

SEND THE RIGHT SIGNAL:

HOW TO EFFECTIVELY TALK ABOUT
SUSTAINABLE TRANSPORT

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Cover image: Photo by Pat Whelen on Pexels.

The Climate Council acknowledges the Traditional Custodians of the lands on which we live, meet and work. We wish to pay our respects to Elders past, present and emerging and recognise the continuous connection of Aboriginal and Torres Strait Islander people to Country.

This report is printed on 100% recycled paper.



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1. Introduction

In Australia, transport emissions are booming. They are one of our country's fastest growing sources of emissions¹ and the transport sector is our third overall highest source of emissions (behind only electricity and stationary energy).² Cars and light commercial vehicles cause more than 60% of Australia's transport pollution.³

Australia is also highly dependent on polluting, foreign oil for getting around. This is not only a major driver of our rising greenhouse gases, but also underpins a dire energy vulnerability. Russia's war in the Ukraine - and the subsequent shock this has had on global supply and demand - is but one example of how vulnerable we are to volatile fossil fuel markets.

It's no wonder transport is emerging as a major focus of decarbonisation efforts across all levels of government, with the problem impacting a range of ministerial portfolios and departments. Rising emissions within the transport sector also impacts on energy, climate, environment, planning, infrastructure and health.

Right now, we're trailing well behind the rest of the world when it comes to decarbonising transport, with Australia ranked below the global pack. Australia's per capita transport emissions are 45% higher than our peers.⁴ Among the world's 25 highest energy users, we ranked 20th worst when it came to transport energy efficiency in one American study.⁵ Without strong government leadership, Australians will continue to feel the intensifying burden of a transport system that's behind the times, car-centric and fuelled by coal, oil and gas.

The good news is many of the solutions we need are at our fingertips, and a lot of this comes down to communication.



This communications guide has evidence-based advice for advocates of sustainable transport solutions (including community advocates, elected representatives, and government staffers). It is informed by the latest Australian research commissioned by the Climate Council, including qualitative research undertaken by MMResearch and quantitative research undertaken by YouGov in 2022. Our recommendations reflect how the Climate Council approaches best-practice climate communications: values led, people first and solutions focused.

Our research did not focus on behaviour change. After all, we already know Australians need better quality, frequent and connected services in order to choose more sustainable options for getting around. Instead, this guide will tell you:

- › What Australians want their governments to invest in and why.
- › The best ways to communicate policies and projects to ensure they are desired and welcomed by the public.
- › How to socialise the many benefits that higher government investment in active (walking, bike-riding or rolling) and public transport will bring.
- › Valuable insights into public perceptions and appetite for government investment in public transport, walking, rolling (for people using wheelchairs) and bike-riding depending on the frames and messages used.
- › Where high levels of support already exist within the community.

Sustainable projects will only succeed if they are backed in with public support, which is nurtured by effective messaging.

Get out there, and start sending the right signals!



WHAT IS FRAMING?

Frames are the ways in which we *choose* to define what we're talking about. Just like a window frame defines what we can see outside, when we hear certain words or phrases they activate a particular frame (or collection of frames) in our mind.⁶

These frames can carry positive or negative connotations and connections depending on the audience.

Consider the following examples:

- > *"Tax relief"* - the word "relief" implies that tax is a burden and therefore negative.
- > *"Australia can be a renewable superpower"* - uses a positive economic frame for climate action.
- > *"We have a right to bear arms to protect our families"* is a common frame used by gun lobbyists in the US to imply gun ownership is a bedrock freedom for all other freedoms.

These examples demonstrate the power of 'frames' - use them carefully and ignore them at your peril!



EXPERTS TIPS FOR CLIMATE COMMUNICATIONS

As an independent climate research and communications organisation, messaging and framing is critically important to our work.

We've published a number of guides and how-tos when it comes to communicating about climate solutions, extreme weather and the Great Barrier Reef just to name a few. You can access these at: climatecouncil.org.au/resource/communication-guides

No matter the subject, our top communications tips are:

