project steering committee, major township employers, local schools, Dubbo Visitors Information Centre and educational institutions.

The study process included the following steps:

- Inception meeting and formation of the project steering group
- Literature review
- Review of census data
- Survey questionnaire, distribution and analysis of results
- Three workshop meetings with steering group and stakeholders
- Generation of preliminary transferable ideas
- Submission of an interim report
- Group exchange workshop NSW Bike Plan Sub-Regional and Regional Bike Planning access study
- Contact with all schools and major employers
- Extensive consultation with major stakeholders
- Analysis of further survey, accident and demographic data
- Generation of transferable cycling encouragement initiatives
- Preparation of draft report

1.3 Report Structure

The report is presented in the following sections:

- Consultation and research
- Analysis of demographic data
- Surveys and workshop analysis
- Generation of preliminary transferable ideas
- Transport and planning issues
- Tourism issues
- Development of cycling encouragement initiatives
- Action plan rationale
- High profile program implementation
- Conclusions and recommendations
2. Consultation and Research

2.1 Literature Review

At the inception meeting with the steering group, the project was discussed and the group’s contribution to the study was outlined. The meeting provided an opportunity for the participants to express their particular cycling needs and aspirations for Dubbo. The inception meeting successfully identified potentially value-adding stakeholders for the study such as the Dubbo Visitor’s Centre, NSW Police, PCYC, the Dubbo Library and the Western Area Health Service.

The inception meeting provided a platform for discussion surrounding initiatives to encourage cycling. A plethora of suggestions were made including the following:

<table>
<thead>
<tr>
<th>Table 1: Inception Meeting Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) It is vital to attract new members to the cycle clubs and to encourage more cycling.</td>
</tr>
<tr>
<td>b) Focus on the promotion of road safety programs via the Bike Week initiative undertaken by the Dubbo City Council. NSW Bike Week has been hosted successfully by Council over the last 10 years.</td>
</tr>
<tr>
<td>c) Encouraging children to ride to school is important vis-a-vis health and overweight levels and the excessive ‘bussing’ of school. Provision of an independent travel option for children.</td>
</tr>
<tr>
<td>d) The Bicycle User Group’s (BUG’s) support for cycling as transport due to the sustainable nature of cycling.</td>
</tr>
<tr>
<td>e) Information regarding the RTA Tool Kit designed to encourage cycling, is available on the RTA web page.</td>
</tr>
<tr>
<td>f) Local businesses and major employers to become prominent in the study including Fletchers and Dubbo City Council.</td>
</tr>
<tr>
<td>g) The potential for Council’s Youth Development Officer to promote cycling as part of a street wise program during the school holidays.</td>
</tr>
<tr>
<td>h) Positive reinforcement is needed to promote incidental exercise and benefits attained through cycling for short trips.</td>
</tr>
<tr>
<td>i) Lack of maintenance of cycling facilities discourages cycling and new cyclists from taking up cycling.</td>
</tr>
<tr>
<td>j) Inadequately designed bicycle facilities will discourage cycling.</td>
</tr>
<tr>
<td>k) Dubbo City Council’s extension of Tracker Riley Track to Dundullimal Reserve will encourage cycling.</td>
</tr>
<tr>
<td>l) Bicycle end trip facilities are required. It was suggested that a bike locker trial take place at locations including the Church Street car park and Centro Shopping Centre.</td>
</tr>
<tr>
<td>m) The potential for Tourism NSW, Dubbo Visitor’s Centre and the Chamber of Commerce to encourage bicycle tourism.</td>
</tr>
<tr>
<td>n) The maintenance of both on-road and off-road bicycle routes is necessary to encourage cycling. Some of the maintenance issues include:</td>
</tr>
<tr>
<td>i) Failure to spray weeds resulting in the presence of cat heads and numerous tyre punctures.</td>
</tr>
<tr>
<td>ii) Tracker Riley Track to Zoo has weed regime in place.</td>
</tr>
<tr>
<td>o) Improved end of trip facilities required at workplaces and shopping centres include showers and secure bicycle parking.</td>
</tr>
<tr>
<td>p) Barriers to cycling:</td>
</tr>
<tr>
<td>i) Getting the correct bicycle – male vs. female designs</td>
</tr>
<tr>
<td>ii) How to ride a bicycle correctly</td>
</tr>
</tbody>
</table>
2.2 Literature Review

The following literature was examined (a) to provide an understanding of the issues pertaining to the study, and (b) to allow identification of issues relevant to cycling.

- “Cycling in NSW – What the data tells us” (Parsons Brinckerhoff) 2008
- “Dubbo City Council Cycleway Strategy” (Cycle Planning) 1994
  “How to prepare a bike plan – An easy 3 step guide” (RTA) 2002
- Dubbo City park and open space system (Ross Planning Pty Ltd) 2009

An attempt is made throughout this report to cross reference the findings of the data collected and analysed with the information supplied.

2.3 Crash Data Analysis

Crash date provided by the RTA Western Region for the study area was spatial and based on the latest 5 year period (2003-2007).

The results of the analysis revealed the following:

- Over the five year accident analysis period, a total of 32 crashes were recorded out of which two were fatal and 30 resulted in an injury crash.

- The distribution of cyclist crashes recorded over the study period is as follows:
  - 2003 a total of 5 cyclist crashes
  - 2004 a total of 8 cyclist crashes
  - 2005 a total of 11 cyclist crashes
  - 2006 a total of 2 cyclist crashes
  - 2007 a total of 6 cyclist crashes

- Notably 2006 had the lowest number of crashes (6%). The highest number occurred in 2005 (34%).
- Of all the crashes involving motorists and cyclists, 87% occurred at intersections. Only two occurred at roundabouts.
- Approximately 31% of crashes occurred on state roads, the remainder on local and regional roads.
- Approximately 28% of crashes occurred in the morning peak period, 34% in the afternoon peak. The remainder of crashes (38%) happened outside the peak traffic periods.

In terms of road user movement:

- Thirty four per cent of crashes (11) involved units proceeding in adjacent directions.
Regional Bike Planning Study: DUBBO

- Twenty two per cent (7) involved units proceeding in the same direction.
- Twenty two per cent (7) involved units off-path.
- Sixteen per cent (5) involved some form of manoeuvring.
- Six per cent (2) involved units travelling in opposing directions.

In terms of age distribution/cyclist injury, the under 18’s, who are regarded as vulnerable road users, were represented in 34% of the crashes with a total of 11 crashes. This injury rate is well above the state average of 19% quoted in the “Road Traffic Crash in NSW Statistical Statement for the year ending 31 Dec 2007” produced by the RTA. Thus specific attention needs to be given to this particular road user age group to ensure safe cycling. The next highest group was the 18-30 year olds, who were represented in 19% of the crashes. This figure is comparable to the NSW state average that is 21 per cent.

2.4 Demographic Analysis

The demographic analysis was based on the Australian Bureau of Statistics 2006 census of population and housing data for Dubbo. The following areas have been analysed with conclusions drawn from the analysis to support the cycling encouragement initiatives recommended for Dubbo:

- Age distribution
- Mode used for journey to work
- Attendance at school and educational institution
- Labour force status

![Dubbo City - Age Distribution](image_url)
AGE DISTRIBUTION - Summary of findings:

- The 5-14 years age group is the most prominent group in the series of age distribution for Dubbo City. These are the infants and primary school aged children, who are the most vulnerable road users and the biggest group being provided for as far as road safety initiatives implemented by Dubbo’s Road Safety Officer are concerned.
- Forty per cent of people living in the city are aged between 25-54 years.

