

Healthy by Design

CASE STUDY

City of Port Phillip Walking Plan 2005 – 2010 More People Walking More



‘More People Walking More’ is the theme of the City of Port Phillip’s Walking Plan 2005 – 2010. The Walking Plan is a City of Port Phillip initiative but projects within the plan have been supported by VicRoads and VicHealth. The Walking Plan aims to increase walking in the City of Port Phillip by improving the walking environment.

The Walking Plan has been developed and adopted by Council and has brought together a suite of initiatives to promote walking through changes in infrastructure, planning and behaviour change. One strategy is to increase opportunities for walking whether for pleasure or as part of a transport journey. This will have the effect of increasing physical activity and reducing short trips made by car and will have a positive impact on the health of the community.

Programs that are contributing to making it easier and safer to cross the road include the ‘Greenlight’ project which is making pedestrian light controlled crossings easier to use by increasing the time pedestrians get to cross the road and improving responsiveness when the button is pressed. There is also a program of continuing work to

improve the ease and safety of non light controlled crossing in areas of high pedestrian traffic, through the introduction of zebra crossings. ‘Walk and Talk’ is a free monthly program of walks with historical, environmental or cultural themes. The aim is to encourage residents to discover their neighbourhood and increase knowledge of navigating their local environment on foot. These projects help to create walking routes that are connected and convenient to use, encourage people to walk and show that Port Phillip is serious about walking.

Overall the biggest obstacle overcome in the development of the plan and implementation of related programs has been the change in thinking required to give walking issues consideration. Recognising that the needs of pedestrians are important and cannot be addressed easily is the first step. Engaging and facilitating cooperation across council and other agencies is essential to the achievement of outcomes and is a demanding task.

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