



**BETTER STREETS**  
FOR NEW SOUTH WALES

# Campaigning Handbook



# Contents

1	Welcome to Better Streets.....	3
2	How to run a healthy local group .....	4
3	Planning your Better Streets campaign.....	11
4	Communicating your campaign .....	27
5	Useful Information.....	34



## About the Better Streets Campaigning Handbook

This document sets out a vision, a plan and practical information to help your local group campaign for Better Streets and link up with like minded people for support and further guidance.

To help keep our *Campaigning Handbook* up to date, we'd be very happy to hear of your suggestions. Please contact our Better Streets coalition: [contact@betterstreets.org.au](mailto:contact@betterstreets.org.au)

### **Better Streets NSW Campaigning Handbook**

January 2023

[www.betterstreets.org.au](http://www.betterstreets.org.au)

Better Streets NSW acknowledges the help and support of the London Cycling Campaign in the production of this handbook.

Better Streets acknowledges the Traditional Custodians of the lands on which we live, meet and work. We wish to pay our respects to Elders past and present and recognise the continuous connection of Aboriginal and Torres Strait Islander people to land, water and Country.

**Cover photo: Jullietta Jung, Better Streets NSW.  
Photo this page: Warren Salomon, Better Streets NSW.**



# 1 Welcome to Better Streets

## Our vision

Safe, healthy, people-friendly, climate-friendly streets in NSW

### SAFE STREETS

with safe space to walk and cycle, safe crossings on busy roads, and low-speed, low-traffic streets for residential neighbourhoods

### HEALTHY STREETS

where walking, wheeling or riding is the natural choice for short journeys, children can play, get physical and move easily outdoors, and infrastructure is provided equitably

### PEOPLE STREETS

with lots of plants and seating, and where motor traffic doesn't dominate – especially in town centres

### CLIMATE-FRIENDLY STREETS

which promote the shift to zero-carbon and create shared mobility options so that all residents have suitable, sustainable transport choices on their doorstep.

## What is Better Streets?

Better Streets is a coalition campaign. This means that we are not a single group, but many groups who are part of a collective movement to get quicker action.

We started Better Streets to help local advocacy groups become more effective at campaigning, attracting and retaining new volunteers, and working together.

We aim to support all groups who join Better Streets through workshops, tools development, and the sharing of resources so that we all become more successful.

## Why a Better Streets campaign?

Governments at all levels have provided strategies, plans and other verbal undertakings, but have lagged on the delivery of infrastructure which would support walking, wheeling, bike riding and sustainability for our cities.

If we accept this slow rate of change across NSW (and Australia), our children will be 100 years old before we have streets that are safe, healthy, climate-friendly, and designed to support people and businesses. To wait is just not good enough.

## Our Key Asks

- 30 km/h speed limits on all local residential streets and town centres.
- 75% of students to walk, scoot, cycle, or take public transport to school daily.
- Beautiful streetscapes for local businesses.
- 2,560 more pedestrian crossings.
- 1,000 km of connected, safe and direct cycle and micromobility routes per year.



# 2 How to run a healthy local group

## Healthy groups thrive on:

### Teamwork

- We don't go it alone. We promote teamwork through our shared values of active travel.
- We share ideas within our group.
- We regularly communicate with our members.

### Respect and equality

- We promote equality of access to transport.
- We respect our fellow humans and promote diversity.
- We are accessible to all and promote all abilities.
- We are active in safeguarding our children's future, and are respectful in any interactions with fellow members and the public.

### Fun

- We provide an environment and activities which allow for positive physical and mental well-being.
- We take the time to celebrate wins.
- We share our love of cycling, walking and micromobility.

### Resources

- We respect our volunteers' time and our resources.
- We reflect on past experiences by regularly reviewing projects and campaigns and finding ways to improve them.

### Community

- We are part of the community. We engage respectfully with our fellow residents as good neighbours.
- We provide a welcoming experience for our new members and other groups.
- We lead by example.

A healthy local group is key to any strong engagement with government, businesses, residents, and others.

## Teamwork

Teamwork is an essential part of running local group campaigns. Few campaigns have been won by individuals alone, and without a range of people getting pro-actively involved, your group is unlikely to achieve its aims.

**Make sure everyone is aware of the aims and objectives of the group**

Clarify what it is your group wants to achieve and why. With clear goals you will remain focused in all your campaigns.

## Welcome new members

Introduce them to other members, explain how the group works and what the current campaign is about. Try to find out what their skills are and how they would like to be involved in the campaign.

## Encourage involvement

Welcome everyone's comments and listen to what members have to say. This helps create an atmosphere



where people feel free to speak up. Actively encourage people to do things to help with the campaign if they can.

### **Encourage everyone to take on a role or responsibility**

It doesn't have to be a huge task, but can be something that makes people feel like they are contributing to the work of the team.

Value everyone's contribution, no matter how small.

### **Accept people's limitations**

Not everyone can commit as much time as they might like, so do make sure you recognise people's time constraints.

### **Make sure you have someone in charge**

It doesn't have to be the group coordinator, although they may want to take this role (and even if they don't, they will probably want to know what's going on). The person in charge should manage the campaign, co-ordinating all the input from those involved, keeping track of deadlines, making sure all correspondence adheres to the group's guidelines, and making sure the campaign is publicised.

## **Respect and equality**

### **Promote diversity**

If people think that they will stand out because of their age, gender, sexuality, ethnic or social group, they will be unlikely to become involved. So it is vital to make it clear that all people are welcome. Your group will be far more effective if you include and represent a diverse group of people.

### **Promote equity**

We know that transport has many inequities across New South Wales. As campaigners we should encourage all of our campaigns, infrastructure plans and requests to consider greater equity in mobility.

### **Accessible Meetings**

Meetings that utilise different meeting formats and are accessible to any individual, regardless of mobility, will engage a diverse group of people. Accessible meetings are on-line or in person to engage everyone, no matter who or where they are.

## **Planning**

Planning is fundamental to everything, especially campaigning. Having a plan of action will enable you to think strategically about what, when, where and how you do things. Below are some key issues to get you thinking.

### **Plan your workload**

When organising your group's campaign, draw up a plan of action. This will help your group identify the best approach to gain success. It will keep you focused and help you make the most of the resources you have.

### **Prioritise your work**

You won't be able to do everything all at once so prioritise the important issues and direct your energies and activities on a few things taking into account available resources.

### **Review and evaluate your campaign plan**

This often gets overlooked, but is really important to make sure your campaign is achieving its aims. Situations can change very rapidly and you'll want to make sure that your actions take account of such changes and adjust as necessary.

## **Organisation**

Good organisation is essential for your group to thrive and prosper and will ensure your campaign is successful. Being organised will underpin all your activities.

### **Set clear aims for your group's campaign**

It's important that most of your group is happy with your campaign's aims and objectives. If you lose sight of what your group is aiming to do, you will quickly become unfocused. You may lose people's interest because they aren't sure what it is they are working towards.

### **Be focused in your work**

Without focus you may find yourself flitting from one activity to another. This will dilute your effectiveness and could lead to de-motivation among your members.

### **Set clear goals**

This will give you and your members something to work towards. Make sure your goals are SMART (Specific, Measurable, Achievable, Relevant and Time-bound). Remember to set short term goals as well as longer term ones, and make sure you chart your progress.

### **Consider a separate campaigns meeting**

To ensure your regular meetings aren't dominated by discussion of ongoing campaigns, you might want to consider setting up a subcommittee who meet separately to run each campaign. They can then give feedback about the campaign during your regular meeting, without going into too much unnecessary detail.



## Make the most of your subcommittee meetings

If you do decide to create a subcommittee, its meetings will be where you will plan and organise your campaign activities. Make sure the meetings are regularly scheduled, and run as effectively and efficiently as possible, in order to maximise your productivity.

## Focus your energy and time

Concentrate on the activities which suit the number of group members you have. It's often best to focus on a few things that are manageable and do them well, rather than trying to cover everything.

## Community

### Keeping people involved in your campaign

Getting involved in something new is often a daunting prospect, but these are things we can do to make it easier:

### Make yourselves easily contactable

- Tell people how they can contact you (try to give them a range of options - email, phone, social media, etc.).
- Make sure you check your messages regularly and respond promptly.
- Make yourselves visible: does all your publicity tell potential members how to contact you?

### Be approachable

- First impressions count so make people feel welcome.

- Counter the perceptions that members must be dedicated hard-core campaigners – this can be intimidating and discourage people from getting involved.

## Getting group members active in your campaign

Once someone has joined your local group, the next step is to help them get involved in your campaigns. It's useful to think of involvement as a multi-step process:

- High involvement – for example, the Coordinator and the major campaigners or event organisers
- Medium involvement – helping on stalls, rides, or other campaign activities
- Low involvement – writing to decision-makers, handing out flyers
- No involvement – interested 'consumers', casual members or members in sign-up only

Most members initially join as 'consumers' – getting involved in social events, walks or rides, reading your newsletter, etc. Try to think about how you can encourage these members to take the next step and start participating more actively in your campaigns.

## Step 1: Entice members to get involved

### Keep members informed

Constantly publicise all your activities. People can't get involved with something they haven't heard of. Make use of newsletters, email, social media and your website to report what you are up to.

Photo: BIKEast Inc.



## Don't make assumptions

Just because someone doesn't attend meetings doesn't mean they aren't interested in doing something else, like working from home on a campaign.

## Sell the benefits of being involved in your group

The opportunities to campaign for real change, to get involved in rides, to meet new people and to have fun are all benefits likely to entice people's interest. Being given volunteer actions, roles and responsibilities is a great and simple way to do this.

A Volunteer Actions List (see example below) can provide responsibilities and roles which new volunteers can take. Built in to the list is a group buddy, or mentor, to keep new members engaged and help bring them on their activist journey.

## Request help and involvement

Give members specific opportunities to get involved in your campaign. An example might be requesting volunteers to help with a cycle count or to take part in a campaign cycle ride. Remember to make it clear how much time and knowledge is required and make it clear that ALL members are welcome.

## Promote and celebrate successes

It doesn't have to be a major campaign victory – even small achievements can demonstrate the benefits of involvement in a group.

## Don't give up!

How many times do you hear people say, 'Well I've been meaning to do something, but...?' At some point or other those people will jump to it – they may just be waiting for the right event for them.

## Step 2: A welcoming experience

### First impressions count

Make people feel welcome. Introduce yourself and others and give them an overview of the campaign and the relevant issues.

### Make the most of your regular meetings

These are usually where members will find out more about your group and its campaigns, so make sure you give updates on all your ongoing activities. But try to avoid being too technical – you can save that for subcommittee meetings, or correspondence between those involved in the campaign.

### Some people want to help but feel that a high level of detail can be off-putting

Keep it simple. Having a small list of activities and actions, which new members can get involved in, can

assist you to find out where they would like to help, given whatever time they may have available, and their interest in joining the group.

## Group buddies for new starters

How many times has a new person showed up to your group once, but never returned? Some people want to help but feel that a high level of detail can be off-putting. Having a group buddy can help bring them into the group and their buddy can find out about their interests and help match their skills to the tasks at hand, and be their contact for the volunteer task they may want to sign up for.

Every new person who shows up to your group should be assigned a group buddy who can follow them up after the meeting to help keep them connected and coming back to the group.

There are two ways to do this. First via the volunteer task list or, secondly, by individual mentoring by an experienced member of the group. When they leave their first meeting, make sure that they have their group buddy's phone number and/or email plus a copy of the current Volunteer Actions List.