- › **Be inclusive:** Acknowledge the diversity of communities in your messaging (both text and visual) across race, gender, sex, sexual orientation and level of abilities. This means your photographs and language refer to a variety of people.
- › **Be accessible:** Wherever possible, embed closed captions, interpreters, photograph descriptions and correct use of web page visual cues to ensure your content is as accessible as possible. For more information, check out the following websites:
 - accessible-social.com
 - intopia.digital
 - psc.nsw.gov.au/culture-and-inclusion/disability-employment/how-to-lead-change-in-the-workplace/accessible-events
 - meetingsevents.com.au/sites/default/files/uploaded-content/website-content/accessible_events_guide.pdf
- › **Evoke positive framing:** Talk about solutions rather than only problems to motivate people to act, and avoid hopelessness. It's almost always better to speak in terms of what something will *achieve*, rather than what it will *prevent*.
- › **Focus on what unites rather than divides:** Identify the arguments both for and against your proposal, and then highlight mutual benefits as the foundation of your messaging.
- › **Choose words carefully:** One word can mean the difference between going viral for all the right - or wrong - reasons. Avoid problematic words. Focus on messaging that brings all people along with you.
- › **Avoid reinforcing myths:** Drawing attention to disinformation is the best way to reinforce it. Instead, avoid negation and - instead - reinforce what is the situation.
- › **Be relevant:** Meet people where they are at; tap into what they care about. Acknowledge the challenges that your audience might be facing and how your policies are part of the solution.
- › **Keep it simple:** We live in a world of information overload. To cut through the noise, use simple English and get to the point. Lean on metaphors to help your audience visualise and understand the issue. For example, it's more powerful to say that a renewable powered electric bus 'will save the equivalent of the weight of the Space Shuttle in carbon dioxide (73 tonnes)' than simply '73 tonnes.'
- › **Tell a story:** Studies show that stories are far more memorable than facts and figures (and are recalled up to 20 times longer than facts alone).
- › **Repeat, repeat, repeat!** Studies show people *start* to get the message after being exposed to it at least seven times.

2. Research Key Findings



PUBLIC TRANSPORT IS FRONT OF MIND

Cars dominate the debate on transport spending, but public transport - our buses, trains and trams - are also front of mind for Australians when it comes to discussing transport.

Cleaner air, healthier people, cheaper travel and less car traffic on our roads - there are many benefits to more people using public transport, or active options like bike-riding, walking and rolling.

However, when it comes to advocating for low-emission transport policies some of these benefits are much more compelling than others.



TIME AND CONVENIENCE ARE 'KING'

Each day, we choose how we get around based on two overriding factors: time and convenience. In fact, many of us are willing to spend more on transport options if it means we'll get to where we need to go more efficiently. However, there are many people who simply can't afford this luxury.

Australia's love affair with cars and roads is all to do with what they supposedly represent: the freedom to go anywhere, whenever we feel like. The reality is most of us spend too much time stuck in car traffic. It's no surprise car traffic on our roads is the most commonly cited transport issue.



GIVE US BOTH, NOT EITHER/OR

Australians expect governments to invest in public and active transport (like walking, bike-riding and using a wheel chair), as well as roads, to reduce car traffic.

In fact, when it comes to state government transport budgets, only 16% of Australians want spending on roads prioritised. Compare this to 77% who want public transport, walking or bike-riding options prioritised, or want balanced spending between roads, and public/active transport.



MAKE THE CASE VIA EQUITY, HEALTH AND CLIMATE CHANGE

The top frames for advocating for better public transport are social equity, health and climate change. The top frame for advocating for increased spending on active transport is improving options for walking and bike-riding.



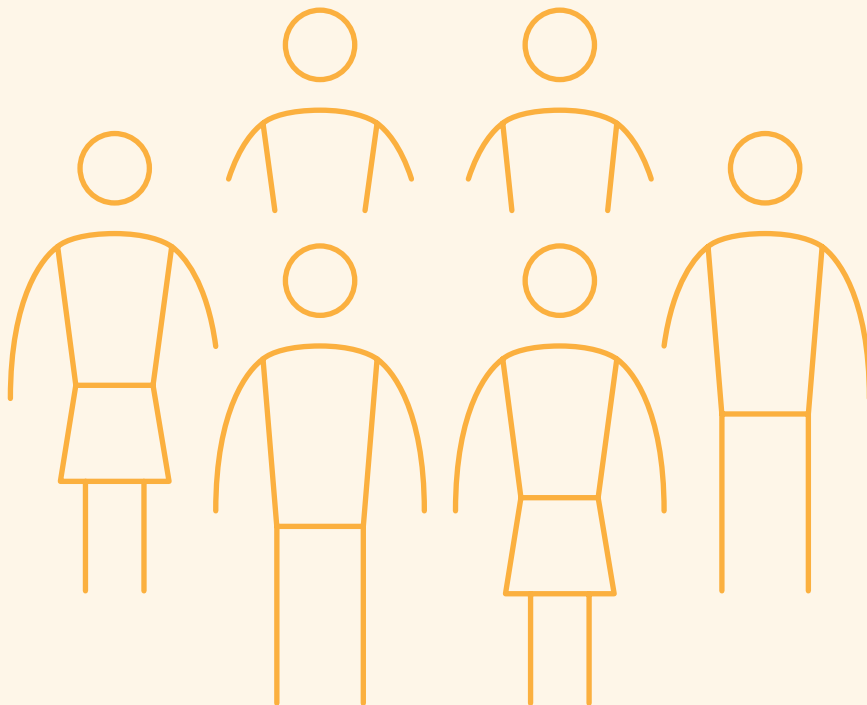
LOCALISE MESSAGING

Talk to Australians about transport and our minds tend to focus on local issues. So when communicating about transport your public messaging needs to do the same.

