THE CITY OF
GREATER GEELONG

BUILDING BETTER BIKE CONNECTIONS

ENGAGEMENT REPORT

HIGH STREET, BELMONT
POTENTIAL DESIGN OPTIONS

DECEMBER 2018

CITY OF GREATER
GEELONG

Contents

Summary

PROJECT BACKGROUND

The City of Greater Geelong received a $4.7 million grant from the TAC's Safer Pedestrian and Cyclist Fund to create cycling connections:

- The southern link will connect Central Geelong with Waurn Ponds via Belmont.
- The western link will connect Central Geelong with Herne Hill via Geelong West.

Adopting best practice from around the world, the cycling routes will include a combination of protected bike lanes (where bikes are separated from cars) and a shared use system (where cars and bikes share the road).

Both routes are designed to be used by cyclists of a wide range of ages and abilities to safely ride to destinations like shopping areas and key employment precincts.

This southern link is more than a cycling project, it is also an opportunity to improve the amenity of High Street and boost its appeal as a destination for shopping, dining and services. This project is about more than bikes and bike lanes. It’s about activating the High Street space and connecting people from destination to destination.

ABOUT THIS REPORT

This report summarises the community engagement results for the potential design options for the High Street, Belmont (between Mount Pleasant Road and Roslyn Road) section of the southern link route.

The engagement period was 31 July to 7 September, 2018. A snapshot of the results can be found in Appendix A – Community engagement summary report.

This was the second round of engagement for the Building Better Bike Connections project. The first round was delivered in early 2018 and focused on identifying the level of support in the community for the two cycling corridors. 466 people commented on the southern link during the first round of engagement with 70.7 per cent supporting the proposed southern link part of the project.

How we engaged

COMMUNICATIONS AND ENGAGEMENT

The engagement was promoted widely, with the aim to work with the whole community to develop the best possible design for High Street (between Mount Pleasant Road and Roslyn Road) that caters for the diverse community now and into the future, including traders, residents, shoppers, drivers and cyclists.

Our communications highlighted that this project was more than a cycling project, it was also an opportunity to improve the amenity of High Street and boost its appeal as a destination for shopping, dining and services. The project outcomes aim to benefit all of the community, not just cyclists, it's about offering a variety of travel options, activating the High St space and connecting people from destination to destination. It's about activating the High Street space and connecting people from destination to destination.

A survey formed the basis of the engagement. The survey sought feedback on four potential design options (option 2 had two alternatives within it) for High Street.

The impacts of options 2A and 2B on parking, streetscape layout and improvements, addition of pedestrian crossings and bus operations are identical. For that reason, respondents were asked to initially select their preferred design options from options 1, 2 or 3. Those who selected option 2 as their preferred design were asked a subsequent question to identify 2A or 2B as their preferred design.

OPTION 1 Bikes and cars share the road

Bikes and cars share the road. On-street car parking is retained (except around new pedestrian crossings) and there is minimal overall change to the area.

OPTION 2A Two-way separated bike path on western side of High Street

Bikes and cars are separated. Two-way bike lane forms part of the footpath on the western side, there is reduced on-street car parking staggered across both sides, and there is potential to double the number of street trees.

OPTION 2B One-way separated bike paths on each side of High Street

Bikes and cars are separated. One-way bike lanes form part of footpaths on both sides, there is reduced on-street car parking staggered across both sides, and there is potential to double the number of street trees.

OPTION 3 One-way protected bike paths on each side of High Street

Bikes and cars are separated. There are protected bike lanes on both sides of street, on-street parking is removed, there are wider footpaths and there is potential to double the number of street trees.

Table 1. Communications and engagement activities

Approach	Engagement level	Activities
General communications Broad communications release via print, social media, the Geelong Australia website and emails/ mailouts/letter box drops with the purpose of creating awareness of the project and the potential design options and desire to participate in the engagement.	Inform	• Have Your Say page on website • Social media posts • Media releases • Project website • Posters and signage on High Street • Advertising in local newspapers • Article in Community Update newsletter (120,000 copies are circulated in the region) • Display at Belmont Library • Flyers • Factsheets • Community signs on roadsides • Letters to Belmont residents and businesses • Video showing the four potential design options • Email to local schools, businesses and other groups
Engagement The engagement included an online and hard copy survey, pop up (in person) engagements on High St and trader-specific engagement including information sessions and one-on-one meetings. The survey focused on four potential designs, providing opportunity for the community to voice their preferences, likes and dislikes in a safe and supported way.	Inform - Consult	• Traders' sessions • Pop up booth on High Street where anyone could ask questions and complete the survey • One-on-one meetings with traders • Survey – Online – Hard copy

Figure 1. Communications and engagement

DATA METHODOLOGY

This engagement was self-selecting with any interested person able to respond. It was not a random stratified sample of respondents (i.e participants were not randomly selected to represent the demographics of the Greater Geelong community).

Through the engagement process, quantitative and qualitative data was collected. The survey asked respondents to:

- provide demographic information including suburb, age, connection to High Street and travel mode to and through High Street
- identify their preferred design option
- the reason why this was their preferred design option
- state what they liked or disliked about the other design options.

See Appendix B for the Building Better Bike Connections survey.

In preparing this report, both quantitative (numbers) and qualitative (open text responses) data has been analysed. To ensure the essence of the extensive qualitative data was captured, engagement consultants, OurSay were engaged to do an open text sentiment analysis.

OurSay's sentiment analysis is important as it provides context to why certain cohorts prefer each option and their feelings towards various elements of each option.

OurSay's open text was prepared for a machine learning analysis (natural language processing) to establish key words, positive and negative words, topics and summary. To do this, all survey comments were passed through three analytical tools:

1. Sentiment Analysis

Sentiment refers to the 'mood' of a word - whether it is positive, negative or neutral.

Sentiment analysis scores keywords between +5 (extremely positive) and -5 (extremely negative), with a score of 0 being neutral. For each response, the keyword scores are summed to provide a numerical sentiment score, comparative score and a result (positive, negative or neutral).

2. Topic Analysis

Topic analysis identifies word topics (eg "parking" or "safety") and lists the topics mentioned in each individual response. A list of up to six or seven topics per response.

