



Shoalhaven Active Transport Strategy  
including Pedestrian Accessibility & Mobility Plan Update and Bike Plan Update  
for  
Shoalhaven City Council

Appendix A: Active Transport Strategy Priorities & Actions

# Table of Contents

<b>1</b>	<b>Introduction.....</b>	<b>1</b>
1.1	Overview.....	1
1.2	The New Active Transport Strategy.....	1
1.3	Active Transport Strategy Objectives .....	2
1.4	Active Transport Benefits .....	2
1.5	Active Transport Responsibilities .....	4
1.6	The Vision.....	4
1.7	Active Transport Strategy Priorities .....	5
<b>2</b>	<b>Current Active Transport Planning .....</b>	<b>6</b>
2.1	Existing Active Transport Networks.....	6
2.2	NSW Government Funding .....	6
2.3	A Common Sense Approach to Active Transport .....	7
2.4	NSW Government Strategic Cycling Corridors Program .....	8
<b>3</b>	<b>The Active Transport Strategy Priorities .....</b>	<b>9</b>
3.1	Priority 1: Connected, Safe, Inclusive and Legible Active Transport Networks .....	10
3.2	Priority 2: Aligning Local and NSW Planning Strategies and Guidelines .....	12
3.3	Priority 3: Encourage and Promote Active Transport.....	15

# 1 Introduction

## 1.1 Overview

The Shoalhaven Local Government Area (**Shoalhaven**) is an exceptional place to live, work and play, but our growing population, older demographic, vibrant tourist industry and broader spread of towns and villages over some 4,500 square kilometres make our transport challenges, well, challenging!

As Shoalhaven moves towards a population of more than 120,000 people by 2031, and with no indication of that growth slowing, it is critical that our transport networks continue to provide a high level of accessibility and efficiency.

Increasing the use of **active transport** will play a critical role in reducing vehicle trips and the associated emissions and direct/indirect costs of congestion and infrastructure. **Active trips** also provide enormous benefits to the health and wellbeing of individuals, and to the broader community, together with Public Transport providing sustainable alternative transport modes, and in turn allowing the preservation and creation of more spaces across Shoalhaven that people can simply enjoy.

Over the past 20 years, Council has implemented many elements of the 2002 and 2005 Pedestrian Accessibility & Mobility Plans (**PAMP 2002** and **PAMP 2005**) and 2013 Bike Plan (**Bike Plan 2013**), which have provided significant improvements to active transport and accessibility in many of our towns and villages. Council has also created many new recreational paths providing access for residents and visitors alike to our precious natural attractions.

**But there is always more to do, particularly in the context of ongoing growth and demographic changes, to make active transport available to our entire community!**

Whilst the broader Active Transport Strategy and its associated appendices is very comprehensive, this Appendix has been prepared as a shorter and more user-friendly outline of the new Strategy and its associated priorities-actions.

## 1.2 The New Active Transport Strategy

The NSW Government released its new Active Transport Strategy in December 2022 (**NSW ATS**), which draws on the NSW Future Transport Strategy, also released in 2022 (**NSW FTS**). The purpose of the NSW ATS is to double active transport trips in 20 years, following the NSW Government's vision for safe, healthy, sustainable, accessible and integrated journeys in NSW. Given these significant targets, and moreover the significant changes to the underlying means by which these targets can be achieved, it was necessary to development the new Strategy to be consistent with the NSW ATS, and take advantage of current thinking in regard to latest standards and guidelines.

While the PAMP and Bike Plan remain fundamentally important elements within the Strategy, the current PAMP Maps needed to be better integrated, and it was also not helping Council's cause to have separate criteria to rank PAMP v Bike Plan projects (competing for the same funding streams), a single criterion was needed.

Accordingly, development of the overarching Active Transport Strategy has updated and pulled together the PAMP and Bike Plan, and together with a single use 'Active Transport' criteria.