THE GOLDEN RULE: TALK ABOUT THE GREATER GOOD - NOT BENEFITS DEPENDENT ON INDIVIDUAL BEHAVIOUR CHANGE

A common argument raised is that walking, using a wheelchair, bike-riding or public transport isn't for everyone (ie. "not for me"). To people who use public or active transport options infrequently, it is much more compelling to hear about the greater good to

society at large (such as ensuring everyone can get around easily, especially those who don't/can't drive), rather than being convinced by potential personal gains (like possible yearly personal cost savings).



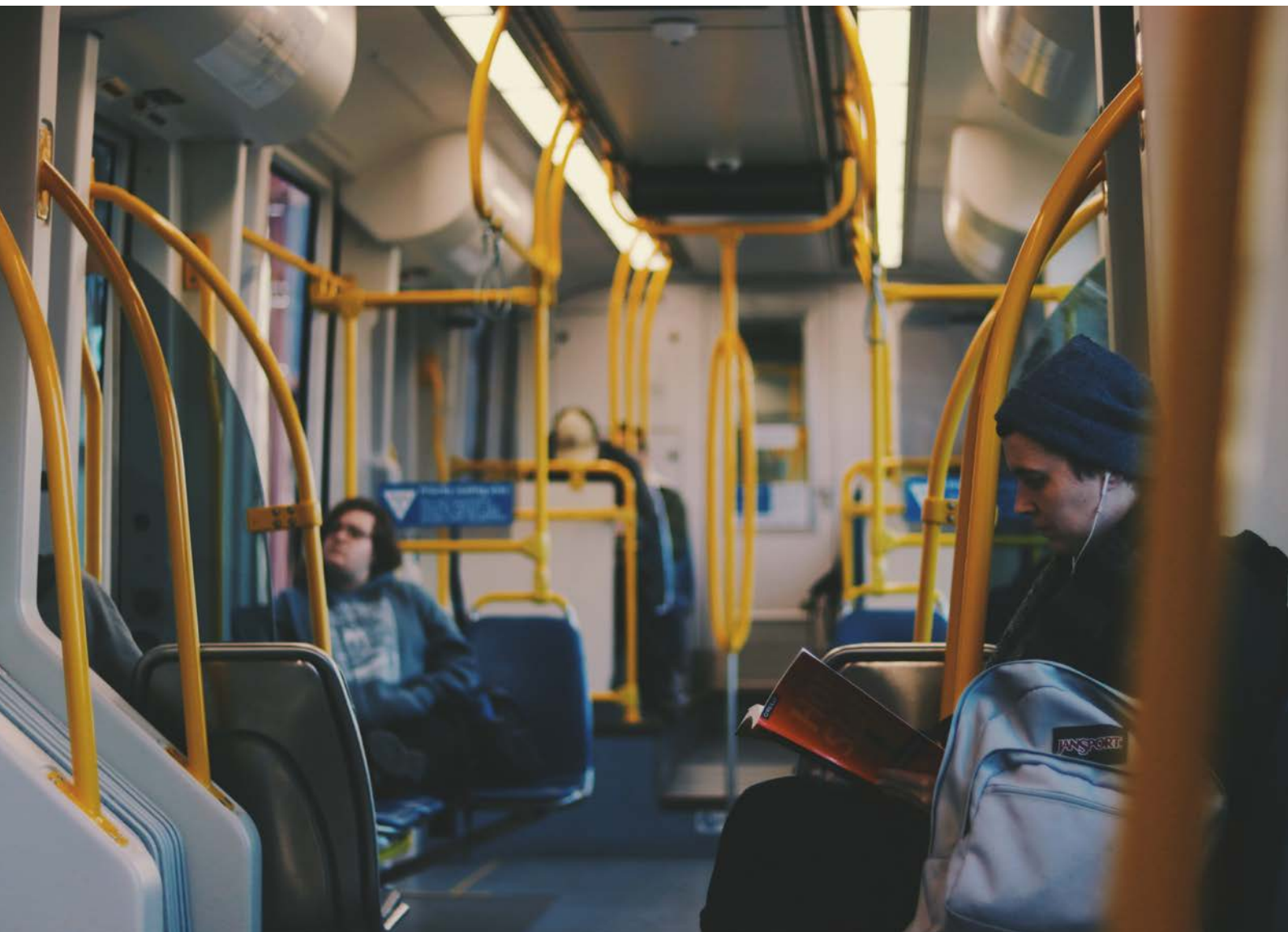


TALK ABOUT INDIRECT BENEFITS

We can broaden and strengthen public support for active and public transport investment by focusing on the benefits gained to an individual *indirectly* when other people use public transport, ride, walk, or use other equipment to get around.

