



BIKE FOR BURKE

Smooth Rides Start Here



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THE ISSUE

- Disconnected cycling paths
- Safety Concerns
- Street Infrastructure

PROPOSED SOLUTION

Implement **a dedicated bike lane**
along Burke Road





BACKGROUND RESEARCH

City of Stonnington (2019)
Stonnington Cycling Strategy

Addressing local safety
and infrastructure gaps

City of Melbourne (2019)
Melbourne Cycling Initiatives

Part of a larger effort to
promote sustainable and
efficient transport



Goals:

- Implement protected bike lanes & Improve street design (Task goal)
- Promote cycling as a safe and sustainable transport option (Reputation goal)
- Develop consistent public interest (Relationship goal)

Mahoney (2017)

Objectives:

- Commence the project in January 2025
- Educate residents about the lane's benefits
- Build positive social media coverage
- Get at least 5 residents to sign the local petition
- Acquire 100 visitors and 20 participants in the petition

GOALS & OBJECTIVES



TARGET PUBLICS



Primary:

- Stonnington residents aged 20–44
 - Regular cyclists commuting to work/school
- Directly affected by the proposed bike lane

Secondary:

- Local businesses along Burke Road
- Commuters using Burke Road

Tertiary:

- Prominent cycling organisations
- Advocacy groups



TACTICS



Informative flyer + short survey



Social media posts



Council proposal



Change.Org petition + letterbox drops



Engagement emails with peak bodies



SURVEY



bit.ly/bike-lane-survey

Examine residents' perceptions of cycling infrastructure

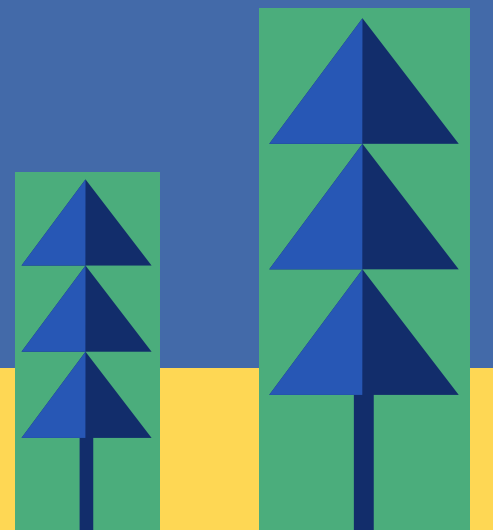
- 11 multiple-choice & 2 open-ended questions.
- 3 parts: Cycling Habits, Satisfaction with Current Street Design, and Perceptions of a New Bike Lane.
- Disseminated to residents through flyers (QR code) and social media posts.

Share Your Thoughts on Stonnington Cycling Infrastructure.

Hey there!

We'd love to learn more about your experiences and perspectives on cycling infrastructure in our neighbourhood. Your feedback will help guide decisions on enhancing road designs, improving street safety, and Stonnington's overall liveability, including the potential addition of new bike lanes. Whether you are a regular rider or someone who cycles sometimes, your input is valuable in helping us make our streets better for everyone.

Thank you for taking a few moments to share your thoughts!



OUR FIRST SUCCESS...

Featured in Stonnington Bicycle User Group.
Started getting survey responses.





Stonnington Bicycle User Group

Admin

Alex Stott · 3d · 



Sharing this survey from Monash University students who are working on an important Cycling Infrastructure campaign in Stonnington that will be of interest to many of you.

"There's currently a gap in Malvern East's cycling path, posing safety threats and inconvenience for both residents and casual commuters. Therefore, we developed **Bike for Burke** to advocate for a bike lane on Burke Road (from Malvern Road/Burke Road to Dandenong Road/Burke Road intersection) to promote cycling as a safe and reliable transport option.

The project seeks to improve the cycling experience for Stonnington residents by raising awareness of current street design challenges and ultimately convinces the City Council to install the bike lane.

Please complete the survey below to share your thoughts on local street infrastructure and how we can improve the situation. With a focus on residents' safety and well-being, we value community contribution and will endeavour to take into account every concern given. Thank you so much for your help!" <https://bit.ly/bike-lane-survey>



docs.google.com

**Share Your Thoughts on
Stonnington Cycling Infrastructure.**

Introduced the project in community Facebook groups: Raise awareness & draw interest among residents.

→ Directly engaged with target publics and encouraged them to join the conversation.



City of Stonnington Community Group >

🔒 Private group

1K members



Stonnington Bicycle User Group >

🌐 Public group

522 members



Stonnington - Community Noticeboard >

🔒 Private group

10K members



Did you know that by supporting the development of bike lanes in Stonnington, you can help save **37 LIVES** and contribute to a safer, greener community.



SUPPORT STONNINGTON'S BIKE LANE

WHY SUPPORT US?

We stand for cyclist and community safety, better street infrastructure, community engagement and social cohesion. We propose the addition of a bike lane on Burke Rd connecting Malvern Rd and Dandenong Rd (Malvern East).



WHAT ARE THE ENVIRONMENTAL IMPACTS?

Reduce CO2 Emissions: Switching from cars to bikes can decrease CO2 emissions by 62%.



**BE A PART OF THE CHANGE,
SHARE YOUR THOUGHTS
WITH US!**



FLYERS

- Grassroots approach.
- Aim to raise awareness and gain valuable community insights through linking our survey on flyer.
- In letterboxes of streets in Malvern East.
- Our message is able to reach those who are most closely affected.

COMING SOON!

- Submit council proposal: The hard launch.
 - Communicate with City of Stonnington's Transport Advisory Committee, mayors, Eastward Councillors.



Cr Mike Scott
Deputy Mayor/
Chair of Transport
Advisory Committee



Cr Joe Gianfriddo
Mayor/East
Ward Councillor



Cr Jami Klisaris
East Ward Councillor

COMING SOON!

- Submit council proposal: The hard launch.
- Establish Change.Org petition: Encourage action.
 - Distribute letterbox drops to increase local participation.

COMING SOON!

- Submit council proposal: The hard launch.
- Establish Change.Org petition: Encourage action.
- Engagement emails with peak organisations – AusCycling, Bicycle Network.



THANK YOU

Q&A time!



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