Developing the strategy in line with the NSW Government's latest strategy, policy and guidelines, will also help to maximise grant funding opportunities under the plan, fundamentally important given that a quantum increase in funding from all levels of government will be necessary to deliver the strategy and enable the delivery of as many off road opportunities and as many safer crossings as possible across Shoalhaven.

### 1.3 Active Transport Strategy Objectives

The Strategy from the outset considers that active transport needs to connect within and across all of our communities and be suitable for people of all ages and abilities.

The primary objective is to get more people out walking and cycling, improving health and environmental outcomes, and more sustainable transport networks for the future.

This can be achieved by creating a safe and connected active transport environment that is attractive to all potential users, with a focus on providing viable alternatives for local trips, whilst still planning for and enabling longer trips between villages and throughout the Shoalhaven over the longer term. This primarily targets walk trips of up to 1.5 km, and cycle trips of up to 10km, i.e. generally for trips of up to 20 minutes between home and work; school; mixed use centres; and community and recreational facilities, however there are exceptions for those communities currently disadvantaged or isolated through lack of connectivity or availability of any safe off-road options.

*For the purposes of the Strategy, active transport describes walking, cycling and the use of mobility devices (e.g. wheelchairs, walking aids, scooters) and small wheeled transport (e.g. skateboards, skates) on paths, roads and trails, for the whole or part of a journey.*

### 1.4 Active Transport Benefits

Active transport provides enormous benefits for individuals, including improved health and wellbeing outcomes; increased physical activity; and greater tourism and economic opportunities. Of course, reducing traffic also provides enormous direct and indirect benefits for the whole community!

A summary of all of the benefits (and costs) of a move to active transport is provided in **Table 1**.

Table 1: Active Transport Benefits and Costs

Benefit/Cost Category	Benefit or Cost
<p><b>Improved Infrastructure</b></p> <p><i>User benefits</i></p> <p><i>Option value</i></p> <p><i>Equity objectives</i></p>	<p><b>Benefits from improved walking and cycling conditions.</b></p> <p><i>Increased user convenience, comfort, safety, accessibility and enjoyment</i></p> <p><i>Benefits of having mobility options available in case they are ever needed</i></p> <p><i>Benefits to economically, socially or physically disadvantaged people</i></p>
<p><b>More Active Transport Activity</b></p> <p><i>Fitness and health</i></p>	<p><b>Benefits from increased walking and cycling activity</b></p> <p><i>Improved public fitness and health</i></p>
<p><b>Reduced Vehicle Travel</b></p> <p><i>Vehicle cost savings</i></p> <p><i>Avoided chauffeuring</i></p> <p><i>Congestion reduction</i></p> <p><i>Reduced barrier effect</i></p> <p><i>Roadway cost savings</i></p> <p><i>Parking cost savings</i></p> <p><i>Energy conservation</i></p> <p><i>Pollution reductions</i></p>	<p><b>Benefits from reduced motor vehicle ownership and use</b></p> <p><i>Consumer savings from reduced vehicle ownership and use</i></p> <p><i>Reduced serve passenger responsibilities due to improved travel options</i></p> <p><i>Reduced traffic congestion from vehicle travel on congested roadways</i></p> <p><i>Improved active travel conditions due to reduced traffic speeds and volumes</i></p> <p><i>Reduced roadway construction, maintenance and operating costs</i></p> <p><i>Reduced parking problems and facility cost savings</i></p> <p><i>Economic and environmental benefits from reduced energy consumption</i></p> <p><i>Economic and environmental benefits from reduced air, noise and water pollution</i></p>
<p><b>Land Use Impacts</b></p> <p><i>Pavement area</i></p> <p><i>Development patterns</i></p>	<p><b>Benefits from support for strategic land use objectives</b></p> <p><i>Can reduce road and parking facility land requirements</i></p> <p><i>Helps create more accessible, compact, mixed, infill development (smart growth)</i></p>
<p><b>Economic Development</b></p> <p><i>Increased productivity</i></p> <p><i>Labor productivity</i></p> <p><i>Shifts spending</i></p> <p><i>Support specific industries</i></p>	<p><b>Benefits from increased productivity and employment</b></p> <p><i>Increased economic productivity by improving accessibility and reducing costs</i></p> <p><i>Improved access to education and employment, particularly by disadvantaged workers</i></p> <p><i>Shifts spending from vehicles and fuel to goods with more regional economic value</i></p> <p><i>Support specific industries such as retail and tourism</i></p>
<p><b>Costs</b></p> <p><i>Facilities and programs</i></p> <p><i>Vehicle traffic impacts</i></p> <p><i>Equipment</i></p> <p><i>Travel time</i></p> <p><i>Accident risk</i></p>	<p><b>Costs of improving active travel conditions</b></p> <p><i>Costs of building non-motorised facilities and operating special programs</i></p> <p><i>Incremental delays to vehicle traffic or parking</i></p> <p><i>Incremental costs to users of shoes and bicycles</i></p> <p><i>Incremental increases in travel time costs due to slower modes</i></p> <p><i>Incremental increases in accident risk</i></p>

