



Moreland  
City Council



# Ride & Stride

→ Pilot program outcomes report





# Contents



<b>Ride &amp; Stride program</b>	<b>3</b>
<b>Why a behaviour change program?</b>	<b>4</b>
<b>Ride &amp; Stride initiatives</b>	<b>6</b>
Open Streets	6
Tag On	7
Free e-cargo bike trials	8
ActivePaths	9
Other initiatives	9
<b>Pilot results</b>	<b>10</b>
<b>What's next?</b>	<b>11</b>

Moreland City Council acknowledges the Wurundjeri Woi-wurrung people of the Kulin Nation as the traditional custodians of the lands and waterways in the area now known as Moreland, and pays respect to their Elders past, present, and emerging, as well as to all First Peoples' communities who significantly contribute to the life of the area.

# Ride & Stride pilot program



In Moreland, we want people to choose to walk or ride to get around locally because its healthy, free, safe and convenient. However, currently only 22% of all trips in Moreland are walked and 7% of all trips are ridden, whilst 57% of all trips are driven by car\*. When it comes to the environmental impact of these car trips, they account for more than one-third of an average Moreland household's carbon emissions.

Ride & Stride is a behaviour change program run with primary schools to encourage more riding, striding and scooting to school. We work closely with schools to understand specific barriers and enablers of active travel and design a range of activities to encourage more walking and riding trips to and from school.

We piloted the program with Coburg North Primary School and Brunswick East Primary School over Term 3 and 4 2021, and Term 1 2022. As a pilot, we wanted to test, monitor and evaluate a range of new initiatives to understand how they can influence and support walking and riding alongside travel infrastructure improvements in our local communities.

By developing and fostering a culture of healthy, active travel in young people, the Ride & Stride program has the potential to drive generational change towards a safer, more sustainable transport network in Moreland.

Read on to hear more about how we designed the program, the activities we delivered and the outcomes of the pilot.

**Note:** This pilot was delivered over the 2021 school year disrupted by numerous COVID related lockdowns, restrictions and home-schooling. Taking into consideration the context surrounding broader travel patterns over the last year is important when evaluating the outcomes of the Ride & Stride initiatives.

\* Victorian Integrated Survey of Travel and Activity, 2018



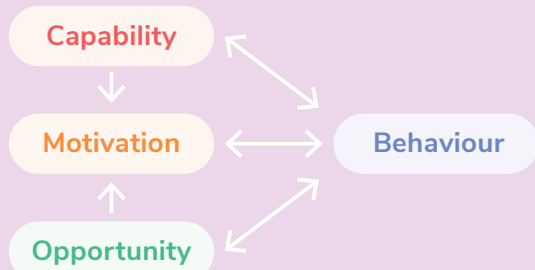


# Why a behaviour change program?



In order to change the way people choose to travel, we need to understand what influences their travel behaviours. There are many models and theories that suggest different factors influence human behaviour, each one designed to help us better understand what drives behaviour and how decisions are made.

One of the most well-known theories is the COM-B model. This model\* suggests that behaviour is influenced by 3 key components:



### Capability

Do we have the knowledge, skills or abilities required to achieve the behaviour?  
e.g. does the person know how to ride?

### Opportunity

Do we have the external physical or social factors in place to make this behaviour possible?  
e.g. are there safe routes for the person to ride on?

### Motivation

Is there sufficient internal desire or motivation for the behaviour to occur?  
e.g. does the person want to ride?

As each of these components interact, initiatives must target one or more of these in order to deliver and maintain effective behaviour change.

Along with understanding drivers of individual behaviour, it is also important to consider the wider school communities' specific barriers and enablers of walking and riding.

