

# Part C

# Planning and promotion

Part C of *Easy Steps* contains information to assist local government planners and community development officers to achieve high levels of walking in their areas. This section includes advice on the planning of pedestrian networks and urban design, and on issues of promotion, behaviour change and safety.

Planning to encourage walking requires a knowledge of what currently inhibits people from walking. Key factors are identified, many of which are reflected in aspects of urban design.

Part C also discusses the development of walking networks, which must serve the places people wish to access and provide the basis for people to actually take up walking.

Once the urban form and walking networks are in place to support walking, there will still be a need to encourage walking. Guidance is given on the development, promotion, implementation, monitoring and evaluation of promotional initiatives. The benefits from broader initiatives to encourage voluntary change in travel behaviour are outlined.

Safety issues, particularly those relating to road safety, personal security and community amenity, are very important in planning for walking networks. Even temporary disruptions to walking networks can detract from the safety and amenity of walking, and should be carefully managed.

