



WA Bicycle Network Grants

Activation, Consultation and Evaluation (ACE) Guidance



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Acknowledgement of Country

The Department of Transport acknowledges the Traditional Custodians of the land on which we work and live, and recognise their continuing connection to land, water and community. We pay respect to Elders past and present.

About this report

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The State shall in no way be liable for any loss sustained or incurred by anyone relying on the information.

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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 for Perth Bike Network (PBN) and Regional Bike Network (RBN) streams.

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. It is a funding requirement that each section of a project's ACE Plan and Report Form are completed according to agreed milestones.

Quick reference – mandatory and recommended ACE components

	Activation ▼	Consultation ▼	Evaluation ▼
Mandatory 	Promotion of the project at commencement and completion is the minimum activation requirement. 	Summary of consultation undertaken prior to the project commencing, and connectivity map are submitted as part of grant application. 	Bike video survey completed (construction projects only). 
Recommended for best outcomes 	Implementation of a WABN Schools Activation Package. 	DoT strongly encourages engagement with Traditional Owners. 	<ul style="list-style-type: none"> • Pre and post construction travel surveys. • Bike and pedestrian counts. 

●●
Multi-disciplinary teams are key!
It is recommended that resources are assigned to undertake the mandatory actions such as stakeholder consultation, activation initiatives and evaluation activities. We encourage a collaborative approach to ACE with involvement of staff from infrastructure, community services, public health and engagement teams.

An inception meeting is held at the commencement of all WABN projects, during which ACE components are discussed and confirmed. 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 officer directly or email wabngrants@transport.wa.gov.au.

Background

The ACE Model provides for consideration and measurement of built and social outcomes side-by-side.

The ACE Model ensures:

- 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.

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.

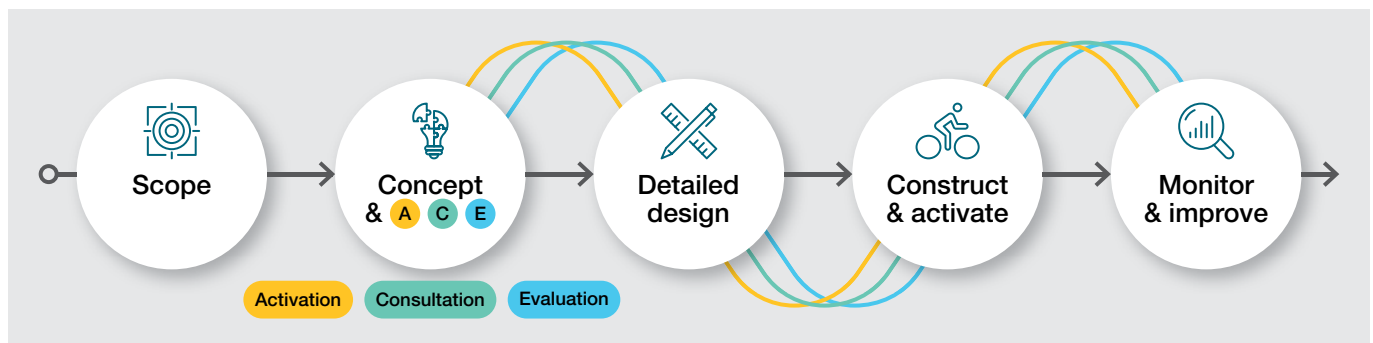


Figure 1: Activation, Consultation and Evaluation Model



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.





Activation guidance

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



The launch event for the Links Road Safe Active Streets (SAS) included clowns to the delight of local primary school students walking and riding.