## Step 3: encourage involvement in your campaign

### Find out what people's interests are

Try to get people involved in activities that match their interests. If they mention an activity or campaign you don't currently provide, why not gently encourage them to try starting it up themselves?

### Involve members step by step

Start people off with a small task or role, then a bigger one, and so on. If a job sounds huge and arduous, people will likely be intimidated and discouraged.

### Be clear about the requirements

People are often put off because they think a task is harder or more time-consuming than it really is. Make it clear how much time and knowledge is needed to get involved in an activity, and remind people there is help and support along the way.

### Volunteer Action Lists are a great and simple way to do this.

The list offers activities that suit different levels of involvement, giving people an opportunity to find a way to help out that suits them. The table below provides a sample list, but you can add other tasks to suit your local group.



## Volunteer Actions List

Task	Person to talk to about it	Importance	How long?	How often?	Skills required
Respond to enquiries	Simon	Must do	5-30 mins	Once / Every few weeks	Fill in online form
Suggest quick fixes	Peter	Nice to have	10 mins	Once / repeatedly	Fill in online form (once we've got one)
Social Media	Hugh	Must do	30 mins	Repeatedly	Be willing to engage in social media
Give local knowledge	Jesse	Already doing	15 mins	Occasionally	Live in an area or visit an area often; be aware of walking or cycling conditions; be available to answer our questions within a couple of weeks when something comes up
Community Speedwatch	Daniel	Nice to have	2 hours	Once / Repeatedly	Hold a speed gun
Suggest big new improvements (e.g. closing your road)	Sarah	Nice to have	2 hours	Once, to start with	Come to a monthly meeting to present your concerns and suggestions
Attend community council meeting	Jill	already doing	3 hours	Once / repeatedly	Take notes and report back to the group
Help campaign for planned improvements	Troy	Nice to have	30 mins - days	Once / ongoing	Hand out flyers, post online, talk to residents/businesses. Brainstorm new ideas (mass children's cycle ride, etc)
Get your road closed for Car Free Day	Yasmin	Big Goals	Hours	Occasional but ongoing	Apply to Council, talk to neighbours, organise a BBQ/children's party/deckchairs
Get your school's street closed	Knox	Big Goals	Hours	Occasional but ongoing	Talk to the head teacher
Distribute flyers for various streets/activities	Noelle	Already doing	Hours	Once, with a few hours of preparation	Organise flyers, seating, volunteers. Know about Better Streets activities or, find someone with the knowledge who is able to volunteer
Lead campaign for planned improvements on a road	Meng	Nice to have	Hours	Occasional but ongoing	Read consultation documents; attend meetings with Council officers / Better Streets; summarise progress to the group. Consult with the group, plan, implement or delegate campaign actions.
Lead a cargo bike project	Anna	Nice to have	Days	Ongoing	Research requirements, gather information, liaise with businesses and Council, apply for grants or, manage the project and delegate tasks.
Meet with school groups and Council	Knox	Nice to have	Hours	Occasional but ongoing	Talk to Council and meet with schools and parents to discuss active travel as a solution for managing child-friendly streets.

### Promote ownership of the group

If people feel like they have a say in what happens they will be far more likely to get involved and stay involved.

## Building a coalition

A coalition is more powerful than a single-interest group. Coalitions help us avoid a zero-sum mentality where we compete with other bidders for resources we perceive are limited. Without coalitions, we descend into you-win-I-lose competitions against those who could be our allies. When it comes to managing streets, walkers, riders and runners can form coalitions with nature lovers, mums and dads and carers for the handicapped and aged, to turn our streets into vibrant resources for all of us, not just those encased in cars rushing to somewhere else. A single interest group has to build its organisation, raise money and petition for resources, all on its own. A coalition can bargain with governments and large organisations with wider

support, a coherent position and a proposition that is more likely to win the day. Coalitions are a win-win.

## How to build a local coalition

### Gather, organise and share information:

Providing clear and pertinent information can help achieve the desired results in the community. For example, presentations, seminars and workshops about active transport and safe streets can be conducted for local organisations and schools, to make these communities more aware of the adverse effects of our current addiction to cars and the value of solutions that have been tried and succeeded elsewhere.

The community as a whole can organise for meetings and forums at clubs and town halls, to address issues





faced by adults and children as they move around their neighbourhoods for exercise, work, shopping or school.

**Offer Support:**

Faced by a seemingly endless cycle of more cars, more dysfunctional town centres and more terrifying roads, one of the best strategies a Better Streets community coalition can undertake is to create opportunities for people to seek out support from other members of their community. Better information supported by data can enhance people’s sense of belonging and our engagement with our local Councils which may otherwise seem aloof and controlled by vested interests. Better Streets can offer support by organising or providing guidance on how to organise support groups in each electorate with an eye to channelling resources to enhance our lived environment for everyone.

**Skills Training:**

Seminars, workshops and activities designed to improve the skills of members and participants can help more people contribute to a coalition-driven campaign to improve our streets. Documents like this one, plus technical/data analysis assistance, training, planning and workshops or retreats can help members of the community contribute and participate.

**Steps needed:**

A community coalition does not form in a single day. Community members will need to sit down together

on a regular basis to form a set of goals that all agree upon, before formulating their strategies. A well-organised and structured Better Streets coalition can help create a healthier environment for our children and their children to grow up in.

**Building a local coalition of businesses**

Many businesses have natural coalitions. Businesses join business chambers, professionals join associations, high streets form an identity in their location. Engaging proactively with these groups can help broaden your audience and grow a stronger coalition, particularly if you can show businesses that their local customers support a particular campaign

Here are some of the elements of how a local Better Streets coalition can help businesses thrive:

**Attracting new customers**

Better Streets means better access and slower traffic, giving people more time to notice a business, their signage and displays. Rather than businesses competing for limited on-street parking, a coalition can campaign for walking and cycling access, better service by public transport and, where appropriate, off-street or underground parking. Bicycle riders and walkers tend to stop and make more purchases as they are traveling slow enough to see and appreciate what a business has to offer.

**Photo: Jullietta Jung, Better Streets NSW.**



## Keeping existing customers

A local coalition of businesses can work together to provide homogeneity of appearance, messaging and ambience as embodied in a Better Street. When businesses cluster together they do better than in shopping precincts where there is no commonality of purpose, approach and target audience.

## Attracting and keeping staff

Staff want to work in attractive, safe, accessible locations. Not every business can provide the onsite amenities that the global data companies can, but every business in a Safe Street gains the benefits of happier, more productive employees.

## Controlling costs

An individual business making appeals to local government or other bodies for support is expending precious resources with little likelihood of success. A coalition of merchants with a common story, viable and actionable ideas and a coherent voice can sway decision makers who control the purse strings in improving our built environment.

## Providing a dynamic set of products and services that the community needs

The most successful businesses are the ones able to engage with current and potential customers to find out how they can improve their services and products. Customers on Better Streets are better customers, with more time to buy and to talk about their needs. They feel welcomed by the businesses who serve them.

## Joining or building a business coalition for Better Streets

Advocates for Better Streets, aided by toolkits like this one, can give businesses information, training, data, contacts and resources to help them make the most of the opportunity to transform their street. Ask the local affiliates of the Australian Chamber of Commerce and Industry if they have a forum where you can present information about Better Streets. Speak to State Members and Shadow Members of Parliament about their links to businesses and business groups. Use this as an excuse to quiz these politicians about their position on Better Streets and determine ways in which you can use (or help them use) Better Streets to improve their standing with voters. Ask local bicycle and sports retailers about their position and their recommendations for other key contacts in their area.

**Below: Tower Hamlets Wheelers parklet in London.**  
**Photo: Madeleine Pelzel.**



# 3 Planning your Better Streets campaign



So, you want a better environment for walking and riding. How can you best achieve the change you want to see?

When people get together it is possible to create change, whether it is getting bike racks at your local school so your kids can ride, or getting the Council or the State Government to commit to a big budget for bike infrastructure, footpath and walking upgrades, or changes to transport policies.

First, be really clear on what you are trying to achieve. Then, be persistent, be constructive (whenever possible), work on understanding the real barriers and motivators. Build as many allies as you can, including from unlikely quarters. You may also need to be patient.

To be successful you need to understand where the problem or barrier to the change really lies. Is it policy, budget, motivation, legislation or lack of popular support? Who are the decision makers and how can you best persuade them? You will get much further if you can offer the help they need to deal with the barriers.

Rather than fighting or protesting policies, we can work constructively through a campaign to change policies for the better. Rather than bemoaning limited budgets,

we can create a campaign to realign budgets so that money is shifted from special interests to the common good. Rather than succumbing to poor motivation, we can build engagement and a tangible sense of reachable goals through engagement, imaginative storytelling and joined energy. Rather than failing for lack of support, we can build that very support through coalitions of engaged, ordinary people with common, reachable goals in their minds and on the tips of their tongues. We can also win the support of a critical mass of politicians, leaders, and influencers, helping them understand the compelling stories we have to tell.

## What is a campaign?

A campaign is a concerted effort by an interested group of people to change things for the better in pursuit of an agreed goal. A campaign focuses its efforts on decision makers who may not have the power that resides in us, but who have the authority to direct or redirect resources. The campaign helps decision makers understand and internalise a set of stories which describe the undesirable *before*, the desirable *after*, the steps in the journey from here to there, and the obstacles that can and will be overcome.



The campaign may depend upon existing positive policies, regulations and plans which have been ignored in practice, or the campaign may need to shift existing poor policies to ensure a better outcome. The campaign will need to draw upon the energy of allies who are reachable and can be motivated to help. As with any change, adversaries and resisters will be many and varied, so the campaign will need to develop specific plans to mitigate their opposition, or even bring them on board, using media, peer pressure and constructive negotiation.

## Why do we campaign?

We campaign so that we can change our world for the better. We understand what is attractive about the current state of affairs, but we aspire for a better community. We know that isolated appeals to elected officials may not succeed, and that's why we have to build aligned momentum for change. We want to drive and live the change that we want to see and do it with all of our community, working together, compromising together, and winning together.

### Campaign example: Hijacking a crowd to show support for cycling (Bike Sydney BUG)

**Background:** In 2003, when the former City of Sydney Council was hostile towards cycling, Bike Sydney found that the Council was working on a bike plan. In April, Lord Mayor Lucy Turnbull hosted a City Talk, 'Greening Sydney', about green buildings, with no mention of sustainable transport.

**Campaign goal:** To show the Lord Mayor and Council that there is broad public support for a bike plan.

**Policy context:** A bike plan was under development, but a poor result was expected.

**Allies – who?:** An unsuspecting, but warmly receptive crowd, including dignitaries.

**Allies – how?:** Fluorescent green lapel stickers affixed to City Talk attendees as they queued.

**Team plan:** A graphic designer (Michael G) was asked to make a simple design to print on label paper, with the text '*Green Transport for Sydney*'. We hand coloured each label with highlighter pens, and four of us handed them out to the crowd as they queued on the Sydney Town Hall steps.