3. Summary Analysis

Summary analysis halves the word count for each individual response by identifying key sentences and compiles them to form a summary. The summary analysis is used to cross-check any sentiment or topics with the context of the original statement.

Who we engaged with

PARTICIPATION

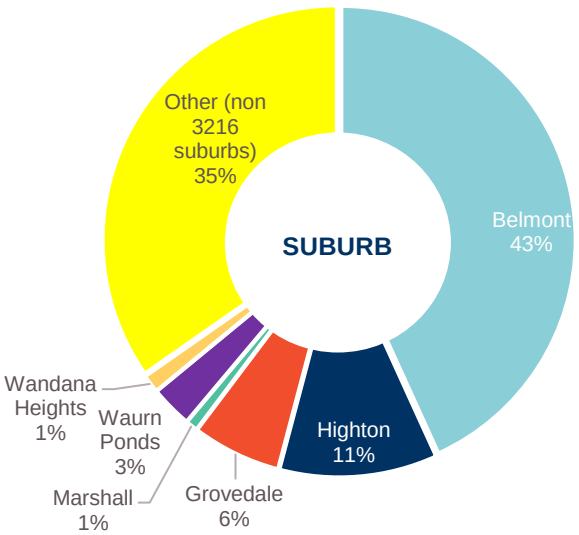
Over 2,600 people engaged with the City about the four potential design options for High Street.

- 2,611 surveys completed (hard copy, online, and in person at pop ups on High Street)
- 37 traders participated in two trader and property manager/landlord-only facilitated workshops
- 40+ conversations at each of the seven High Street pop up booths.

SUBURBS

Whilst respondents came from across the municipality and further afield, 43 per cent were from Belmont. A total of 65 per cent of the respondents were from postcode 3216, which includes Belmont, Grovedale, Highton, Marshall, Waurn Ponds and Wandana Heights.

Figure 2. Suburb representation

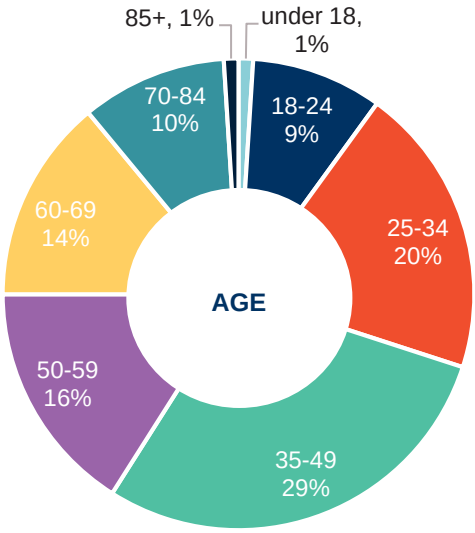


AGE

Almost half of the respondents (49 per cent) were aged 25-49 years of age. The age group with the greatest representation was 35-49 years, representing almost 29 per cent of responses.

The voices of the over 60s were also heard, with this group making up 25 per cent of respondents. Only one per cent of respondents were under 18. See Figure 3 for further breakdown.

Figure 3. Age breakdown



CONNECTION TO HIGH STREET

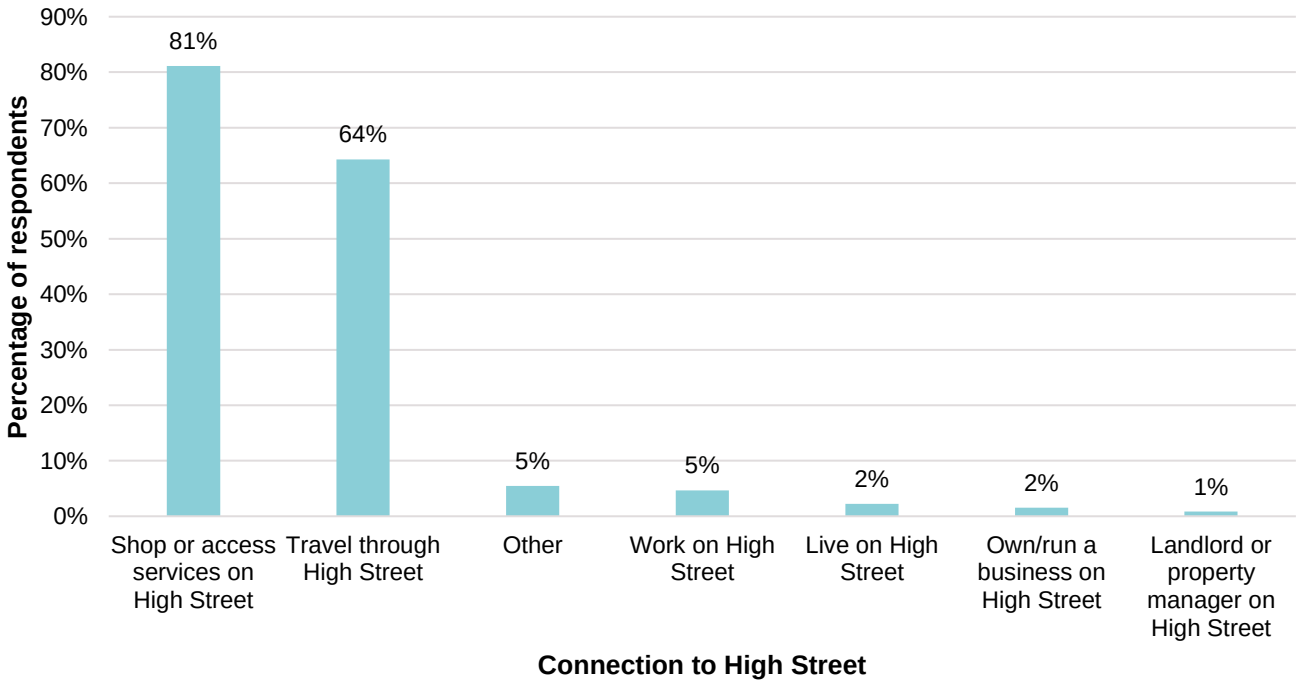
Survey respondents were asked to identify their connection to High Street. They were able to select multiple options therefore the total number of responses is greater than the total number of respondents.

