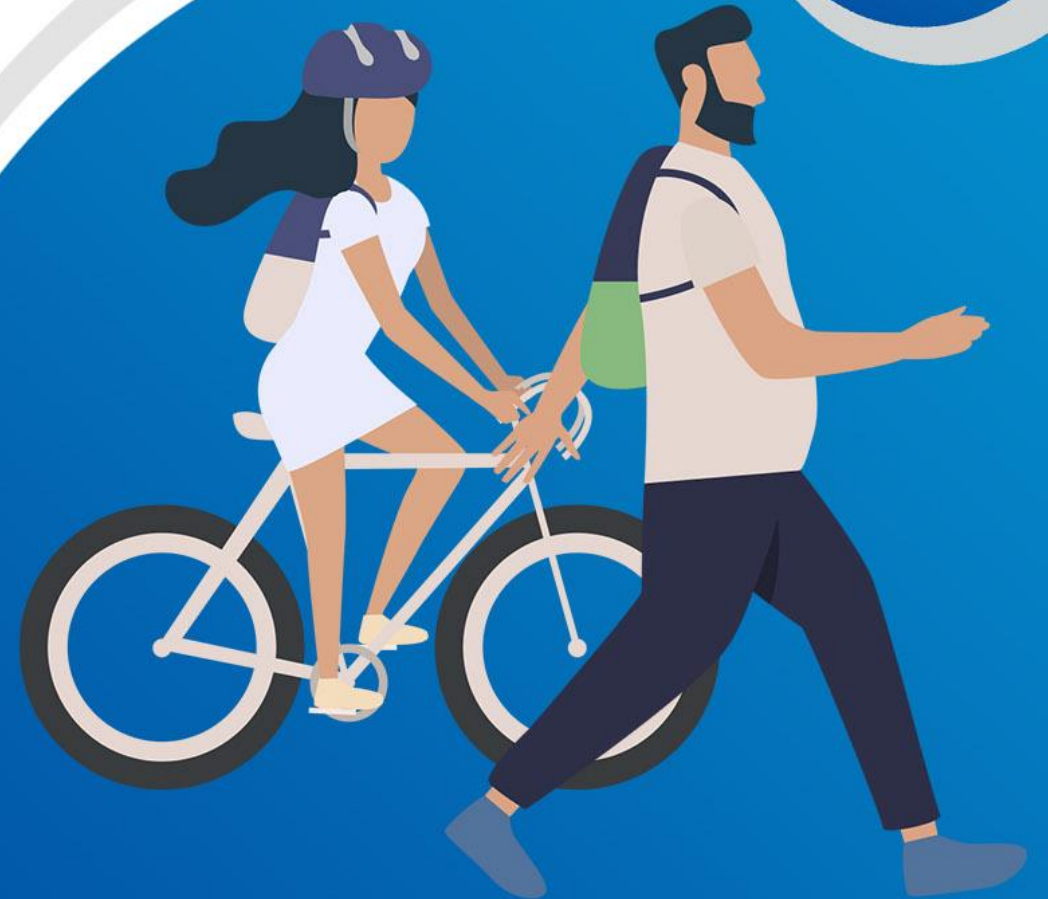


# 2023 LOCAL GOVERNMENT WALKING & CYCLING PARTICIPATION SURVEY

**13<sup>th</sup>**  
**CONSECUTIVE**  
**YEAR**

JOIN THIS SYNDICATED STUDY  
TO BENCHMARK WALKING & CYCLING  
PARTICIPATION IN YOUR MUNICIPALITY.

**REGISTRATION  
NOW OPEN**



# Council Involvement

The LGWCPS is in its 13<sup>th</sup> year in 2023!

Join the increasing number of councils interested in walking & cycling participation rates.

Council involvement reflects a growing interest in reducing congestion and improving the health and social well-being of council residents.



# How can the LGWCPS help you?

- Help you understand the impact COVID-19 has had on cycling behaviour (by comparing this years' data to previous years) to help identify opportunities for adapting to the new post-COVID normal;
- Provide detailed information about walking behaviours, to help inform footpath upgrades and maintenance;
- Provide an evidence base for grant applications and policy development for footpaths and cycling infrastructure;
- Enable benchmarking of active transport in your area against state and national averages; and
- Provide a cost-effective way to capture this data, as survey development costs are absorbed by the national survey; local governments need only cover the interview time and analysis and reporting.