**Result:** The audience interested in Greening Sydney were mostly enthusiastic when asked to wear a lapel sticker 'to show their support for the bike plan that Council is developing' and all 400 stickers were worn. Nearly everyone the Lord Mayor spoke to that night would have been wearing a bike badge, including even VIPs, such as the Governor of NSW, Marie Bashir. It didn't change the pathetic bike plan released just afterwards, but it was a step towards being seen as a more significant force, for the cost of a packet of label paper. This was an early Australian pre-cursor to the *All Powerful Bike Lobby* ([www.thebicyclestory.com/2013/12/the-all-powerful-bicycle-lobby/](http://www.thebicyclestory.com/2013/12/the-all-powerful-bicycle-lobby/)).

Photo: Oliver Bruckauf, Better Streets for Enfield.





Photo: Lena Huda, 30Please.org/Better Streets Wollongong.

## 1 Defining our aims and objectives

The first step is defining your aims and objectives. They show what you want to achieve and how you plan to achieve it. An aim is what you are going to achieve overall, such as, to convince your Council to approve plans for new cycle or walking paths, or for getting more kids walking, cycling and wheeling to school.

Objectives are the actions you plan to take to achieve the aim, such as, organise a meeting with a councillor, select schools to trial 30 km/h zones, or set up an information stall in a local park.

When coming up with aims and objectives, it's useful to think 'SMART', which stands for Specific, Measurable, Achievable, Relevant, Time-bound.

### Campaign aims and objectives – SMART checklist

<b>Specific</b>	Be as specific as possible – make sure you have something concrete to work towards.	We want all primary schools in NSW cities and towns to be surrounded by safe, slow zones during school hours.
<b>Measurable</b>	Make sure your aim is something measurable, so you can keep track of your progress.	After a 50-school trial, safe zones will be rolled out to all schools by 2025. The following 3 years will see plans for safe streets to shop, and safe streets to exercise.
<b>Achievable</b>	It's great to be ambitious but be careful not to set your sights too high. If you pick an aim that isn't realistic, you risk demoralising your members, wasting your resources and feeling like you aren't getting anywhere.	We have implemented 40km/h zones successfully, so 30 km/h is doable.
<b>Relevant</b>	Take a moment to ask yourself if your aim is really relevant to achieving your overall vision. Is it worth the investment of time and resources? Is now the right time for taking on this issue? Is there something more effective you could do instead?	Safe streets to schools is a key part of safe streets for everyone and a building block to community safety and a healthier life for all.
<b>Time-bound</b>	When are you going to achieve your aim? Try to set a deadline, like 'in the next six months' or 'before the next state elections'. This will help keep your campaign focused and make sure it doesn't drag on.	After a 50-school trial in 2023, safe zones will be rolled out to all schools by 2028.



## 2 Gather more information

The next step is to do your research. What information do you need to help achieve your goals?

This could include:

**Statistics** – How many people walk or cycle regularly in your town or suburb? How many aspire to, but are hampered by poor infrastructure, signage, lighting or guidance? How many people own cars? How many collisions have there been in the last year? Etc.

**Decision-makers** – Who has the power to bring about the change you're campaigning for? It could be your Council, state authorities for transport, water, rail etc., federal bodies, private businesses, sporting bodies, school P&Cs, or churches and clubs.

**Local attitudes towards cycling and walking** – Is there much support for cycling among local residents? Are there recognised walking, cycling and wheeling destinations? Is this something you can use to your advantage, or could it potentially be a hindrance?

**Details of similar campaigns** – Has anyone ever run a similar campaign in your area? Or in another area? Is there anything you can learn from their successes and failures?

**Other groups** – Are there other organisations in your area with similar aims, and could you work together? What about groups with opposing aims (such as motorists' associations) who might try to block you? What about organisations who are superficially disinterested but you may be able to gain their support?

Gather all the facts you can. Arm yourself with coherent data whenever possible, especially if that data has been misrepresented in the past.

If certain information isn't available, then think about ways you might be able to gather it yourself. For



Photo: John McNeil, Better Streets NSW.

example, try surveying people at a location to find out how many would use cycle parking facilities if provided. Or, submit a Freedom of Information request to Council to find out the local collision rates, etc. Personal anecdotes and stories carry huge weight with the community, and should be prized. This information does not need to be from a statistically valid sample to be compelling and impactful.

Accurate information will not only help you plan and come up with ideas for actions, it will make your campaign more credible and convincing. But don't get bogged down under a mountain of irrelevant information! Research can be very time-consuming, so stay focused and use your time wisely.

Remember, there's lots of useful information available on the websites listed in Section 5.

### ACTIVITY: Come up with some FAQs

Think about any questions people might ask you about the campaign, and make sure you're prepared to answer them. You can use Better Streets' Frequently Asked Questions (see Section 5) or ask other local group members or activists for help with this. You could run the idea by your friends and neighbours who aren't involved in the campaign and note down what sorts of questions they want to ask.

The questions could be very general, such as, 'Why should local people support this campaign?'; or more specific, such as, 'What percentage reduction in motor vehicles would do we want to see in the neighbourhood?' Questions could be friendly, such as, 'How can supporters get involved in the campaign?' or more confrontational, such as, 'What about motorists who'll face longer journey times if this campaign succeeds?'

Write down all the questions you can think of and research some convincing answers. This will be a useful document to refer to throughout the campaign. Keep it up to date it as you gain more knowledge and experience.



### 3 Identify your decision makers and key influencers

As well as thinking about who has the power to make the changes you're campaigning for, it's essential to identify exactly who you need to engage for your campaign to be successful. This could be your local councillors, Council officers, an MP, a local business, school boards, etc.

Try to be as specific as possible. For example, instead of targeting the entire Council, there may be a particular officer or committee with responsibility for the issue you're campaigning on. Engaging them directly will increase your impact and chances of success.

Once you have identified those individuals, it's important to examine who and what influences them. Is it local residents, customers, parents or the local media? Try to be as specific as possible. A particular group may not have the power to introduce change

themselves, but may have a strong influence over the people who do have the power, and it's important to take these influential groups into consideration when planning your campaign.

For example, if your target is the Environment and Transport Committee of your Council, then influencers could be:

- Council officers
- Constituents
- Councillors
- Local residents' associations
- Local newspaper
- Social media (local Facebook pages).

The next activity can help you identify individuals or organisations to focus on to ensure campaign success.

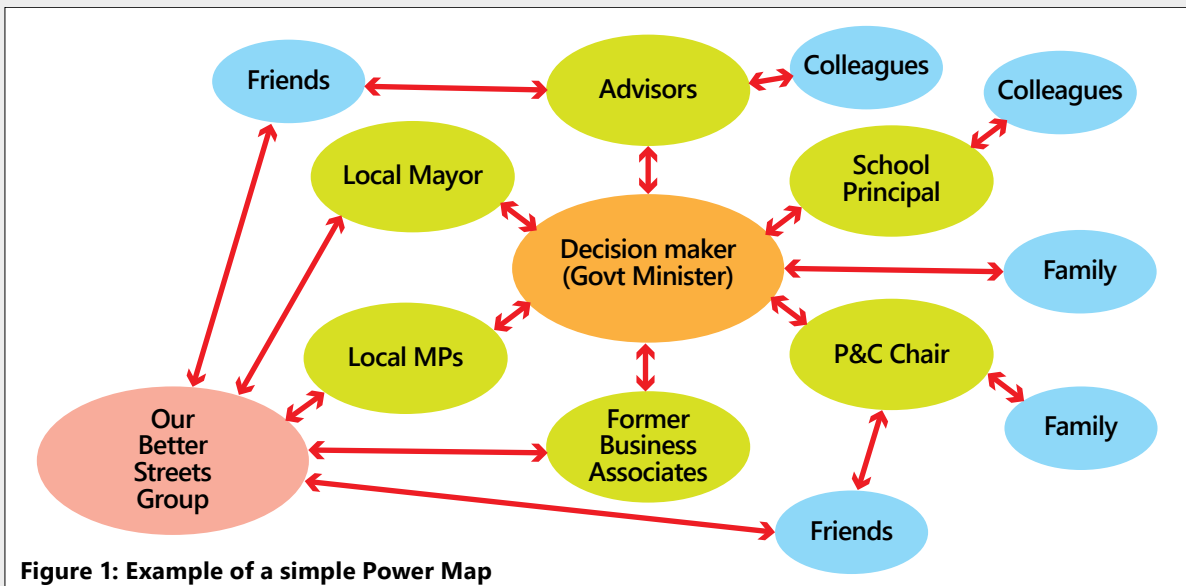


Figure 1: Example of a simple Power Map

#### ACTIVITY: Draw a power map

Work in a group to identify the primary decision maker(s) for your campaign. These should be the people or organisations with the power to make the changes you're campaigning for. Write the names of those individuals on a post-it and stick it in the centre of a large sheet of paper.

Next, brainstorm all the people or organisations who might have influence over your primary target(s). Think both about who could have a positive influence, and who could have a negative influence. They will also be stakeholders and potential targets during the campaign. Write down the names of all these people/ organisations on post-its and stick them around your primary decision maker.

Now, connect these post-its with arrows indicating who has power or influence over who. Try to think about all the different relationships that exist among the stakeholders – there's no limit on the number of arrows you can draw. You may want to move your post-its around, or add some new ones as you go along.

The result should be a loose web, with your decision maker at the centre. The more arrows a person/ group has, and the closer they are to the decision maker, the more influential they're likely to be.



## 4 Identify your supporters and opposition

Now that you've identified some influential stakeholders, it's time to start thinking about who is likely to support your campaign, and who might oppose it. Take your post-its from the previous exercise, and try dividing them into categories:

- 1 Those who will be very supportive of the campaign
- 2 Those who might be likely to support the campaign
- 3 Those who are neutral or indifferent
- 4 Those who might be likely to oppose the campaign
- 5 Those who will be very opposed to the campaign

Hopefully you've identified some potential allies, but you can never have too many! Are there any people or organisations that might have an interest in the issue who you haven't yet included? Could you encourage them to get involved and support your campaign? You may already have a good relationship with these people, or you may need to reach out to them for the first time. Useful allies could include:

- Local bike shops
- Other cycling groups or clubs

- Sports clubs, youth clubs, Brownies, Girl Guides, Scouts, and other similar groups
- Local schools
- Neighbourhood and community groups
- Local businesses
- Journalists and newspapers
- Other activist groups – Living Streets, Friends of the Earth, etc.
- Local political party groups
- Faith-based groups
- Local celebrities\*

Don't forget to think about personal connections you might have to potential allies. Your group's members will already know a wide range of people in the local community and using these connections to your advantage can help your campaign to succeed. Add these groups to your list and write them on post-its.

\*Sometimes celebrity endorsement can be helpful in promoting your campaign message but do be careful about who you approach. Don't risk damaging your group's (and Better Streets) reputation by affiliating yourself with someone who has a history of making inappropriate remarks or getting involved in controversy.



Photo: Warren Salomon, Better Streets NSW.





## ACTIVITY: Draw an Influence Map

### Example of an influence map

<b>INFLUENCE</b>	High					
	Medium					
	Low					
		Very anti	Anti	Neutral	Positive	Very positive
			<b>SUPPORT</b>			

### INFLUENCE ROWS

Go through each target and identify them as High, Medium or Low. Base your choices on what influence you think they might have on the success of your campaign aims. It doesn't matter if you're not sure, often these will be guesses at first.

For example, a local councillor may have a high influence over the outcome of your campaign. A vocal pro-parking residents' group may have a high influence over that councillor – so both would go in the 'High Influence' row (we'll come to columns in a moment). On the other hand, a local pro-cycling blogger (with a low readership) might have a low influence over your target.