The majority of respondents said they shop and access services on High Street (81 per cent) and travel through High Street (64 per cent).

Five per cent of respondents said they work on High Street, 1.5 per cent own/run a business and just under one per cent are landlords/property managers.

Two per cent of respondents identified as living on High Street.

Figure 4. Connection to High Street

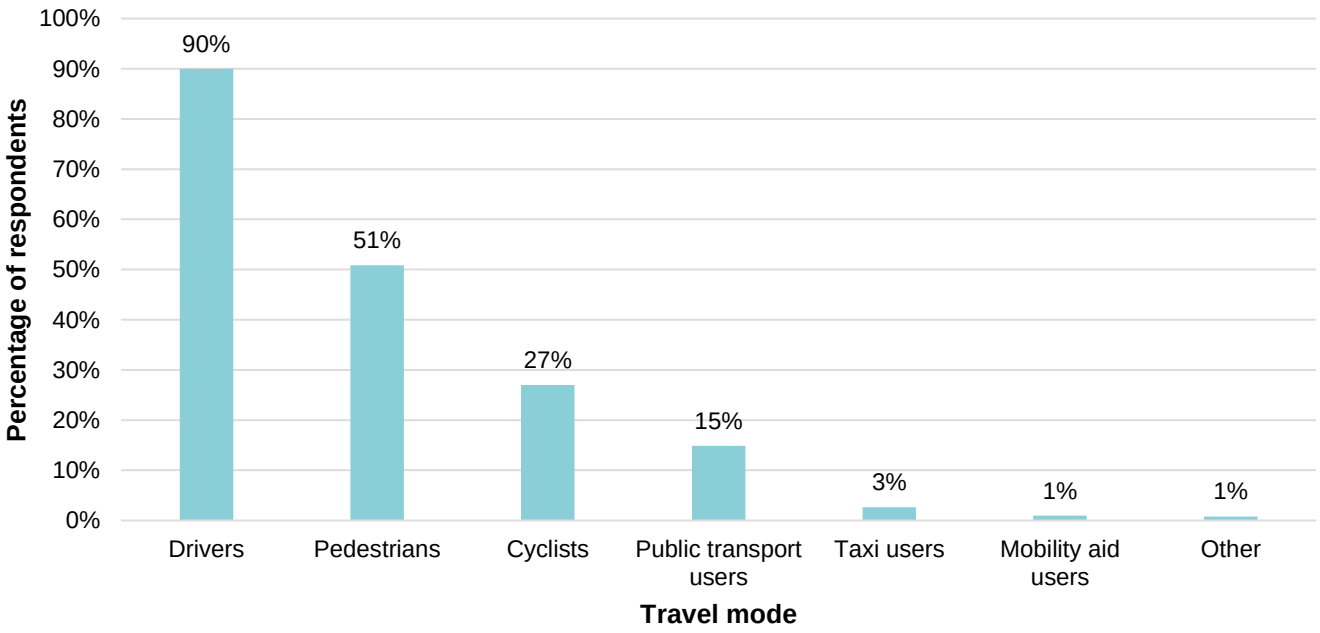


TRAVELLING TO AND THROUGH HIGH STREET

Survey respondents were asked how they travelled to and through High Street. They were able to select multiple options, therefore the total number of responses is greater than the total number of respondents.

Ninety per cent of respondents told us they drive to travel to and through High Street. Fifty one per cent travel by foot (pedestrians). The third most common response was by bike (cyclists) at 27 per cent, followed by 15 per cent catching public transport, three per cent using taxis and one per cent using mobility aids (including wheelchairs and electric scooters).

Figure 5. Travelling to and through High Street

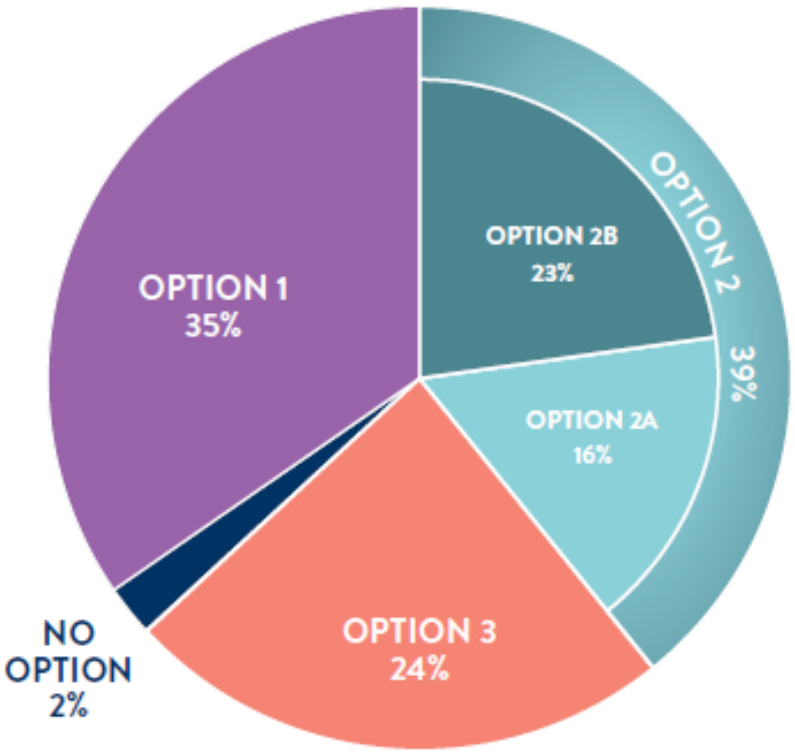


What we heard

OVERALL KEY FINDINGS

- Overall option 2 was chosen by the highest number of respondents (39 per cent) followed by option 1 (35 per cent) and option 3 (24 per cent).
- Of the respondents that chose option 2, the majority (58 per cent) preferred option 2B, which proposes one-way separated bike paths on each side of the street, compared to option 2A (42 per cent), which proposes a two-way separated bike path on the western side of the street.
- 63 per cent of respondents want a higher level of change to High Street, selecting options 2 or 3.
- There was a propensity for younger respondents to select options with greater change. The 18-49 year olds preferred option 2 (46 per cent) and 47 per cent of under 18s preferred option 3.
- The over 50s (were more likely to want minimal or no change, with 48 per cent of this age cohort preferring option 1.
- Belmont residents had a split preference for option 1 and option 2 (37 per cent respectively).