There were two ways in which participants saw benefits from other people walking, bike-riding, rolling or using public transport.

1. First, when “others” do this it reduces car traffic. (Although the research identified that we need to highlight this benefit and provide evidence wherever possible).
2. Second, many would directly benefit by being relieved of some driving obligations if their children and/or elderly parents had better access to public transport, walking, rolling or bike-riding infrastructure. In the latter case, there was strong backing for improving travel options for those who can’t or don’t drive.





DEMONSTRATE FORWARD PLANNING

Car traffic is the most commonly cited issue linked to transport. Our focus groups expressed frustration with construction delays, bottlenecks, and infrastructure that hasn't kept up with population growth.

This is a concern both for committed drivers and regular public transport users, as the latter also experience car traffic when driving to a public transport connection, doing the school run on the way to catching public transport, or when riding the bus or tram.

Decision makers can reinforce how they are getting ahead of demand for public transport when announcing new spending, and cite modelling or evidence that demonstrates how building certain infrastructure like stations, bike paths and crossings, will increase uptake of public or active transport. This is particularly true when it comes to governments being prepared for new housing estate developments.

Where available, provide evidence that building more roads adds to car traffic (a phenomenon known as 'induced demand') - as people still need to be convinced of this.



3. On Ya Bike: Messaging Advice for Active Transport

WHAT PEOPLE WANT

Most people (67%) believe that local and state governments should invest more in footpaths and bike lanes.

Latest figures show all Australian state governments currently allocate less than 2 per cent of their transport budget to footpaths and bike lanes.⁷ The polling found that in every state surveyed (QLD, NSW, VIC and SA) the majority believe this is not enough.

Three in five people (59%) agree that if walking and bike-riding infrastructure was improved - such as widening paths and adding more connections - they would be more willing to walk or ride more often when commuting, or for leisure.

When it comes to walking and/or riding a bike to get around, people would most like to see governments invest in:

- › Building more dedicated bike lanes separated from car traffic (52%).
- › Establishing more connected networks of footpaths and bike lanes (47%).
- › Adding more rest stops (e.g. benches and restrooms) along footpaths/ bike lanes (40%).



EMBRACE: WORDS THAT WIN

We ran a national survey on the best reasons for increasing local and state government investment in footpaths and bike lanes.

The most popular reasons for increasing local and state government investment in footpaths and bike lanes:



84%

Improving walking and bike-riding options.



82%

Enhancing mobility for people who can't or don't drive, such as older people, younger people, and people with a disability.



82%

Helping people get around their community in a safe and affordable way.



77%

Improving people's health and wellbeing, which leads to savings for the health system.



76%

Increasing the number of people who can travel in a way that doesn't worsen local air pollution or climate change.



74%

Improving people's quality of life.





WALKING, ROLLING AND BIKE-RIDING

The table below includes examples of how to incorporate some of these messages in your materials and key active transport frames based on our research:

Embrace	Do say! Examples
<p>Clarity when it comes to “active transport” and “micro-mobility”: The majority of people aren’t familiar with “active transport” so say what you mean: walking, using a wheelchair, riding a scooter or bike-riding. If you must use these terms make sure you explain what it is up front.</p>	<p><i>Active transport options like bike-riding, using a wheelchair or walking.</i></p> <p><i>Micro-mobility options like electric scooters and electric bikes.</i></p>
<p>Leisure: When it came to active transport investment, focus group participants believed the focus should be on people who walk, roll or ride locally and/or for fun or exercise (an evidently much larger group than only those who ride or walk to work). In our focus groups with those who did not consider active transport as a personal option for commuting, shifting the focus from ‘commuting only’ to also include local ‘leisure activities’ ‘fun’ and ‘exercise’ considerably strengthened support for government investment.</p>	<p><i>A quality network of separated bike lanes enables safe and fun family rides.</i></p> <p><i>Public investment in footpaths (and related infrastructure) makes walking or using a wheelchair much easier and more enjoyable.</i></p>
<p>A breath of fresh air: Cleaner air is seen as a major benefit of improving riding and walking options to both personal and public health, and therefore a strong reason for governments to invest in active transport infrastructure.</p>	<p><i>How lovely is it to stroll outside and take in the sights when you don’t have to cough and splutter due to car traffic exhaust? Investing in footpaths and bike lanes improves local air quality, making it easier for all of us to breathe.</i></p>
<p>Positive framing: Talk about ‘open,’ ‘expand’ and ‘grow’ - not about ‘closing’ or ‘replacing.’</p>	<p><i>Let’s open the streets so more people can walk, bike-ride and use their wheelchairs safely and easily.⁸</i></p>
<p>Inclusive messaging: Represent all levels of abilities.</p>	<p><i>We’re improving our streets so everyone can enjoy them. Our footpaths need to be wide enough and flat enough to cater for people of all abilities, including slow walkers and people who roll or limp. We also need seating for people who need regular and frequent rest.</i></p>
<p>Indirect benefits: Discuss the knock-on benefits when other people are empowered to ride their bike or use public transport.</p>	<p><i>Building more footpaths and bike lanes so more people can walk or ride to work helps to reduce car traffic. This is because a network of connected bike lanes and footpaths makes it easier for people to walk or ride to work, encouraging people who can make the switch to do so. This phenomenon is known as ‘car traffic evaporation.’</i></p>
<p>Broader health benefits: Identify the flow-on cost benefits to the health system to make building more footpaths and bike lanes even more compelling.</p>	<p><i>Walking (or using a wheelchair) and bike-riding improves people’s health and wellbeing, which leads to big savings for the health system.</i></p>
<p>Minimising health risks: As noted, it’s almost always best to focus on the benefits when people in general get around on foot, wheelchair or bike, rather than specific benefits for <i>individuals</i>. However, we found that health risks are an exception to the rule. Minimising health risks is a compelling reason for government investment, and can prompt people to personally start walking and riding more.</p>	<p><i>Walking and bike-riding is incredibly good for our health. In fact, it reduces the personal risk of people developing heart disease by 46% and cancer by 45%.</i></p>