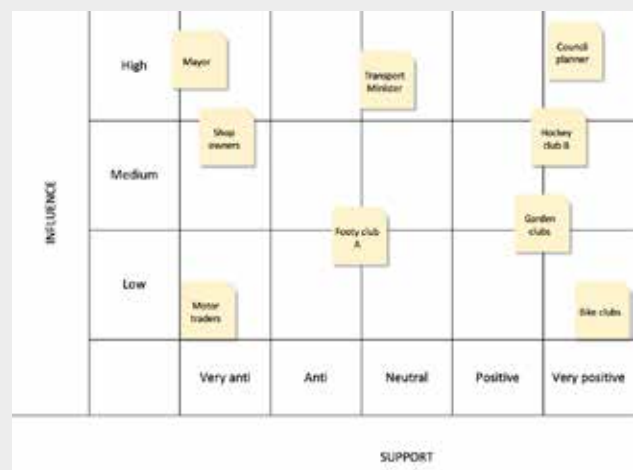
Remember that people may have power or influence because of the law (like the Council), or because of money (like a large business), or because of commitment and beliefs (like you).

### SUPPORT COLUMNS

Now you need to move these stakeholders and targets across the chart, based on how much support you

think they'll give your campaign. For example, the councillors in the ward in question might currently have a 'neutral' or 'anti' position about walking, cycling and the need to install better paths and active travel infrastructure. The pro-parking group might be 'very anti' in terms of their position on cycling, and the local blogger mentioned may have a 'very pro' stance on cycling.

Figure 2: Example of a filled-out Influence map



## 5 Choose your strategy

Using your influence map from the previous exercise, you can work out your most important targets, i.e. those with the power to influence change and those who will be likely to support your campaign aims.

### Working out who you should target based on your influence map:

- *Top right hand corner:* These are the best stakeholders to target and work with (i.e. most influential, strong support for the campaign aims).
- *Bottom left hand corner:* Least important people to target and work with (no influence and no support for campaign aims)
- *Top left hand corner:* They could be dangerous (high influence and no support for campaign aims). You could try challenging them directly and convince them that your campaign is a good thing – but often this approach won't get very far. Focus your efforts on the people who have influence over them, and thereby try to win them over indirectly.
- *Bottom right:* Think about how you can increase their influence (low influence but strong support for campaign aims). Could you give them a platform and get them involved in your campaign publicly?
- *Middle:* How do you make it in their interest to join you?

### Other things to consider

Try to work out how much effort it would be to 'drag' a target or stakeholder up the influence column to high or along the position row towards the 'very pro' end?

**Example 1:** A local paper doesn't write about cycling stories in your area, yet writes a lot of articles on the lack of car parking spaces in the town centre. They are a popular paper with a large readership. They could therefore be considered high influence and have a very anti position. Are there ways you could reduce their opposition by writing letters to the editor promoting the benefits of cycling and how bicycles can be used to make local journeys quickly and cheaply, freeing up road space for vehicles? Could you make contact with a journalist who might want to do a story on the local group, or your local campaign? Perhaps one of the paper's sponsors or advertisers is more pro-cycling, and you could ask them to use their influence to change the paper's position.

**Example 2:** A local Facebook page doesn't feature cycling stories in your area, yet has a lot of posts on the lack of car parking spaces. They are a popular page with lots of active contributors and commenters. They could therefore be considered high influence and have a net very anti-cycling position merely by

benefit of the constant harping on parking. Are there ways you could reduce this by posting to promote the benefits of cycling (using the key asks for Better Streets) and how bicycles can be used to make local journeys quickly and cheaply, freeing up road space for vehicles? Could you make contact with a local thought leader who posts often (maybe a local councillor?) who might want to do a series of posts on the Better Streets campaign? Perhaps one of the group's informal leaders is more pro-cycling, and you could ask them to use their influence to change the centre of gravity of the page.

**Example 3:** Facebook advertising may be a reasonable option if it can be targeted at a local area with a coherent subset of users. Get together with other Better Streets' groups to create a series of ads that keep Better Streets in front of Facebook users. Repetition is fine. Using the same messages as other groups is fine, but you need to fine tune the message to the issues in your area. Messages that resonate with rural voters are different from urban-appealing ones, although everyone loves and wants to protect their kids the same.

**Example 4:** Local cycling clubs might be very pro but with low influence. Is there a way you could increase their influence by getting them involved? If you all work together, you will have a bigger voice which will be hard to ignore. They could promote your campaign on their website, or share your message with their members. You might be able to work with them to organise a local ride or event to boost publicity for the campaign. This might get people in your area more aware of cycling issues.

**Photo: Sara Stace, Better Streets NSW.**



## 6 Develop your key asks

Now that you've chosen your targets, think about how you can communicate your campaign aims to them.

Try to find out what motivates or interests your targets – the message most likely to hit home is one that appeals to the people you want to reach. Are your Council officers mainly worried about finding funding? Did your key Councillor get into their job because they care most about social justice? What gets these people up in the morning? You may need to do some more research to get a sense of this. Try visiting their website, blog or social media pages, or looking for articles about them in the local press. What issues are they talking about? What campaigns are they already involved in?

As well as being aimed at your targets, your key messages need to be clear, simple and memorable. Can you think of a snappy slogan? Bear in mind all the ways you might display your key message – posters, stickers, fliers, badges, T-shirts, etc. Will your message make sense in these contexts? Will people understand what it's about without knowing the full background to your campaign?

Try to focus on the solutions rather than the problems. **Positive key messages** will make your campaign more appealing, and show that you're not just complaining from the sidelines.

### Adopt 30 km/h speeds on all local residential streets and town centres.

- We want to enable our kids to be safe and independent by adopting 30 km/h speed limits on local residential streets and urban centres
- Children love slow streets where they live. Help us slow traffic to sane speeds so it's safe for them to be out and about
- 30 km/h is safe, 40 is dubious, 50 is unsafe and 60 is deadly. Let's go 30
- Our local streets deserve to be liveable
- Our towns deserve time – give them time by slowing down
- Slow down in town
- Safe Streets are sane streets. No more mad speeds.

### Get 75% of students to walk, scoot, cycle, or take public transport to school daily.

- We all walked to school. Let's have our kids walk like we did
- Our schools are great – they'll be greater when kids walk or cycle there

- Lines of cars idling at school pickup are an affront to our villages, towns and cities
- Active kids bursting with energy love to walk, scoot, skip, skate or cycle to school. A walk to and from school is a healthy way to start and end the school day
- Why not walk to school?
- Our weather is perfect for walking and cycling to school all year
- Give kids the independence they deserve – have them walk or ride to school.

### Improve and expand beautiful streetscapes for local businesses.

- Beautiful greenery, seating and clean streets attract people to local businesses
- Shops look appealing with pedestrian- and bicycle-friendly frontages
- Give our shops better shopping appeal by making their streets into Better Streets
- Slowing traffic down makes for relaxed shopping.

### Build or upgrade 2,560 pedestrian crossings.

- Everyone deserves to cross the road safely even if they don't live in the city centre.
- Put pedestrians and kids first by providing safe crossings for them
- Pedestrians and cyclists wait for cars. Why can't cars wait for people? Roads are for people and crossings are too
- There's nothing so urgent that a car can't wait for a kid.

### Build 1,000 km of connected, safe and direct cycle and micromobility routes per year.

- Build bicycle paths and the riders will come
- Most potential cyclists are waiting for connected, safe, direct routes
- The fastest growing freight businesses in the world are electric micro-freight. Why not attract that to NSW?
- Fight climate change by cycling, walking and scooting
- Connected, safe routes join exercisers, commuters, shoppers and the differently abled on emerald highways
- Family time is easy when you can walk or cycle anywhere from your house.



## 7 Brainstorm your tactics

Now it's time to think about how you're going to communicate your key messages to your targets.

There are countless ways you could do this, but here are some of the most common tactics:

- Organise a mass letter/ email/ social media campaign to show your decision maker how many people support your aims
- Schedule a direct meeting/ phone call with your decision maker or potential allies to discuss your aims in more detail
- Ask an influential member of the community (e.g. a school principal, local business representative, faith leader, etc.) to contact the decision maker on your behalf
- Invite your decision maker to come along on a bicycle ride and see for themselves how things could be improved
- Set up an information stall on the street or in a park to raise awareness among local people
- Put up flyers or distribute leaflets in local shops/ businesses
- Carry out surveys and/or produce reports to back up your campaign with data
- Organise a public meeting/ debate
- Organise a demonstration
- Get the issue covered in local media by writing a media briefing/release

**Photo: John McNeil, Better Streets NSW.**



## 8 Choose your actions and tactics

Now you can move on to discussing the advantages and disadvantages of the different ideas from your action brainstorm. Make sure you don't discount the wilder ideas out of hand – sometimes these are the ones with the most potential! A good way of analysing these ideas is by using a flowchart.

### Create a flowchart:

1. On the left side of a large sheet of paper write down your ideas
2. In a column next to it write down the results, i.e. what you expect the action will achieve. This could be 'will raise awareness', 'will generate good publicity', 'will catch decision makers' attention', etc.
3. In the next column, write down the benefits of this idea, e.g. 'is inexpensive', 'is family-friendly', 'is very creative/ original'
4. Finally, write down the limitations, e.g. 'requires a lot of time to organise', 'will only appeal to certain groups', 'might be too radical'

	Results	Benefits	Limitations
Idea 1			
Idea 2			
Idea 3			
Idea 4			

Remember to think about how your idea will contribute to your campaign aims. There's no point doing it unless it will help to achieve this in some way.

Once you've filled in the columns, you can decide which ideas are likely to be most effective and which you should focus on doing. This could be the idea with the best results, the most benefits or least limitations.





Photos this page: Jullietta Jung, Better Streets NSW.

## 9 Engage local people

You may have already come up with some ideas for gathering support from local people, but it's worth thinking about this a little more. The decision makers you've targeted are more likely to respond to a specific campaign demand if there is significant support for it in the community.

Think about how you will be able to engage other local residents:

- Are there ways that you tell them about your campaign and encourage them to get involved, e.g. by running a stall or booth in the town centre or at a local event?
- What about your local group's social media pages? Can you publicise your activities there?
- Is your local group website up to date, with details of your latest campaign?
- Can you email other Better Streets' members in your Council area to invite them to get involved?
- How could you encourage local people to write letters or make phone calls to the campaign targets? Are there ways that you make this easier for your supporters – e.g. by asking them to write messages on postcards and then delivering them yourself?
- What about knocking on doors to gather support?
- Can you produce campaign posters and ask people to display them in windows, to demonstrate support for the campaign?
- Could you put flyers in letterboxes?
- Are there other community spaces where you could place posters or hold events to promote the campaign?
- Could you make something to tie onto parked bicycles? Other groups have used this tactic in the past to promote their activities to fellow cyclists.

- Are there local newsletters that might help you? Or local websites that could help promote the campaign?
- Are there any local forums or online spaces where you could post comments? Are there existing online debates or discussions on cycling and walking that you could join to promote the campaign?



## 10 Match skills and resources

When you're analysing different actions and tactics, it helps to look at what kind of skills people have and what they're interested in. People work better if they enjoy what they're doing. The best way to run a project or campaign is to make it fun. The following exercise helps you to match people's skills and actions. It is a great way to generate new ideas for actions and to discover how many resources you have at your disposal.

Don't forget to make sure that all local group members are included in this exercise as they are likely to have many skills to offer.