Figure 6. Preferred design option breakdown



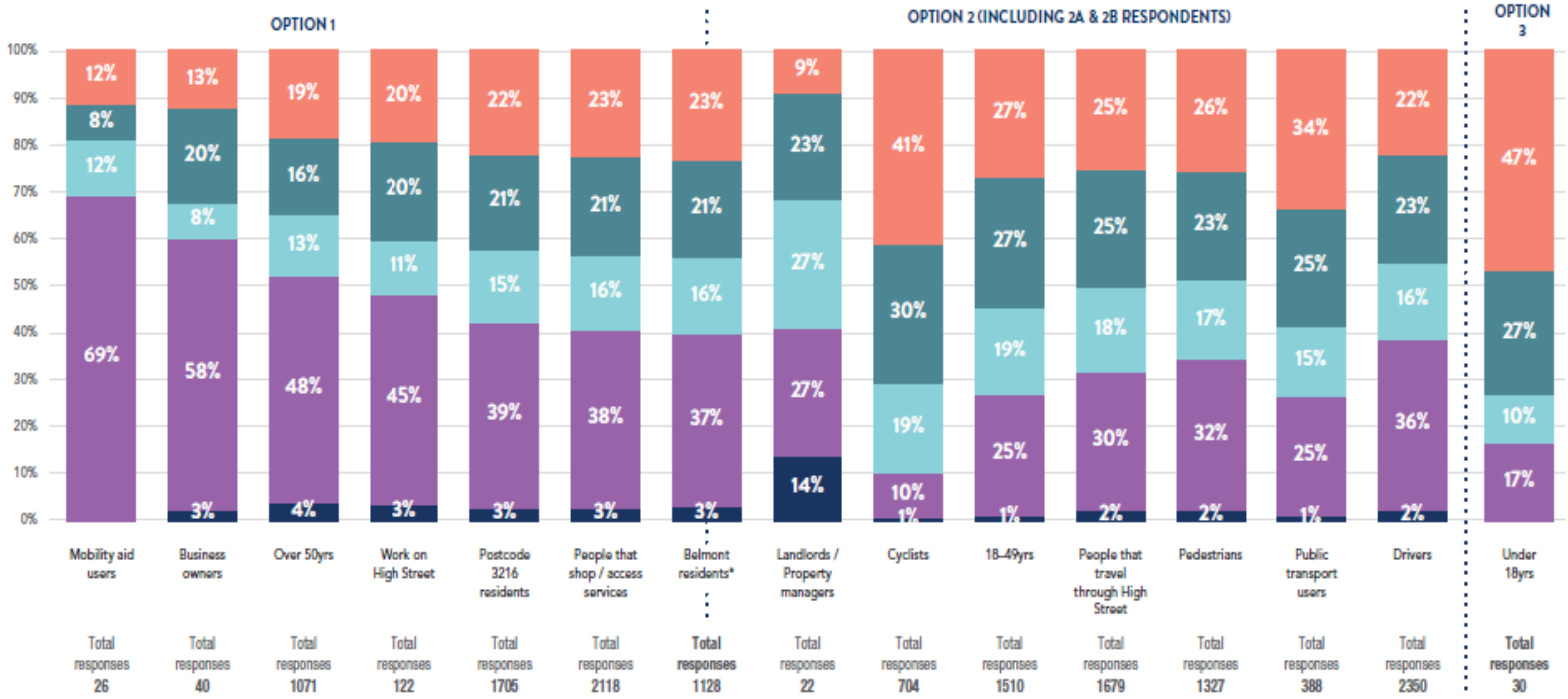
The impact of options 2A and 2B on parking, streetscape layout and improvements, addition of pedestrian crossings and bus operations are identical. The only difference being the bike lane layout.

Those who selected Option 2 were asked a subsequent question to identify 2A or 2B as their preferred design option.

- When the overall preference of postcode 3216 residents (Belmont plus other surrounding 3216 suburbs) was considered, option 1 was the preferred option (39 per cent) followed very closely by option 2 (36 per cent).
- Landlords/property managers preferred option 2 (50 per cent) whereas a higher proportion of High Street workers and business owners preferred option 1 (45 per cent and 58 per cent respectively).
- Those shopping/accessing services on High Street were fairly evenly split on option 1 and 2 (38 per cent and 37 per cent respectively).
- The majority of those who described their connection to High Street as ‘travelling through’ preferred option 2 (43 per cent).

WHAT WE HEARD ABOUT EACH DESIGN OPTION

Figure 7. Preferred options by group



*Option 1 and 2 were equally preferred by Belmont residents.

Due to rounding, some total swill be slightly greater than or less than 100%.

By looking at respondents' age, connection to High Street, mode of transport used to travel to or through High Street and by suburb of residence, we were able to identify which groups preferred each option

Figure 7 above highlights the design preferences for each group or cohort.

Because option 2 has two alternatives, people who preferred either option 2A or 2B were represented separately in Figure 7.

When analysing the data we also looked at what people were saying to allow us to begin to determine what drove t their preference. Four key topic drivers were identified across the more than 2200 open free text comments:

- Cars/parking
- Business/shop
- Pedestrians/walking
- Safety

What we found was that how respondents were talking about the four key topics was dependent on which option they had preferred.

We were able to identify which groups preferred each option and what they were saying (eg. their sentiment).

OPTION 1

Option 1 was the second preferred design option with 35 per cent of respondents (904 respondents) choosing this option.

Option 1 and Option 2 were equally preferred by Belmont residents (37 per cent respectively, or 417 of the 1128 respondents).