## 1.5 Active Transport Responsibilities

Council is primarily responsible for the provision and maintenance of active transport infrastructure in local government owned and/or managed roads, road reserves, parks and open space areas; this also extends to planning controls to ensure that new developments also provide high standard active transport infrastructure, and up front to encourage alternative modes from the outset.

**The Strategy seeks to turbo-charge the provision of new active transport infrastructure, as the opportunity for active trips to replace vehicle trips has never been better!**

Council also shares responsibility with Transport for NSW (**TfNSW**) to provide off-road active transport infrastructure along State Roads, a partnership that in the last ten years has resulted in a significant increase in active transport infrastructure that is provided as a part of all NSW Government led projects.

More of this great collaboration can be expected as further NSW Government led projects are delivered across Shoalhaven into the future!

While Council is 'primarily' responsible for provision and maintenance, the current backlog of active transport projects is very significant; as such, to meet the objectives and targets of Council's and the NSW Government's Active Transport Strategies will require a quantum increase in expenditure from all levels of government, and a commonsense approach that recognises local constraints but still rewards Council trying to extend active transport benefits as far reaching as possible across their communities, and to as high a standard as possible within the prevalent constraints of existing networks.

## 1.6 The Vision

**Ultimately, our vision is that more and more people use active trips every day, even if only for short walk or cycle trips.**

At present, 2021 Household Travel Survey data indicates that 1 in 7 trips (not including a shared walk trip, i.e. from a vehicle parking space to a destination) is an active trip.

Our goal is to increase active trips to account for 1 in 5 trips, or 20% of all trips in Shoalhaven, over the next 10 years, which is consistent with NSW Government Active Trip targets, which more aims to double active transport utilisation over the next 20 years.

## 1.7 Active Transport Strategy Priorities

The new Active Transport Strategy Priorities are provided here as Appendix A; as the main Strategy document and its associated appendices is very comprehensive, this Appendix has been prepared as a shorter and more user-friendly outline of the new Strategy and its associated priorities, and specifically a summary of the Priorities that Council has identified as being central to increasing active trips across Shoalhaven.

While this Appendix A includes a high level overview of active transport considerations and the resulting Priorities for actioning, full details of the development and implementation of the new active transport strategy is provided in the more detailed Strategy documents including the full suite of associated appendices.



## 2 Current Active Transport Planning

### 2.1 Existing Active Transport Networks

Notwithstanding the fact that there are missing links in our active transport networks, Council has worked tirelessly to provide high quality active transport infrastructure in parts of the Shoalhaven where demand is greatest.

A key part of Council's active transport planning to date has been the development and launch of the PAMP Interactive Mapping Tool for the whole of Shoalhaven. The PAMP Interactive Mapping Tool also facilitates open and ongoing consultation with the community by making proposed projects very easy to visualise, enabling the community to provide ongoing feedback, as well as allowing Council to keep our active transport strategies as up to date as possible.

