



**People.  
Places.  
Culture.**



**Reconnect WA**  
Guidelines





# Creating vibrant and active places

## About RAC

As a purpose-led member organisation, RAC is a voice for more than 1.1 million members across more than 60 per cent of Western Australian households and speaks out on the road safety, transport, land use and air quality challenges facing Western Australia (WA).

Since our foundation more than 115 years ago, RAC has existed to be a driving force for a Better WA by championing change that will deliver transport options that are safe, more sustainable and that better connect Western Australians and their communities now and in the future.

RAC aligns its activities with the following three themes:

- » **Safe mobility** is vital to the wellbeing of Western Australians.
- » **Sustainable mobility** meets the social, environmental and economic needs of current and future generations.
- » **Connected mobility** supports vibrant and liveable communities.

We reinvest our profits for the benefit of our members, including through initiatives delivering positive community outcomes such as Reconnect WA and our principal partnership of the Town Team Movement and associated Connecting Communities Fund.

## Introduction

At RAC we are passionate about supporting safe, sustainable and connected communities.

That's why in 2020 we began partnering with local governments from across WA as part of the Reconnect WA initiative.

The RAC Reconnect WA initiative seeks to help reimagine and revitalise streets and public spaces to:

- » create vibrant and active places for Western Australians to interact and reconnect with our cities and towns, and each other;
- » inspire and empower residents and business communities to co-design and drive change in their local area; and
- » lay the foundations for longer-term changes to support safe, sustainable and connected communities.

The RAC Reconnect WA initiative seeks to support local governments to deliver quick, lower-cost, and innovative improvements and pop-ups / pilots to test new ideas with communities and create more people-friendly streets and inviting public spaces.

A total of up to \$1 million is available in 2021-22 to co-fund projects with successful local governments, with RAC's contribution being dependent on the total project cost and funding category (refer to page 4).

The funding will enable local governments to deliver initiatives that engage communities in reimagining their streets and public spaces. Through the use of quick, lower-cost and innovative elements, temporary or semi-permanent infrastructure changes can be made to the look and feel of streets and spaces to support immediate community needs. Testing ideas can be a great way to help refine the design and demonstrate the case for more permanent changes.

## Who can apply?

The Fund is open to all Local Government Authorities (LGAs) in Western Australia.

Individuals, Town Teams and other community and business groups are encouraged to work with their local councils if they would like to suggest projects.

Joint applications for projects that cross more than one LGA area are welcome and LGAs can submit up to three applications.

## What are the key dates?

Applications open on Monday 12 July 2021 and close 5:00pm on Friday 20 August 2021.

Applicants will be informed of the outcome of the assessment process by mid October 2021.

## How do I apply?

1. Once you've read this guidance document, download the application form overview at [www.rac.com.au/reconnect](http://www.rac.com.au/reconnect).
2. Develop an application and collate relevant support material.
3. Submit your application(s) via the online application form at [www.rac.com.au/reconnect](http://www.rac.com.au/reconnect) no later than 5:00pm on Friday 20 August 2021.



## What we're looking for

Aligned with the objectives of RAC's Reconnect WA initiative, we are looking to enable local governments across WA to deliver initiatives that:

- » Build opportunities for communities to come together by creating places where people can safely interact and spend time;
- » Redesign streets to reinforce the context of the area and appropriately balance the movement and place functions to better cater for the needs of users;
- » Create safer and 'healthy' streets for walking, cycling, play and interaction;
- » Improve access for pedestrians and cyclists to key destinations such as local centres, schools and other community services and amenities;
- » Enhance the attractiveness and functionality of public spaces, building on the unique characteristics of the area, to activate local centres and high streets and create vibrant places;
- » Support local economies by enhancing access, activating streets and providing increased space;

- » Engage, inspire and help empower resident and business communities to get involved in shaping and driving change in their local area through co-design and by demonstrating the benefits of reimagining and revitalising streets and public spaces; and/or
- » Help build the foundations for longer-term changes to support safe, sustainable and connected communities.

You can submit projects under two funding categories:

### Category 1

#### Projects with a total cost of up to \$100,000.

RAC will contribute up to 80% of the total project cost (to a maximum partnership contribution of \$80,000 per project). Demonstrations / pilots / trials with a duration of less than six months are eligible within this category, and projects should be on the ground within six months of funding approval.

### Category 2

#### Projects with a total cost of over \$100,000.

RAC will contribute up to 50% of the total project cost (to a maximum partnership contribution of \$250,000 per project). A partnership contribution of up to \$80,000 can be provided, even where this exceeds 50% of the total project cost. Projects which are temporary trials must have a trial period of at least six months. Projects should ideally be on the ground within 8 months of funding approval.