The groups who preferred option 1 were:

- Mobility aid users (69 per cent, or 18 of the 26 respondents)
- Business owners (58 per cent, or 23 of the 40 respondents)
- Over 50s (48 per cent, or 516 of the 1071 respondents)
- People who worked on High Street (45 per cent, or 55 of the 122 respondents)
- Postcode 3216 residents (39 per cent, or 673 of the 1705 respondents)
- People that shop/access services (38 per cent, or 805 of the 2118 respondents) (only marginally preferred over option 2 at 37 per cent)

Key themes identified for Option 1

There were 646 comments about option 1 from respondents who selected this as their preferred option. The top three topics that emerged for option 1 preferences were cars/parking (275 mentions), business/shops (141 mentions) and pedestrian/walking (99 mentions).

When talking about cars/parking, respondents were more likely to express negative sentiments about the reduction in parking for all other options. It could be inferred that option 1 was preferred due to the limited loss of parking.

Mentions of business/shops was split with respondents equally thinking option 1 could be better or worse for trade.

When talking about pedestrian/walking, respondents were likely to be highly positive for option 1.

People who chose option 1 were also most likely out of all the options to comment on crossings (52 mentions), with strongly positive sentiments.

OPTION 2

Overall, option 2 was the preferred design option with 39 per cent of respondents (1023 respondents) choosing this option. Of the 2A and 2B options, 2B was the preferred option at 58 per cent.

Option 1 and Option 2 were equally preferred by Belmont residents.

The groups who preferred option 2 were:

- Landlords/property managers (50 per cent, or 11 of the 22 respondents)
  - 23 per cent preferred 2A
  - 27 per cent preferred 2B
- Cyclists (49 per cent, or 343 of the 704 respondents)
  - 19 per cent preferred 2A
  - 30 per cent preferred 2B
- 18-49 year olds (46 per cent, or 699 of the 1510 respondents)
  - 19 per cent preferred 2A
  - 27 per cent preferred 2B
- People who travel through High Street (43 per cent, or 719 of the 1679 respondents)
  - 18 per cent preferred 2A
  - 25 per cent preferred 2B
- Public transport users (40 per cent, or 155 of the 388 respondents)
  - 15 per cent preferred 2A
  - 25 per cent preferred 2B
- Pedestrians (40 per cent, or 532 of the 1327 respondents)
  - 17 per cent preferred 2A
  - 23 per cent preferred 2B
- Drivers (39 per cent, or 922 of the 2350 respondents)
  - 16 per cent preferred 2A
  - 23 per cent preferred 2B

Key topics identified for option 2A

There were 366 comments about option 2A from respondents who selected this as their preferred option. The top three topics that emerged for option 2A preferences were cars/parking (147 mentions), pedestrians/walking (115 mentions) and safety (77 mentions). All of the responses across the three themes expressed strongly positive sentiment.

Key topics identified for option 2B

There were 517 comments about option 2B from respondents who selected this as their preferred option.

The top three topics that emerged for option 2B were the same as 2A but in a different order: cars/parking (243 mentions), safety (117 mentions) and pedestrians/walking (91 mentions). Cars/parking comments were overwhelmingly positive, safety were almost exclusively positive and pedestrians/walking comments were strongly positive.

Along with option 3, this was the only cohort of respondents to bring up beauty/attractiveness (14 out of 646 responses), in an extremely positive manner.

OPTION 3

Overall, this was the least preferred design option with 24 per cent of respondents (625 respondents) choosing this option.

Whilst under 18 year olds were the only age group to identify option 3 as their preferred design option (47 per cent, or 14 of the 30 respondents), over a quarter of respondents from the 25-49 year old cohort selected option 3 as their preferred design.

Key topics identified for option 3

There were 534 comments about option 3 from respondents who selected this as their preferred option. The top three topics that emerged for people who chose option 3 were cars/parking (220 mentions), pedestrians/walking (168 mentions) and safety (163 mentions).

Comments about cars/parking and pedestrians/walking were strongly positive and safety comments were overwhelmingly positive.

Along with option 2B, this was the only cohort of respondents to bring up beauty/attractiveness (15 out of 646 responses).

See Appendix C for further sentiment analysis breakdown by key topics and design options.

Next steps

Council is reviewing the engagement results will prepare a report, that makes a recommendation on an option, to be presented to Council for a decision in early 2019.

Further engagement with the community will then occur, to progress and finalise the endorsed design. Subject to the design option chosen, this will include working with the community to finalise specific design impacts on High Street such as bus stops, car park changes, streetscape treatments and opportunities for amenity improvement.

Appendix A– Community engagement summary report

BUILDING BETTER BIKE CONNECTIONS

HIGH ST, BELMONT POTENTIAL DESIGN OPTIONS

COMMUNITY ENGAGEMENT SUMMARY REPORT

CITY OF GREATER GEELONG

Our goal is to work with the whole community to develop the best possible design for High Street, Belmont, that caters for traders, residents, shoppers, drivers and cyclists.

We asked the community to have their say on four potential design options for High Street (between Mount Pleasant Road and Roslyn Road).

We made it clear that this is more than a cycling project, it's also an opportunity to improve the amenity of High Street and boost its appeal as a destination for shopping, dining and services.

COMMUNICATIONS AND ENGAGEMENT

39 DAYS of community engagement

2,611 survey responses

120,000 *Community Update* newsletters circulated

7 POP UP BOOTHS on High Street

2 TRADER SESSIONS

3 COMMUNITY BILLBOARDS

80,000+ Facebook reach

9,800 Instagram reach

17,000+ Twitter reach

15 SEAT SIGNS on High Street

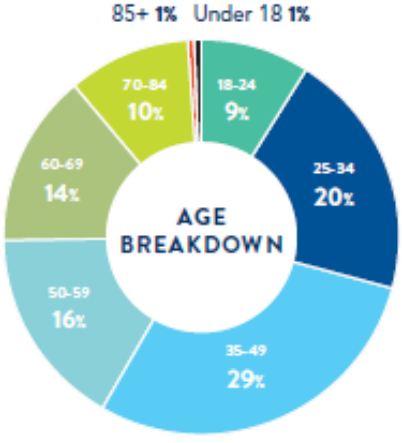
10 print adverts

5,800 project brochures sent to residents

2 POSTER BOARDS on High Street

WHO WE HEARD FROM

From the 2,611 survey responses



SUBURB REPRESENTATION

65% Postcode 3216 residents (43% of respondents were from Belmont)

35% Other suburbs

TRAVELLING TO AND THROUGH HIGH ST

Respondents could select multiple modes of travel so percentages add to greater than 100%

90% motor vehicle

51% walk

27% bicycle

A smaller percentage of respondents caught public transport, used taxis or mobility aids

CONNECTION TO HIGH ST

40 business owners

144 work on High Street

22 landlord/ property managers

2,118 shop and access services on High Street

1,679 travel through High Street

58 live on High Street

DESIGN OPTIONS

The survey sought feedback on four potential design options.