Check out the PAMP Interactive Mapping Tool at:

<https://www.shoalhaven.nsw.gov.au/Council/What-guides-us/Policies-and-strategies/Pedestrian-Access-and-Mobility-Plan#section-6>

While a selection of PAMP maps are provided in Appendix B of the Strategy, they are just an example of existing and proposed active transport facilities in some of our key towns and villages, showing the existing levels of connectivity, and how we propose to improve connectivity and accessibility for all active transport users in the future. The PAMP Interactive Mapping Tool should be your main “go to”, as it provides the most comprehensive coverage of Shoalhaven's active transport network, even though we appreciate there's more work to be done to update the maps, noting that they are constantly evolving as projects are delivered, new projects emerge, anomalies addressed.

### 2.2 NSW Government Funding

Notwithstanding the need to continue to expand our active transport networks, Council is very proud of its achievements to date in providing a high level of active transport accessibility within our key population centres given our very limited resources.

Council has a very enviable record of advocating for funding from the NSW Government for active transport projects across Shoalhaven; over the past 5 years, the NSW Government has contributed tens of millions of dollars for projects providing new and/or upgraded walk, cycling and SUPs further to our advocacy on behalf of the community.

And despite the significant impacts to our road infrastructure in recent times (heavily impacted following compounding natural disasters) this has also allowed us to look at other opportunities for active transport improvements through the Bushfire Local Economic Recovery Fund, such as the Lake Conjola Entrance Road Shared User Path Bridge (**SUP Bridge**) and the Lake Conjola Entrance Road Shared User Path (**SUP**) design investigations.



Notwithstanding, Council acknowledges that the backlog of active transport projects (current over 900 separate projects!) across Shoalhaven is very significant; applying high level unit rates indicates that these projects would cost well in excess of \$235M to deliver (following detailed design investigations – the actual delivery costs are likely to be significantly higher !). In short, a quantum increase in funding will be required from all levels of Government to help us deliver the Strategy to meet both Council's and the NSW Government's active transport targets.

### 2.3 A Common Sense Approach to Active Transport

An integral part of the Strategy – and moreover our planning for future active transport projects - is to not just focus on broader strategic outcomes, but also keep an eye on design and maintenance to optimise user experience, and ultimately generate more active trips through good connectivity, design and experiences while also considering a common sense approach.

It must be acknowledged that we (like many regional Councils) are faced with significant constraints in providing active transport infrastructure (again, not just the very high costs with limited budgets, but real physical constraints) that can at times prevent current active transport design standards being achieved, in all respects. Indeed, we see this often not only in Council projects, but also in TfNSW's own projects.

In developing the Strategy therefore, Council has taken a view that when it comes to addressing conflicts between pedestrians/bicycle riders and vehicular traffic - particularly for the young and the vulnerable - in almost all instances it is far safer to provide some form of off-road opportunity, physically separated from the roadway, even if the design of the path may fall short of the highest of current standards. It is unquestionable that this provides a greater outcome than providing no path at all, and represents in many instances the most viable and practical solution to enable us to continue advancing towards Council's and the NSW Government's active transport targets.

Council acknowledges that it can at times be difficult to have these conversations with the community (and at times with TfNSW!), but we have taken - and will continue to take - a common sense approach to ensure that the provision of active transport infrastructure is as fair and equitable as possible across Shoalhaven, (and, with limited budgets - as far reaching as possible across Shoalhaven).

In some instances therefore, while it may not be possible to provide off-road paths that strictly meet the most up-to-date design standards in all respects, **the Strategy adopts the position that in many locations it is almost always better to provide a slightly below standard off-road path than to provide no off-road opportunity at all!**

TfNSW projects often face the same physical and budgetary constraints, resulting in new active transport infrastructure that does not strictly meet current guidelines in all respects. This is appreciated, and Council simply seeks the same discretion without prejudice to continue to maximise funding for active transport improvements across Shoalhaven.

Again, our preference is for an overriding objective of providing communities with as many safer off-road paths, and as many safer crossings as possible - even if that means some marginal design compromises might be required in some cases - to achieve a safe separation of pedestrian/cyclists from vehicular traffic.