As part of Ride & Stride, we surveyed parents and students at each school to identify key areas to address to increase active travel.\*\* Across both schools, these were:



Knowledge that my child has arrived safely if travelling independently or with friends



Less car traffic and congestion around the school



Clearly signed bicycle and foot paths to school

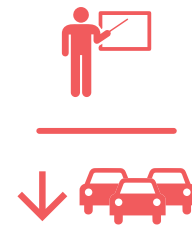


Programs to teach my child about road safety and independent travel



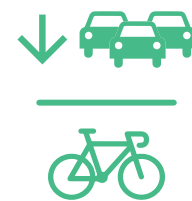
The Ride & Stride initiatives were designed with each school to both target these key issue areas and tap into key drivers of behaviour change:

### Capability



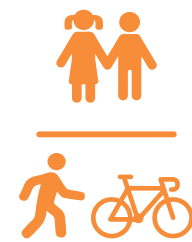
For families that drive or live further away, providing access to alternative sustainable transport options and increasing knowledge of how to ride with kids through **free e-cargo bike trials**; teaching students safe bicycle skills and road safety through **cycle training in school**.

### Opportunity



Trailing initiatives that reduce car traffic and congestion around schools to make the environment safer and more appealing for those walking and riding through **Open Streets trials**; improving access to secure bicycle parking at drop off and pick up through **installation of bike hoops**.

### Motivation



Incentivising children's independent active travel through gamification and increasing parent knowledge that their child has arrived at school safely through the **Tag On technology**; improving awareness of desire to use safe, commonly used walking or riding routes to school through **ActivePaths maps and footpath markers**.



You can read a more detailed breakdown of each schools' behaviour change profile here:

[Coburg North Primary School](#)

[Brunswick East Primary School](#)



When delivering behaviour change programs, it is important to understand the existing transport infrastructure in place and how the surrounding transport network impacts travel behaviours and decisions. This ensures the programs are integrated appropriately with local infrastructure and respond proportionately to barriers or enablers within the physical environment. The engagement and outcomes from soft measure behaviour change programs are essential alongside hard measure infrastructure changes in informing, evaluating and activating an improved transport network.

\* COM-B Model: Michie, van Stralen & West, 2011.  
\*\* A total of 307 parent surveys and 151 student surveys were completed.





## Ride & Stride initiatives

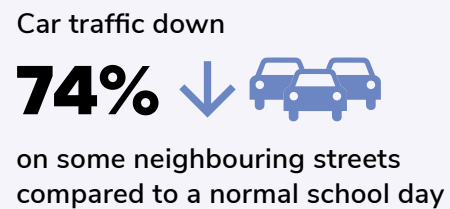
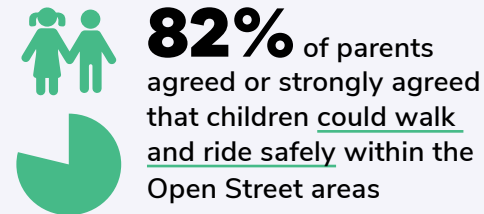
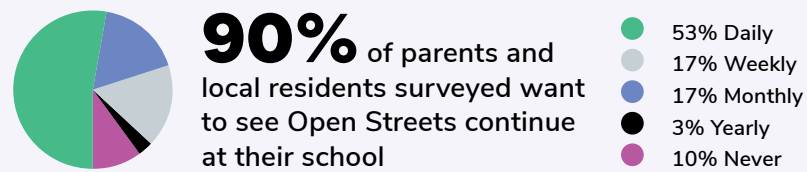
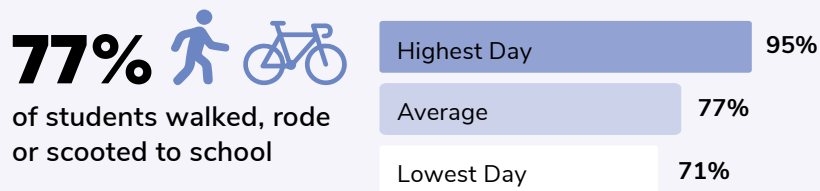
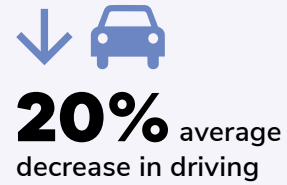
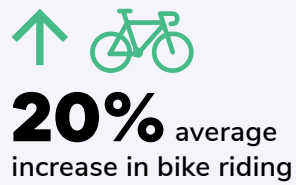


### Open Streets

An 'Open Street' is a street beside a school open to walking and riding during school drop-off and pick-up times, without car traffic. To address parent concerns around congestion and car traffic volumes outside school gates, we piloted three of Australia's first Open Streets outside our two Ride & Stride schools. We delivered a 3-day trial in March outside Brunswick East Primary School, a 2-day trial in November outside Coburg North Primary School, and a second week-long trial at Brunswick East Primary School in December. For an hour over morning drop-off and afternoon pick-up, families and residents were able to enjoy safe, open streets to walk, ride, scoot or play free from cars.