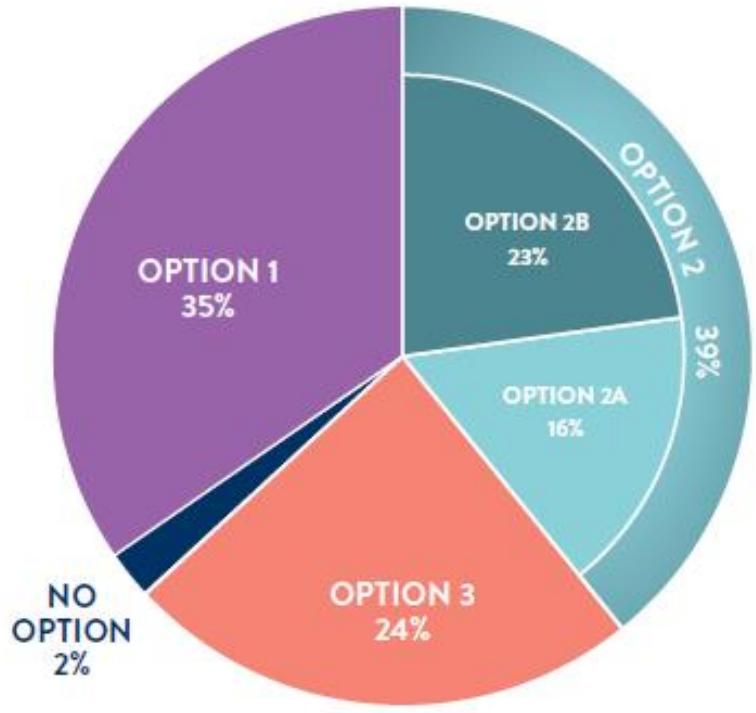
Bikes and cars share the road. On-street car parking is retained (except around new pedestrian crossings) and there is minimal overall change to the area.

Bikes and cars are separated. Two-way bike lane forms part of the footpath on the western side, there is reduced on-street car parking staggered across both sides, and there is potential to double the number of street trees.

Bikes and cars are separated. One-way bike lanes form part of footpaths on both sides, there is reduced on-street car parking staggered across both sides, and there is potential to double the number of street trees.

Bikes and cars are separated. There are protected bike lanes on both sides of street, on-street parking is removed, there are wider footpaths and there is potential to double the number of street trees.

WHAT THEY SAID



39%

of respondents selected Option 2, making it the preferred design option.

63%

of repondents wanted a higher level of change to High Street, as seen in Options 2 and 3.

The impact of options 2A and 2B on parking, streetscape layout and improvements, addition of pedestrian crossings and bus operations are identical. The only difference is the bike lane layout.

Those who selected Option 2 were asked a subsequent question to identify 2A or 2B as their preferred design option.

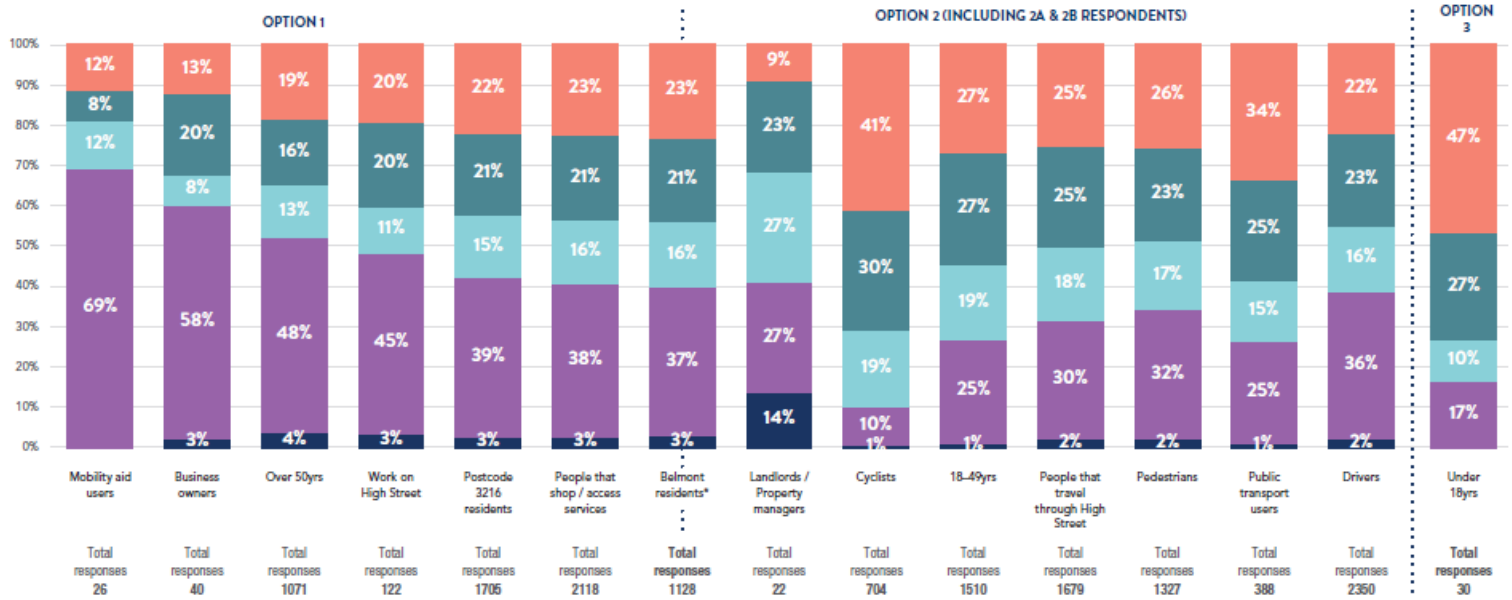
PREFERRED OPTIONS

Following is a breakdown of which groups preferred each design option.