## 2.4 NSW Government Strategic Cycling Corridors Program

In October 2024, TfNSW released the Illawarra Shoalhaven Strategic Cycleway Corridors Overview, which provides an update in regard to their progress of extending the State wide Strategic Cycleway Corridors program to Illawarra Shoalhaven.

The focus of the Strategic Cycleway Corridors program in Shoalhaven is to provide safe cycleways for people of all ages and abilities., along with better connections between existing key centres, schools and points of interest, along with emerging centres that will serve an important function in the future. To improve these network and enable more people to ride, TfNSW envisages the program will:

- Leverage existing and proposed active transport connections in Illawarra-Shoalhaven.
- Allow government agencies and planning processes to coordinate infrastructure commitments.
- Create cycleways that are well integrated with our public transport hubs, with secure bicycle parking facilities to enable seamless multimodal journeys.
- Apply the design guidance in TfNSW's Cycleway Design Toolbox to all future cycleway projects wherever possible.

A number of key pieces of cycleway infrastructure that Council has previously discussed with TfNSW (and are shown in the PAMP Interactive Mapping Tool) are not included in the Cycleway Corridor Strategy for Shoalhaven at this time; these include:

- An extension of a cycleway south of Burrill Lake.
- An extension of a cycleway south of Vincentia to Hyams Beach.
- A lack of detail as to the alignment of the future cycleway connections between Jervis Bay and Princes highway.

Importantly though, the Illawarra Shoalhaven Cycleway Corridor Strategy is at this time provided only as an "Overview" document. As such, Council will continue to consult with TfNSW to ensure that these (and other) key pieces of cycleway infrastructure are appropriately considered as the Illawarra Shoalhaven Cycleway Corridor Strategy evolves.

See the Overview here: <https://www.transport.nsw.gov.au/operations/walking-and-bike-riding/strategic-cycleway-corridors>

### 3 The Active Transport Strategy Priorities

In order to best meet the demands and expectations of the community, and to ensure a robust, inclusive and evolving active transport network that will assist in meeting active travel demands across Shoalhaven, the Strategy includes 3 key Priorities and associated Action items, which are detailed in sections below.



#### Priority 1

Connected, safe, inclusive and legible active transport networks



#### Priority 2

Aligning with local and NSW planning and active transport strategies and guidelines



#### Priority 3

Encourage and promote active trips as safe and viable modes of transport



## Priority 1

Connected, safe, inclusive and legible active transport networks

### 3.1 Priority 1: Connected, Safe, Inclusive and Legible Active Transport Networks

#### 3.1.1 Action 1: Prioritised Program of Active Transport Projects

- ✓ Continue to update and maintain a clear plan of existing and proposed active transport corridors through further revisions to the PAMP Interactive Mapping Tool, and the development of a new Bike Plan Interactive Mapping Tool, to clearly identify and deliver improvements and works, including but not limited to footpaths, bicycle paths and SUPs, as well as ancillary infrastructure such as safer crossings, seating, bicycle racks, shade and wayfinding signage.
- ✓ Continue to review intersections and mid-block locations across Shoalhaven where interaction between traffic and pedestrians/bicycle riders is of concern, and/or where interventions are required to improve safety and efficiency.
- ✓ Continue to identify and deliver active transport infrastructure improvements and works, addressing safety and reduced road crossing delays, and promoting active transport by making it safer and easier.
- ✓ Ensure that our starting point for all new or upgraded active transport infrastructure is building in accordance with the most up-to-date guidelines, while also being cognisant of a common sense approach in order to get the highest number of vulnerable users off the road, and stretch our limited resources as far as we possibly can.
- ✓ Undertake more detailed local area planning for active transport projects in areas where numerous projects have been identified so as to maximise the integration of active transport networks. A separate allocation of funding is required for "*investigation*" projects, necessary to either accept or reject those "*visionary*" or "*controversial*" projects that may be a good idea, but not viable at this time; or may have strategic merit, but (for example) adversely impact private properties. It is important to work through these projects over time to either remove them from consideration, or better define proposed active transport corridors, providing more certainty and enabling these projects to be more accurately identifiable in the PAMP Interactive Mapping Tool and future Bike Plan Interactive Mapping Tool.
- ✓ Ensure that the PAMP Interactive Mapping Tool, and future Bike Plan Interactive Mapping Tool, incorporate popular features such as "Connector Routes" and "Popular Routes" from Bike Plan 2013, and look to modify or expand these routes if/as required in consultation with key stakeholders.