![Dubbo City - Educational Institution Attendance](image)

EDUCATIONAL INSTITUTION ATTENDANCE - Summary of findings:

- The infants/primary group is the most prominent group in the series of educational institution attendance.
- Forty nine per cent of students attend secondary school level and above. This target group has the greatest potential for the uptake of cycling.
TRAVEL TO WORK MODES - Summary of findings:

- The “car, as driver” group is the most popular choice for travel to work.
- One per cent of people use the bicycle as their main mode of transport. This figure is higher than the NSW state average figure of 0.76%. This does not include use of the bicycle for the other activities, e.g., recreation, shopping, education or tourism.
LABOUR FORCE STATUS - Summary of findings:

- Sixty one per cent of the labour force is employed full time
- Twenty seven per cent is employed part time

MAJOR EMPLOYERS – Summary of findings:

An audit was undertaken of all the major employers in Dubbo to determine which employers have people cycling to work. Table 2 shows a correlation between the places of employment that provide showers and end-of-trip facilities. Locations such as Fletchers and RTA Dubbo have a greater number of commuters cycling to work than other work places that do not offer these facilities.

**Table 2: Major Employers with Staff Cycling to Work. Workplace Shower and Bike Parking Availability**

<table>
<thead>
<tr>
<th>Name of Employer</th>
<th>Number cycling</th>
<th>Showers</th>
<th>Bike Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubbo City Council</td>
<td>2</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Department of Primary</td>
<td>3</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Industries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charles Sturt University</td>
<td>3</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>RTA Dubbo</td>
<td>4</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Centro Shopping Centre</td>
<td>2</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Fletchers Abattoirs</td>
<td>10</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
2.5 Questionnaire Analysis

A survey questionnaire was devised in consultation with the project steering group to gauge the views of selected stakeholders who were identified as critical players in the outcome of the study. The questionnaire, which was sent electronically to these users, elicited a direct response. In total 62 people were targeted. The blank questionnaire is attached as Appendix 1.

The rationale behind the questionnaire was to determine people’s access to a bicycle, how often they rode, the type of cycling they took part in and the main factors discouraging cycling. The survey was kept brief to ensure ease of answering and a prompt return. The results of the survey indicate the findings recorded at the time:

Bicycle access and riding
- Currently own/have access to a bicycle (98%)
- Ride a bicycle at present (84%)

Cycling frequency
- Ride daily (18%)
- Ride in excess of 18 times per month (19%)

Types of cycling
- Predominantly for fitness purposes (61%)
- Transport purposes (40%)
- Recreation purposes (55%)

Reasons that discourage cycling
- Motorists require education about cyclists: improve driver awareness (52%)
- Current cycleway infrastructure is insufficient: promote safe cycling (26%)
- Fear of current traffic conditions: cyclist riding courses (17%)
- Lack of maintenance of existing cycle facilities: Dubbo City Council and RTA’s maintenance schedule (6%)

From the above cursory assessment, a series of conclusions may be drawn that will facilitate the generation of transferable ideas that will lead to the promotion of bicycle use via the introduction of specific programs. These programs are anticipated to generate cycling encouragement initiatives that will target specific user group needs. The area that requires immediate attention is driver education.
2.6 School Survey

It is apparent from the school surveys (for survey questionnaire see Appendix 2) and feedback received that the schooling community in general regards cycling to school as an unsafe activity. For this reason it is not encouraged. This attitude is reflected in the school surveys and in the low cycling activity observed to and from schools in the area. This is not specific to Dubbo. It was also the case in Sydney where some schools that were surveyed believed that facilities (both cycle ways and bike parking) for cyclists were lacking and that the situation did not encourage cycling. The P&C Group of the school may be approached by the Road Safety Officer regarding initiatives and programs being implemented in schools.

In terms of age distribution for cyclist injury, the under 18’s, who are regarded as vulnerable road users accounted for 34% of the crashes (with a total of 11 crashes). The next highest group was the 18-30 year olds, represented 19% of the crashes. The injury rate for this road user age group is comparable to the state average figure of 21 per cent.

A concerted effort may be required aided by encouragement programs, to promote school safety awareness and the use of appropriate bike pathways where available. The Council’s Road Safety Officer may be co-opted to continue the promotion of local bicycle safety and to reactivate the safer routes-to-schools program. The bicycle NSW website bicyclensw.org.au contains information that schools can use vis-a-vis the Ride2schools program. This program provides practical information about riding to school and locations for sourcing resources.

It is also recommended that existing cycle facilities are audited (a) to determine their operational level of safety, and (b) to identify any potential road safety issues.

The opportunity exists for the further engagement of the Council’s Road Safety officer into a permanent position, with active involvement in the promotion of road safety bicycle awareness. This may be achieved through a variety of existing programs that can be integrated with the programs identified in the action plan produced in this report. Integration of various programs with existing campaigns has the potential to complement the increased benefits derived from cycling encouragement initiatives.

2.7 Workshop Comments

Based upon an analysis of the previously discussed research and the results of the survey questionnaires, the preliminary data received was presented to the project steering group and stakeholders for initial feedback and comment. The results from the survey demonstrated that the implementation of non-infrastructure improvements this could possibly lead to an increase in cycling activity.
At the workshops, the project group and stakeholders were asked to reflect on the survey results and to contribute their views on the initiatives required to increase bicycle use. The following initiatives were discussed and presented as positive cycling encouragement initiatives.

1. **ENCOURAGING CHILDREN TO ENCOURAGE ADULTS**

   - Encouraging children’s cycling activities particularly in the 6-12 years age group may have the spin off effect of encouraging adults to cycle.
   - Events such as NSW Bike Week, Rainbow Ride and rides along the Tracker Riley cycleway could provide the required stimulus.
   - Make the above events interesting for children. Adults supervising their children may become more interested in cycling after observing their children’s enthusiasm.

2. **RIDE TO WORK**

   - Secure parking required to ensure people can park their bikes securely.
   - Dubbo City Council Lockers approved at the Church Street car park for long term parking.
   - Locations to research for possible bicycle parking include the Centro and Riverdale Shopping Centres.

3. **SCHOOLS NOT ACTIVELY ENCOURAGING CYCLING**

   - Each individual school needs to encourage an understanding of the benefits of cycling. This means having the relevant resource materials at hand to promote the use of bicycles. It is believed that some schools actively discourage the students from cycling to school as they believe that cycling is too dangerous.
   - RTA Education strategy – all western schools to be involved.
   - Parents and schools evince a certain lack of trust in motorists, in terms of road safety. They want to feel confident that their children will be safe.

4. **ENCOURAGING OTHER ROAD USERS TO RECOGNISE CYCLISTS AS LEGITIMATE USERS**

   - Consider giving potential motorists a practical test on cycling prior to their obtaining a driver’s license.
   - More emphasis on bicycle riding when being tested for license.
   - Educate motorists to drive carefully and to share the roads with cyclists.

5. **ELIMINATE ON-ROAD FEAR OF ROUNDABOUTS TO ENCOURAGE CYCLING**
• Some cyclists find it difficult to ride on-road particularly when negotiat-ing roundabouts.

6. **CORRECT BICYCLE SELECTION TO ENCOURAGE CYCLING**

Often the incorrect selection of a bicycle, e.g., incorrect size frame and wrongly set up bike will discourage cycling.

7. **UPDATE BIKE TO GET MORE PEOPLE RIDING**

• Consider the use of monetary and other incentives to encourage cyclists to trade in their old bicycles for new and safer models.

8. **MAJOR EMPLOYERS TO SUPPORT CYCLING**

Some of the major employers include:

• Dubbo City Council – Monthly ride to work; Switch focus from infra-structure to programs that assist cycling.
• Fletchers Abattoirs – people don’t have problems changing clothes.
• Country Energy.
• Department of Health.
• Taronga Western Plains Zoo.