Because option 2 has two alternatives, people who preferred either option 2A or 2B are represented separately.

*Option 1 and Option 2 were equally preferred by Belmont residents

Due to rounding, some totals will be slightly greater than or less than 100%



NEXT STEPS

The City is reviewing the engagement results and will prepare a report, that makes a recommendation on an option, to be presented to Council for a decision in early 2019.

Further engagement with the community will then occur, to progress and finalise the endorsed design. This will include working with the community to finalise specific design features on High Street such as bus stops, car park changes, and opportunities for streetscape improvements.

See the full engagement report at www.geelongaustralia.com.au/BetterBikeConnections

CITY OF GREATER GEELONG

Appendix B – Building Better Bike Connections Survey

THE CITY OF
GREATER GEELONG

HAVE YOUR SAY ON THE DESIGN OF HIGH STREET, BELMONT

BUILDING BETTER BIKE CONNECTIONS

CITY OF GREATER GEELONG

We want to work with the community to develop the best possible design for High Street (between Mount Pleasant Road and Roslyn Road) that caters for traders, residents, shoppers, drivers and cyclists.

The City received a $4.7 million grant from the TAC's Safer Pedestrian and Cyclist Fund to create two cycling connections (a southern link and a western link) to make it safer and easier for people to ride to work, shops, services and other places.

This is more than a cycling project. It's also an opportunity to improve the amenity of High Street and boost its appeal as a destination for shopping, dining and services.

Please complete the following survey and tell us which of the four possible designs is your preferred option. If you have not yet seen the plans in full, we encourage you to visit www.geelongaustralia.com.au/BetterBikeConnections or one of our customer service centres before completing the survey.

SURVEY

Please return the completed survey to any City of Greater Geelong customer service centre.

1) What suburb do you live in?

_____

2) Age group

☐ Under 18 ☐ 18-24 ☐ 25-34
☐ 35-49 ☐ 50-59 ☐ 60-69
☐ 70-84 ☐ 85+

3) Did you engage with the City on the first round of engagement for the Building Better Bike Connections Project (Central Geelong to Waurn Ponds corridor)?

(This engagement occurred between December 2017 - February 2018)

☐ Yes
☐ No
☐ Unsure

4) What is your connection to High Street, Belmont? (select all that apply)

☐ I live on High Street
☐ I own/run a business on High Street
☐ I work on High Street
☐ I shop or access services on High Street
☐ I am a landlord or property manager on High Street
☐ I travel through High Street
☐ Other - Write in:

_____

5) How do you travel to/through High Street, Belmont? (select all that apply)

☐ Motor vehicle (passenger or driver)
☐ Bicycle
☐ Walk
☐ Public transport
☐ Taxi
☐ Mobility aid, eg. wheel chair, electric scooter
☐ Other - Write in:

_____

CUSTOMER SERVICE CENTRE
Geelong
100 Brougham Street
Geelong VIC 3220
8.00am – 5.00pm

CITY OF GREATER GEELONG
PO Box 104, Geelong VIC 3220
P: 03 5272 5272
E: contactus@geelongcity.vic.gov.au
www.geelongaustralia.com.au

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@GreaterGeelong CityofGreaterGeelong

6) Please select your preferred option. (select one option only)

- ☐ **Option 1** - bikes and cars share the road
- ☐ **Option 2** - two-way separated bike path on western side of the street OR one-way separated bike paths on each side of the road. Select your preferred Option 2:
  - ○ *Option 2A - two-way separated bike path on western side of the street*
  - ○ *Option 2B - one-way separated bike paths on each side of the street*
- ☐ **Option 3** - one-way protected bike paths on each side of the street

7) Please tell us why this is your preferred option.

8) What do you like and dislike about the other options?

9) Is there anything else you would like us to consider when further developing the design for High Street (Mount Pleasant Road to Roslyn Road)?

10) If you would like to stay up to date with this project and hear the results of the engagement, please provide your contact details below.

First Name: _____

Last Name: _____

Email Address: _____

Phone Number: _____

Collection statement

Any feedback made via this questionnaire may be published and used as part of a City of Greater Geelong ('City') report. The personal information provided in this survey is being collected by the City for the purpose of providing a demographic snapshot of contributions to this project. Your personal information will be used solely by the City for this primary purpose or a directly related purpose. To view our privacy policy visit our website. For more information contact City's Privacy Officer via email privacy@geelongcity.vic.gov.au

Appendix C - Summary of topics and sentiments for each design option

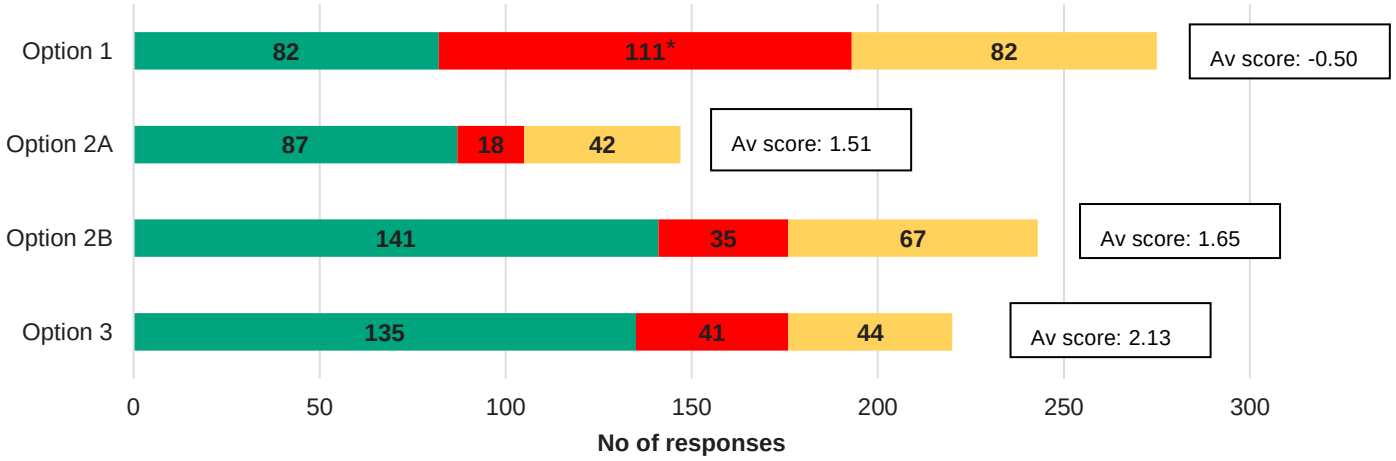
In their report, consultants OurSay, filtered and counted responses by topic (excluding bikes/cycling which were too common) for each of the four design options, and measured sentiment to produce the summaries in the four charts below.