- ✓ Continue to view the Active Transport Ranking Spreadsheets as an evolving operational strategy document, kept as up-to-date as possible by Council staff by removing completed projects (or those proposed to be undertaken by third parties); amending existing active transport projects following more detailed investigations; adding new active transport project concept; and responding appropriately to the community's active transport priorities; all in accordance with the new Active Transport Scoring Criteria.
- ✓ As part of the ongoing strategy review, continue to Identify gaps in the network which offer large benefits for low cost, completing missing links and addressing kerb ramp constraints, to address connectivity and accessibility for all.
- ✓ Consider funding opportunities for adopted pathway networks, where appropriate, through the preparation of the new Contributions Plan project that is currently underway, or as part of future plan updates.

### 3.1.2 Action 2: Review and Maintain Active Transport Assets

- ✓ Ensure asset management systems incorporate regular maintenance of active transport infrastructure, including regular review of Council's AMPs, ensuring that the balance between infrastructure and maintenance capability is sustainable.
- ✓ Promote and improve processes by which the community can report maintenance issues to Council.
- ✓ When active transport facilities are replaced under renewal programs, ensure they are upgraded to meet current standards wherever possible.
- ✓ Undertake active transport path renewal and maintenance as necessary.
- ✓ Undertake regular reviews of Council's older infrastructure networks, auditing hazards and prioritising safety improvements, utilising Council's new Active Transport Scoring Criteria to manage competing priorities.





## Priority 2

Aligning with local and NSW  
planning and active transport strategies  
and guidelines

### 3.2 Priority 2: Aligning Local and NSW Planning Strategies and Guidelines

#### 3.2.1 Action 1: Coordinate Movement & Place Outcomes

- ✓ Identify projects which can achieve pedestrian and bicycle rider benefits as well as enhance the broader area in accordance with Movement & Place objectives.
- ✓ Continue to advocate to ensure that all major transport projects provide for active transport and active transport connectivity to the local road network, providing options that cater for longer term network connections along strategic corridors, and between strategic corridors and our local communities and key destinations. This must include the incremental development of the strategic spine corridor along Princes Highway with each successive Princes Highway upgrade project to achieve the same strategic spine-diverting principles “through” our towns and villages to provide convenience, amenity, and economic benefits along the route.
- ✓ Improve pedestrian and bicycle rider wayfinding, in particular upon completion of individual active transport networks; and in the shorter term identify any warning signage/low cost safety improvements that could be undertaken to make existing routes safer until longer term upgrades can be delivered.
- ✓ Improve the design and provision of rest places and in-between spaces to make active transport more attractive, comfortable and convenient.

#### 3.2.2 Action 2: Work towards 15 Minute Neighbourhoods

- ✓ Identify projects which can achieve pedestrian and bicycle rider benefits as well as enhancements in accordance with 15 Minute Neighbourhood objectives.
- ✓ Ensure pedestrian connectivity to local bus routes is designed to facilitate 15 Minute Neighbourhoods.
- ✓ Investigate locations for end-of-trip facilities in key towns, villages, and significant developments, including secure bicycle parking, showers, change rooms and lockers.
- ✓ Provide and/or facilitate end-of-trip facilities in all towns, villages, and for significant developments, meeting short term user demand and planning for the future.

