Yarra City Council’s
30km/h Speed Limit Trial

20’s Plenty for Wales
2 October 2018

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Project Manager, 30km/h Trial
Speed limits
THANKS FOR 30 STREETS WORTH SHARING
Trial area
Trial framework

- Australian first area-wide 30km/h speed limit
- Funded by Transport Accident Commission (TAC)
- Trial for 12 months
- Evaluation in collaboration with Monash University Accident Research Centre (MUARC)
- Three components:
  1. Communications
  2. Implementation
  3. Evaluation
Communications

Methods:
• Thanksfor30.com.au:
  • Why 30km/h
  • About the trial
  • Ambassador stories
  • Get involved
• Facebook
• Postcards
• E-news

Messages:
• Evidence-based approach, the trial will test the outcome
• Change minds, not build infrastructure
• Local ambassadors to pitch the story
• Safety and liveability
Supporters

20’s Plenty for Us
...making your place a better place to be

BICYCLE NETWORK®

Victoria Walks

Heart Foundation

PEDESTRIAN COUNCIL OF AUSTRALIA
Safety - Amenity - Access - Health
The Walking Class

Amy Gillett FOUNDATION
Safe together
Implementation
Evaluation

• Behavioural measures
  • Traffic speed
  • Traffic volume
  • Walking volume
  • Cycling volume

• Data collection:
  • Tube counts
  • Video counts

• Attitudinal measures
  • Support for 30km/h

• Data collection:
  • Attitude surveys of households in trial and control areas
#Thanksfor30