

World Car-Free Day 2024

Strategic Alignment - Our Environment

Public

Tuesday, 2 July 2024

City Planning, Development and Business Affairs Committee

Program Contact:

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Approving Officer:

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EXECUTIVE SUMMARY

At its meeting on 30 January 2024, Council requested that the Administration investigate the delivery of a coordinated event (or suite of events) involving the City of Adelaide, its subsidiaries, and community partners to participate in World Car-Free Day on Sunday, 22 September 2024, and to provide Council with draft proposals and associated budget implications for consideration in the 2024/25 budget ([Link 1](#)).

The purpose of this report is to summarise consultation with the City of Adelaide's subsidiaries and community partners, and to present three options for celebrating World Car-Free Day for Council's consideration:

- Option 1 – Temporary separated bike lanes: create a temporary separated bike lane/s into Whitmore Square from key bike access routes on Sunday, 22 September 2024, to coincide with a Kidical Mass Adelaide, community organisation, event to facilitate improved cycling access within the city to Whitmore Square.
- Option 2 – Temporary separated bike lanes with Ride to Work Day breakfast: create a temporary separated bike lane/s into the city as outlined in Option 1 on Sunday, 22 September 2024, and host a free event (e.g. barbeque breakfast) on Wednesday 16 October to coincide with Ride to Work Day at a central city location.
- Option 3 – World Car-Free Day/Ride to Work Day Breakfast: host a combined World Car-Free Day/Ride to Work Day event on Friday, 20 September 2024 consisting of a free breakfast and listening post for the draft Integrated Transport Strategy engagement.

Estimated budgets are \$10,000 for Option 1, \$15,000 for Option 2 and \$5,000 for Option 3. It is proposed that existing operating budgets in the City Culture (City Activation Strategic Project) and Park Lands, Policy and Sustainability (Climate Change Action Initiative Fund) programs, are used to deliver the event in 2024. All options are scalable to manage budget impact as required.

RECOMMENDATION

The following recommendation will be presented to Council on 9 July 2024 for consideration

THAT THE CITY PLANNING, DEVELOPMENT AND BUSINESS AFFAIRS COMMITTEE RECOMMENDS TO COUNCIL

THAT COUNCIL

1. Approves the delivery of Option 2 - Temporary separated bike lanes with Ride to Work Day breakfast, as outlined in Item 7.5 on the Agenda for the City Planning, Development and Business Affairs Committee held on 2 July 2024.
 2. Notes the delivery of Option 2 - Temporary separated bike lanes with Ride to Work Day breakfast, as outlined in Item 7.5 on the Agenda for the City Planning, Development and Business Affairs Committee held on 2 July 2024, will be delivered from within existing operating budgets in the City Culture (City Activation Strategic Project) and Park Lands, Policy and Sustainability (Climate Change Action Initiative Fund) programs.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	Strategic Alignment – Our Environment Outcome: A sustainable city where climate resilience is embedded in all that we do Target: Support the community to reduce their climate impact through the new City of Adelaide Climate Strategy
Policy	World Car-Free Day aligns with the City of Adelaide’s Integrated Climate Strategy that includes a priority to <i>‘Triple the number of city workers who cycle to work, and double the number of local residents who walk to work’</i> .
Consultation	Internal consultation has occurred across City of Adelaide and its subsidiaries. Consultation has begun with neighbouring Councils, including the City of Port Adelaide Enfield, the Department for Transport and Infrastructure and local cycling groups, including Bike SA and Kidical Mass Adelaide.
Resource	Proposed options can be funded from within existing operating budgets and resources in 2024/25.
Risk / Legal / Legislative	Not as a result of this report
Opportunities	World Car-Free Day provides the opportunity for the City of Adelaide to collaborate with its subsidiaries and local community groups to promote sustainable transport options such as cycling, and to engage with the community to inform the development of a new Integrated Transport Strategy.
24/25 Budget Allocation	Estimated budgets are \$10,000 for Option 1, \$15,000 for Option 2 and \$5,000 for Option 3. It is proposed that existing operating budgets in the City Culture (City Activation Strategic Project) and Park Lands, Policy and Sustainability (Climate Change Action Initiative Fund) programs, are used to deliver the event in 2024. All options are scalable to manage budget impact as required.
Proposed 25/26 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	World Car-Free Day is an annual event. The current report relates to the 2024/25 financial year.
24/25 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report, pending activity by others such as the Department for Infrastructure and Transport.