- ✓ Prioritise the delivery of bicycle parking facilities at key destinations including activity centres; parks and reserves; sporting and community facilities;—schools, town centres, civic spaces, and key foreshore attractions.
- ✓ Investigate the installation of lighting where paths carry a substantial number of pedestrian or bicycle riders during periods of darkness, though at the same time ensuring adjacent residents are not impacted by over designed lighting/light-spill.
- ✓ Continue to provide mid-trip facilities as part of network delivery, including seating; water fountains; shelters; toilets; landscaping; and rest areas.

### 3.2.3 Action 3: New Developments

- ✓ Ensure that active transport infrastructure requirements are specifically identified in the Shoalhaven DCP and other planning documents for all new developments.
- ✓ Ensure that new residential developments cater adequately for public transport, at each stage, ensuring that bus stops are accessible within 400m of all dwellings, and ensuring that an integrated networks of paths and crossings is provided to safely and conveniently link residents with bus stops.
- ✓ Ensure that the Shoalhaven DCP and Engineering Specifications include the most up-to-date design standards for active transport infrastructure.
- ✓ Ensure that new residential and commercial developments provide high standard internal pedestrian and bicycle networks, including an appropriate hierarchy of pedestrian paths, SUPs and crossing facilities.
- ✗ Ensure that new residential developments provide active transport connectivity to external paths wherever available and practical (minimising the backlog of new missing links across Shoalhaven), and work to address the backlog of missing links in the soonest possible time.
- ✓ Ensure that active transport paths provide access to key internal attractors including bus stops; parks and recreational facilities; and retail/commercial areas and community facilities.
- ✓ Ensure that all new commercial and NSW Government sector developments appropriately consider active and public transport at all design stages, ensuring that bus stops are provided or amended to suit developments, and ensure that paths and crossings provide safe and convenient access to and through the development with appropriate connectivity to existing transport networks.

### 3.2.4 Action 4: Work with Governments to Align Objectives and Maximise Funding

- ✓ Continue to monitor state and regional planning strategies as they evolve, and collaborate to ensure all levels of Government are in alignment, to continue to deliver as many active transport improvements as possible.
- ✓ Continue to actively lobby for increased funding for active and public transport projects in Shoalhaven, and ensure that lobbying is effectively targeted at all levels of Government.

- ✓ Continue to work with State Government towards the goal of hitting the Active Transport Targets, with a joint focus on flexible, practical and affordable local solutions to get more people off the road in more locations, and provide more safer crossings.
- ✓ Continue to chip away at the staged delivery of an expanded active transport network over time to achieve enhanced accessibility and connectivity for all of our communities, notwithstanding the primary focus being a reduction in shorter trips by private vehicles.
- ✓ As Governments refine their strategies and policies in relation to EV charging and e-mobility options, advocate for Governments to consider networks of EV charging for active transport e-mobility, and increasing the number of EV charging points for e-bikes and e-scooters (including secure and covered storage options) as another effective way of supporting, expanding, and encouraging more people to engage in active and sustainable transport options.
- ✓ Work with the NSW Government to refine their new “Strategic Cycling Corridors” Program within the Shoalhaven (released in October 2024), to address key missing links, and continue to advocate for more funding including annual funding streams from all levels of Government (to continue to deliver active transport improvements across the Shoalhaven, and to a level sufficient to meet Strategy targets).