# REGISTRATIONS ARE NOW OPEN




To register your interest, please email us at  
[team@marketsolutions.com.au](mailto:team@marketsolutions.com.au)  
or call us on (03) 9372 8400 and leave a message.

HAS YOUR COUNCIL ALREADY  
DECIDED TO PARTICIPATE?


To fill in the registration form  
please [click here](#)

# What is the LGWCPS?



An annual  
telephone survey of  
walking and cycling  
participation in  
subscribing LGAs

Collects cycling &  
walking data on  
ALL members of  
the household, not  
just the respondent  
being interviewed.



Surveys people in  
your LGA who do  
not currently cycle  
as well as those  
who do.

The goal is to evaluate differences in your LGA over time and measure key indicators of walking & cycling council participation.

## The Walking & Cycling Participation Survey instrument snapshot

1

### 150 hrs of interviewing - insight into overall walking and cycling activity

Participation is defined as the number of individuals who have cycled for any journey or purpose and in any location over a specified time period.

2

### Additional interviewing hours

To obtain richer information on walking and cycling activity by demographic cohorts



# Why measure walking & cycling participation?

## Five reasons to join the LGWCPS

1

### Strategy & Planning

- ✓ set benchmarks for walking & cycling strategies
- ✓ understand residents' use of bicycles & bicycle infrastructure
- ✓ identify opportunities for behavioural change and promotion
- ✓ evidence base for grant applications

2

### Comparability

- ✓ compare your LGA's progress to past and future walking & cycling participation rates
- ✓ Availability of time series data

3

### Quality data

- ✓ gold-standard telephone (CATI) data collection

4

### Syndicated Benefits

- ✓ project design and set up costs are free!
- ✓ Councils only pay for fieldwork and reporting

5

### Detailed Report

- ✓ Impartial measurement report for adding to your Council Annual Report
- ✓ Robust data that represents residents in your municipality





# Why walking & cycling is important to your municipality



The LGWCPS collects valuable local data that guides councils to implement practical solutions to promote and support walking and cycling. Having insight into the real reasons why more people in your area are or are not cycling can inform future decisions, ensuring that funds are directed to projects that will be effective.

The LGWCPS provides insight into the attitudes of the community regarding cycling and identifies barriers to increased participation.

All councils participating in the LGWCPS can compare their results with the National Walking & Cycling Participation Survey 2021 (NWCPS) to see how their municipality differs from national averages.

The National version of the cycling survey has been repeated biennially since 2011, the NWCPS is a standardised survey that provides data on cycling participation at a national level and allows for estimates of participation for each state and territory, and the capital cities and non-capital areas within each state and territory. Your contribution to participate in the LGWCPS is a nominal outlay for the detail it provides.

Bicycle counts cannot give us behavioural insight; this is where the NWCPS and the LGWCPS come into their own.

## Download State and National walking and cycling participation reports 2021

[Australia](#)

[Australian Capital Territory](#)

[New South Wales](#)

[Northern Territory](#)

[Queensland](#)

[South Australia](#)

[Tasmania](#)

[Victoria](#)

[Western Australia](#)

## Please join us this year for the 13th annual LGWCPS.

If you have any questions about the study, please feel free to reach us at

[team@marketsolutions.com.au](mailto:team@marketsolutions.com.au) or  
call and leave a message on (03)  
9372 8400.



## Fieldwork overview

- Mobile & landline numbers for increased coverage
- Fieldwork dates conducted mid March until May\*
- Hours of interviewing are evenly dispersed across days & holiday periods are avoided (so as not to inflate participation rates)
- Data is validated via both live monitoring and callbacks to reflect best practice
- Random sampling within your LGA
- Attitudinal responses are probed for maximum details about your LGA

\*every effort is made to ensure comparability. LGA's are allocated according to receipt of registration



HOURS	Approximate number of households interviewed**	Total (ex GST)
<b>150</b>	<b>225-285</b>	<b>\$20,700</b>
<b>200</b>	<b>300-380</b>	<b>\$25,450</b>
<b>250</b>	<b>375-475</b>	<b>\$29,950</b>