DISCUSSION

Background

1. At its meeting on 30 January 2024 ([Link 1](#)) Council resolved:
 - 1.1. “That Council request Administration to investigate the delivery of a coordinated event (or suite of events) involving Council, Council subsidiaries and community partners to participate in World Car-Free Day on Sunday 22 September 2024, and to provide Council draft proposals and associated budget implications for consideration in the 2024/25 Budget.”
2. World Car-Free Day (Sunday, 22 September 2024) and Ride to Work Day (Wednesday 16 October 2024) are identified as key dates to address the City of Adelaide’s (CoA’s) Integrated Climate Strategy priority to ‘Triple the number of city workers who cycle to work and double the number of local residents who walk to work’.
3. The CoA, led by the City Experience team, is collaborating with Bike SA to deliver a family-friendly community event to attract visitors to Whitmore Square/Iparrityi on World Car-Free Day:
 - 3.1. The event includes live music, food and experiences related to cycling and families, following a Kidical Mass Adelaide ride on Sunday, 22 September 2024.
 - 3.2. The event aims to bring together the CoA, community groups, and cycling-related small businesses to provide information and services to families and the community.
 - 3.3. The CoA has expressed interest in hosting a stall at the event to promote the draft Integrated Transport Strategy and the Incentives for Sustainability scheme including the recent incentives for e-bikes and cargo bikes available to city residents and businesses.

World Car-Free Day

4. A desktop review of activities undertaken for World Car-Free Day internationally identified a wide range of programs, from simple awareness campaigns and short-term activations such as workshops to large-scale interventions such as temporary Car-Free zones.
5. A summary of approaches follows, noting temporary activations and large-scale interventions involve a level of awareness raising:
 - 5.1. Awareness campaigns range from roundtable discussions to launches of ongoing projects.
 - 5.1.1. These activities range from one-off activities through to a full month, or ongoing monthly program.
 - 5.2. Activation events can include a broad spectrum of activities, including:
 - 5.2.1. Public transport promotions: public transport agencies offer discounts or free rides on buses, trams, and subways to encourage people to leave their cars at home.
 - 5.2.2. Awareness raising workshops: workshops and seminars on sustainability and eco-friendly transportation options (including E-bikes).
 - 5.2.3. Cycling events: bike rides and cycling races to encourage people to use bicycles as an eco-friendly mode of transport.
 - 5.2.4. Street festivals: Live music, food and market stalls, and entertainment.
 - 5.3. Intervention such as temporary Car-Free zones - areas or neighbourhoods are designated as Car-Free zones for the day, promoting safe walking and cycling. Examples include:
 - 5.3.1. Complete closure of the city to vehicles with activation events to encourage visitation (Cities like Bogota, Moscow, Bangkok, and Izmir have dedicated entire days to being Car-Free).
 - 5.3.2. Partial closure of the city to vehicles with activation events to encourage visitation (Lima).
 - 5.3.3. Single section of open street to host event (e.g. London Play Streets program).
6. The CoA delivered a combination of temporary activation events and awareness campaigns in promoting World Car-Free Day and Ride to Work Day in 2023/24:
 - 6.1. Free barbeque breakfast courtesy of Rotary Club of Adelaide on 18 October 2023.
 - 6.2. A series of free bike tune-ups from Adelaide Bike Kitchen between September 2023 and March 2024.
 - 6.3. These events were funded through the Climate Change Action Initiative Fund with employees from across the organisation supporting at events.

Consultation

7. Initial discussions with the Department for Infrastructure and Transport suggest that no-cost transport will not be available on the day of World Car-Free Day. The event is being held on SANFL Grand Final Day, and no-cost transport has been offered by the State Government in previous years to attendees who hold a valid football ticket.
8. Administration has also contacted neighbouring local governments to discuss opportunities to cross-promote or partner on events. The Cities of Unley and Port Adelaide Enfield have shown interest in a collaboration and meetings are scheduled to continue discussions. Through engagement with the City of Unley it is anticipated that engagement will extend to the Unley BUG (Bicycle User Group).

