



Department of
Transport

WA Bicycle Network Grants

Activation Consultation and Evaluation Guidance 2022



Introduction

This guidance has been developed to assist Local Government Authorities (LGAs) deliver the Activation, Consultation and Evaluation (ACE) components of the Western Australian Bicycle Network (WABN) Grants Program projects.

An ACE Plan and Report Form is provided at the commencement of funded projects and ACE milestones are included on all projects and outlined in grant agreement contracts. There are several mandatory requirements for ACE and it is recommended that resources are assigned to undertake related activities such as stakeholder consultation, activation initiatives, and evaluation activities.

The following guidance defines the ACE elements, describes expectations, and provides examples of ACE actions and how they have been implemented on past projects.

An inception meeting is held at the commencement of all WABN projects, during which ACE components are discussed and confirmed. We encourage a collaborative approach to ACE with involvement of staff from infrastructure, community services, public health and engagement teams.

The WABN Grants Team is available to provide advice and support throughout the delivery of projects and should be notified of any ACE initiatives being delivered. For more information please contact your assigned WABN Grants Team member directly or email at wabngrants@transport.wa.gov.au.

Background on the ACE Model

The ACE Model is a delivery model developed for application on built environment projects to ensure the engagement and evaluation components are considered throughout the project life cycle.

The ACE Model supports the objective of the Department of Transport to support people of all ages and abilities to walk and ride.

Application of the ACE Model provides for consideration and measurement of built and social outcomes side-by-side, ensuring that:

- The built infrastructure reflects the social needs and desires of the people who will use it;
- Integration of engagement throughout the full project lifecycle activates the physical infrastructure that is delivered; and
- The impact of the project can be measured against a range of anticipated outcomes.

When applied successfully, the ACE model actively encourages people to utilise the infrastructure delivered, creates opportunities for constructive engagement, links social and built environment factors, and facilitates definition and measurement of project outcomes.

The model is adapted to the project and does not replace broader strategic planning, project management, or behaviour change methodologies. It instead works alongside them to integrate consideration of activation, consultation, and evaluation into the project from scoping through to design, construction, and post-construction monitoring and improvement.

Activation Guidance

Activation refers to raising awareness of, and encouraging people to use, the facilities being delivered, as well as the surrounding bike network.

Activation measures can be planned and implemented throughout all project phases and can be temporary (e.g. one-off activities, short-term programs or events), intermittent (e.g. pre/post evaluation surveys) or permanent (e.g. signage, landscaping, mid trip and end-of-trip facilities).

Activation can be achieved through a variety of activities, many of which will support consultation or evaluation efforts.

To maximise the impact of efforts, it is essential to involve the local community, stakeholders and user groups in planning and delivery of activation.

There are five types of activation to be considered:

Information involves letting people know about the project through communications, promotions, publications and wayfinding/signage. Common examples include public announcements at the start and completion of projects, media releases, local news articles, social media promotions, and inclusion of the routes in relevant maps and publications.

Engagement is directly engaging the community, key stakeholders, interest and user groups, and service providers through consultation, events, and other participatory activities. Engagement occurs from project commencement and will likely overlap into consultation and evaluation e.g. a community survey will activate, consult and provide evaluation data.

Co-delivery involves mobilising and working with community groups, LGAs, stakeholders, service providers, and advocates to deliver activation. Collaborating with others helps make use of existing resource and networks, engages people through existing interests, and often broadens the impact of activities. Route scans and stakeholder mapping can help identify who is in the area and/or along the corridor.

Amenities involves looking what trip facilities and amenities could be provided to enhance the attractiveness and accessibility of a project. These can be bike riding related, such as trip facilities (bike parking, wayfinding, repair stations, etc.) or can include complementary features such as vegetation, shelter, art works and heritage displays. Get input from path users and the local community about what they might like to have along the route.

Heritage has emerged as one of the most requested types of activation. At the highest level, heritage activation relates to facilities, artefacts and activities that authentically represent the stories and people of the past. It recognises local contexts, identifying and celebrating unique histories and providing opportunities for people to connect with their own and other cultures. On a WABN project heritage activation would focus on the area along the project being delivered.

A combination of activities from all types is recommended to enhance the impact of activation efforts. These activities do not need to be solely cycling based as other types of initiatives such as art, games, natural landscaping, volunteering, etc., can have a wider appeal to participants, attract more diverse co-delivery partners, and support broader outcomes.

Activation Checklist

- **Scan:** Identify who and what is around/along the route, what connectivity is needed back into the existing/future local cycle network, what facilities would enhance the route, who is operating/travelling in the area, etc.?
- **Map:** Plot out connectivity, stakeholders, potential users, and trip facilities.
- **Generate:** Canvas ideas for how the route could be activated and who could be involved in delivery.
- **Prioritise:** Select an achievable list of activation items, noting mandatory WABN items.
- **Deliver:** Mobilise co-deliverers and run activities throughout the project, linking into your consultation and evaluation efforts when possible.
- **Report:** Record activation in the ACE Plan and Report Form.

