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13 **Cycle Lane Awareness Campaign** (Department of Urban Services/Pedal Power ACT Inc) Project No 26/03

The Trust approved a grant of \$19,250 to the Department of Urban Services and Pedal Power ACT Inc representing a contribution to a public awareness campaign utilising television, newspaper, websites, posters, variable message boards in relation to the new on-road cycle lanes and the road rules regarding them. This grant represented a half share of the estimated cost of the awareness campaign.

A number of new on-road cycle lanes have been constructed or existing ones enhanced particularly on Belconnen Way-City and the Woden-Dickson cycle lane projects. Treatments include tramlines cycle lanes continuing across exit ramps and green coloured lanes. While used in other States they are unfamiliar in the ACT - hence many drivers and cyclists are unclear of the road rules regarding them.

The primary message of the campaign was *where cycle lanes cross exit and entry lanes and they are marked with dashed tramlines motorists must give way. Secondary messages included at places where there is higher potential for accidents, the lanes are marked green.*



Eddie Wheeler Secretary/Manager of the Trust (right) and Steve Jiggins Manager Road Safety Urban Services, sample a green cycle lane.

The bulk of the funds were put towards a TV campaign on WIN television, which ran at selected times during the period August 2003 to January 2004. The campaign also included news features in the *Sunday Canberra Times*, *Valley View* and *Chronicle*. One particularly notable feature of the campaign was the showing of the TV message on the big screen during rugby league games at Canberra Stadium and also during the World Cup Rugby games hosted at the Stadium during the six weeks of the World Cup.

The Department of Urban Services conducts ongoing community attitude surveys on various issues affecting the Territory. Its survey on the awareness campaign found that three quarters of respondents felt the markings would make motorists more aware of cyclists and two thirds felt they would the treatments would improve the overall level of safety for cyclists.

The campaign was runner up in the ACT WorkCover Occupational Health and Safety Awards for 2003 in the Community Education Category.

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On 3 October 2003, the Secretary/Manager and the Manager Road Safety Department of Urban Services were both interviewed by senior WorkCover personnel in relation to the joint DUS/Trust nomination of the green cycle-lane awareness TV campaign for a safety award. The TV ad was runner-up in the awards.