Assessment of Options

9. With the existing event planned in Whitmore Square/Iparrityi on World Car-Free Day, a coordination with this event is identified as the preferred delivery of an event involving the City of Adelaide.
10. The event is centred around Whitmore Square/Iparrityi. The route of the planned ride is yet to be finalised, but it will likely be a loop from the Square along Sturt Street, South Terrace, and Morphett Street.
11. This location is well separated from the SANFL Grand Final events to be held elsewhere in the city.
12. This report presents three options for Council's consideration to celebrate World Car-Free Day in 2024/25 based on internal consultation and understanding of other community and government activities planned.
 - 12.1. Option 1 – Temporary bike lanes: create temporary separated bike lanes for the event ride loop at Whitmore Square/Iparrityi on Sunday, 22 September 2024 to coincide with a Bike SA/Kidical Mass Adelaide event. The route is not finalised but will likely include Sturt Street, South Terrace and Morphett Street.
 - 12.2. Option 2 – Temporary bike lanes and Ride to Work Day breakfast: create a temporary separated bike lanes in the city as outlined in Option 1 on Sunday, 22 September 2024, and host a free event (e.g. barbeque breakfast) on Wednesday, 16 October 2024 to coincide with Ride to Work Day at a central city location.
 - 12.3. Option 3 – World Car-Free Day/Ride to Work Day Breakfast: host a combined World Car-Free Day/Ride to Work Day event on Friday, 20 September 2024 consisting of a free breakfast and listening post for the Integrated Transport Strategy engagement.
13. Option 1 to Option 2 can be supported with a month of promotion through CoA's social media encouraging community participation to augment existing promotion planned by Kidical Mass and Bike SA. Promotion will occur through the City of Adelaide and Adelaide Economic Development Agency newsletters.
14. Option 3 can be supported with a month of promotion through CoA's social media encouraging community participation.

Option 1 – Temporary separated bike lanes

15. The event on Sunday, 22 September 2024 will be run by Bike SA and involves the creation of temporary separated bike lanes to facilitate movement within the city from key cycling access points to Whitmore Square/Iparrityi.
16. Estimated cost for Option 1 will be dependent on the final route and total time of temporary road closure and is estimated to be up to \$10,000 and requires 0.5 FTE for a month for event planning followed by 5.0 FTE on the event day, which could be accommodated within existing FTE.
17. Cost could be significantly reduced with a temporary separated bike lane confined to just around Whitmore Square/Iparrityi.

Option 2 – Temporary separated bike lanes and Ride to Work Day breakfast

18. Option 2 includes the creation of temporary separated bike lanes on Sunday, 22 September 2024 as outlined in Option 1.
19. An additional event (e.g. barbeque breakfast) will be held on Friday, 20 September 2024 to coincide with the event on 22 September and Ride to Work Day and is to be held at a central city location.
20. A barbecue breakfast has previously been provided by Rotary and coordinated by CoA.
21. Estimated cost for Option 2 will be dependent on the final route and total time of temporary road closure and is estimated to be up to \$15,000 requires 0.5 FTE for a month for event planning followed by 5.0 FTE on the event day/s, which could be accommodated within existing FTE.

Option 3 – World Car-Free Day/Ride to Work Day Breakfast

22. Option 3 proposes a temporary activation event (breakfast) to celebrate a combination of Ride to Work Day and World Car-Free Day.
23. Ride to Work Day falls on Wednesday, 16 October 2024. Noting the priority in the Integrated Climate Strategy is to *'Triple the number of city workers who cycle to work, and double the number of local residents who walk to work'*, it is proposed that this event be held on Ride to Work Day (Wednesday) rather than World Car-Free Day (Sunday).
24. Option 3 is at an estimated cost of up to \$5,000 and 0.5 FTE for a month for event planning followed by 3.0 FTE on the event morning, which could be accommodated within existing FTE.

Next Steps

25. Pending the Option decided by Council, funding and delivery could be allocated through a combination of either of the Climate Change Action Initiative Fund and/or the City Activation Strategic Project from within the City Shaping portfolio.
26. Partnerships will also be explored to deliver the event along with exploring external grant funding opportunities, noting that none have been identified at this time.
27. Deliver the Council's preferred Option/s in September and October 2024.

DATA AND SUPPORTING INFORMATION

Link 1 – [Agenda Item 14.2, Council, Tuesday – 30 January 2024](#)

ATTACHMENTS

Nil

- END OF REPORT -