9. **BEHAVIOURAL CHANGES – Value Systems are important**

• It is important to understand people’s values and what motivates them to cycle e.g., attractiveness, healthy lifestyle for example.
• Support should be provided during the period when cycling is first taken up.

10. **TARGET GROUPS**

What motivates the members of each target group to cycle? Examples of target groups include:

• People who are short of time and seek to get fit by cycling to work.
• Children opt to ride to school because it is more fun than travelling by bus or car (with their parents).
• Tourism and slow scenic riding could include visits to wineries or other tourist attractions such as the Taronga Western Plains Zoo, Tracker Riley Cycleway or the Japanese Gardens.
• Recreational cyclists, who after a period of time become confident riders, may switch to commuting by bicycle.
11. **CLOTHING PERCEPTIONS**

- Motorists may generally behave in a better way towards cyclists who dress in “every day” clothing rather than in cycling attire such as lycra.

12. **‘LOVE IN’ DUBBO FESTIVAL**

- The ‘love in’ Dubbo festival can promote the notion that ‘we love cycling in Dubbo.’

13. **ENCOURAGING THE USE OF EXISTING INFRASTRUCTURE TO ATTRACT NEW CYCLISTS**

- Making the most of the existing infrastructure such as the Tracker Riley Cycleway and extending the cycleway to:
  - Taronga Western Plains Zoo
- Incorporate existing cycle ways with other events such as morning tea at Dundullimal Homestead.

14. **BONUSES FOR CYCLING**

- Cycling to tourist destinations such as the Western Plains Zoo or Dundullimal Homestead may be rewarded with a reduced entry fee or a free gift as an incentive to ride.

15. **LINKING CYCLEWAYS TO DESTINATIONS**

- A leaflet to be created as part of a plan to illustrate key destinations for tourists and local cyclists, thus ensuring that the route is a designated cycleway.

Destinations could include:

- Taronga Western Plains Zoo
- Farmers Market
- Dundullimal Homestead
- Victoria Park / Skating facility
- Riverside Ride
- Japanese Gardens
- Swimming Pool
- Wineries
- Tourist circuit

16. **HEALTH ENCOURAGEMENT TO INCLUDE CYCLING**

- Programs such as Heart Week in Dubbo to include encouraging cycling for health.
- Encouraging seniors to cycle.
• Publicise Tracker Riley’s winning of a Heart Foundation prize.

17. SCHOOL HOLIDAY ACTIVITIES TO INCLUDE CYCLING

• Simple cycling events could be arranged by the Department of Sport and Recreation for the NSW School Holidays.

18. PROMOTION NEEDS TARGET GROUPS AND FUNDING

• The target groups require definition and the funding as encouragement. Finance should be made available so that Councils and community groups are able to promote cycling activities.
2.8 Cycling Barriers

2.8.1 Bicycle Theft

In terms of bicycle safety, during the workshops it was revealed, through anecdotal evidence, that bicycle theft is a major problem in Dubbo. The local Police Station was contacted (Constable Tumpey) to discuss this issue and it was found that bicycle theft occurs at various locations including residences, cars, from recreational areas and when bicycles are not locked securely. The NSW Police Crime Prevention Unit has further detail pertaining to the number of bicycle thefts.

Discussions were held with the local bicycle shop to determine the magnitude and nature of the problem. It was found that at least one bicycle is reported stolen each week with owners seeking a quote from the Bike shop for replacement by insurance companies.

The implications of this problem are that it can deter individuals from cycling and influence the choice of mode share. This is especially the case when existing parking facilities fail to provide security for the entire bicycle including the frame. The bicycle may be stolen from an insecure bicycle rack. More effective securing in the form of bicycle lockers and cages should be provided to ensure bicycle security.

Dubbo City Council is commencing a trial involving the establishment of four bicycle storage boxes at the existing Church Street off street car park between Macquarie and Brisbane Streets. It is anticipated that these boxes may be expanded upon demand and utilised in other areas within the city. It is recommended that their usage is monitored with the aim of learning useful application.

Discussions are underway with Centro Shopping Centre and it has been agreed in principle that eight bicycle storage boxes will be provided in the undercover parking area once the disabled amenities are constructed.

Another Council program aims to provide bicycle storage racks (Dubbo City Council, Orana Mall, Dubbo swimming pool and Library). Their placement will be at locations where there is high pedestrian generation providing informal security in the form of passing pedestrian traffic.

The implementation of end-of-trip bicycle storage facilities will minimise bicycle theft potential and will give the public the confidence to use their bicycles in the area.

Council indicated that they are planning to change their planning guidelines with a view to placing emphasis on the provision of end-trip-facilities by proponents of any development application. This move is fully supported as it encourages cycling to work and other short commuting trips and for recreational purposes.
2.8.2 Short Trip Barriers

The bicycle network in the city consists of both on-road and off-road facilities (see Map 2). Improvements that could be made to support bicycle network facilities include:

- Signposting
- Intersection improvements
- Upgrade of roundabouts
- Maintenance of road shoulders

Previous analyses of data indicated that 7% of tourists who visited the area chose to cycle. As these tourists are usually unfamiliar with the area, they have a greater reliance upon a proper presentation of the facilities for the bicycle networks in the City. Directional and other cycling signage is essential for good route coherence, high visibility and overall consistency along the length of the route.

Bicycles need clear space in which to operate. When they go through intersections they are expected to share operating space with other road users. Intersections provide important access to most destinations but sometimes they lack direct connectivity for cyclists along the route, some lack directional signposting and are difficult to interpret. This is also the case with roundabouts that may display similar complex characteristics.

Poorly maintained road shoulders can prove a deterrent to cyclists due to the likelihood of punctures and an inability to travel safely along the route. The provision of high quality bicycle routes, both on and off road, is considered a fundamental requirement. Good quality routes will encourage higher rates of cycling participation.

The provision of end-trip facilities, such as bicycle parking at key trip attractors, is an essential requirement for an integrated transport system. Bicycle parking will be used (a) only if it offers security that will effectively minimise the risk of theft, and (b) only if it is located in an area with high numbers of passing pedestrians. Deterring theft is an effective way to reduce the short trip barrier for cycling.
2.9 Generation of Preliminary Transferable Ideas

The main objective of this sub-regional bike study is to capture ideas and to identify specific cycling encouragement initiatives for the Dubbo area. A further aim is to encourage more people across NSW to use bicycles as a clean and healthy transport choice, particularly for short trips.

From the analysis of the surveys and participation in the workshops, preliminary transferable ideas were generated with the aim of defining cycling encouragement initiatives that allow a whole-of-government and stakeholder approach to what organisations and individuals can do.

Three areas of action have been identified according to the findings of this study: the production of local programs, identification of partnerships and infrastructure improvements.

**Action Area 1 - Produce Local Programs**

- Address adverse road safety perceptions related to cycling
- Educate all users vis-à-vis sharing the path with users of different types vehicles who have different requirements. e.g., bicycle riders should be educated about wheel chair user needs
- Specific age group target programs, with emphasis on education, road rules and safe cycling knowledge
- Revise council planning ordinances to promote the provision of secure bicycle parking and end trip facilities
- Target road safety campaigns to clarify road rules and intersection handling behaviour

**Action Area 2 - Identify Partnerships Between the Government and Community**

- Whole of government approach to the promotion of cycling in Dubbo
- A program to be established that promotes the bi-lateral cycling benefits for tourism and local short commuting trips
- Reactivation of the safer routes to school program, promoting journey-to-school-by-bicycle and by extension reducing unnecessary bus travel
- Promote the fostering of partnerships with local major employers to provide support facilities that will allow a modal shift
- Advertising campaigns to promote cycling and health benefits derived from cycling
- The creation of inter-state tourism campaigns that target visitors and promote cycle facilities along with other tourist attractions
Action Area 3 - Infrastructure improvements

- Maintenance program with specific focus on the removal of weeds at frequent intervention periods
- Promote cyclic maintenance overview and construction programs with focus on service safe cycling
- Improve cycle network connectivity and destination guidance signage
3. Transport Planning and Tourism

3.1 Transport & Urban Planning Implication

The urban form and urban structure of Dubbo city together with its size, is such that most intra-urban travel can be undertaken easily by bicycle. The grid pattern of the road network provides regular size lots and easy travel along their axes.