### Examples of eligible project components

Projects might involve:

- » Temporary narrowing or reallocation of road space or repurposing of parking spaces or lots to provide pop-up infrastructure or increased space for cyclists/pedestrians/public transport/parklets/al fresco/plazas, etc.
- » Improvements to make walking and cycling safer and easier, including reduced crossing distances, increased footpath space, mid-block crossing improvements, minor intersection improvements, signal re-timing / re-phasing
- » Enhancement and expansion of public spaces, including re-purposing of council-owned assets, to create inviting and vibrant places for people
- » Measures to create low traffic neighbourhoods/restricting access to residential streets to make it easier and safer to walk, cycle and play (e.g. play-streets/open streets)

- » Measures to encourage safer speeds
- » Place infrastructure to increase activity and encourage people to linger longer such as innovative seating options, innovative lighting options, potted planting and other such greening and landscaping, community art, bike parking/storage, etc.

Materials for temporary reallocation or creation of space might include paint, spray chalk, planter boxes, artificial turf, wooden pallets, shipping containers, intermediate bulk containers, festoon lighting, etc.

The duration of the demonstration or pilot period is up to the nominating LGA and will be influenced by the project objectives and desired outcomes, as well as its location, nature and design.

## Previous Reconnect WA projects for inspiration

### Colours of Mandurah Walkway



In partnership with the City of Mandurah, a path linking the Mandjar Square precinct and Mandurah Ocean Marina has been transformed into a rainbow walkway featuring 250 brightly coloured stripes. The community helped to select the colours, which each reflect a different story about Mandurah's people, places and spaces.

The project aims were to:

- » Create a more vibrant space for the community
- » Encourage more pedestrians to use the walkway
- » Increase foot traffic in the area and support local businesses.

### Gnalla Pop-up Plaza



In partnership with the City of Stirling, a vibrant pop-up plaza was brought to Nollamara shopping centre as part of a four-month trial.

The project aims were to:

- » Create a low-cost, vibrant space for the local community to come together and socialise
- » Increase foot traffic in the area and support local businesses
- » Test ideas with the community to inform future improvements in the area

### Merredin Pilot Piazza Project



In partnership with the Shire of Merredin, Barrack Street in Merredin was temporarily converted into a lively Public Piazza. The four-month trial featured street art, innovative lighting, outdoor seating and dining, greenery and shading, play spaces for children and other event spaces.

The project aims were to:

- » Create an active, community space for locals to socialise and interact
- » Increase foot traffic in the area and support local businesses
- » Inform future improvements in the area.

### Subiaco Pop-up Square



In partnership with the City of Subiaco, the corner of Rokeby Road and Churchill Avenue was transformed into a vibrant, community plaza as part of a six-week trial.

The project aims were to:

- » Temporarily transform a section of road in the centre of Subiaco to create a new community space for activations
- » Increase foot traffic in the area and support local businesses
- » Test ideas with the community to inform future improvements in the area.

### Things to consider for successful projects

In planning your application you might like to consider the following to help generate ideas.

#### Find a Champion

- » Identifying a suitable Champion for the project is vital to ensuring the intent and objectives are communicated, understood and supported within your organisation. Trying new ways of doing things can be difficult and an effective Champion can help to make this happen, not least by securing senior-level buy-in.

#### Trial new ideas

- » Often, communities are supportive of temporary initiatives that give them a chance to imagine and experience something different, even when they may not necessarily be supportive of certain elements of the change.
- » Temporary demonstrations, pilots or trials can help to ensure the success of more permanent treatments by providing the flexibility to test and measure the effectiveness of different ideas and enhance the design prior to permanent changes. For larger projects, consider whether they can be staged to rapidly test ideas as part of a co-design process.
- » Look for small opportunities which together could make a big difference. Integrating community or public art into project elements, and bespoke street furniture including bike racks, seating and planter boxes can be an easy way to create a unique sense of place and enable direct community involvement in delivery.

#### Plan for community engagement

- » Look for opportunities for community involvement throughout each stage of the project, from initial planning through to project delivery.
- » Community involvement in project implementation can help to build awareness of, support for and a sense of community ownership over the revitalised street or space. This can be as simple as community involvement in artist-led designs, planting days, or painting street furniture.
- » Effective planning can help to improve public satisfaction with the engagement process and acceptance of the changes. Ensuring clarity on what aspects of the project the community can influence, to what extent, and which decisions have already been made is important.