The five overlapping approaches to activation

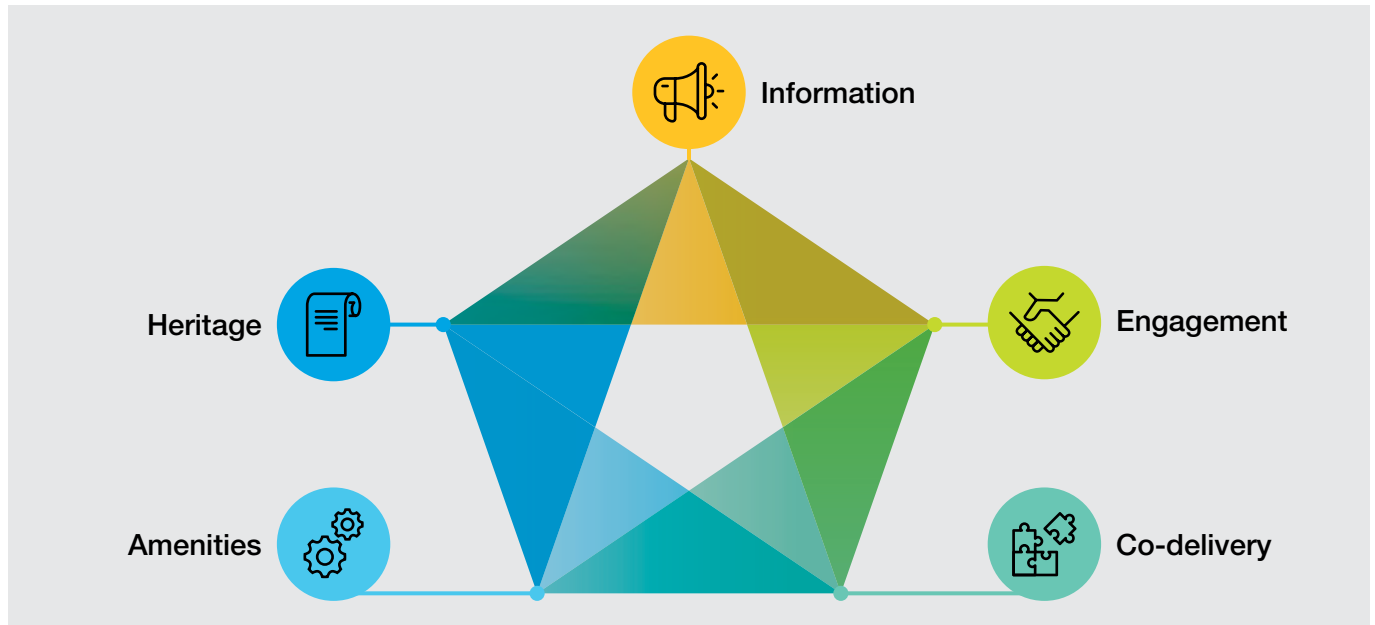


Figure 2: Approaches to activation

Information: 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: 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: 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: Providing trip facilities and amenities 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: Recognising local contexts, identifying and celebrating unique histories and providing opportunities for people to connect with their own and other cultures. At the highest level, it relates to facilities, artefacts and activities that authentically represent the stories and people of the past. On a WABN project, heritage activation would focus on the area along the project being delivered.

Enhancing the impact of activation efforts

CASE STUDY | Turquoise Way Path Extension, Jurien Bay (Shire of Dandaragan)

Turquoise Way Trail is a coastal path connecting Cervantes and Jurien Bay, currently measuring 14 kilometres long.

Extensive activation amenities, typically referred to as mid-trip facilities, have been placed along the route such as water stations, sheltered rest spots, bike parking and tourism, and heritage signage. These mid-trip facilities have greatly enhanced the attractiveness and accessibility of the path, with numerous events such as fun runs, bike races and a triathlon since taking place.



A combination of approaches is recommended to maximise the impact of activation efforts. Activities do not need to be based around bike riding. Other initiatives such as art, games, natural landscaping, and engaging community volunteers can have a wider appeal to participants, attract more diverse co-delivery partners, and support broader outcomes.



Commissioned artwork connects the shared path on Eric Street, Town of Cottesloe.

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.
- ✓ **Map:** Plot out connectivity, stakeholders, potential users, and trip facilities.
- ✓ **Generate:** Canvass 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.

WABN Schools Activation Package

With more grant applications being received for projects connecting to schools, a WABN Schools Activation Package has been introduced to help encourage people to utilise these routes for the trip to and from school. The Package must be claimed as part of the grant application, as it is incorporated into the grant planning and funding process and forms part of project deliverables. There are two versions of the Package, scaled to project size.

For projects with a total estimated cost of:

- **Less than \$50,000:** A minimum of \$3,500 may be embargoed for school activation; or
- **More than \$50,000:** A minimum of \$7,500 may be embargoed for school activation.

For example, if a construction project is planned 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 Department of Transport (DoT).

Interested LGAs must:

- **Prior to application:** Contact the schools and receive endorsement that they would be open to participating in a WABN Schools Activation Package should the LGA be successful in receiving grant funding.
- **In application:**
 - Respond 'yes' to the corresponding question on the WABN application and list the schools that they have contacted; and
 - Outline between two and five initiatives that they can recommend to participating schools.
- **If successful for a grant:** Encourage participating schools to register with the Your Move Schools program to support more active travel to and from school with incentives and rewards.