Allocation of road space is a way of improving its utilisation, along the road way as well as at mid-block locations and intersections. The permanent assignment of road space to bicycles, either on-road or off-road, is crucial to improving the bicycle network making comprehensive provision for them.

A space exclusively for bicycles will also contribute to cyclist road safety. It is an effective alternative form of transport, ideal for short distances, and has enormous benefits, i.e., improving personal and environmental health.

Opportunities exist for tourist induced vehicular traffic to be reduced. By using the city’s bicycle hire facilities, tourists can combine cycling with and sightseeing activities.

The City offers limited travel choices are reflected in the people’s choice of mode of travel to work.

Bus patronage is low (1%) as is cycling and motor bike riding. An examination of the Dubbo Buslines timetables indicated that although coverage is extensive, the frequency is irregular and limited to a few services per day. Services for commuters travelling after 5:30pm on Saturday afternoons are limited and there are no bus services on Sundays. Limited bus servicing have a social impact: commuters have little option but to use their private motor vehicle.

People who walk to work (5%) in many cases share the off-road pathways with cyclists: thus they are already familiar with the established bicycle routes. Education about bicycle trips and facilities and the benefits of cycling (e.g., three times the distance can be covered in the same time it takes to walk), may encourage this group to consider cycling to work. Emphasis can be upon cycling for recreational purposes and demonstrating the health and pleasure benefits to be gained.
3.2 Cycling and Economic Activities

Tourism is a significant local industry in the regional centre of Dubbo. Attractions include the open-range Taronga Western Plains Zoo, the historic Dundullimal Homestead and the Old Dubbo Gaol. Two major reasons for visiting Dubbo are the Zoo and the convenience the city offers as a rest stop.

The recent Cycling Promotion Fund (CPF, 2008) submission to Infrastructure Australia highlighted the fact that most capital cities and regional centres have cycling strategies and cycling network plans ready to be implemented. Cycling infrastructure projects in Australia’s cities and regional towns have short project time frames and can impact on transport demand rapidly compared to other major transport infrastructure projects.

According to the “Visitor Profile and Satisfaction Project 2007” report Tourism Australia, the following is a profile of the who visited Dubbo in the period 2006.

- 82% were overnight visitors
- 18% were day visitors
- 96% were from Australia
- 70% visited Dubbo for holiday and leisure purpose
- 44% of all bookings made via the internet
- The average length of stay for all visitors to Dubbo was 1.7 nights (total trip length of 4.7 nights)

**KEY TOURISM ACTIVITIES DUBBO CITY - Summary of findings:**

- The graph depicts tourism key activities undertaken by visitors to the area.
- Many of the key activities have the potential to be undertaken with the use of a bicycle. Bicycles can be personally owned or hired locally.
- Approximately 7% of tourists choose cycling as an activity during their visit. This proportion has the potential to be further increased with appropriate information dissemination.

Bike-hire is available at the Taronga Western Plains Zoo and also at the Darrell Wheeler Bicycle Shop. The current cycle hire rates are low. The potential exists to boost the local economy by promoting cycling for tourists.

Five programs should be drafted with focus on promoting the benefits of cycling for tourists.

1. Regional promotion of cycling
2. The promotion of the Tracker Riley path and the extension to the Duddellimal Homestead
3. Signposting of tourist routes
4. Promotion of the existing MTB sites
5. Wongarbon MTB tank reserve ride

All of these programs have the potential to stimulate the desire for cycling subject to appropriate promotion and supervision. For example, 44% of Zoo bookings are made on the Internet. The website could incorporate a cycle route map, bicycle hire information, and combine accommodation with bicycle packages.

Some of the above cycling initiatives fall outside the study area of the township. However, these are appropriate for cycling: The flat terrain of Dubbo lends itself to long distance cycling. As well, the tourism catchment is greater than the commuter catchment.
4. Cycling Encouragement Initiatives

4.1 Action Plan Rationale

The development of the packages of actions recommend that a coordinated approach to bicycle network improvements be undertaken, including integration with infrastructure improvements and non-infrastructure encouragement initiatives.

A cycle network is required that is in close proximity to key trip attractors and tourist destinations. Cycling network strategies and plans when implemented will generate the highest user benefits and prove of additional convenience to users.

The strategic framework for the development of the cycling encouragement initiatives for Dubbo is based on the rationale shown in Table 3. The three main areas that support the generation of transferable ideas in Table 3 are 1) Planning; 2) Information dissemination; and 3) Encouragement. At the planning level, local government planning controls, i.e., LEP’s, DCP’s and state government policies will work together to produce a positive cycling environment. Information about cycling disseminated through groups such as employers, BUG and Council, will have an impact on the quality of cycleways provided and the strategies to be implemented. Cycling encouragement programs need to target groups such as commuters, tourists and school children, with focus upon cyclists and non-cyclists, given that each group has its specific requirements.

The planning of new development, redevelopment and tourist facilities presents the opportunity to develop sustainable travel use habits throughout the catchments through the adoption of strategies pursued by the LEP and DCP. These will in turn encourage major employers to provide cycling support facilities in the form of end trip facilities.

Information dissemination is vital to the transmission of ideas. In the Dubbo area, due to the large turnaround of tourists and visitors, it is appropriate for Council, Tourism NSW, Visitors Centre and the local BUG groups to maintain web sites with up to date information, e.g., maps, facilities, bicycle hire and major attractions.

The third main area covers encouragement initiatives: programs/events/infrastructure appropriate for the target groups that have been identified by existing and new cyclists.

The actions developed to support the growth of cycle use for short trips in the study area have been prioritised as short or medium term and classified as either infrastructure improvements or non-infrastructure encouragement initiatives.
Table 3: Strategic Framework Encouragement Initiatives for Cycling in Dubbo
4.2 Cycling Initiatives Action Plan

The cycling initiatives formulated in this report are based upon analyses of data, steering committee and workshop outcomes, investigation of the area, and assessment of the present and future needs of Dubbo City. These programs will be developed with the support of and in close consultation with the stakeholders identified in the action plan. These stakeholders as active participants in the process, have made a commitment to follow up the integrated action plan discussed.

The success of the programs will be based on the initial commitment and ongoing support of stakeholders and PCAL. The action plan (Table 4, Appendix 3) comprises of 29 programs that can be developed in the immediate future and short term. These programs have been interpreted and enhanced based on the findings of this report on information provided and outcomes derived from the workshops conducted. In summary, the action plans in some instances depict location-specific plans and include governance arrangements for stakeholder partnerships required to implement these actions.

Specifically, the action plan for cycling initiatives includes the following features:

- 21 high priority programs.
- 8 medium priority programs.
- Infrastructure initiatives account for 5 programs.
- Non-infrastructure encouragement initiatives account for 24 programs.
- 7 events proposed.
- Four pathways are proposed as part of the program.
- End-of-trip facilities account for 3 of the programs identified.

The above action plan should provide the framework for program delivery over the next 18 months to two years. It offers a balance of the interests of different policy objectives, so that local government and other stakeholders can use it as a policy context for cycling initiatives. Vertical and horizontal co-ordination of levels of State and Local government, and of different sectors (particularly Tourism NSW, Health, and BUG) is essential. It is vital that cycling be considered an integral part of transport planning at all levels of government. The targets set in the action plan are only indicative. They need to be re-examined by each party prior to implementation.
4.3 High Profile Program Implementation

A total of five programs have been chosen as high profile cycle encouragement initiatives programs based on the 29 that could be implemented as part of the NSW BikePlan launch that will provide cycle encouragement amongst the various target groups indentified.