#### Plan for launch and activation

- » Planning for the project launch and early activation of the project space (where relevant) is important in helping the project to be a success.
- » Promotion and activation of new or transformed spaces can help to raise awareness and usage, as well as help positively shape community perceptions of the changes.

### Tips for creating healthy streets

Many of our streets have traditionally been designed to prioritise vehicle movement over other forms of mobility.

In recent years Transport for London has developed and adopted a Healthy Streets Approach to designing and managing streets.

This system recognises the importance of public spaces, and the way that they are managed, in impacting public health.

Making it easier for people to walk and cycle as part of their daily routine can help to improve people's health and wellbeing.

It can also help to manage congestion, strengthen social connections, increase foot-traffic and use of public spaces, improve air quality and reduce noise pollution.

The elements required to make streets and public spaces healthier are the same as those needed to make these places socially and economically vibrant.

The 10 Healthy Street Indicators™ below may help to generate ideas for how our streets and public spaces can be made safe, vibrant and active.

#### 10 Healthy Street Indicators™<sup>1</sup>



<sup>1</sup> L. Saunders, 10 Healthy Street Indicators™. <<https://healthystreets.com/home/about/>>



### Items ineligible through the Fund

Project components that fall into any of the below are unfortunately not eligible to be funded through our Reconnect WA initiative:

- » Initiatives occurring outside of WA
- » Projects that predominantly involve business-as-usual / capital works type activities (ideally, projects should be seeking to do something differently with communities)
- » Projects that create more space/increase priority for traffic and parking
- » Retrospective funding towards things that are already complete/underway
- » Planning projects i.e. feasibility projects, masterplans, etc.
- » Initiatives that are primarily events<sup>2</sup>
- » Purchase, lease or rehabilitation of land
- » Primarily digital based initiatives, or purchase of software
- » Funding of personnel or staff positions
- » Product branding, advertising or promotion
- » Requests to fund ordinary running costs that create financial dependency on RAC i.e. electricity, lease, telephone, wages, long-term maintenance
- » Events or activities where the primary focus is fundraising
- » Projects that are solely upgrades of playgrounds. Projects with play elements as part of a larger project are however eligible.

### Monitoring and evaluation

A key benefit of quick, lower-cost and innovative improvements and pilots / trials is that they allow changes to be tested, evaluated and improved on, prior to committing to wider scale, more expensive or permanent solutions.

Monitoring and evaluation of projects is important in understanding what went well, what didn't, and whether the project was successful at achieving its objectives and anticipated outcomes.

Information gained through this process can help inform project decisions and shape and improve the effectiveness of the project and future such initiatives.

Effective project measurement can help make a pilot or demonstration project a success, even if the change tested is not installed permanently.

LGAs should propose a monitoring and evaluation plan which is appropriate for the nature of their project. RAC is happy to work with successful applicants to refine these, and may supplement this where appropriate to aid evaluation of Reconnect WA at an initiative-level. The results of the project monitoring and evaluation are to be compiled into a concise Evaluation Report by successful LGAs at the conclusion of the project.

<sup>2</sup> This excludes things like short-term road / lane closures which may be considered events from a traffic management perspective.

### Example measures for evaluating projects

The following are examples of different types of measures that could be used to evaluate the success of different projects:

Objective area	Measure	Metrics
Access	Bicycle trips	<ul style="list-style-type: none"> <li>» Volume of cyclists</li> <li>» Bicycle trips as a proportion of total trips along a corridor. This could potentially be measured for different user groups</li> <li>» Proportion of spaces provided for bikes used over the course of a day</li> </ul>
	Quality of pedestrian environment	<ul style="list-style-type: none"> <li>» Crossing distance</li> <li>» Wait times at intersection</li> <li>» Walk times between key locations or along corridor</li> <li>» Footfall / Volume of walk trips along a corridor</li> <li>» Visitor perceptions</li> </ul>
Economy	Retail vibrancy	<ul style="list-style-type: none"> <li>» Retail and restaurant sales at businesses directly adjacent to the project</li> <li>» Number of customers to precinct by mode of travel</li> <li>» Customer experience surveys</li> </ul>
Place	Place activations	<ul style="list-style-type: none"> <li>» Volume of visitors to precinct, by user type. This could potentially include how and why they visited</li> <li>» Proportion of new or returning visitors</li> <li>» Survey of visitors, residents, and commercial staff on how people felt about the street / space</li> <li>» Use of space provided, such as proportion of seating used throughout a day</li> <li>» Scoring of movement and place functions</li> <li>» Healthy Streets score</li> </ul>
	Shade / Shelter	<ul style="list-style-type: none"> <li>» Percent of public space and travel areas shaded or sheltered by trees, shelters, etc</li> </ul>
	Lighting	<ul style="list-style-type: none"> <li>» Satisfaction survey of visitors</li> <li>» Measure of lux compared with standard</li> </ul>
Community	Resident participation / engagement	<ul style="list-style-type: none"> <li>» Number of people participating in initiatives (e.g. co-design participation, those enjoying the street / space, etc.)</li> <li>» Public input is representative of community demographics</li> <li>» Satisfaction survey</li> <li>» Media and social media post audience reach</li> </ul>
Safety	Traffic speed/volume	<ul style="list-style-type: none"> <li>» Match between target design speed and observed speed</li> <li>» Crash data where available</li> <li>» Community perceptions</li> </ul>
Environment	Air quality	<ul style="list-style-type: none"> <li>» Measure of air quality for concentration of NOx, particulate matter, CO, etc.</li> </ul>