Avoid	Don't say! Examples
<p><i>Individual</i> benefits that rely on <i>individual</i> behaviour change:</p> <p>Broadly, in focus groups there was strong support for spending on active transport when the benefits of better air quality, improved health and wellbeing, convenience, reduced car traffic, fewer emissions and cost savings were raised. However, that support declined when saving money and reducing car traffic were talked about in terms of individual behaviour change. That is, people were less supportive of such public spending when it was justified on the basis that it would help them to personally save money or drive less.</p>	<p><i>Riding a bike to work means you will fly past the car traffic.</i></p>
<p>Personal cost savings alone:</p> <p>People often don't think savings are achievable when calculating their personal situation, and need for a car.</p> <p>There is much stronger support when language focuses on how other people can save money. If there is a need to refer to personal savings, to gain credibility refer to these as potential savings – i.e., 'can save' rather than 'will save'.</p> <p>Note: Depending on the economic situation, you may talk about cost savings when hip-pockets are particularly front of mind for your audience - such as during an economic downturn.</p>	<p><i>Walking or riding a bike is an extremely cheap way to travel that will save you up to \$12,000 a year.</i></p>
<p>'Staying connected' as a reason for active transport investment:</p> <p>People see cars as enabling connection with others already.</p>	<p><i>Walking and bike riding infrastructure makes it easier for everyone to get around and stay connected.</i></p>
<p>Creating jobs:</p> <p>This is not as compelling a reason for such investments.</p>	<p><i>Building bike lanes and footpaths boosts our economy and creates jobs.</i></p>
<p>'Cyclist / cycling:'</p> <p>For some people, these terms evoke an image of one stereotype - most likely a middle-aged man in lycra. These terms fail to capture the range of people riding bikes. The terms 'bike-rider' and 'bike' lanes are neutral and less likely to trigger resistance.</p>	<p><i>More cycle lanes means more cyclists.</i></p>
<p>Divisive 'all or nothing' language:</p> <p>Terms like 'replace' or 'remove' are combative and pit one type of transport against another.</p>	<p><i>We're replacing car spaces with bike lanes.</i></p>

ELECTRIC BIKES

E-bikes and e-cargo bikes can be used by more social groups (including women, children, people aged over 40, people in outer suburbs and people living with a disability) compared to non-motorised bikes.⁹ Further, they can be used for a greater variety of trips such as the school drop-off and grocery shopping. This is because e-bikes enable riders to overcome barriers of conventional bikes, including long distances, steep hills and greater physical effort from carrying heavier loads such as equipment, groceries, and kids.

WHAT PEOPLE WANT

More than three in five Australians (64%) surveyed said that they would be interested in trying an electric bike (with one quarter saying they would be 'extremely interested' if their state or local government offered residents the opportunity to hire one for free).



4. A Public Good: Messaging Advice for Public Transport

When it comes to public transport, people tend to focus on what isn't working well for them - or turns them off from using it.

Perceived shortcomings in the public transport system are commonly cited as factors in favour of people driving their car, with participants in our focus groups willing to sacrifice any promised cost savings for the perceived convenience and time saving of driving.

However, that doesn't mean people only want governments to spend big on roads. In fact, only 16% of Australians surveyed agree that state governments should prioritise transport budget spending to improve or build new roads.