Program implementation supports a variety of inter-related functions based on qualitative and quantitative data. It is important to assess how the program will work in actual practice and the appropriate tools and procedures required to facilitate assessment. This section is expanding the most optimal strategies that are regarded as high profile in encouraging direct cycling initiatives. The steps involved are outlined: guidance is offered vis-à-vis their direct implementation defining the generic and transferable initiatives for inclusion in the PCAL NSW Bike Plan.

Emphasis has been placed on the production of transferable ideas for sustainable local programs to encourage cycle use for a wide range of common trip purposes in the township of Dubbo. These programs, listed in the action plan, are designed to be implemented through partnerships involving government and community-based stakeholders. Along with these programs, a few local infrastructure improvements have also been suggested.

The top five cycling initiative programs that may be implemented immediately to increase cycle use in Dubbo are as follows. The location of the Tracker Riley path extension to Dundullimal Reserve and Wongarbon MTB track are shown in Map 6. The location of the end-of-trip facilities are shown in Maps 3, 4 and 5:

**Program 1:** Bicycle parking at Church Street  
**Program 2:** Bicycle parking at Centro Centre Dubbo  
**Program 3:** Launch of new section of Tracker Riley Track  
**Program 4:** Monthly ride to work day  
**Program 5:** Promotion of MTB tracks Wongarbon
Program 1: Bicycle Parking at Church Street

- Dubbo City Council

**Project**

- End-of-trip facilities bike storage boxes at Church Street, Dubbo for 10 bicycles

**Non-infrastructure initiative**

- Targeting commuters and new cyclists
  - Cost = $4,000

**Strategic Advantage**

- Reducing incidence of theft
- Cycle user confidence and encouragement

**Promotion**

- Locker advertisment
  - Local media, website

**Partnerships**

- BUG
- Community

<table>
<thead>
<tr>
<th>Program 1 End of Trip Facilities Church St Dubbo - Implementation Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step</strong></td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td>1</td>
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<tr>
<td>2</td>
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<td>3</td>
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<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
</tbody>
</table>
Program 2: Bicycle Parking at Centro Shopping Centre

### Responsible Agency
- Centro Shopping Centre Management

### Project
- End-of-trip facilities - 8 bike storage boxes in existing car park in shopping centre

### Non-infrastructure initiative
- Targeting commuters and new cyclists
- Included in development costs, Toilets for the disabled

### Strategic Advantage
- Reduces incidence of theft
- Cycle user confidence and encouragement

### Promotion
- Centro advertisement Locker advertisement
- Local media, website

### Partnerships
- Centro
- BUG
- Community

### Program 2 End of Trip Facilities Centro Shopping Centre - Implementation Steps

<table>
<thead>
<tr>
<th>Step</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Research design types of bicycle parking lockers and storage boxes. NSW Bicycle guidelines and AS Bicycle Parking.</td>
</tr>
<tr>
<td>2</td>
<td>BUG and Centro management to liaise regarding locker placement and numbers. Decide on the bicycle parking location keeping in mind factors such as cyclists' arrival point, convenient access and secure location.</td>
</tr>
<tr>
<td>3</td>
<td>Install storage boxes. Advertise the availability of the lockers on the outside of the lockers and in places including Centro shopping centre, the local media, the Council and BUG web pages. Parking will be provided at no cost to users.</td>
</tr>
<tr>
<td>4</td>
<td>Provide a leaflet to persons renting lockers containing general cycling advice and Dubbo cycling Map.</td>
</tr>
<tr>
<td>5</td>
<td>Monitor and evaluate the use of the lockers via a survey. If not being used, re-advertise. If all are rented out, BUG to liaise with Centro to decide on providing more lockers.</td>
</tr>
<tr>
<td>6</td>
<td>Promote the shopping centre during the launching of the plan: demonstrate positive initiative for cycling. Launch during Bike Plan and NSW Bike Week.</td>
</tr>
</tbody>
</table>
Map 4 Photos
Map 5 Photos

1

2

3
Program 3: Launch of New Section of Tracker Riley Track

**Program 3: Infrastructure and Event - Launch of Tracker Riley Track to Dundullimal Reserve**

### Implementation Steps (Map 6)

<table>
<thead>
<tr>
<th>Step</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Prepare tender document for promotion material or prepare in house Council (Road Safety Officer).</td>
</tr>
<tr>
<td>2</td>
<td>Prepare promotional material with details of track maps, proposed target groups and launch dates.</td>
</tr>
<tr>
<td>3</td>
<td>Update web pages (Council, BUG, Visitor’s Centre) with details of track.</td>
</tr>
<tr>
<td>4</td>
<td>Media release and opening of track by prominent person. To coincide with major cycling events such as BUG ride or Council’s Rainbow ride in NSW Bike Week.</td>
</tr>
<tr>
<td>5</td>
<td>Details of Track in Council Rates Notices, Schools, Visitors Centre, Zoo and major employers in Dubbo.</td>
</tr>
<tr>
<td>6</td>
<td>Survey counts, monitors and evaluates use of Tracker Riley Path and types of users.</td>
</tr>
<tr>
<td>7</td>
<td>On-going promotion of path. Sustainability Officer/ RSO to disseminate information and liaison with users.</td>
</tr>
</tbody>
</table>

### Responsible Agency
- Dubbo City Council and Roads and Traffic Authority of NSW. Funding by RTA and Council.

### Infrastructure Initiative
- Targeting recreation, health, tourists, commuters, children and new cyclists
- Cost - RTA/Council funding allocated

### Strategic Advantage
- Allows for cycling in pleasant surroundings away from motor vehicles
- Cyclists gain confidence in cycling

### Promotion
- Advertisement and Maps Brochures
- Local media, website, Dubbo Visitors' Centre

### Partnerships
- Dubbo Council, BUG, Cyclists and Non Cyclists
### Program 4: Monthly Ride to Work Day

<table>
<thead>
<tr>
<th>Step</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Prepare promotional material and forward to major employers in Dubbo. Identify cycling champions in employment and persons willing to donate/subsidise breakfast and incentives.</td>
</tr>
<tr>
<td>3</td>
<td>Update web pages (Council, BUG, Visitor’s Centre) with details of Ride to Work Day.</td>
</tr>
<tr>
<td>4</td>
<td>Media release about Ride to Work Day featuring prominent cyclist, local cyclist or first time commuter. The first Ride to Work Day should be launched to coincide with major cycling events such as a BUG ride or National Ride to Work Day.</td>
</tr>
<tr>
<td>5</td>
<td>Details of Ride to Work Day in salary packages and Work Newsletters. Council’s hold message can promote Ride to Work Day.</td>
</tr>
<tr>
<td>6</td>
<td>Monitor and evaluate number of new cyclists.</td>
</tr>
<tr>
<td>7</td>
<td>On-going promotion of Ride to Work Day within the workplace with support available from BUG.</td>
</tr>
</tbody>
</table>
Program 5: Promotion of Recreational MTB Tracks – Wongarbon

<table>
<thead>
<tr>
<th>Step</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Prepare promotional information about MTB track. Promote Wongarbon Tank Reserve MTB track in the BUG webpage, Visitor Centre brochures/webpage and Council webpage. Also promote the track on the webpage for International Mountain Bike and Trials World Championship to be held in September 2009 in Canberra. Promote on Dubbo Tourist webpage as a destination for visitors attending trials.</td>
</tr>
<tr>
<td>2</td>
<td>Launch the Wongarbon Tank Reserve during a prominent event such as NSW Bike Week or International MTB Trials.</td>
</tr>
<tr>
<td>3</td>
<td>Involve Wongarbon local school at the launch of the track.</td>
</tr>
<tr>
<td>4</td>
<td>Monitor and evaluate the use of the track via a survey.</td>
</tr>
<tr>
<td>5</td>
<td>Promote schools as places where bicycle skills can be taught.</td>
</tr>
</tbody>
</table>
Map 6 Photos

1
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5. Conclusions and Recommendations

This Regional Bike Planning Study for Dubbo has been completed as part of the preparation of the new Premier’s Council for Active Living NSW BikePlan.