There are some resources you may not have access to yet – e.g. you might need to have some flyers made up, get some t-shirts printed, produce some content for your website, etc.

Start thinking about resources well in advance, to make sure you have access to the materials you need to carry out your campaigning activities.

Two things are guaranteed when planning campaigns and events – you will always need people and money! If you find yourself short on either, try incorporating recruitment and fundraising in your activities.

- **Recruitment** – think about the actions and activities you are going to plan and how you can use them to recruit new people.
- **Fundraising** – consider ways in which you can fundraise for the campaign or activity. Collections at public meetings, sponsored events, social events, stalls at fairs, grants from other organisations. (NB: Some fundraising activities may require special permission or a licence. If in doubt, contact the NSW Department of Fair Trading.)

Email Better Streets NSW for donation details: [contact@betterstreets.org.au](mailto:contact@betterstreets.org.au).

### ACTIVITY: Identifying skills and resources

Give everyone in the group a few post-its. Ask people to write (on separate post-its) the skills, equipment or other resources they have access to. This could be anything from 'a cargo bike' to 'graphic design' to 'free time on weekdays'. It doesn't have to be something the group member owns themselves, e.g. it could be 'a friend's PA system I could borrow', or 'a meeting room at work we could use for free'.

When everyone has finished writing, have a look at what you've got. You could stick these onto a wall or large bit of paper. You might be surprised at how many skills and useful things your group has access to. Try grouping the post-its, e.g. 'meeting room' might go together with 'public speaking' and 'baking' to give you the idea of doing a combined public meeting and bake sale.

This activity helps you think about what options are available. How can you use these skills to match up with the ideas you've come up with, to help you influence people and achieve your campaign aims?



Photo: John McNeil, Better Streets NSW.



## 11 Draw up a timeline

Once you've decided on your tactics and considered your resources, it's useful to draw up a timeline to set out of all the things you need to do, and when.

Start by plotting key dates (e.g. major events or deadlines) and work backwards thinking about what you need to do before then, such as the different tasks that need to be completed, e.g. booking meeting rooms, approaching other groups or organisations, setting up a Facebook page, putting up website content, printing flyers or posters, working out your budget with your treasurer, writing letters, recruiting people to help you, and so on.

### Example timeline for Better Streets NSW for the March 2023 State Election Campaign:

#### November and December 2022

- Gather contact information for the local State Member, Federal Member and all local Councillors
- Email representatives at all levels showing Key Asks. Tailor the message to local conditions but be sure to emphasise what proportion of the asks might occur in this district
- Ask other Better Streets teams if there are adjacent electorates where there is no Better Streets team and determine who will cover those electorates
- Contact the offices of major political parties or independents (if known) to see who will be running for election
- If there is a motion at your Council meeting which is related, even tangentially, to Better Streets, make a presentation at the Council meeting. In the spirit of staying positive, it is better to speak in support of a motion raising the possibility of active transport rather than using this forum to fight a local battle. Keep the presentation very short with at least one of the Key Asks stated clearly, with a link drawn to the motion or proposal.

#### January 2023

- Email the local member asking for their position on the Key Asks. You may need to do this a number of times before you get a reaction. Write a letter or ask for an appointment.
- Ask all your group supporters to write a letter in support of the Better Streets asks.
- Engage with the local member to obtain a documented endorsement (verbal or written)
- Engage with all significant possible candidates – if these candidates can commit to a solid endorsement, it may sway the incumbent
- Find and ask local businesses and organisations to sign up to the Better Streets coalition
- Start posting to your social media accounts sharing Better Streets coalition content
- Offer to provide messaging to candidates – provide samples

- Offer to appear with candidates at community events or functions
- Repeat December actions for anyone who did not respond then

#### February 2023

- Host a public demonstration event as part of our collect Better Streets and invite members and media
- Write a media release for the local media in support of your event and/or key asks
- Offer to provide messaging to candidates – provide samples
- Offer to appear with candidates at community events or functions
- Repeat previous activities for non-respondents
- Post every week to local Facebook pages with appropriate simple messages related to the Key Asks. Draw on other Better Streets groups for inspiration on wording and formatting
- Post messages on social media pages leveraging Valentine's Day
- Monitor Facebook pages and other social media for any groups with which you could form or strengthen our coalition. Consider joining forces with like minded groups to provide joint statements

#### March 2023

- Post every second day to local Facebook pages (or your preferred social media) with appropriate simple messages related to the Key Asks. Draw on other chapters for inspiration on wording and formatting
- Host a public event and/or host a Better Streets debate
- Share flyers, posters, cards, and other collateral to your local community
- Repeat November, December and January activities for non-respondents

You should consider any other events during the timeline that could have an impact on your campaign, e.g. Council meetings, school holidays, local festivals.

When you've used a timeline to plot the course of the project/campaign, you can see how much work it will take and whether your plans are realistic. If you have huge gaps in your timeline, you need to redistribute your activities or think more about what to do when.

Be aware of your limitations in terms of time and energy. Starting off with lots of activities may be tempting but if this means that after a month everyone is burnt out, you should think again. It's definitely worth checking how much time people in the group are willing to give to the project. As time goes on you might want to intensify your activities and increase the pressure by choosing more creative tactics.





## ACTIVITY: 'In order to...'

This is a very simple but effective tool to work out whether a course of action is realistic, or should be dropped in favour of something more effective. This activity can help you clarify whether an unrealistic-sounding idea could turn out to be perfectly practical, so apply it to all your ideas!

Think of a possible action or activity from your brainstorming sessions, then try to complete this sentence:

**'In order to... [do this action] we need ... /we have to... /we should...'** e.g. To run a successful Councillor tour by bicycle, we need to have at least five Councillors attend. We will need a ride leader, someone to plan the route and five bicycles to lend participants. We will also need to send out invitations in advance, take photos on the day and publicise the event before and after on social media and via the local group website.

This will help you to work out what the action needs to be successful. You can then check whether there is enough energy and time in the group for this action or activity to take place.

## 12 Review your plans and actions

This is often forgotten, but it shouldn't be. Situations will change over time, and some of your initial plans and assumptions might no longer be relevant so make sure you can change your campaign in response.

This might require going back to the drawing board on some of your ideas, but in the long run it's better than

pushing ahead with an activity which no longer makes sense.

It's important to review what you've already done. What worked well? What didn't work well? As you gain more knowledge and experience, you may want to update your campaign to reflect this.

## Campaign review workshop

Mid-way through the campaign, list all the activities or things you have done. What was good? What didn't work so well? What could have been done differently? Be aware that this is somewhat subjective – what some people feel to be negative might be a positive thing for others.

Now take a look back over your timeline. Are there any upcoming activities that could be changed or improved in light of your recent experiences? E.g., maybe you were planning on running an information stall in the local park every weekend, but you've discovered that the park has less footfall than you were anticipating – could you switch to a new location? Or maybe you had a surprisingly good response from a local school – would it be worth contacting some additional schools?

It's good to ask people to list any successes they've had, however small. This could be a mention in the newspaper, a successful event, making links with other groups or publishing a flyer. It could also be something personal – learning new skills, feeling more confident, getting to know new people, etc. This will help people to recognise their own achievements, and keep motivation high during the rest of the campaign.

## Keep in touch

Please keep our Better Streets NSW Coordinator up to date with your activities and share your photos and materials with us. We can help to promote and publicise your campaigning on social media and on the main Better Streets website.

Don't forget you can add your meetings and events to the Better Streets Events – see Section 5 for details.

Please get in touch if you have any questions or need help with any aspects of your campaign.



**BETTER STREETS**  
FOR NEW SOUTH WALES





Photo: Warren Salomon, Better Streets NSW.



# 4 Communicating your campaign

Communicating about your campaign is vital for letting your group members and the wider public know what you're doing. There are several different channels of communication you can use, including websites, email and social media. Use a range of channels, tailoring your message to each one.

## Communicating within the subcommittee

If you have created a subcommittee to work on the campaign, make sure all members of this committee can contact the person in charge – and each other – at all times. This will ensure that your campaign runs smoothly, questions are answered and issues dealt with, in a timely fashion. Choose methods of communication that work best for all of you, whether that's email, WhatsApp, Slack, etc.

Whatever methods you choose, the key is ensuring everyone is kept in the loop.

## Websites

Most local groups have their own website. Some have been lucky enough to have people in their group who are able to build and maintain these, while others pay a professional to do it.

Your website will be the go-to place for people looking for information about your group, so it's essential that you keep it accurate and up to date. Include details of who your group is, what you do, your current campaigns, your meetings and events, etc. You may want to include a blog with regular updates on your group's activities.

Compared to other channels (such as email and social media), your website is the place where you'll usually want to go into the most detail.

Since you don't have to worry about character limits or other restrictions, it's your chance to have your full say and include all the information you want.

## Email

Email is a great way to stay in touch with your supporters. It's delivered straight into people's inboxes, making it the best way to communicate important information, such as calls to action and information about upcoming events.

## Social media

Social media allows you to communicate with your supporters, as well as the wider public. It's more interactive than a website or email, allowing you to have more of a back-and-forth conversation. It's also more casual, meaning you can sometimes post content which is more light-hearted.

### Facebook

There are two main ways you can use Facebook: Pages and Groups. Pages are public and can be seen by anyone, whereas Groups are generally private and can only be seen by people who have been approved to join. Your main Facebook presence will be your Page, so make sure you have one set up (Groups, while useful in some situations, are not essential).

### Facebook Pages

Posts on your Page will appear in the feeds of people who have 'liked' the Page. This makes it a good place to post updates on your campaigns, calls to action and information about upcoming events, as well as sharing content from other Pages.

### Facebook Groups

As well as your main Page, you may choose to use Facebook Groups for discussion between committee members or people involved in a particular campaign. This can be a useful way to organise events and provide feedback. You can set the group to be invite-only, so that only people who have been approved can join. This means you can talk more openly and informally than you would on your official Page (but you should still be careful not to say anything that could damage your reputation).

### Twitter (X)

Compared to Facebook, Twitter has a more conversational, two-way style. People can follow your account to see all of your Tweets in their timeline, however people who don't follow your account can also see your Tweets by searching for certain hashtags or keywords.

- Treat Twitter as a conversation, not a platform in which to make announcements. Keep it friendly, relaxed and two-way rather than structured, forced and one-way.
- Try to follow other relevant accounts (e.g. other walking or cycling groups, other local community groups in your area, local businesses, local politicians, etc.) This will encourage more people to follow you and help expand your reach.



- Don't be afraid to join in other people's conversations. Retweet content you agree with and add your own comments.