WHAT PEOPLE WANT

Four in five people (80%) agree that governments should invest more in public transport.

Most people (77% total) believe that state governments should allocate transport budget spending to either:

- › Improve the frequency and reliability of public transport, walking and bike-riding options (38%); or
- › Balance transport budget spending between roads, and public transport, walking and bike-riding options (39%).



EMBRACE: WORDS THAT WIN



We ran a national survey on the best reasons for increasing local and state government investment in public transport.

The most popular reasons for increasing local and state government investment in public transport:



88%

Enhancing mobility for people who can't or don't drive.



77%

Improving local air quality and reducing the burden on the health system.



83%

To ensure everyone can get around in an easy and affordable way.



74%

Reducing emissions and helping address climate change.



79%

Creating more jobs in the public transport sector.



71%

Reducing car traffic in the local area.



82%

Further, to avoid worsening car traffic, 82% of people agree that governments should plan ahead and invest more in public transport services before new housing estates are completed.





PUBLIC TRANSPORT FRAMING

The table below includes examples of how to incorporate some of these messages in your materials and other key public transport frames based on our research:

Embrace	Do say! Examples
<p>Enhance social equality through access to quality public transport services:</p> <p>Many people are mindful that public transport provides an important and valued service for people who can't drive - including the young and the elderly, young people who don't have a licence, or those who can't afford a car, rideshare or taxi service. Thus, framing investment in public transport as a social or public benefit is important.</p>	<p><i>Our region's extended tram lines to the west will enhance mobility for people who can't or don't drive.</i></p> <p><i>The flexi-bus service will connect outer suburbs to the city, reducing travel times for people living in [insert area] to the city centre by [insert time saved].</i></p>
<p>Aussie sun and wind:</p> <p>Electric buses are incredibly popular if powered by renewable energy.</p>	<p><i>[Insert state's] new fleet of electric buses, powered by our sun and wind, will be on our roads from early next year.</i></p>
<p>Jobs:</p> <p>Celebrate how public transport projects create job opportunities and increase services.</p>	<p><i>[Insert state's] new renewable electric buses will be made locally, bringing [x] jobs to the region and boosting our manufacturing sector.</i></p>
<p>Forward-planning:</p> <p>Communicate plans that address future transport demand that arises from housing development.</p>	<p><i>More people will be calling our beautiful region home over the next decade, so it's never been more important to get ahead of demand and improve [insert suburb's] access to frequent, connected and reliable bus, train and tram services.</i></p>
<p>A breath of fresh air:</p> <p>Cleaner air, less pollution and associated climate and health benefits are all seen as good reasons for government investment in public transport.</p>	<p><i>Opening up our streets to more renewable-powered electric buses means cleaner air, healthier people and a safer climate for all of us.</i></p>
<p>"Car traffic" over "congestion":</p> <p>Be explicit about what you mean!</p>	<p><i>The extended rail line is expected to reduce local car traffic by [x]%. </i></p>
Avoid	Don't say! Examples
<p>Using "you" when the benefit depends on personal behaviour change:</p> <p>Instead, suggest ways in which drivers might benefit from reduced car traffic if 'other people' use public transport. This helps reach those who don't already use it.</p>	<p><i>By jumping on the bus, you will benefit from [x, y, z].</i></p>
<p>Risks of driving:</p> <p>Traffic accidents aren't as scary to people as other risks to personal safety associated with public transport, such as physical or verbal abuse.</p>	<p><i>Travelling by bus, train or tram is the safest way to get around – far safer than cars. In fact, train travel is 10 times safer than driving in Australia when comparing the number of hospitalisations each year due to car accidents with the number of hospitalisations due to rail travel.</i></p>
<p>Personal cost savings:</p> <p>Perceived time savings and/or convenience will trump a cheaper option. Note: Depending on the economic situation, you may talk about cost savings when hip-pockets are particularly front of mind for your audience - such as during an economic downturn.</p>	<p><i>You'll save \$[x] a year by using public transport.</i></p>
<p>Personal health benefits:</p> <p>This is not as persuasive as other reasons.</p>	<p><i>If you use public transport, you are more likely to incorporate walking into your day, and be healthier for it.</i></p>



THE ELECTRIC BUS BUZZ

WHAT PEOPLE WANT

Seven in 10 people (70%) agree that we should electrify all our buses as quickly as we can, as well as manufacture them in Australia, and power them with our sun and wind.

EMBRACE: WORDS THAT WIN



Electric buses are incredibly popular if they are powered by renewable energy, like solar and wind. The perceived benefits of electric buses are improving air quality, reducing dependence on foreign oil and reducing Australia's use of fossil fuels.

People perceive many and varied benefits to having renewable-powered electric buses.

Electric buses are modern, clean, and safe. They could be manufactured in Australia and powered by our sun and wind - so they'd be 28% cheaper to run and maintain.