Mandatory on WABN projects:

- Promotion of the project at commencement and completion is the minimum activation requirement.
- Activation section of ACE Plan and Report form completed.

Recommended on WABN projects:

- Implementation of a WABN Schools Activation Package is strongly encouraged for all construction projects connecting to schools (see details in next section).

WABN Schools Activation Package

With more grant applications being received for projects connecting to schools, DoT Cycling in conjunction with the Your Move Team, have developed a WABN Schools Activation Package to help encourage people onto these routes.

The package is incorporated into the grant planning and funding process and forms part of project deliverables. The Package is costed at a minimum of \$3,500 for projects with a total estimated cost less than \$50,000 and \$7,500 for projects estimated to cost more than \$50,000. For example, if a construction project is due to connect to, or go past a school, and the path construction alone is expected to cost \$45,000, then the total project cost in the application should be listed as \$48,500 to be split 50/50 between the LGA and DoT.

For the purpose of a WABN Grants Application, the LGA only needs to contact the school and receive endorsement that the school would be open to participating in a Schools Activation Package should the LGA be successful in receiving grant funding.

Should the LGA's project be successful for grant funding, the initiative requires the local government to identify a few initiatives that they can recommend to local schools near WABN funded projects. The package will identify up to 5 possible actions which the LGA can put forward as achievable.

Keep in mind that the LGA just needs to contact the schools and recommend a few actions. If the school chooses not to be involved for whatever reason, the LGA will need to supply some justification back to DoT as part of regular milestone feedback and checks.

DoT has identified the following activities as some of the best value, however LGAs are not limited to these activities:

- Install school wayfinding (10 stickers)
- Bike education sessions
- Creation of a school access guide
- Check Your Bike service
- Ride to School Day breakfast



Consultation Guidance

Consultation involves identifying all stakeholders of the project and demonstrating their input and support where appropriate.

Stakeholders may include:

- Different users and groups (people of different ages, commuters, students, tourists, etc.)
- Impacted parties (residents, landowners, businesses)
- Relevant advocacy and interest groups (P&Cs, bicycle user groups, community groups, sporting groups, local clubs)
- Destinations along the route and who they attract/service (shopping centres, schools, venues, recreation centres, businesses, large employers)
- Project deliverers and funders (internal and external):
- LGA departments (transport, community development, engagement, events)
- The Transport Portfolio (DoT, Main Roads and the Public Transport Authority)
- Other relevant State Government Departments
- Service and utility providers

Consultation planning should consider the following key questions:

- What is the purpose of the consultation? Why are you engaging? What information does the consultation need to provide to the Project Team (questions, concerns and suggestions to inform project progress and/or design)?
- What are the consultation requirements – to inform, to consult, to involve, to collaborate or empower?
- What are the project negotiables and non-negotiables?
- What consultation has already occurred? Is further consultation required?
- Who needs to be consulted? Stakeholders involved in funding, approving, and delivery the project as well as those who will use the infrastructure or be impacted by its delivery.
- What do they need to be asked? This relates to the purpose of the consultation and should be outlined in a way that provides clear direction for the project i.e. questions, concerns, or suggestions relating to negotiable design elements, impacts of planned construction, etc.
- What information do people need to be provided with so they can give informed feedback? Consider the critical project information presented in accessible ways e.g. simple project maps or plans, information sheets, etc.
- How will people be engaged? What methods and promotional channels are available for use and are they culturally appropriate? These can include a range of online and face-to-face methods.
- How will the feedback be collected, collated and analysed?
- How will the feedback be reported on? A consultation Report should provide an overview of the engagement undertaken, describe outcomes, and make recommendations for the Project Team on how the project should proceed. A summary of the consultation should be provided to all participants.

Your ACE Plan will need to include details of consultation activities that have already occurred or are planned, as well as a summary of key feedback received from each. A level of consultation is required on all projects and should be scaled based on the scope, value and impact of the project.

Different stakeholders require varied types and levels of consultation and Project Teams need to determine what level of input is required from each. There is a broad range of guidance on consultation and many organisations already have their own strategies, communications and/or community engagement teams that should be referred to.

DoT recommends referencing the International Association for Public Participation (IAP2) spectrum of public participation to decide how to work with your stakeholders and community. The spectrum includes five levels, moving from inform (providing information) through to empower (decision making placed in hands of participants).

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.

Table 1 International Association of Public Participation, IAP2 Spectrum retrieved from <https://www.iap2.org.au/About-Us/About-IAP2-Australasia-/Spectrum>

Public engagement on projects should clearly define negotiable and non-negotiable aspects of projects, be clear on what feedback is being sought and how it will be used and provide information in a format that is accessible to the general public.

Consider the value of consultation as an early activation method. A simple survey can get people excited about and invested in your project, making it more likely that they will use the infrastructure when it is completed.