### Other social media platforms

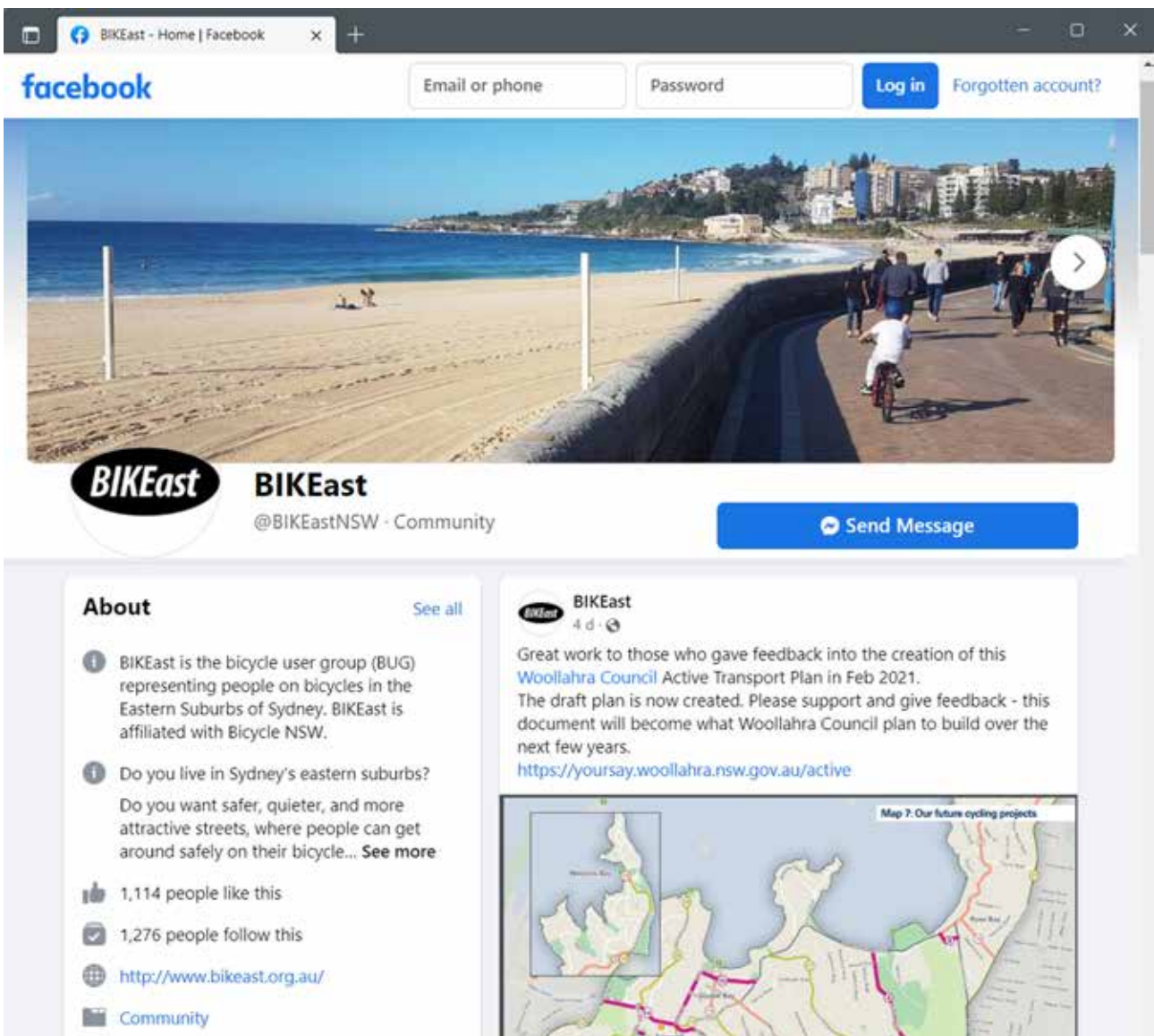
Facebook and Twitter are the most popular social media platforms for campaigning, and generally the most effective. However, there are other platforms you could experiment with if somebody in your group is interested, including YouTube, Instagram and Snapchat. Bear in mind that most of these platforms are more visual-based, and often require more technical skills to create high-quality content.

Some general rules apply to all social media platforms:

- Engage and grow your audience by posting regularly.
- If somebody comments on your post, try and reply where necessary, and if they say something good, you can 'like' their individual comments.
- It's best to vary the type of updates you post. Try to post a mix of news, links or videos from Better Streets or other sources. You can repost links from

the Better Streets page if you are struggling for content.

- Always try to include a photo or an image. More people tend to see and share posts if a photo is included. (See later in this Section for more information on photos.)
- Try to keep your posts short and snappy. If you have a lot of additional information you want to share, consider publishing this on your website and sharing a link.
- Remember that anyone can see your social media posts, including people who may not support your campaign. Be careful not to say anything that could damage your reputation.
- You'll inevitably come across the occasional rude or aggressive person online. When this happens, the first thing you should do is ask yourself if it's worth replying. If the person is clearly just trying to cause trouble, it's probably best to ignore or block them. Resist the urge to fight fire with fire, and avoid replying with an insulting or sarcastic comment of your own, as this will make you look just as bad as



the troll. However, if you think the person may have a genuine question or concern, you could try a polite reply – sometimes people who seem hostile at first can be disarmed by a friendly, professional response.

- We recommend you always have 2-3 members of your group as administrators on each social media account, so you don't lose access if someone leaves the group.
- In the 2022 US mid-term elections, the Democrats had a choice of staying positive or descending into name calling and negativity. They chose the positive pathway and defied all expectations. We will be subjected to name calling and truth denial – stay positive and win!
- The advocates for a bicycle route over the Sydney Harbour Bridge struggled to gain traction. Local politicians denounced bicycle riders, and a variety of naysayers raised issues such as heritage appearance and disruption of the local boule games and street market. But the advocates were persistent and remained positive. They courted key allies and remained reasonable. It looks like they have stayed positive and won!

## Communicating with external agencies

It's probably best to make sure that only one person communicates with external agencies, such as Council, the media, other campaigning groups, residents' associations, etc. This will ensure that your message is consistent and communication isn't duplicated or missed – both of which can make your group look disorganised or unprofessional.

## Communicating with your Council

In New South Wales, councils are responsible for 85 percent of the roads, so they are key to delivering walking and cycling improvements. This means much of your work as a local campaigner will involve lobbying Council officers and Councillors.

The remaining 15 percent of roads are State Roads, controlled by Transport for NSW (TfNSW) or Regional Roads, jointly controlled by TfNSW and Councils.

## What is lobbying?

Lobbying essentially means trying to influence someone, or an entity, such as a Council, or the State or Commonwealth Government. This could be as straightforward as making a submission on an issue or project out for comment, or it could mean initiating direct contact with Council officers, public servants or

politicians over an important issue. There are different lobbying methods you can use:

- Writing a letter
- Sending an email
- Making a phone call
- Making a formal written submission
- Visiting a Councillor or attending a Council meeting
- Inviting Councillors or officials to take part in an action, or a bicycle ride, or attend one of your events, and advising the local media

Council officers, Councillors, government officials and State Ministers will often play an integral role in determining your campaign's success, and it's essential that they see you as a credible organisation who can provide reliable information and sensible suggestions.

### Our top tips

- Be friendly and professional. Don't use aggressive tactics or accusatory tones in letters or meetings; remember you are dealing with ordinary people who will appreciate someone who communicates in a polite, reasonable and constructive manner. You are more likely to get your message heard and engage someone if you act this way.
- Establish yourself as a reliable source of information. Make sure you've done your research and all of your statements and statistics are factually correct.
- Councillors, officials and Members of Parliament are very busy, so give them clear, concise information – avoid swamping them with pages and pages.
- Speak their language, making the case for your issue in terms they understand (air quality, public health, reduction in motor traffic, impact on local businesses, etc.)
- Don't just complain – offer solutions.
- Councillors or Council Officers may be more likely to listen if they think you're speaking for significant numbers of constituents. Try to get as many local people as possible involved, to show that you have the support of the wider community, not 'just cyclists or walkers'. It's especially useful if you can enlist 'unlikely allies'.
- While the amount of responses can be helpful, remember that a face-to-face meeting or a phone call with a councillor can often be more effective than 100 emails or petition signatures on the same issue.
- Make sure you recognise other user groups who might also benefit, and consider teaming up on certain campaigns.
- Councillors should be willing to listen to you and give you their opinion and reasoning. But be aware that some politicians will say yes to anything as long as they don't expect to be held to it. Don't be afraid to keep (politely) pushing for a response if you don't get one.



- Councillors from opposition parties are often keen to question the decisions of the party in power. You might be able to use this to your advantage when campaigning, if those in the majority don't respond as needed.
- Give Councillors or officers credit where it is due, e.g. in letters to the press, on social media, or in blogs. But around an election period, remember not to be party-political, especially at election time if you plan to publish a scorecard of candidates to influence how the community will vote.
- If dialogue breaks down, analyse why things are not working currently and consider another line of approach.

## Communicating with media

The media is crucial to the activities of local groups, and a good media strategy can help to win campaigns. Local papers in particular are read by thousands of people and are scrutinised by local decision makers.

The media are generally interested in what is happening now, or soon, and what is new or unusual. Local media are primarily interested in local issues and local people's concerns, tragedies and triumphs.

### Getting started

- Appoint a local group Press Officer – you need a clear and quick thinker, a good communicator, someone who is easily contactable during the day and in the evening.

- Read the local papers – find out what sort of stories they run, when they are published, what deadline they work to, their circulation area, what special columns or features they have, who the journalists are, and the paper's address and contact details.

### Planning a media strategy

Sometimes the media might get in touch with you and ask you to respond to events that are currently happening. For example, a journalist might call you and ask for your comment on a cycling fatality in your area or on a redesigned junction.

However, most of the time you'll need to be more pro-active, and actively put your story to the media. In other words, you'll need to create news. Before you reach out to the media, there are a few steps you should follow to make sure you're prepared:

- First of all, you need a clear aim. Why contact the media? What message are you trying to convey? Generally an unclear aim results in an unclear message. However complicated the arguments are for your campaign, you need to keep them simple when using the mainstream media.
- Next, decide who your target audience is. Who is your message aimed at? If you know this, then you'll know which media to contact. You are likely to be coordinating campaigning at a Council level; your media work will likely be focused on outlets such as local papers, magazines or radio stations.
- Finally, think about your tactics. What can you do to get the media to cover the story? You could publish a short report or hold a press stunt. Is



there a symbolic date, event or location that will add weight to your message and make it more interesting to the media?

## Contacts list

Who is likely to run your story? Make a list of which newspapers, blogs, radio stations and TV channels cover your area. Are they sympathetic to your cause? Usually local and regional media are more likely to cover activities and news from the local area, and they can have a high circulation. So they are worth dealing with.

Trying to pitch a local story to mainstream newspapers or TV is very difficult, so it's probably better to avoid this in most situations.

Compile a list of contacts for local media. Most publications will have a newsdesk or general contact phone number/ email address listed on their website. You can always get in touch to ask them who is the best person to send the press releases to.

## Writing a media release

A media release is a short written announcement of a story or event, which is sent to the news media, in the hope they'll print your story or ask you for an interview. It is a standardised way of communicating with journalists. If written well it is more likely they will cover your issue.

Journalists get hundreds of media releases daily, so you need to make sure yours stands out from the crowd.

## When to write a media release?

- When you have an event coming up
- When you have achieved something, for example, convincing the Council to provide or improve a facility
- Whenever you want to make your views known on a local issue
- When you want to try and pressure the Council or other body into action over a specific problem

## How to prepare and send a media release

- It should be between 250-500 words.
- It must have a clear subject line/headline.
- Explain as much as you can in the first sentence/ paragraph.
- Give your story a human angle – who is affected? Who is demanding change?
- Always include a quote from the local group, because this is where you get to have your say: e.g. Jane Smith of North Shore Walkers said, 'The Council needs to do X, Y and Z, to make walking safe and inviting for everyone. If they don't, local families and schoolchildren will suffer.'
- Make sure you include your contact details: name/ mobile/email, plus contacts for any other people willing to speak to the media.