There was very strong support for the above statement in focus groups, and very strong agreement that all parts of the statement are good reasons for governments to invest in electric buses.

Most popular reasons for local or state governments to invest in renewable-powered electric buses:



81%

Improving local air quality.

↓CO² **77%**

Reducing greenhouse gas emissions.



80%

Reducing dependence on foreign oil.



77%

Boosting the Australian manufacturing industry.



78%

Reducing Australia's use of fossil fuels.



73%

Reducing noise pollution.

5. Appendix

METHODOLOGY

Qualitative: Climate Council commissioned MMResearch to carry out qualitative research that would provide us with insights on our target audiences when it came to their attitudes, beliefs and other factors that increase or decrease support for more public spending on active or public transport.

Those audiences were: metropolitan residents of Brisbane, Melbourne and Sydney, who lived in middle suburban areas (with some access to train, bus or tram routes in their suburb). The six focus groups were further segmented into males and females (aged approximately 30 to 50 years) as well as a socio-economic status of “low” or “medium” and run in February 2022.

The majority of participants in each group were living in family situations, with children living at home. Those who already regularly use public transport or ride to work daily were excluded.

Quantitative: Climate Council commissioned YouGov to run a national survey on public transport, which was in the field between May 31 and June 8, 2022.

The survey was conducted via an online survey with a total sample size of 2163 adults. The figures have been weighted and therefore are representative of all Australian citizens (aged 18+) with a minimum of 500 people taking part in Queensland and in South Australia.



2022 NATIONAL TRANSPORT SURVEY QUESTIONS

Q1. To what extent do you agree or disagree with the following statement? Local/state governments should invest more in footpaths and bike lanes. Please select one option only.

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

Q2. The following statements are some of the reasons for increasing local/state government investment in footpaths and bike lanes. To what extent do you agree or disagree with them?

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

1. So that people can get around their community in a safe and affordable way
2. Enhances mobility for people who can't or don't drive (such as older people, younger people, and people with a disability)
3. Reduces local car traffic
4. Increases the number of people who can travel in a way that doesn't worsen local air pollution or climate change
5. Improves people's health and wellbeing, which leads to savings for the health system
6. Improves quality of life
7. Creates more jobs in communities

Q3. To the best of your knowledge, what percentage of your state / territory governments' transport budget is allocated to footpaths and bike lanes? If unsure, please provide your best guess. Please select one option only.

- Less than 5% 5% - 10% 10% - 20%
 20% - 30% More than 30%

Q4. All Australian state governments currently allocate less than 2% of their transport budget to footpaths and bike lanes. In your opinion, is this amount...? Please select one option only.

- Too much About right Too little
 Don't know

Q5. To what extent do you agree or disagree with the following statement? Governments should invest more in public transport. Please select one option only.

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

Q6. The following statements are some of the reasons for increasing local/state government investment in public transportation. To what extent do you agree or disagree with them?

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

1. Ensures everyone can get around in an easy and affordable way
2. Enhances mobility for people who can't or don't drive (such as older people, younger people, and people with a disability)
3. Reduces car traffic in my local area
4. Enables more people to travel in a way that improves local air quality and reduces the burden on the health system
5. Creates more jobs in the public transportation sector
6. Reduces emissions and helps address climate change

Q7. To what extent do you agree or disagree with the following statement? To avoid worsening car traffic, governments should plan ahead and invest more in public transport services before new housing estates are completed. Please select one option only.

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

Q8. Which of the following statements best reflects your view? State governments should...Please select one option only.

- Prioritise transport budget spending to improve and build new roads
 Prioritise transport budget spending to improve the frequency and reliability of public transport and walking and biking options
 Balance transport budget spending between roads and public transportation and walking and biking options
 Don't know

Q9. To what extent do you agree or disagree with the following statement? Governments should replace all diesel and petrol buses with renewable-powered electric buses by 2030 at the latest. Please select one option only.

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

Q9a. To what extent do you agree or disagree with the following statement? Let's electrify all our buses as quickly as we can, manufacture them in Australia, and power them by our sun and wind. Please select one option only.

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

Q10. The following statements are some of the reasons for the local/state government to invest in renewable-powered electric buses. To what extent do you agree or disagree with them as reasons to invest in renewable-powered electric buses?

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

1. Improves local air quality
2. Reduces greenhouse gas emissions and helps address climate change
3. Reduces dependence on foreign oil
4. Reduces Australia's use of fossil fuels (i.e., coal, oil, and gas)
5. Reduces noise pollution
6. Cheaper to operate and maintain
7. Boosts the Australian manufacturing industry

Q11. How often do you use public transport to get around (to work, school, shops, etc.)? Please select one option only.