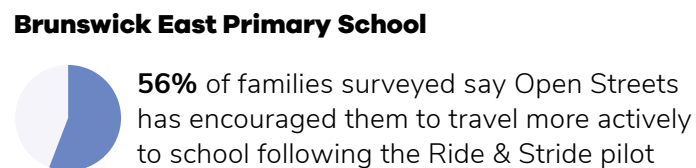
#### Results

Across our three Moreland Open Streets trials:

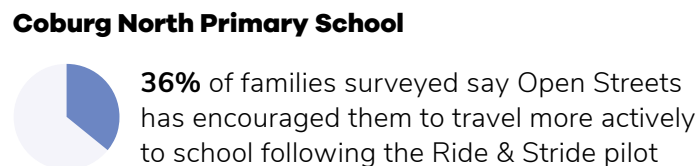


You can read more about our Open Streets Trials in our [Open Streets 2021 Outcomes Report](#)

“We would love open streets 100% of the time!”  
– Brunswick East Primary School parent



“It was really great to see everyone using the space that is usually taken up / blocked by cars being used in such a positive, healthy and low carbon way.”  
– Coburg North Primary School parent



### Tag On

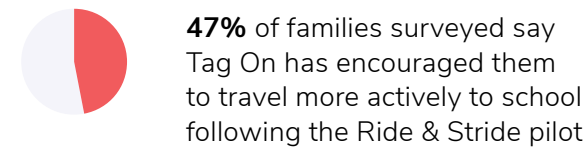
The Tag On technology allows children to 'tag on' at kiosks each morning and select how they travelled to school that day, earning house and active travel points. Importantly, it also allows parents to receive an instant email notification when their child tags on to provide peace of mind that their child has arrived safely. This technology encourages students to travel actively through a gamified points system. It also provides families more confidence and motivation to allow their child to travel independently, critical to building road safety skills and healthy travel habits in students.

#### Results

	Highest Daily Tag On's in 2021	Total Tag On's in 2021	% of students using system
Brunswick East Primary	107	2007	56%
Coburg North Primary	226	2439	66%

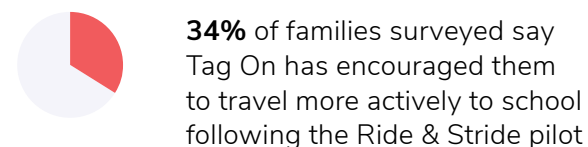


#### Brunswick East Primary School



“My daughter loves tagging on and does so daily. Great for me as I can see she has arrived safely every day.”  
– Brunswick East Primary School parent

#### Coburg North Primary School



“The Tag On system is the greatest. We now let our older child ride by herself and walk with the younger one. We wouldn't have done this without Tag On”  
– Coburg North Primary School parent



### Free e-cargo bike trials

Many families are often interested in travelling actively to school, but live too far away, have too little time or simply do not have access to a bike. To address this we provided families an electric cargo bike, free for 2 weeks to 16 families at Brunswick East Primary and 20 families at Coburg North Primary. The bikes were provided by local e-bike subscription service Lug & Carrie. We monitored how they used the bike over the trial, their perceptions on riding as a alternative mode of to driving, and how they plan to travel in the future as a result of the trial.

#### Results

	% that previously drove to school	% that used the e-bike once or more a day over the trial	% that plan to switch from driving to riding the school run following the trial	% likely to replace other regular car trips with bike in the future	% continuing with an e-cargo bike subscription following the trial	% would highly recommend trial to other parents
Brunswick East Primary	75%	67%	88%	58%	56%	92%
Coburg North Primary	61%	55%	36%	50%	41%	75%



“The e-bike loan absolutely converted my daughter into a bike passion. Now when Dad goes to suggest driving her she’s shocked he would want anything except the bike.”