- At the end of your media release, add a subheading, 'Notes for Editors' to include extra information or links relevant to your story.
- Include a link to the story on your website, including photos/video.
- Traditionally a media release fitted on one side of an A4 page. If the journalist needs more information, they'll contact you. Less is often more!
- Use the first paragraph to explain what's happening, and then subsequent paragraphs to expand.
- Email your media releases to your media contact list, including bloggers, journalists known to cover this sort of news, and news desks. To maintain the privacy of your media contacts, make sure you don't put their email addresses in the 'To:' box. Address the media list to your group's media contact and place all of your media contacts' email addresses in the 'Bcc:' (Blind Copy) field of your email program so you don't broadcast these email addresses to everyone else on the list.
- When emailing your media release, attach a Word document as this is much faster for journalists to edit, cut and paste into the paper.

## Media release example

### Activists meet to promote Better Streets

Local members of the Better Streets campaign pressed their case for local infrastructure changes with the Member for <insert electorate> on Monday. They presented a petition signed by local residents after they gathered <1,000> signatures to support changes to local streets. At press time the office of the Member has been contacted for comment and <responded .../ has not responded>

Spokesperson for the local campaign <add their name> said that she/he was compelled to act after her/his children experienced several close calls with cars and trucks on their way to school and sports. She/ he recently visited family in the UK and Holland and realised that local activists have made great strides in changing streets for the better in those countries in ways that we could emulate here in NSW.

<Spokesperson> pointed out that they are looking for commitments by candidates on five key goals before the coming election:

The most crucial of these goals is the introduction of 30 km/h speeds on all local residential streets and in town centres. It takes 13 metres for a car to stop at 30 km/h, compared with almost 28 metres at 50 km/h.

Another key goal is to get 75% of students to walk, scoot, cycle, or take public transport to school daily. In NSW we have excellent local schools, but social forces, unfounded fears and the proliferation of cars have led to lengthy queues of parents in their cars and SUVs dropping off and picking up their children each school day. <Spokesperson> admitted that she/he had fallen



into this same habit before Covid gave her/his family the impetus to lease a battery-assisted cargo bike that has changed their daily commutes for the better.

The campaign also wants election candidates to commit to improving and expanding beautiful streetscapes for local businesses. <Spokesperson>'s relative lives in a Sydney suburb which has been utterly transformed after cars were slowed, allowing footpath dining to be introduced and trees planted.

This should be coupled with new or upgraded pedestrian crossings in addition to the small number of current locations that qualify. Experts have calculated that at a rate of one improved or new crossing for every two thousand urban or rural residents, 2,560 new crossings would need to be built over ten years.

Better Streets campaign is also calling for the NSW Government and Councils to build 1,000 km of connected, safe and direct bicycle and micromobility routes per year. <Spokesperson> says that the City of London has built more than 100 km of bicycle / micromobility paths since the beginning of the pandemic, while most NSW electorates have done less than this in the last decade.

<Spokesperson> says Better Streets will continue to press their case with politicians and the public throughout the election campaign, providing candidates with an opportunity to support sensible, actionable policies that will help mitigate climate change, improve safety for kids and adults, reduce reliance on petrol and make us fitter.



Photo: Katherine Griffiths, City of Sydney

## Photos

Photos are an essential part of any campaign. As well as helping to illustrate the issues, they give a face to your group, showing people who you are and what you do. Taking a good photo is often more complicated than people realise.

## Taking good pictures

There are many guides on how to take good pictures on the internet but here are a few basic tips:

- This tip may seem obvious, but make sure there's something related to your story in the photo. That said, don't be afraid to get creative and try something a little different.
- Aim to get your subject(s) to fill the frame. Photos of people off in the distance are generally less interesting than close-ups which allow you to make out the individual.
- Show people's faces rather than their backs. Try going some way in front of a group so you can capture scenes of people coming towards you.
- When taking photos of infrastructure / road layouts / junctions, try to get some people in the photo. If possible, take a friend along so you can shoot at different angles to get the best photo possible.
- In group shots, make sure as many people as possible can see the camera (and you can see them!). Try a few different levels of people – use steps to layer people, or get people to crouch or kneel in the front (like a team photo).
- Try to include a diverse range of people in your photos – people of different ages, genders, ethnicities, abilities – to show that your issue is relevant to everyone in the community.

## Permission

If you are taking group shots, please make sure the pictures you take are cleared for use. This means that everyone in the picture has given their consent for the picture to be used publicly. General photos of street scenes in public spaces do not need permission.

It's probably best to ask at the beginning of your meeting / event / activity whether anyone is uncomfortable being photographed. You need to make sure you clearly state that the pictures will be used by your group, potentially for the media, and that you give everyone the chance to opt out of being in the pictures if they so wish.

Obtaining permission is especially important when children are involved. You must ask the parent / guardian for consent to take a child's photo, and make sure you're clear about how the picture will be used.

If you are in any doubt about whether to use a photo or not, it's best not to use it. This will ensure you maintain your group's reputation.

## Camera or phone?

Many mobiles have high-quality cameras, and a picture taken on your phone (in as high a resolution as possible) should generally be OK for your website or social media. However, a proper camera will often provide better-quality photos, so it's best to use one if you have access – especially if you're planning on submitting the photos to the press.





## Government information (Public Access Act)

GIPA is the shorthand for the Government Information (Public Access) Act 2009. The GIPA aims to make government information more accessible to the public. This includes how decisions were made, release of survey results, release of road safety reports, or public spend on pedestrian or cycling infrastructure. This information can be used to support your campaign and bring light to decisions impacting Better Streets and our campaigns for safe, healthy, people-friendly, climate-friendly streets in New South Wales.

You have the right to access certain government information at: <https://www.legislation.nsw.gov.au/#/view/act/2009/52>

The objective of the GIPA Act is to make government information more accessible to the public by:

- requiring government agencies to make certain sorts of information freely available
- encouraging government agencies to release as much other information as possible
- giving the public an enforceable right to make access applications for government information, and
- restricting access to information only when there is an overriding public interest against disclosure.

### How much does it cost?

Under the GIPA Act, the first 20 hours of processing time for personal information requests is free of charge. After this a rate of \$30 is applied per hour of processing over 20 hours. This is why a request for an easy to send record may be best for GIPA requests, rather than asking for lengthy correspondence which can take many many hours.

#### Step 1: Know who you are requesting the information from.

Which government agency has the information that you are seeking? You will need to request it from them. For a list of GIPA contact details for different departments visit:

<https://www.nsw.gov.au/nsw-government/access-nsw-government-information/gipa-act-request-access-to-information>

<https://www.transport.nsw.gov.au/about-us/access-to-information>

#### Step 2: Be clear and specific about what you are asking for

What information do you want? Remember to focus this on something that is allowed to be disclosed under GIPA and likely to be a report (drafts included), data set, or information that can be used to amplify our key messages and grow support for the campaign.

#### Example

Dear [XX],

I am writing to make a request under Government Information (Public Access) Act 2009.

I am interested in obtaining information on <Keith Street lane closure survey results> / <speed data for Alison Road> / <amount of money spent on roads versus cycleways in a specific Local Government Area>.

The format we would like to receive documents is (PDF, Word, Excel, etc).

We would like you to respond by (insert date).

I would like you to send me the information I have requested by post with email confirmation. If you wish to discuss this further please email me at (XX) or telephone me on (XX). If you deny my request or any part of it, I would ask that you justify your decision with reference to the relevant parts of the GIPA Act.

Regards,

### Step 3: Wait for response

Sometimes government departments/ agencies will negotiate with you depending on time and a range of factors. Be prepared to either pay money, accept a reduced response to fit in with time, or ask for something different.

### Step 4: Successfully received!

After fully ingesting information, how can it be prepared in a format that is easily understood? Can you make a table summarising the crucial information? Ideally, you can make a media release, social media stats, or discussion or research papers.

You have a legally enforceable right to access most government information and can expect this access to be open and freely available unless there is an overriding public interest consideration against disclosure.

#### For more information:

The NSW Information and Privacy Commission has resources and fact sheets about accessing government information here: <https://www.ipc.nsw.gov.au/information-access/citizens/resources>

<https://legislation.nsw.gov.au/view/whole/html/inforce/current/act-2009-052#pt.1>



# 5 Useful Information

In addition to this *Better Streets Campaigning Handbook*, there are a number of local group and activist resources available to help you run your group and activities effectively.

**Running a campaign**



**Using Facebook**



**Effective Activism**



**Lobbying your Council**



**Working with the media**



**Organising events**



## National organisations

These groups support walking, cycling, and sustainability:

**WeRide**

[www.weride.org.au](http://www.weride.org.au)

**Heart Foundation**

[www.heartfoundation.org.au](http://www.heartfoundation.org.au)

**PedBikeTrans**

[www.pedbiketrams.com/](http://www.pedbiketrams.com/) (professional association)

**Planning Institute**

[www.planning.org.au](http://www.planning.org.au)

## Better Streets NSW

Your main point of contact at Better Streets NSW is the Campaigns Coordinator, Please direct your enquiries to [campaigns@betterstreets.org.au](mailto:campaigns@betterstreets.org.au).

### Local groups

For information about local groups in your area, including contact details, website and social media, can be found on our website: <https://betterstreets.org.au/resources>

### Glossary for campaigners

Walking and cycling campaigners will come across a number of traffic planning terms. Refer to the plentiful technical resources and design manuals available on the TfNSW website listed in the Infrastructure design guides and tools subsection above.

### Workshops, training & seminars

Relevant workshops and upcoming training sessions will be listed on our website: <https://betterstreets.info> and in our emails to coordinators and group members (email: [contact@betterstreets.org.au](mailto:contact@betterstreets.org.au)) to get your name added to this list.

Better Streets and associated groups put on a number of seminars throughout the year, covering a range of topics. The details of upcoming seminars, as well as information on previous events, are listed here: <http://betterstreets.org.au/seminars>

## FAQs

### Better Streets FAQs

FAQs from the five Better Streets Key Asks. By 2027 we will:

#### 1. Adopt 30 km/h speeds on all local residential streets and town centres

Q: Why 30 km/h?

A: We want our kids to be safe and independent by adopting 30 km/h speed limits on local residential streets and urban centres. More people, including kids and the elderly, can walk or ride their bicycles on streets with safer speed limits. Research shows that a fatal injury to a person walking is at least twice as likely to occur in a crash at 40 km/h than at 30 km/h. Regardless of the cause of a crash, speed is the difference between someone being unharmed or being seriously injured or killed. 30 km/h in local streets is the global best practice for neighbourhood streets.

Q: Why local residential streets and not all streets?

A: On busy main roads, separated infrastructure for people walking and cycling is needed to keep people safe. In local residential streets, people driving at lower speed is safe for everyone.

Q: Why town centres?

A: Town centres that have calmer car traffic experience increased business. We all enjoy walking to streetside cafes and shops and bike riding along pleasant streets.



## 2. Get 75% of students to walk, scoot, cycle, or take public transport to school daily

Q: How can we make this happen?

A: Kids tell us they want to walk, scoot or bike to school, especially with their friends. And we know more people, including kids, walk or ride their bicycles on streets with safer speeds.

A: Our local roads were once playful streets, where 3 in 4 children walked or rode to school – and parents felt safe to let them. Nowadays, just 1 in 4 children walk or cycle to school, despite more than half of children living within 1 km of school in urban areas.

Q: How can I prepare my kids for this?

A: It's easy to carry stuff on bicycles these days and bicycles with electric assist are more common.