Consultation Checklist

- **Check in:** Outline what consultation has occurred to date.
- **Plan:** Map stakeholders and run through the key questions to plan out the consultation required., including timeframes, resourcing, and materials.
- **Do:** Deliver any required consultation activities across the life cycle of the project.
- **Record:** All activities should be planned, recorded and reported in the ACE Plan and Report Form.

Mandatory on WABN Projects:

- Summary of consultation undertaken prior to grants project commencing and connectivity map (generally taken from application).
- Consultation section of ACE Plan and Report form completed.

Evaluation Guidance

Evaluation is essential for ensuring that the project is delivering on the outcomes listed in the grant application.

Evaluation needs to be planned from the start of the project to ensure that where possible pre and post data is collected and that the measures put in place will provide the outputs required to assess project outcomes.

It is not always possible to collect data before a project is constructed, particularly in cases where no facilities currently exist. Baseline data can be gained from various other sources such as consultation feedback, audits of pre-project conditions, video or observational surveys, long-term cycle network gaps analysis, etc.

For projects that connect to schools or workplaces, DoT recommends travel surveys before and after projects are constructed and activated. DoT can provide resources to assist with school hands up surveys or staff travel surveys.

Common evaluation methods include community feedback, surveys, infrastructure audits, assessment of strategic outcomes, observational counts, counters, EOT and bicycle parking usage counts, and participation in activation events or programs. Contact DoT for advice on implementing any of these measures, surveys and observational counts. If a counter/s will be used on the project, contact DoT for advice and support.

The methods used should be appropriate for the scale of your project.

Bike video surveys

A bike video survey is now a mandatory acquittal requirement for all construction projects and is simply a video taken by bike of the new infrastructure. Pre-construction videos are also encouraged.

Bike video surveys create a great opportunity to activate the new facility by inviting others to come along for a group ride-through. They also provide useful footage for auditing and promotion of the new facility.

- **Set up your bike:** We recommend using a phone attached to a mount or action camera. Make sure the camera is facing up so the frame will show the full width of the path and the view in front of you.
- **Go for a ride:** Plan your route and invite others along – it's always more fun to see videos with people in them! Start filming slightly before the exact 'start point' of your new path, ride through at a leisurely pace and stop filming just after your 'end point'. If your new section of path is part of a longer route, feel free to ride the whole thing – just let us know when the new section starts and ends.
- **Package and send:** Send your footage through to your WABN contact by email. If your file is too large to email, we can set you up with access to our online file-sharing platform.

DoT has bike video survey kits that can be loaned out. In some cases, LGAs have contracted a videographer to undertake the bike video. This cost can then be included in your projects total budget and claimed for at acquittal.

Evaluation Checklist

- **Baseline:** Consider pre and post evaluation measures in relation to project outcomes.
- **Deliver:** Plan and undertake evaluation through the project life cycle, including the post-construction bike video survey.
- **Record and summarise** evaluation activities using the ACE Plan and Report Form.

Mandatory on WABN Projects:

- Bike video survey completed (construction projects only).
- Evaluation section of ACE Plan and Report form completed.

Combining ACE Activities

Consider how the different ACE components can be delivered in combined activities throughout all stages of the project. For example, a consultation survey during the planning stage can include questions relevant for evaluation while also activating the project by promoting it and getting people invested in its delivery.

Idea: Combine all ACE elements by inviting a community or school group along to undertake the bike video survey (required as part of the grant acquittal) as part of a led ride.

Travel Behaviour Change

Travel behaviour change programs are mobility management initiatives designed to enable individuals to become more aware of their transport options and where practical reduce use of private motor vehicles.

While ACE elements are bound by the grant project scope and associated timeframes and resources, travel behaviour change programs can be applied at a broader level to achieve greater reach and outcomes and should be considered as a complementary option alongside ACE on major infrastructure projects.

For projects that connect to schools, we highly recommend that local governments encourages schools to sign up to the [Your Move Schools Program](#). This is a free and proactive solution helping students to get active and manage traffic and parking issues around school sites by increasing walking, riding, scooting to school. The program is flexible and encourages schools to build a team, consisting of a champion (either teacher or parent), student team and leadership support. The team plan, and deliver activities chosen by the school to suit the schools objectives, the champion [posts stories](#) that earn the school points that can be redeemed for rewards and accreditation levels which unlock [Connecting Schools Grants](#).

Independent data analysis from participating Your Move schools between 2016-2021, shows a 4% increase in active transport trips, and a 5% reduction in car trips. To sign up to the program schools register at the [Your Move website](#). DoT Travel Behaviour Change team experts onboard and work with Champions to tackle traffic issues and help provide practical ways to teach & develop a positive active travel culture at the school.

Sharing Success Stories

Use the ACE Plan and Report Form to share with DoT what was implemented in each ACE area and include information on what worked and what didn't. Success stories promote the work being done to support cycling and deliver facilities across WA. It also provides opportunities for knowledge sharing. Lessons learned on the project are also captured within the Acquittal Report. Feedback on your learnings informs the continuous improvement of the WABN Grants Program.

Please [contact](#) the WABN Grants team if you have any queries relating to this document.