– Brunswick East Primary School parent

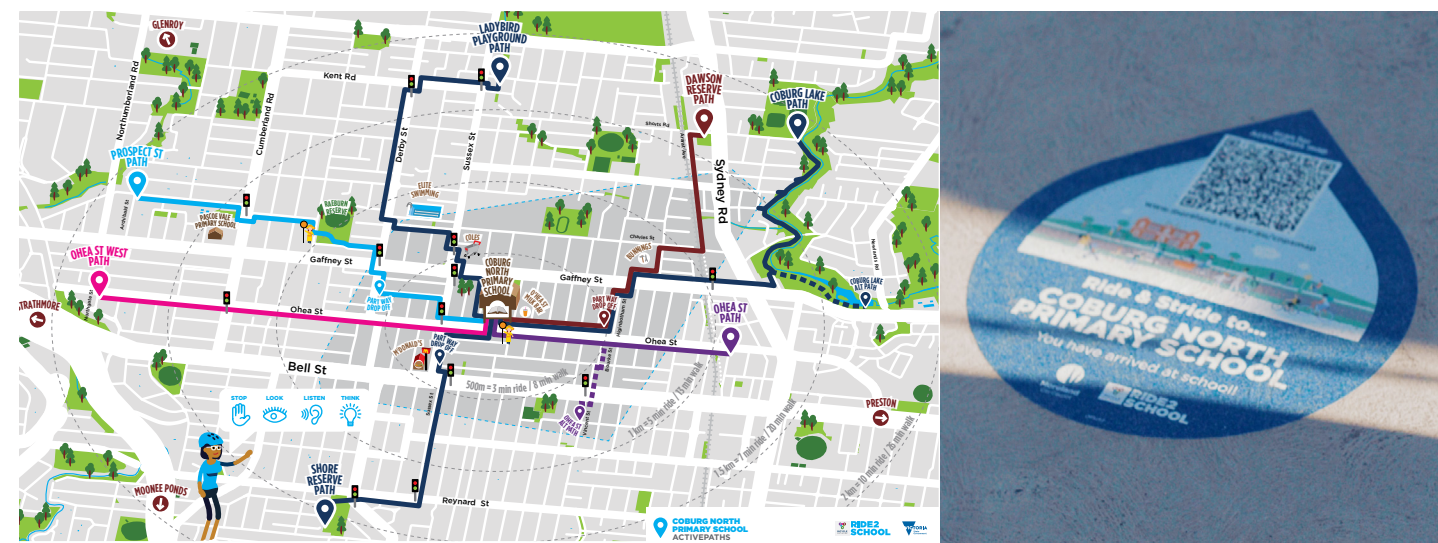
“The e-bike trial was a great idea. We are continuing with our e-bike and have actually been getting to school early! It’s a really great social mode of transport to school”

– Coburg North Primary School parent

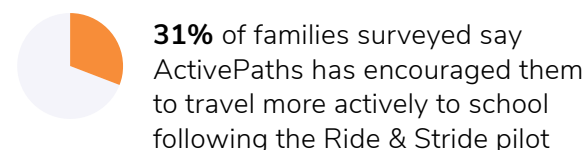
### ActivePaths

Knowing the nearest safe route from home to walk or ride to school is important for families deciding how best to travel the school run. With our 2 Ride & Stride schools and Bicycle Network, we designed a map of safe active paths to school that extends further than typical walking maps to connect families that live further away.

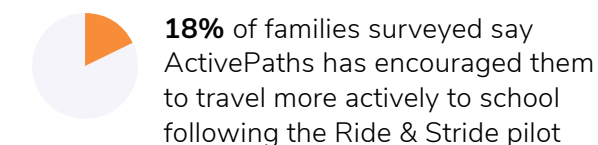
We also installed footpath markers along each route to signpost the way, with distance times to school and easy to scan QR codes that link to the online map. We have had 81 scans of footpath markers leading to Coburg North Primary since November 2021 installation and 25 scans of footpath markers leading to Brunswick East Primary since February 2022 installation.