Figures 1-4 highlight the number of positive (green), negative (red) and neutral (orange) sentiment comments for each of the four key topics for each of the four options. Also shown in each figure is the average topic score for each of the options.

The average scores range from -5 to 5, where -5 is extremely negative, 0 is neutral and 5 is extremely positive; a score of over 2 can be considered strongly positive.

It should be noted that the count for each topic does not correlate with the number of responses as there may have been a number of topics appearing in a single response. The count for positive comments is green, negative is red and the neutral count orange.

Figure 1. Cars/parking sentiment count



*Note: it should be acknowledged that further in-depth analysis by OurSay of option 1 sentiment found that negative comments about car parking related to the "difficulty" or "loss" of car parking in all other options rather than a negative sentiment about car parking in the option 1 design.

Figure 2. Business/shops sentiment

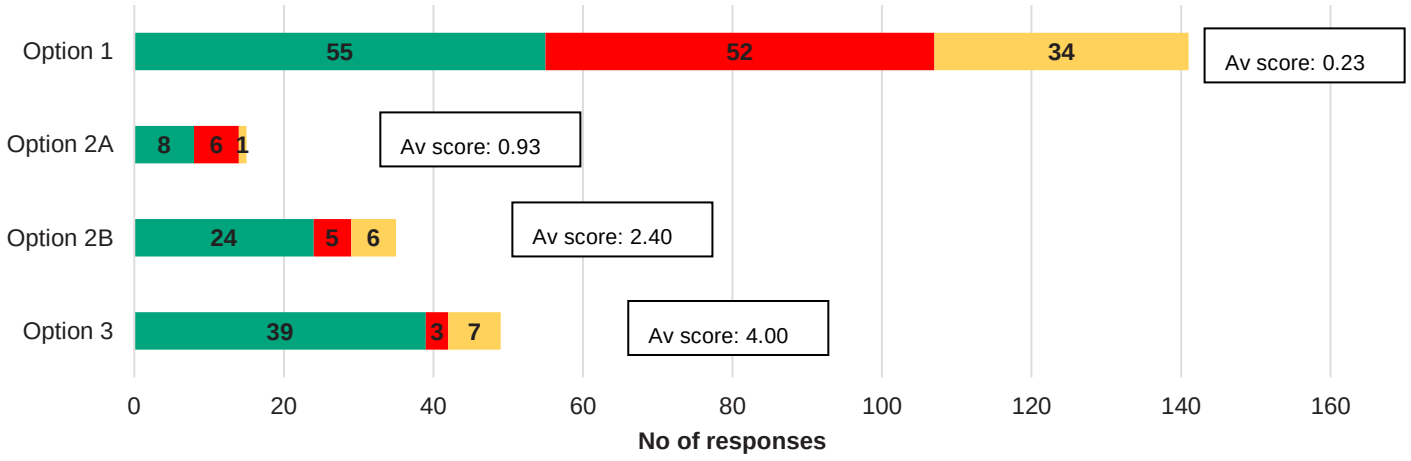


Figure 3. Pedestrians/walking sentiment

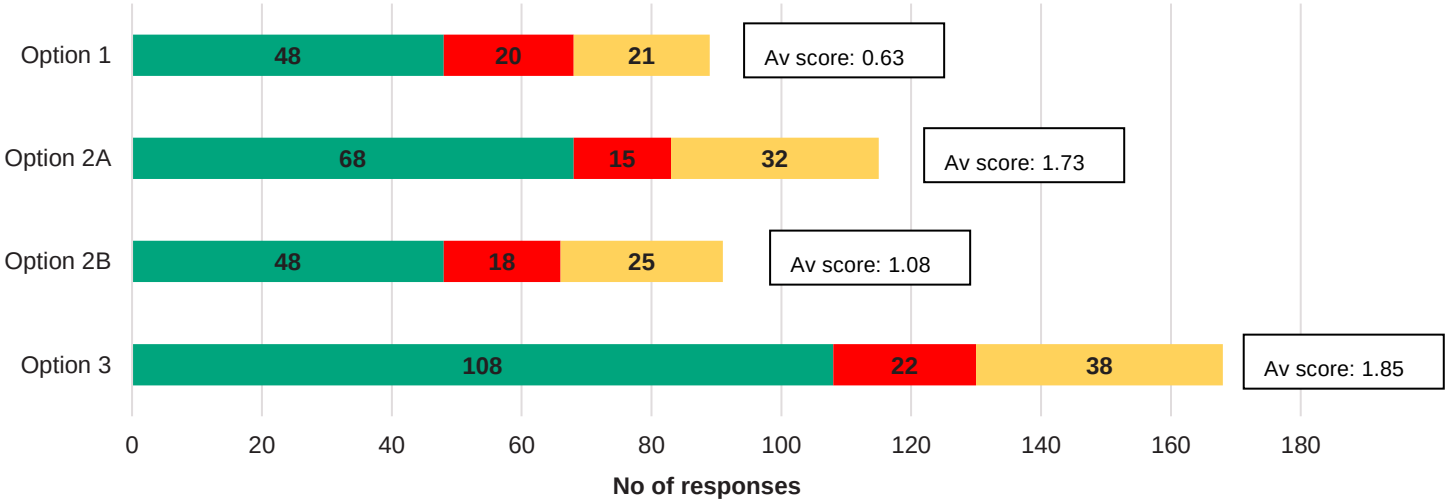


Figure 4. Safety sentiment