If the LGA is successful for grant funding, but one or more of the schools chooses not to be involved, the LGA must provide an explanation to DoT as part of regular milestone feedback and checks.

Visit [page 14](#) to learn more about Your Move.



The Shire of Narembeen activated their Currall Street Shared Path Project by utilising it in the 2021 Narembeen Triathlon.



Consultation guidance

Consultation involves identifying all stakeholders of the project and demonstrating their input and support where appropriate. It is essential to successful project delivery.

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.

Consultation framework

There are several consultation frameworks that LGAs can apply to projects:

- Department of Planning, Lands and Heritage has developed a Planning Engagement Toolkit to facilitate meaningful, appropriate and active consultation and engagement; and
- The International Association for Public Participation (IAP2) spectrum of public participation to decide how to work with your stakeholders and community (Table 1).

Table 1: Decide how to work with your stakeholders and community*

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

* IAP2 Spectrum retrieved from iap2.org.au

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.

CASE STUDY | Links Road Safe Active Street (City of Melville)

The City of Melville's safe active street is a 1.2 kilometre route linking Riseley Street Activity Centre to Westfield Booragoon.

Working alongside DoT, the City of Melville undertook extensive work with stakeholders to raise awareness and appeal of the route. Officers developed an online engagement form, and held an in-person workshop to gather essential information from a range of stakeholders. Engagement was also generated through on-street signage, pavement stickers, letter drops and social media. Additionally, activation took place after the route had been constructed through the site's launch event held in October 2021.



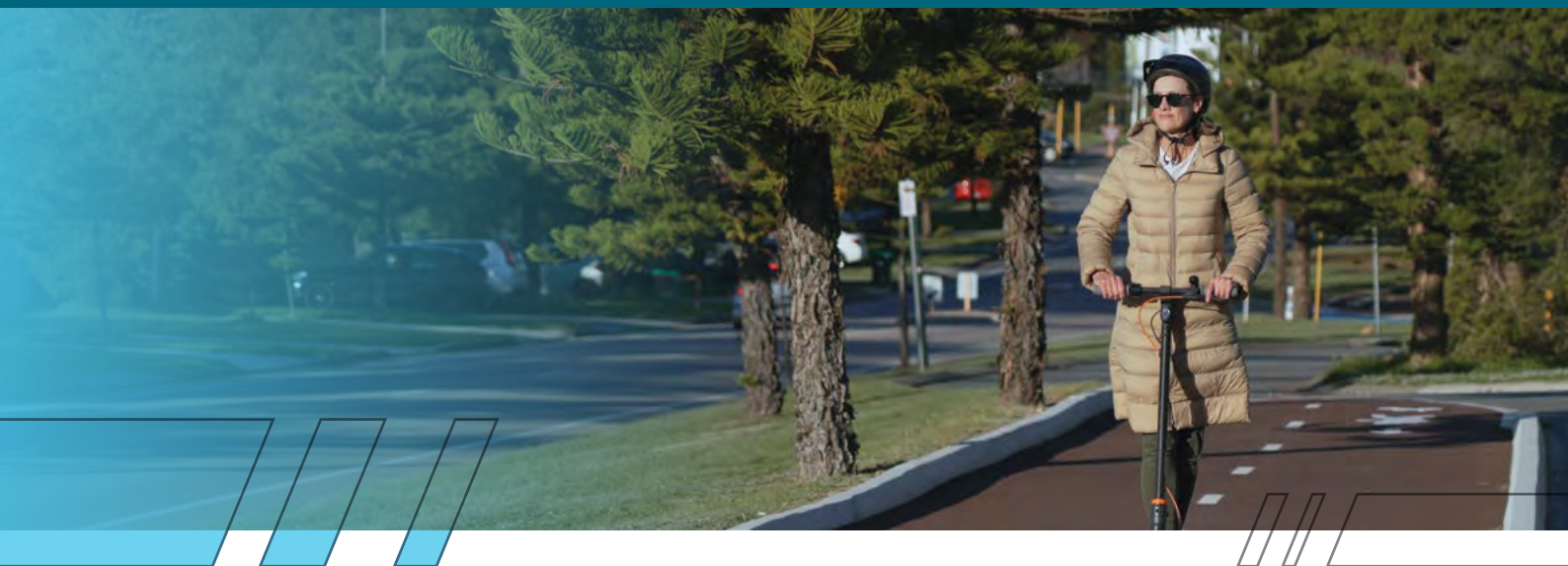
Consider the value of consultation as an early activation method. A simple survey can get people excited about and invested in your project, making it more likely that they will use the infrastructure when it is completed.

