

REGISTRATION
**NOW
OPEN**

11th
**CONSECUTIVE
YEAR**

For the first time in 11 years, the Cycling Participation Surveys (CPS) will include measuring walking participation.

LOCAL GOVERNMENT WALKING & CYCLING PARTICIPATION SURVEY 2021



JOIN THIS SYNDICATED STUDY
to benchmark walking & cycling participation in your municipality.

CDM
RESEARCH



Council Involvement



The LGWCPS is in its 11th year in 2021!

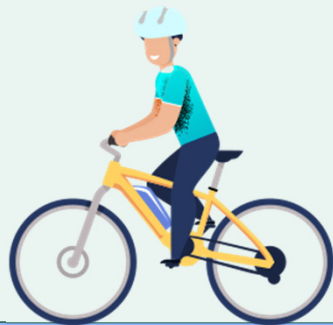
Join the increasing number of councils interested in walking & cycling participation rates.

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 (new section);
- ◆ 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.



Councils across Australia are invited to join the Local Government Walking & Cycling Participation Study (LGWCPS)

REGISTRATIONS ARE NOW OPEN

To register your interest, please email us at
lgwcps@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

3

Additional customised options will continue in 2021

A module allowing active travel related questions relevant to your LGA will continue. There are some parameters to consider so contact the LGWCPS team ASAP to discuss your needs.



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

3 Quality custom data

- ✓ collect LGA-relevant information with custom questions
- ✓ gold-standard telephone (CATI) data collection

Detailed Report

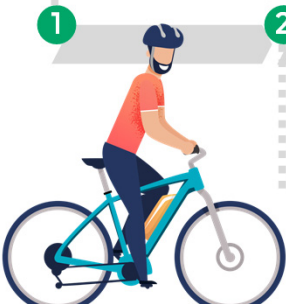
- ✓ Impartial measurement report that can be added to your Council Annual Report
- ✓ Robust data that represents residents in your municipality

2 Comparability

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

4 Syndicated benefits

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



Why walking & cycling is important to your municipality

The LGCPS is now the LGWCPS and 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 a summary of the 2019 National Participation Survey here](#)

[Download the Austroads 2019 Australian Participation Cycling Survey here](#)

**Please join us this year
for the 11th annual
LGWCPS.**

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

lgwcps@marketsolutions.com.au
or call and leave a message on (03) 9372 8400.

Fieldwork overview

Mobile &
landline
numbers for
increased
coverage

Fieldwork
dates
conducted
at a similar
time every
cycle*

Hours of
interviewing are
evenly dispersed
across days &
holiday periods
are avoided (so as
not to inflate
participation
rates)

Random
sampling
within your
LGA

Data is
validated via
both live
monitoring
and callbacks
to reflect best
practice

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

LGWCPS 2021 fieldwork costs

HOURS	Approximate number of interviews*	Total (ex GST)
150	170-300	\$16,000
200	350-500	\$19,000
250	500+	\$22,000

* Actual number may vary 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. (optional addition in 2021) This year we are also offering Councils the option of a single page infographic of their key findings, so that this information can be shared back with the community. The optional infographic would incur an additional fee of \$550 (excl. GST).



A guide to adding custom questionnaire items

Questionnaire item(s)
must be related to active
travel

Free consultation to
ensure item(s) fit with the
LGWCPS methodology

A small number of
additional hours of
interviewing to ensure
the LGWCPS hours are
not compromised

Reasonable nominal fee
based on the criteria
above



LGWCPS 2021 key dates

Project element	Key dates
Registration period	NOW OPEN Earlier registrations are given priority dates.
Data Collection period	Surveys will be conducted in April-May 2021 with a second session available in September – mid November 2021 (For LGA's with warmer climates where daylight hours remain longer, data collection periods can be extended by arrangement). The fieldwork period for each LGA typically takes place over 14-21 days.
Detailed LGA-specific report	June/July 2021 or Nov/Dec 2021 (3 weeks after completion of fieldwork).



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.

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 16 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.

Reach us at: lgwcps@marketsolutions.com.au or 03 9372 8400 (leave a message)

26 Louis Street, Greensborough VIC 3088
www.marketsolutions.com.au



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HAS YOUR COUNCIL ALREADY DECIDED TO PARTICIPATE?

If your Council has already decided to participate and is happy to begin the formal registration process, please fill out the registration form [HERE](#).