The study has taken into account social, demographic, urban design, planning, tourism, health and transport factors in order to identify potential cycling encouragement initiatives for the Dubbo local government area. A series of transferable ideas have been generated for the wider promotion of bicycle use for the area in question.

The following recommendations are made:

1. Implement the cycling initiative programs presented in this study with the preferred time frame outlined.

2. The five top initiatives should be implemented at the launch of the Bike Plan or during another high profile opportunity such as a bicycle ride or NSW Bike Week.

3. Implementation of the initiative programs should take place with on-going consultation and liaison with the project steering group and stakeholders identified in this study.

4. After the programs are implemented there needs to be continued evaluation, monitoring and reporting of the projects’ progress and success.
Appendices
APPENDIX 1 Survey Questionnaire to Stakeholders

Regional Bicycle Planning Study for Dubbo

Urban Arc is undertaking a study to identify the types of bicycle riding that take place in Dubbo and what discourages bike riding. Please complete the following questionnaire to assist our study.

PLEASE CIRCLE OR UNDERLINE THE ANSWERS THAT APPLY

1. Do have access to a bicycle?
   a. Yes
   b. No (please go to question 5)

2. Do you ever ride a bicycle?
   a. Yes
   b. No (please go to question 5)

3. How often do you ride a bicycle every month?
   (Please specify)………………………………………………………………..........................

4. What type of cycling do you take part in most often?
   (Mark all applicable)
   a. Commuting to work or school/education
   b. Travel to recreation or social activity
   c. Shopping trip
   d. All travel trips
   e. Recreational
   f. Fitness
   g. Other (please specify)…………………………………………………………………………………..

5. What are the main reasons that discourage you from cycling?
   (Mark all applicable)
   a. No bicycle
   b. Lack of time / too busy
   c. Require a car to carry goods or people
   d. Inadequate cycleways
   e. Roads not safe to ride on (where)……………………………………………………………………
   f. Weather extremes
   g. Not confident riding a bicycle/don’t know how to ride
   h. Cycleways and bike routes not maintained or signposted
   i. School does not permit cycling
   j. Helmet wearing compulsory
   k. Don’t know how to ride / unsure of road rules
   l. No place to park bicycle at destination:
      Where……………………………………………………………………………………………………
   m. Other reasons (Please specify below)
APPENDIX 2 – Survey Questionnaire Sent to all Schools

DUBBO CYCLEWAY STUDY SURVEY FOR SCHOOLS

NAME OF SCHOOL...........................................................................................................

ADDRESS.........................................................................................................................

PHONE..................................FAX..................................EMAIL........................................

CONTACT TEACHER........................................................................................................

TOTAL NUMBER OF STUDENTS........................................................................................

1. How many students currently cycle to school?
........................................................................................................................................

2. How many students currently

   a. Walk..............................
   b. Car passenger..............
   c. Car Driver (applicable to secondary school)..............................................
   d. Bus.................................
   e. Scooter.........................
   f. Other................................

3. Does your school have any policies relating to students cycling to school?

   □ No  □ Yes  □ Please detail below.
........................................................................................................................................

4. Does your school have bicycle parking? Please detail types
........................................................................................................................................
........................................................................................................................................

5. Do you have any additional comments relevant to cycling?
........................................................................................................................................
Appendix 3
Proposed Cycling Initiatives
Action Plan
## Table 4: Proposed Cycling Initiatives Action Plan