## Priority 3

Encourage and promote active trips  
as safe and viable modes of transport

### 3.3 Priority 3: Encourage and Promote Active Transport

#### 3.3.1 Action 1: Promote and encourage active transport

- ✓ Prepare and implement a social media strategy to promote and inform the community of the benefits of walking and bicycle riding, and start community conversations on relevant issues.
- ✓ Continue to update and expand the PAMP Interactive Mapping Tool, and work towards providing a separate Bike Plan Interactive Mapping Tool, providing user friendly tools for the community to review existing and proposed active transport projects and networks.
- ✓ Utilise local Visitor Information Centres and Tourism Organisations to promote recreational and every day active transport experiences.
- ✓ Develop "Active Transport Guides" for walking and bicycle riding routes and places of interest, promoting Active Transport and supporting Tourism/Economic benefits.
- ✓ Continue to promote the "Share the Track" campaign, in collaboration with adjoining Councils, to encourage and promote safety; to highlight the message that off-road SUP infrastructure is there for all to share; and promote appropriate behaviour to ensure that everyone (residents and visitors alike) can all get out there and safely enjoy the benefits of active transport.
- ✓ Promote the health, lifestyle and economic benefits of walking and bicycle riding, particularly targeting school students, commuters and residents living in close proximity to town and village centres.
- ✓ Promote completed infrastructure to ensure the community is aware of the new active transport opportunities.
- ✓ Undertake targeted promotion of new facilities to the surrounding and broader community via mechanisms such as maps, newsletters, community events, media releases, annual updates to "Shoalhaven Advocacy Projects", and associated social media strategies, to keep community and political conversations going on all forms of active transport and the need for more.
- ✓ Participate and promote statewide and national events that promote walking and bicycle riding, for example Bike Week festivities, National Ride2Work Day, Share the Road campaigns, Heart Foundation Walking program.

- ✓ Continue to work with other agencies to deliver and promote recreation and tourist based active transport events, destinations and opportunities in the region.
- ✓ Investigate providing a bicycle fleet (including e-bikes and e-scooters) for Council staff to ride to meetings and site visits.
- ✓ Trial “Pop Up” active transport infrastructure, and tie-in with community events to gather feedback and promotion.

### 3.3.2 Action 2: Educate

- ✓ Continue to include road and pedestrian safety programs in all schools.
- ✓ Continue to work with walking and cycling groups to encourage new participants via community education forums and special walking and cycling events.
- ✓ Ensure all campaigns, messaging and education material considers vulnerable and under-represented user groups including children, women, seniors, and those less mobile.

### 3.3.3 Action 3: Integrate

- ✓ Incorporate active transport infrastructure into all transport projects.
- ✓ Continue to deliver active transport infrastructure as part of all road/intersection upgrades projects.
- ✓ Ensure active transport planning and infrastructure is considered in all Council and NSW Government projects in Shoalhaven.
- ✓ Partner with the NSW Government to deliver regional planning outcomes which support and encourage an increased take-up of active transport trips for all trip purposes.
- ✓ View all grant funding opportunities through an Active Transport Lens, to optimise funding opportunities for Active Transport, even if in conjunction with other projects.

### 3.3.4 Action 4: Best Practice

- ✓ Review Council standards for active transport infrastructure to ensure they represent the most up-to-date standards, while remaining cognisant of the common sense approach, and our key objective of getting more people active and providing as many of our most vulnerable users as possible with off-road path options and safer crossings.
- ✓ Ensure that the PAMP and Bike Plan remain up to date to reflect the latest thinking, and current guidelines and strategies, so as to maximise the shift in travel modes towards increased active [and public] transport.

### 3.3.5 Action 5: Monitor

- ✓ Where possible, collect and/or review active transport (and public transport) network and participation data for benchmarking and to optimise grant funding outcomes for priority projects.

- ✗ Where possible, continue to collect and review pedestrian and bicycle rider volume data, P x V data, and relevant traffic and speed data, to ensure that proposed active transport projects target locations where safety improvements are unquestioned; provide the greatest bang for buck; reflect the highest crossing priorities across Shoalhaven; and provide Council with sufficient data to justify and optimise grant funding.
- ✓ Aim to undertake a review of the Active Transport Strategy, PAMP and Bike Plan at least every 5 years, ensuring the strategies remain up-to-date and reflect the latest thinking, guidelines and strategies so as to maximise the shift in travel modes towards increased active trips.
- ✓ Provide the community with an opportunity to review projects and selection criteria as part of each review process.
- ✓ Continue to update and evolve the PAMP Interactive Mapping Tool and future Bike Plan Interactive Planning Tool to ensure proposed projects remain up-to-date; reflect community priorities wherever practical; align with the latest Council and TfNSW objectives and project developments; and reflect the outcome of current investigations.