## How will applications be assessed?

Applications will be assessed considering the below criteria:

### Connecting Communities

- » Aligns with / contributes to the objectives of Reconnect WA and RAC's vision and social purpose to ensure the community has access to safe, sustainable and connected mobility options
- » Responds to an identified community need(s)
- » Demonstrates innovative approaches and treatments to creating more people-friendly streets and spaces
- » Clear approach to involving the community, as well as stakeholders, at various stages (ideally with some evidence of buy-in / support for the proposed concept or design)
- » A pathway to permanent change in the future for the initiative, as well as broader support for creating people-friendly streets and public spaces

### Ability to Deliver

- » Technical ability and resources to effectively deliver the project
- » Clear identification and receipt of, or plan to obtain, necessary approvals
- » Realistic milestones and delivery timeframes to roll out the project as quickly as possible, reflective of the nature of the activities
- » Evidence of risk identification, mitigation measures and ability to ensure the safety of the public throughout the duration of the project

### Value for Community

- » The amount requested is reasonable for the nature of the activities proposed and the anticipated outcomes
- » Proposed monitoring and evaluation approach enables the determination of project outcomes, aligned with the initiative objectives, to demonstrate broader return on investment for the good of the community

### RAC member vote

Following assessment of all applications by an RAC panel, a select number of RAC members will be invited to vote on shortlisted projects to feed into the selection process.

## What else do I need to know?

### Advice and guidance

The RAC team is available to provide information to potential applicants on interpretation of these guidelines, including types of projects eligible for funding.

For enquiries and more information email

[ReconnectWA@rac.com.au](mailto:ReconnectWA@rac.com.au).

### Terms and Conditions

Successful applicants will be required to enter into a Funding Agreement.

Please contact the RAC team if you would like to receive a template of the Funding Agreement.

### Promotion (including branding)

Recipients of funding will be expected to work in partnership with RAC to promote the project, and incorporate RAC branding at the project site and on all marketing material, including digital.

An example of how the partnership with RAC can be acknowledged is:

"The project is being delivered in partnership with RAC, through its Reconnect WA initiative, which aims to create vibrant streets and public spaces for Western Australians to interact and connect with each other."

### Approvals

Acceptance of an application as a successful eligible project does not negate the need for the LGA to obtain all necessary internal and external approvals (e.g. from Main Roads WA) required to enable delivery of all project components within the agreed timeframe.

### Town Teams

Town Teams are not eligible to apply for this Fund. However, in areas where Town Teams are (or wish to be) active, we strongly encourage LGAs and Town Teams to engage early to explore and maximise any potential opportunities to further strengthen LGA applications to this Fund (where appropriate, and in line with the requirements set out in these guidelines).

Reference materials used in preparing these guidelines:

> NSW DPIE (2020), Streets as Shared Spaces Fund Guidelines

> Waka Kotahi NZ Transport Agency (2020), Innovating Streets for People pilot fund

> The Street Plans Collaborative (2016), Tactical Urbanist's Guide to Materials and Design v1.0

A woman in a bright yellow jacket and a patterned dress is pushing a light blue bicycle with a wicker basket on a sidewalk at night. The scene is illuminated by warm streetlights and the glow of nearby buildings. The sidewalk is paved with dark grey tiles, and a metal bike rack is visible. In the background, there are trees and a large, glowing circular light fixture. The overall atmosphere is cozy and inviting.

**Making  
people-friendly  
streets and  
inviting places**



**Thank**  
**you**



For further information please contact  
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