<table>
<thead>
<tr>
<th>Description of Cycling Encouragement Initiative</th>
<th>Classification of Encouragement Initiative</th>
<th>Targetted Groups</th>
<th>Details of Program</th>
<th>Priority</th>
<th>Responsible Partners and Support</th>
<th>Increase in Cycling Numbers</th>
<th>How will this be Measured or Tracked for Success</th>
<th>Is Initiative transferable to other Locations</th>
<th>Budget</th>
<th>Project Commence-ment Time Frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Parking Lockers at Church Street</td>
<td>Non Infrastructure: End-of-trip facilities</td>
<td>Commuters and New Cyclists</td>
<td>Bicycle parking in the form of lockers will be provided at Church Street off-street car park between Macquarie St and Brisbane St Dubbo. A trial of 4 lockers will be provided with a view to monitoring and increasing levels based on usage.</td>
<td>High</td>
<td>Dubbo City Council, BUG and other bicycle groups, community</td>
<td>Yes</td>
<td>The use of lockers and requests from new users. Evaluate, monitor and report present use.</td>
<td>Yes</td>
<td>$5,000</td>
<td>Jul-09</td>
</tr>
<tr>
<td>Bicycle Parking Lockers at Centro Shopping Centre</td>
<td>Non Infrastructure: End-of-trip facilities</td>
<td>Centro shopping centre shoppers, Commuters and New Cyclists</td>
<td>Bicycle parking in the form of lockers will be provided at Centro shopping centre under cover parking station. A trial of 8 lockers will be provided with a view to monitoring and increasing levels based on usage.</td>
<td>High</td>
<td>Centro Shopping Centre and BUG</td>
<td>Yes</td>
<td>The use of lockers and requests from new users. Evaluate, monitor and report present use.</td>
<td>Yes</td>
<td>As part of upgrade to disabled persons amenities</td>
<td>During the upgrade of the disabled persons amenities block</td>
</tr>
<tr>
<td>Bicycle Parking racks to be installed at Dubbo City Council, Orana Mall, Swimming Pool and Library</td>
<td>Non Infrastructure: End-of-trip facilities</td>
<td>Commuters and New Cyclists</td>
<td>Bicycle racks to be installed at the front of these locations.</td>
<td>High</td>
<td>Dubbo City Council, RTA and BUG</td>
<td>Yes</td>
<td>The use of lockers and requests from new users. Evaluate, monitor and report present use.</td>
<td>Yes</td>
<td>$5,000</td>
<td>Jul-09</td>
</tr>
<tr>
<td>Extension of Existing Tracker Riley Cycleway to Dundullimal Reserve Stage 1</td>
<td>Infrastructure - Pathway: Launch during the launch of the Bike Plan</td>
<td>Recreational, Commuters, Children, Tourism, Health and New Cyclists</td>
<td>The construction of a 2.5 kilometre gravel path from the end of the existing Tracker Riley Cycleway on the eastern side of the Obey Road to the entrance of Dundullimal Reserve, through the Reserve to Macquarie River foreshore, near the site of the proposed Macquarie River low level cycleway bridge. This stage includes the construction of three waterway crossing structures in Obey Road.</td>
<td>High</td>
<td>Dubbo City Council, Tourism and the NSW Department of Health</td>
<td>Monitor and evaluate via a survey undertaken once per month over one year to determine levels of use and types of users. Periodic placement of counters to determine number of cyclists.</td>
<td>Yes</td>
<td>Funding Council and RTA Western Region of $340,000</td>
<td>Sep-09</td>
<td></td>
</tr>
<tr>
<td>Tracker Riley Cycleway from Dundullimal Reserve to Macquarie St Stage 2</td>
<td>Infrastructure: pathway</td>
<td>Recreational, Commuters, Children, Tourism, Health and New Cyclists.</td>
<td>Construction of a cycleway bridge over the Macquarie River and the construction of a 700m compacted gravel path via the rail corridor to Macquarie Street. This also includes; fencing the cycleway within the rail corridor in the event that the railway is reactivated to run trains to the Trangie mine site. This stage also includes acquiring and fencing a right of way through private property to provide access to the bridge on the southern side of the river extending the cyclepath to the bridge.</td>
<td>High</td>
<td>Dubbo City Council, Tourism, and the NSW Department of Health</td>
<td>Monitor and evaluate via a survey undertaken once per month over one year to determine levels of use and types of users. Periodic placement of counters to determine number of cyclists.</td>
<td>Yes</td>
<td>Federal Government Grant of $770000</td>
<td>Dec-09</td>
<td></td>
</tr>
<tr>
<td>New Yarrandale Road section: Link to Charles Sturt University, Dubbo Senior College and Fletchers- Stage 1</td>
<td>Infrastructure: pathway</td>
<td>University and Secondary School Students, Employer Fletchers Commuters</td>
<td>On-road and off-road link to the University, Secondary school and Fletchers</td>
<td>High</td>
<td>Dubbo City Council</td>
<td>Monitor and evaluate use with a survey undertaken once per month over one year to determine levels of use and type of users.</td>
<td>Yes</td>
<td>$82,000</td>
<td>Oct-09</td>
<td></td>
</tr>
<tr>
<td>School Cycling Day</td>
<td>Program</td>
<td>School Students and Parents</td>
<td>Monthly Cycling to School Day. To target the schools where cycling use is exists</td>
<td>High</td>
<td>Schools and Road Safety Officer</td>
<td>Monitor and evaluate via a survey and evaluation undertaken once per month over the school year to determine levels of use.</td>
<td>Yes</td>
<td>not applicable</td>
<td>Sep-09</td>
<td></td>
</tr>
<tr>
<td>Rainbow Ride</td>
<td>Event: Held during the Launch of Bike Plan and NSW Bike Week</td>
<td>Children, New Cyclists and Parents.</td>
<td>Bicycle ride during NSW Bike Week to encourage more children and adults to ride bikes.</td>
<td>High</td>
<td>Dubbo City Council, RTA (funding for NSW Bike Week)</td>
<td>Monitor and evaluate use via a survey and evaluation undertaken after the event.</td>
<td>Yes</td>
<td>Not applicable</td>
<td>Sep-09</td>
<td></td>
</tr>
<tr>
<td>Wongarbon Tank Reserve MTB track</td>
<td>Program</td>
<td>Recreational, Health, Exercise and Training</td>
<td>2km MTB track public reserve. Wongarbon Public school to use for cycling skills days</td>
<td>High</td>
<td>Dubbo City Council</td>
<td>Provide a feedback form of use on the Council webpage.</td>
<td>Yes</td>
<td>Not applicable</td>
<td>Jul-09</td>
<td></td>
</tr>
<tr>
<td>Description of Cycling Encouragement Initiative</td>
<td>Classification of Encouragement Initiative</td>
<td>Targetted Groups</td>
<td>Details of Program</td>
<td>Priority</td>
<td>Responsible Partners and Support</td>
<td>Increase in Cycling Numbers</td>
<td>How will this be Measured or Tracked for Success</td>
<td>Is Initiative transferable to other Locations</td>
<td>Budget</td>
<td>Project Commencement Time Frame</td>
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<tr>
<td><strong>Ride to Work Day</strong></td>
<td>Event and On-going program</td>
<td>Commuters and New Cyclists</td>
<td>Monthly Event</td>
<td>High</td>
<td>Target the major Employers: Fletchers, RTA, Charles Sturt University,Dubbo City Council, Department of Primary Industries and Country Energy.</td>
<td>Yes</td>
<td>Provide a feedback form for use on the Council and employers' webpages.</td>
<td>Yes</td>
<td>Identify Cycling champions in Employment</td>
<td>Jul-09</td>
</tr>
<tr>
<td><strong>Link to Bligh Street Under Newell Highway: Emile Serisier East Abutment Link</strong></td>
<td>Infrastructure: pathway</td>
<td>Recreational, Commuters, Children, Tourism, Health and New Cyclists.</td>
<td>Off-road path to be constructed to link under low level bridge.</td>
<td>High</td>
<td>Dubbo City Council</td>
<td>Yes</td>
<td>Monitor and evaluate use via a survey undertaken once per month over one year to determine levels of use and type of users. Periodic placement of counters to determine number of cyclists.</td>
<td>Yes</td>
<td>$80,000 **</td>
<td>Dec-09</td>
</tr>
<tr>
<td><strong>Skate Park and Park Link</strong></td>
<td>Event: Launch during the Launch of Bike Plan.</td>
<td>Recreational, Commuters, Children, Tourism, Health and New Cyclists.</td>
<td>The existing Skate park at Talbragar Street will have a path from Darling St to Fitzroy St</td>
<td>High</td>
<td>Dubbo City Council, PCYC, Sport and Recreation</td>
<td>Yes</td>
<td>Provide a feedback form for use on the Council webpage.</td>
<td>Yes</td>
<td>$83,400</td>
<td>Dec-09</td>
</tr>
<tr>
<td><strong>Bicycle Parking and End Trip Facilities Improvement</strong></td>
<td>Non Infrastructure: End-of-trip facilities</td>
<td>Commuters and New Cyclists</td>
<td>Planning Policies, Plans, Ordinances and Development Control plans to emphasise the need for bicycle parking and end of trip facilities. LEP and Parking DCP to stipulate bicycle parking and End trip facilities to be provided at all new developments.</td>
<td>High</td>
<td>Dubbo City Council, Developers</td>