- Daily Several times a week
 Several times a month Several times a year
 Less than once a year Never

Q12. To what extent do you agree or disagree with the following statements? I would be more willing to... Please select one option per row.

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

1. Use public transport more often if the services were more frequent, better connected, reliable, safe and affordable
2. Travel by bus if it was a renewable-powered electric bus because they are modern, quiet and don't pollute

Q13. How often do you...? Please select one option only.

- Daily Several times a week
 Several times a month Several times a year
 Less than once a year Never

1. Walk to get around (to work, school, shops, etc.)
2. Ride a bike to get around (to work, school, shops, etc.)

Q14. What would you most like to see governments invest in, or improve, when it comes to walking and/or riding a bike to get around? Please select all that apply.

- Widen existing bike paths
 Build more dedicated bike lanes separated from car traffic
 Establish more connected networks of footpaths and bike lanes
 Rules enforcing safer car speeds
 Educational programmes on bike safety for everyone using the street
 More shaded foot paths
 More rest stops (e.g. benches and restrooms) along foot paths/ bike lanes
 More water fountains on foot paths/ bike lanes
 More end-of-ride facilities such as showers at place of work / study
 Other
 None of the above

Q15. To what extent do you agree or disagree with the following statement? If walking and bike-riding infrastructure (i.e. wider paths/ bike lanes, more connections with other paths/ bike lanes, etc.) were improved, I would be more willing to walk or ride more often when commuting or for leisure.

Please select one option only.

- Strongly agree Agree
 Neither agree nor disagree Disagree
 Strongly disagree

Q16. Electric bikes are power-assisted bicycles that help people of all fitness levels ride further and up hills more easily, and carry extra weight like equipment, kids or groceries. If your state or local government offered residents to try electric bikes for free, would you be interested or not interested in doing so? Please select one option only.

- Extremely interested Very interested
 Fairly interested Possibly interested
 Not at all interested

6. Recommended Further Reading

Opinions and messaging

- › VICHealth, 2021, *Framing walking and bike riding message guide*. Available: <https://www.vichealth.vic.gov.au/-/media/ResourceCentre/VBM-Framing-Walking-Bike-framing---message-guide.pdf?la=en&hash=FFC180B06C5C26E8EACECA7AB2BBF9BE62B9EEF0>
- › The Australian Institute, 2021, *Climate of the Nation Report*, pg.18, Strong support for EV policies across demographics. Available: <https://australiainstitute.org.au/report/climate-of-the-nation-2021/>
- › The University of Sydney, 2022, Transport Opinion Survey. Available: <https://www.sydney.edu.au/business/our-research/institute-of-transport-and-logistics-studies/transport-opinion-survey.html>

Accessibility in transport messaging and advocacy

- › [Crip Mobility Justice: Ableism and Active Transportation Debates](#) - Aimi Hamraie
- › [Third Review of Transport Standards](#) - Department of Infrastructure
- › [Transport for All](#) - Disability Resources Centre
- › [Transportation Access for all](#) - Disability Mobility Institute

Framing and values

- › George Lakoff, 2004, *Don't Think of an Elephant*
- › Common Cause, 2012. *The Common Cause Handbook*, pg. 44-47, Guiding Principles. Available: https://static1.squarespace.com/static/622feda0bf4f7d3815edc83c/t/624b93505d96d277a3e3b77f/1649120089849/common_cause_handbook.pdf

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2. DCCEEW (Department of Climate Change, Energy, the Environment and Water). (2022). *Quarterly Update of Australia's National Greenhouse Gas Inventory: March 2022*.
3. Climate Council, 2018. *Waiting for the Greenlight: Transport solutions to climate change*. Available at: https://www.climatecouncil.org.au/wp-content/uploads/2018/10/CC_MVSA0154-Report-Transport_V6-FA_Low-Res_Single-Pages.pdf (Accessed 2022).
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6. Lakoff, 2004. *Don't Think of an Elephant*. Chelsea Green Publishing, Vermont.
7. The Conversation, 2020. Cycling and walking can help drive Australia's recovery – but not with less than 2% of transport budgets. [Online] Available at: <https://theconversation.com/cycling-and-walking-can-help-drive-australias-recovery-but-not-with-less-than-2-of-transport-budgets-142176> [Accessed 2022].
8. VICHealth, 2021, *Framing walking and bike riding message guide*. Available: <https://www.vichealth.vic.gov.au/-/media/ResourceCentre/VBM-Framing-Walking-Bike-framing---message-guide.pdf?la=en&hash=FFC180B06C5C26E8EACEA7AB2BBF9BE62B9EEF0> (Accessed 2022).
9. Rérat, P., 2021. The rise of the e-bike: Towards an extension of the practice of cycling? [Online] Available at: <https://www.tandfonline.com/doi/full/10.1080/17450101.2021.1897236> [Accessed 2022].

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