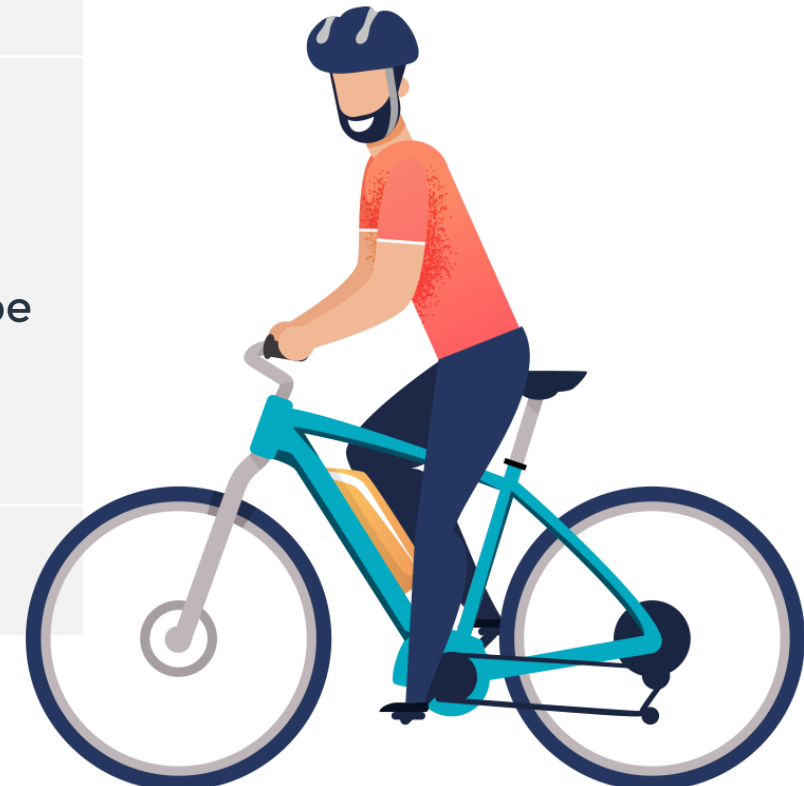
\* Actual number may vary by  $\pm 10\%$  depending on a range of factors, including LGA demographics, location and stage of COVID restrictions.

In addition to the interviewing hours, this cost includes provision of a summary report of your LGAs data, compared to state and national averages. This year price includes an infographic so this information can be shared back with the community. Additional interviewing hours above 250 hours can be purchased at a cost of \$88 dollars an hour (excl. GST).

Note: prices correct as 07/01/2023



Project element	Key dates
Registration period	NOW OPEN Earlier registrations are given priority dates.
Data Collection period	Surveys are being conducted now and registration will continue to be available except during the colder months (For LGAs with warmer climates where daylight hours remain longer, data collection periods can be extended by arrangement). The fieldwork period for each LGA typically takes approximately 25 days.
Detailed LGA-specific report	3 weeks after completion of fieldwork.





# Registration



**CDM Research** is an independent transport planning consultancy led by Dr Cameron Munro. Cameron's specialisation is in data collection, analysis and evaluation of active travel. He has 17 years experience in transport planning consulting practice as part of large engineering firms, and since 2011, as an independent consultant.

**ASDF** is providing support with design and data collection components of the study, and infographics. ASDF brings to the consortium direct experience working within local government, as well as QPR accreditation and over 20 years social research experience.

**Local Government Research Group** is a division of Market Solutions Pty Ltd, a full service market research provider. LGRG has been working with local governments for over 25 years, providing a complete range of research services that are tailored to meet council needs in the most efficient way.

Reach us at: [team@marketsolutions.com.au](mailto:team@marketsolutions.com.au) or 03 9372 8400 (leave a message)

26 Louis Street, Greensborough VIC 3088  
[www.marketsolutions.com.au](http://www.marketsolutions.com.au)

## Registration is NOW OPEN!

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## HAS YOUR COUNCIL ALREADY DECIDED TO PARTICIPATE?

If your council had decided to participate, please assist us by giving us as much notice as possible by filling out the registration form **HERE.**