<td>Yes</td>
<td>Future Travel to Work Census Data</td>
<td>Yes</td>
<td>As part of review of Policies and Plans</td>
<td>As part of review of Policies and Plans</td>
</tr>
<tr>
<td><strong>Cycling Celebrities to promote cycling</strong></td>
<td>Events and On-going program</td>
<td>Cyclists and Non-cyclists</td>
<td>Participation of cycling celebrities from Dubbo to promote the benefits of cycling</td>
<td>High</td>
<td>Local Media, Dubbo City Council</td>
<td>Yes</td>
<td>Event participation</td>
<td>Yes</td>
<td>not applicable</td>
<td>NSW Bike Week 09 followed up every two months</td>
</tr>
<tr>
<td><strong>Dubbo Photo News Sports Article</strong></td>
<td>Events and On-going program</td>
<td>Cyclists and Non-cyclists</td>
<td>Participation of local cycling celebrities, BUG and Media to promote the benefits of cycling</td>
<td>High</td>
<td>Media and Dubbo City Council</td>
<td>Yes</td>
<td>Event participation</td>
<td>Yes</td>
<td>not applicable</td>
<td>NSW Bike Week 09 followed up every two months</td>
</tr>
<tr>
<td><strong>BMX Club Involvement</strong></td>
<td>Program</td>
<td>Children, New Cyclists and Parents.</td>
<td>To promote the sport of BMX riding to Dubbo's residents</td>
<td>High</td>
<td>BMX Club, BUG and PCYC</td>
<td>Yes</td>
<td>Monitor and evaluate club member numbers and new membership.</td>
<td>Yes</td>
<td>not applicable</td>
<td>On-going</td>
</tr>
<tr>
<td><strong>MTB sites through Dubbo and Enviorns</strong></td>
<td>Promotion of existing facilities</td>
<td>Recreation, health, exercise and training</td>
<td>Illustrate off-road riding opportunities on a map, liaise with Council to promote riding.</td>
<td>High</td>
<td>Local Mountain Bike Club, BUG and Tourism</td>
<td>Yes</td>
<td>Monitor and evaluate use with a survey undertaken once per month over one year to determine levels of use and type of users. Periodic placement of counters to determine number of cyclists.</td>
<td>Yes</td>
<td>Existing maps to be used.</td>
<td>Immediately</td>
</tr>
<tr>
<td><strong>Update of Dubbo City Council Bicycle Plan</strong></td>
<td>Update of Planning Document</td>
<td>All types of Cyclists and Non-cyclists</td>
<td>Ensure that a new bicycle plan is developed for Dubbo that includes programs that are both infrastructure and non infrastructure related and prioritised for future implementation. Promote stakeholder synergy and identify gaps in the existing plan.</td>
<td>High</td>
<td>Dubbo City Council, RTA Western Region and BUG.</td>
<td>Yes</td>
<td>Monitor and evaluate use with a survey undertaken once per month over one year to determine levels of use and type of users. Periodic placement of counters to determine number of cyclists.</td>
<td>Yes</td>
<td>$50,000</td>
<td>Jul-09</td>
</tr>
<tr>
<td>Description of Cycling Encouragement Initiative</td>
<td>Classification of Encouragement Initiative</td>
<td>Targetted Groups</td>
<td>Details of Program</td>
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<td>Responsible Partners and Support</td>
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<tr>
<td>Signposting Audit</td>
<td>Program</td>
<td>All types of Cyclists and Non-cyclists</td>
<td>An audit of all the existing cycle route signposting will be undertaken to ensure that the signposting is adequate and understandable for cyclists and non-cyclists.</td>
<td>High</td>
<td>Dubbo City Council</td>
<td>Yes</td>
<td>Public questionnaire to determine user satisfaction</td>
<td>Yes</td>
<td>$20,000</td>
<td>Aug-09</td>
</tr>
<tr>
<td>New Residents Targeted</td>
<td>Program</td>
<td>New residents</td>
<td>All new residents to Dubbo to be sent cycling information in their &quot;new residents kit&quot;. First rates notice sent can also include information about cycling in Dubbo.</td>
<td>High</td>
<td>Dubbo City Council, Tourism</td>
<td>Yes</td>
<td>Provide incentives via feedback surveys.</td>
<td>Yes</td>
<td>Part of New Residents Package</td>
<td>Immediately</td>
</tr>
<tr>
<td>Community Rides</td>
<td>Event</td>
<td>All types of cyclists and non-cyclists</td>
<td>Community is invited to cycle along the new Tracker Riley extension to Dundullimal homestead. Each time they cycle they will receive a ticket to place into draw for a prize. The more times he/she cycles the more chance he/she will have of winning a prize.</td>
<td>High</td>
<td>BUG promotion in their newsletter. Council, Tourism and community webpages.</td>
<td>Yes</td>
<td>Conduct biannual survey of the number of riders present.</td>
<td>Yes</td>
<td>Part of BUG promotion.</td>
<td>At the opening of a facility, over three consecutive week ends or afternoons</td>
</tr>
<tr>
<td>Sustainability Officer</td>
<td>Position Creation</td>
<td>Prepar programs, monitor and evaluate bicycle use</td>
<td>Creation of a position for Dubbo City Council to employ person to ensure that the bicycle encouragement initiatives are met and actively pursued.</td>
<td>Medium</td>
<td>DET, Dubbo City Council, RTA Western Region</td>
<td>Yes</td>
<td>Position Performance Indicators</td>
<td>Yes</td>
<td>$75,000</td>
<td>Jan-10</td>
</tr>
<tr>
<td>Audit existing levels of walking, cycling and other physical activity</td>
<td>Program</td>
<td>Persons currently engaged in physical activity</td>
<td>Determine the current level of physical activity in Dubbo and what facilities are being used. Encourage people who are actively engaged in physical activity, to switch to cycling by illustrating the benefits e.g. cycling saves time.</td>
<td>Medium</td>
<td>RTA Western Region, DWHS</td>
<td>Yes</td>
<td>Conduct periodic survey of the number of riders present.</td>
<td>Yes</td>
<td>As part of Sustainability Officer's tasks</td>
<td>Jan-10</td>
</tr>
<tr>
<td>Maintenance of bicycle shoulders</td>
<td>Maintenance of Facilities</td>
<td>Commuters and New Cyclists</td>
<td>Maintain bike shoulders along existing bicycle routes and all road shoulders</td>
<td>Medium</td>
<td>Dubbo City Council, local community</td>
<td>Yes</td>
<td>Observations and surveys. Community to complete feedback on Council's webpage.</td>
<td>Yes</td>
<td>Part of road maintenance</td>
<td>After facilities have been upgraded</td>
</tr>
<tr>
<td>Maintenance of off-road routes</td>
<td>Maintenance of Facilities</td>
<td>Recreational, Commuters, Children, Tourism, Health and New Cyclists.</td>
<td>Maintain shared bicycle/pedestrian paths/ monitor debris, rubbish and weeds</td>
<td>Medium</td>
<td>Dubbo City Council, BUG and other bicycle groups, community</td>
<td>Yes</td>
<td>Monitor and evaluate use via a survey undertaken once per month over one year to determine levels of use and type of users. Periodic placement of counters to determine number of cyclists.</td>
<td>Yes</td>
<td>Part of path maintenance</td>
<td>After facilities have been upgraded</td>
</tr>
<tr>
<td>Roundabouts</td>
<td>Infrastructure</td>
<td>Commuters and New Cyclists</td>
<td>Retrofit all existing roundabouts and new roundabouts to make safe for cycling</td>
<td>Medium</td>
<td>Dubbo City Council</td>
<td>Yes</td>
<td>Observations and surveys. Community to complete feedback on Council's webpage.</td>
<td>Yes</td>
<td>Part of cycling facilities upgrade</td>
<td>As part of Council's program (check the table in report)</td>
</tr>
<tr>
<td>Regional Promotion of Cycling</td>
<td>Program</td>
<td>Cyclists and Non-cyclists</td>
<td>Liaise with neighbouring Councils to promote cycling: promote a brochure illustrating all the regional cycling facilities.</td>
<td>Medium</td>
<td>Dubbo City Council, Wellington Council, Taronga Western Plains Zoo, Tourism from both Councils</td>
<td>Yes</td>
<td>Survey to determine if more visitors are visiting the region by bicycle.</td>
<td>Yes</td>
<td>$10,000</td>
<td>Feb-10</td>
</tr>
<tr>
<td>Signposting of Tourist Routes for Cyclists</td>
<td>Information</td>
<td>Tourists</td>
<td>Signposting of Tourist routes</td>
<td>Medium</td>
<td>Grow Dubbo, Department of Tourism, Chamber of Commerce</td>
<td>Yes</td>
<td>Are more tourist destinations being visited by cyclists. Count periodically.</td>
<td>Yes</td>
<td>not applicable</td>
<td>On-going</td>
</tr>
<tr>
<td>Wahroonga Park Mothers Ride</td>
<td>Monthly Event</td>
<td>Pre-school aged play group</td>
<td>Monthly ride and social activity for mothers and preschool aged children at Wahroonga Park</td>
<td>Medium</td>
<td>Playgroup association, Dubbo library</td>
<td>Yes</td>
<td>Monitor the number of children joining the group</td>
<td>Yes</td>
<td>not applicable</td>
<td>On-going</td>
</tr>
</tbody>
</table>
References

- “Cycling in NSW – What the data tells us” (Parsons Brinckerhoff) 2008.
- “How to prepare a bike plan – An easy 3 step guide (RTA) 2002.
- “Dubbo City park and open space system” (Ross Planning Pty Ltd) 2009.
- Crash Data (2003-2007) Pedal cycle crashes, RTA Western Region.