Q: Is Public Transport an option as well as cycling or walking?

A: Investment in quality public transport that works well for everyone is needed too.

## 3. Improve and expand beautiful streetscapes for local businesses

Q: How will businesses benefit?

A: Towns across NSW have already benefited by creating inviting places people want to visit and linger. We all enjoy walking to cafes and shops along pleasant streets, that's what becomes possible by creating inviting places people want to visit and linger.

A: Studies have shown that too much traffic puts people off spending time on a high street. And people walking and cycling spend more money in local retailers than drivers do (The Pedestrian Dollar), so we need to make it easy for people to access shops on foot and by bike.

Q: How can I help customers get to my business?

A: Calmer streets will make it easier and more pleasant for people to walk or cycle to their nearest shops. This should make shopping locally more attractive, rather than driving to shops further afield. There is plenty of evidence that good walking / cycling access to shops is good for business.

Q: In addition to calmer traffic, can we have trees and flowers?

A: There are examples of schemes in cities around the world where revenue from converting free parking to paid parking is invested back into the business district for streetscape improvements.

A: We want elected officials to prioritise funding these works, so you should talk to your local representatives about green investments.

## 4. Build or upgrade 2,560 pedestrian crossings

Q: That seems like a lot, where did this number come from?

A: More than 1,500 pedestrian crossings are built in NSW each year. If we build 20 crossings in each Local Government Area, that's 2,560 crossings. And one for every 3,000 of us. We want crossings in residential areas where kids want to go to the park, school or sports. We want people to easily and safely access shops and businesses on both sides of streets in shopping areas.

Q: How soon can we install these important crossings?

A: We want elected officials to prioritise funding these works. Please speak to your state member.

Q: Just how effective will these crossings be?

A: Safe pedestrian crossings are estimated to reduce pedestrian-vehicle crashes at intersections by 40%. Pedestrian crossing protection may result in small traffic delays but can provide significant safety benefits. Easy, safe and regular crossings are a key contributor to the economic vitality of main streets and local shopping streets. They are vital for providing equitable and safe access to essential land use for people walking.

A: Within our town centres, walking accounts for the most trips, and almost all trips, regardless of mode of travel to get to the destination, have a walking component (for example, walking to and from the train station or bus stop, walking from the car park to work or the shops). A key way to enable and encourage more people to walk more often is to make walking easier, safer, more direct and to reduce delays and interruptions. Pedestrian crossings, which provide priority to people walking, are vital to this.

## 5. Build 1,000 km of connected, safe and direct cycle and micromobility routes per year.

Q: Why 1000 km?

A: It's a start. NSW has 209,000 km of roads. If we build 1,000 km per year for a decade, it will only match 5% of our road network. The City of London has 15,000 km of roads, and its separated network will be 10% of its length.

Q: Will these routes complement or replace our current footpaths?

A: Footpaths are for people walking. It's safer to have separate spaces for people to walk, ride and drive.

Q: We have bicycle logos painted on the road in our suburb. Is that what these routes will be?

A: Painted bicycle logos have little to no effect on driver behaviour. Drivers become impatient with cyclists or scooters in their lanes, even though the cyclists are allowed there by law. Bike lanes next to car doors are also a low-cost feel-good measure that can compromise safety. The best solution is separated walkways and bikeways.

## FAQs concerning timing

Q: How fast are we planning to do this?



A: A long term strategy to implement our Key Asks could take a decade. However even this time frame will require immediate and simultaneous planning, designing and implementing of hundreds of sections of separated path each year plus tens of new crossings and concerted work on testing and implementing 30 km/h limits.

Q: How will we decide the order of rolling out these great new routes?

A: The rate limiting factor on implementation of active travel improvements is unlikely to be resources. It's more likely to be organisational capabilities at a local level. So it will come down to which communities will be able to form coalitions that can overcome objections, create cohesive plans and execute them against inevitable resistance to change.

Q: Is it best to have Better Streets in cities or the regions first?

A: There is no reason why regional areas should lag cities in the implementation of Better Streets. NSW is more tilted towards the urban than many other locales - 5.2 million of NSW's 8.2 million residents live in Greater Sydney, but regional towns can benefit from Better Streets as much as large cities.

### FAQs concerning funding

Q: What's the best way to pay for Better Streets?

A: Better Streets make economic sense in many ways. Improved safety for kids, pedestrians and cyclists lower our healthcare costs and increase longevity. For every person killed, hundreds are seriously injured at great cost to themselves and society. For every person seriously injured, hundreds suffer cuts and scrapes and wrecked clothing or equipment. Better Streets are more productive streets for the people who shop there and the merchants who sell to them. Better Streets are those in which we can reduce the number of polluting vehicles, which pays a dividend in cleaner air and lower emissions. Better Streets are an investment for the medium and long terms, even while there are short term costs needed to arrest current trends in safety and pollution.

Q: How can councils best fit Better Streets into their budgets?

A: Councils choose what to do with their budgets and currently spend large proportions defending and expanding the on-road hegemony of cars and trucks. The investment we have made in accommodating vehicles while moving and parked is astounding. Councils also fall prey to a strong resistance to increasing rates to pay for our mutual benefit. If ratepayers correctly perceived the benefits to all, from investing in a better, more engaging built environment, they would not be as self-centred in resisting community spending. The Better Streets campaign can also help councils by providing best

practices that improve the efficiency and effectiveness of infrastructure changes.

Q: What's the funding role of Local, State and Federal governments?

A: NSW is unusual in the degree to which the State Government controls road and path infrastructure. The role of councils is diminished compared to most other countries. Local councils still play the major role in gathering citizen preferences and needs and working with consultants and contractors on local strategies, plans and projects. However a degree of state funding is generally expected for significant improvements in streets. Many key roads in major cities are completely under State control, and funding for projects along them will flow entirely from State coffers. The role of the Federal Government is limited.

### FAQs concerning parking

Q: How can we work together to reduce the pressure on parking in cities?

A: An outcome of Better Streets is less need for car journeys. This will directly reduce the need for cars and the space needed to park them when they aren't being used. Not every family can use share-cars, but 30% may be able to eliminate their second car. Not every family can use a cargo bike, but maybe 30% can use one to do local shopping and take the kids to school. Not every family can walk to school, but maybe 75% can. Not every commuter can walk to the train or bus, but maybe 40% can. Each of these actions dramatically reduces the need for parking near homes, schools, businesses and transit hubs.

Q: How can we have Better Streets that are human-friendly but also allow for deliveries and access by differently abled persons and public transport?

A: Merchants understandably worry that every shopper wants to park directly in front of their store. However this is seldom actually the case in practice. The experience of Sydney and other cities and towns in building bike paths is that traffic is improved by an increase in walkers and cyclists. Examples also abound across NSW of innovative ways of weaving handicap access, electric charging, public transport, deliveries, walkers and bikers all within people-dense precincts.

Q: How can we keep safety top of mind as we implement Better Streets?

A: By designing spaces and routes to suit the preferred travel speeds of each mode of transport

A: By keeping vehicle speeds below 30 km/h where pedestrians and cyclists are common

A: By keeping lines of sight open and well within human reaction times

A: By providing shade and shelter

A: By including all these factors and more in design manuals and guidelines that all levels of government



use to design and construct Better Streets. These manuals not only guide best design practices but also specify and constrain contractors who implement and repair our Better Streets

### FAQs concerning kids

Q: How do I ensure that my kids are safe when they cycle or walk to school?

A: We have become conditioned to kids being dropped at school, but this is a recent phenomenon. Historically, Aussie kids walked and cycled to school. In other countries they still do today. The current situation is the anomaly and we are paying for it with pollution, congestion and increased accidents. As we implement Better Streets, particularly near schools and homes, the very streets themselves will guide kids as they ride to school and guide motorists as they approach them.

Q: Can we ensure that kids' bikes are safely stored and in good working order?

A: Bike and scooter parking at schools is often inadequate and poorly monitored. A key ask for Better Streets is improved all-weather parking for bicycles, e-bikes, scooters and prams and strollers. This includes good lighting, easy use of locks if required, and high visibility. Schools should also conduct brief lessons on how to care for bicycles and scooters and spot common issues. Better Streets has resources to help.

Q: My kid has a disability – how will it work for them?

A: Good cycling and walking infrastructure is friendly to the differently abled. Too many pathway ramps have dangerous lips, are too narrow, require sharp changes in direction, and have steep gradients. Many active travel infrastructure design toolkits used by engineers and facilities designers treat good design as an option, not a requirement, and the sample toolkits from Better Streets and TfNSW can improve this. Better Streets are better for everyone.

### FAQs concerning infrastructure (chargers, footpaths, etc)

Q: How can we get bike charge stations installed at schools and shops?

A: E-devices are a recent phenomenon and needs are shifting. Mobile phones and electric vehicle charging stations of a decade ago are obsolete now with changes in plugs and adapters. It's understandable that Councils will wait for defined standards before proceeding, but the provision of metered standard electric outlets adjacent to bike parking is a good start.

Q: How do we mix pedestrian, cycling and scooting routes?

A: In some circumstances, shared pathways are the best short or long term solution. However, the best approach is always to separate cars, cyclists and pedestrians from each other. The trade-offs should not be between walkers and cyclists, but between humans and moving or parked cars.

### FAQs concerning cyclists, walkers, scooters and businesses on pathways

Q: How will Better Streets benefit me as a walker?

A: For our own health and safety and for the good of the planet, we should walk and ride more at the expense of motor vehicle trips. Riders and walkers of the future will be a mix of crazy lycra nuts, mums and dads going to school, shoppers, exercisers and ordinary folks like you and me.

Q: What are the best safety tips for walkers as we implement Better Streets?

A: Bicyclists are most comfortable in the speed range from 10-20 km/h. Walkers are more comfortable at 4-8 km/h. When there are few of each, mixing them can work, but in many circumstances it's best to create separated paths for walkers and wheelers. Whenever cyclists or scooters or walkers mix, the faster humans should defer to the slower ones. Better Streets are streets where we can all be our best selves and be gracious to those moving more slowly or unsteadily than we are. Walkers, like everyone else, should remain alert and try not to drown out the world with their earbuds, unless their podcast is world-altering or their music is soothing their souls.

### FAQs concerning e-bikes

Q: Should e-bikes use the road or pathways?

A: Current regulations in NSW permit the use of e-bikes which are power assisted – that is while pedalling – up to a speed of 25 km/h. Throttle controlled e-bikes which do not require to be pedalled are illegal, though many of these continue to be sold. E-bikes, even with power assistance, are too slow for equitable travel in general traffic lanes while our speed limits remain high. When we cut road speeds to 30 km/h on our residential streets, we can reconsider mixing cars and bikes. In Europe, mixed traffic is only considered a safe option for bicycle and motor vehicle mixed traffic below 30 km/h.

### How can I get involved?

Q: I'd like to help!

A: Your town may well have a Better Streets group already - reach out to them and ask what they need that suits your skills, experience and contacts. If not, you can start your own group using templates available from Better Streets - they have ample examples on how to set up and organise a local group. There are many roles to play. Organising and channelling the energies of other enthusiasts is important, but there are also roles in data analysis, marketing, outreach, fundraising, speaking at meetings, writing, surveying, photography and many others.

Q: How do I contribute so that I reinforce the work of my Council or TfNSW?

A: Councils and State bodies have many demands









**BETTER STREETS**  
FOR NEW SOUTH WALES