#### Brunswick East Primary School



#### Coburg North Primary School



### Other initiatives

We also delivered a number of smaller initiatives tailored to each school’s needs, such as:



**Cycle skills training**  
For staff at Coburg North Primary to teach safe cycling skills to students in PE sessions.



34% of families surveyed said these sessions have encouraged them to travel more actively to school.



**Improved bike parking**  
We installed multiple bike hoops outside the entrances at both schools to allow more parents safe, secure bike storage when doing the drop off/pick up.



## Pilot results



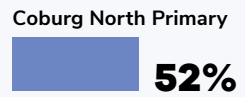
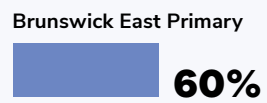
At each school, we asked parents the extent to which they felt the walking and riding barriers they'd identified prior to the program were addressed through the Ride & Stride initiatives. We are working hard to improve both the infrastructure and behaviours around walking and riding to school, so it is important we measure how these tailored activities have helped to address the areas families told us were important.

### Results

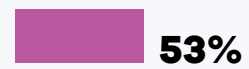
#### % of families that said the Ride & Stride program addressed...



Knowledge that my child has arrived safely if travelling independently or with friends



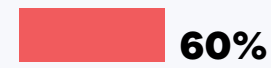
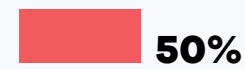
Less car traffic and congestion around the school



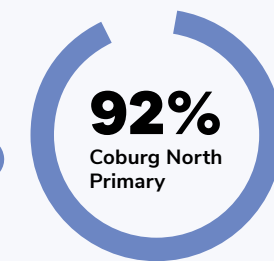
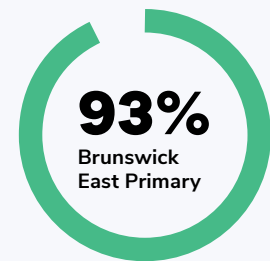
Clearly signed bicycle and foot paths to school



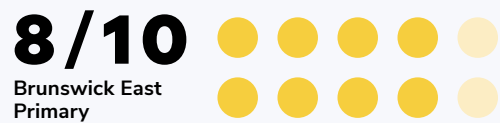
Programs to teach my child about road safety and independent travel



Families continuing to travel actively or traveling more actively as a result of Ride & Stride



Parents highly likely to recommend another school take part in Ride & Stride



Note: A total of 114 survey responses were received from Brunswick East and Coburg North Primary parents in an online Ride & Stride pilot evaluation survey.

## What's next?



We will continue to work closely with our pilot schools to encourage more families to ride and stride to school, looking at ways to expand some of the initiatives that have gained keen parent and community interest into longer term projects.

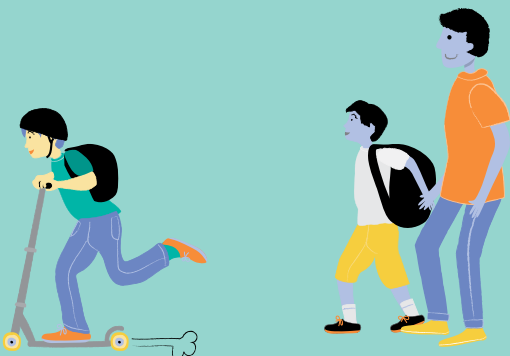
From Term 2, 2022, we are excited to begin working with three new Ride & Stride schools. We are looking forward to improving and scaling the activities delivered in the pilot program whilst collaborating on new initiatives to improve walking and riding to schools across Moreland.



For more information on the Ride & Stride program, please visit [morelandzerocarbon.org.au/travel-smart/ride-and-stride/](https://morelandzerocarbon.org.au/travel-smart/ride-and-stride/)







**Moreland**  
City Council

Locked Bag 10, Moreland VIC 3058  
03 9240 1111 | [moreland.vic.gov.au](http://moreland.vic.gov.au)