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.



On site consultation for the Avon Central Coast 2050 Cycling Strategy.



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, travel surveys before and after projects are constructed and activated are recommended.

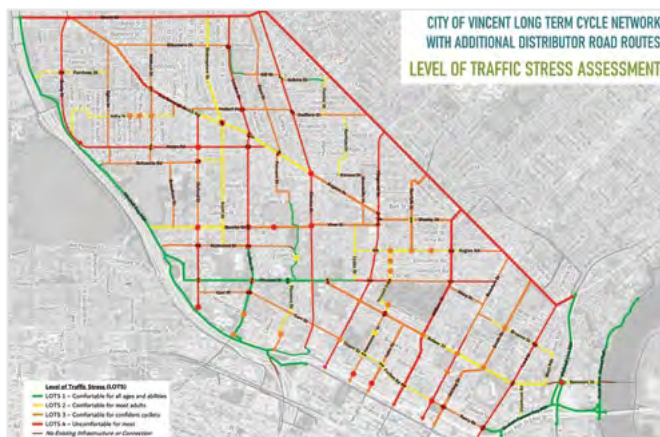
Evaluation methods

The methods used for evaluation should be appropriate for the scale of your project. Common evaluation methods include:

- Community feedback;
- Surveys;
- Infrastructure audits;
- Assessment of strategic outcomes;
- Observational counts;
- Counters;
- End-of-trip facility and bicycle parking usage counts; and
- Measuring participation in activation events or programs.

We are here to help

Contact your assigned WABN Grants officer for advice on implementing any of these measures, surveys and observational counts. DoT can provide advice and support for use of counter/s, and school hands up surveys or staff travel surveys.



Traffic Stress Assessment Map from the City of Vincent Bike Plan 2023–28.

CASE STUDY | Hudson Avenue, Girrawheen Avenue and Wade Court Shared Path (City of Wanneroo)

Through DoT's WABN Grants Program, numerous paths have been upgraded within Wanneroo to encourage more walking and bike riding in the area, providing a better connection between Newpark Shopping Centre, Girrawheen Hub and residential homes.

As part of the city's ACE Plan, pre and post bike video surveys and counters were undertaken to record and report on changes in use since the path upgrades. The counters were undertaken in the same three locations in June 2021 and then again in July 2023. Additionally, school activities and engagement was also captured by the City through the Your Move website.



Bike video surveys

A bike video survey is a mandatory acquittal requirement for all construction projects. They are 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 can also provide useful footage for auditing and promotion of the new facility.



Screenshot from the City of Albany's bike video survey upon completion of Bay View Drive Shared Path project.

Your bike video survey – step-by-step

1. **Set up your bike:** We recommend using either a phone attached to a mount or an 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. Ensure all other bike riders in-frame are properly wearing helmets.
2. **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).
3. **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 project's 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:** Summarise evaluation activities using the ACE Plan and Report Form.



Combining ACE activities

Consider how the different ACE components can be delivered in combined activities throughout all stages of the project.

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. Discuss innovative options like this with your assigned WABN Grants officer.

Your Move

While ACE elements are bound by the grant project scope and associated timeframes and resources, travel behaviour change programs such as Your Move should be considered as a complementary option alongside ACE.

For projects that connect to schools, we highly recommend that local governments encourage schools to sign up to the [Your Move Schools](#) program. Your Move Schools is a comprehensive behaviour change program that has a strong evidence base for achieving sustained changes in the way families and children travel to school. The program provides a socio-ecological approach including group activities, support, information, minor infrastructure, grants and events.

The program is flexible and encourages schools to build a team consisting of a champion (either teacher, staff member or parent), a student team and leadership support. DoT's Your Move team supports the planning and delivery of activities chosen to suit school objectives. The champion then posts stories on the Your Move website, earning points and accreditation that can be redeemed for rewards and access to funding through the Connecting Schools Grant.



Figure 3: At a glance – Your Move program

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.

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 Grants team if you have any queries relating to this document.



Success stories promote the work being done to support cycling and deliver facilities across WA. It also provides opportunities for knowledge sharing.



Primary school students cycle along Hatch Street Shared Path, Gascoyne Junction.

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