



Report to General Manager

Attachments:

1. KJA Engaging Solutions – North Sydney Engagement Outcomes Report
Transport and Parking
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SUBJECT: Transport, Traffic and Parking Consultation Findings

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EXECUTIVE SUMMARY:

This report provides an overview of the community engagement program for the Transport and Parking consultation recently completed. It covers the extensive engagement process and details the significant participation of the community in the process.

The engagement results have been grouped into key themes as follows:

- Transport modes
- Community aspirations
- Modal and functional themes
- Location specific themes
- School community themes.

The findings will now be used to inform the preparation of the three inter-related projects involving transport, traffic and parking planning, being the:

1. North Sydney Transport Strategy,
2. North Sydney Parking Strategy, and the
3. Traffic and Traffic and Parking Area Scheme (TAPAS) Action Plans.

FINANCIAL IMPLICATIONS:

Funding has been identified this Financial year in Council Delivery Program for the Development of

1. The North Sydney Transport Strategy
2. The North Sydney Parking Strategy
3. The Development of TAPAS Action Plans for seven (7) TAPAS Zones.

Local Government Act 1993: Section 23A Guidelines - Council Decision Making During Merger Proposal Period

The Guidelines have been considered in the preparation of this report and are not applicable.

RECOMMENDATION:

1. **THAT** the Transport and Parking Consultation Findings Report be received and future directions for the three inter-related projects involving transport, traffic and parking planning, noted.
 2. **THAT** The North Sydney Transport Strategy be prepared and finalised for Public Exhibition this Financial Year
 3. **THAT** The North Sydney Parking Strategy be prepared and finalised for Public Exhibition this Financial Year
 4. **THAT** TAPAS Action Plans be prepared and developed for each of the 7 TAPAS zones this Financial Year. External Traffic Consultants will be engaged to prepare seven (7) Draft TAPAS Action Plans for Public Exhibition by the end of this Financial Year. The Draft Action Plans will be finalised after Public Exhibition and brought back to Council for adoption. Once adopted by Council the Plans will be progressively implemented.
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LINK TO DELIVERY PROGRAM

The relationship with the Delivery Program is as follows:

Direction:	2. Our Built Environment
Outcome:	2.5 Sustainable transport is encouraged 2.6 Improved traffic management 2.7 Improved parking options and supply

BACKGROUND

Between February and May 2016 Council conducted an extensive community engagement program to inform the preparation of three inter-related projects involving transport, traffic and parking planning. The *North Sydney Transport Strategy* and the *North Sydney Parking Strategy* are being prepared by the City Strategy Division and the preparation of *Traffic and Parking Area Scheme (TAPAS) Action Plans* for each of the seven (7) identified TAPAS Zones within the local government area are being prepared by the Engineering and Property Services Division. The Action Plans are the next step in implementing the *North Sydney Integrated Traffic and Parking Strategy*.

CONSULTATION REQUIREMENTS

Community engagement is not required.

SUSTAINABILITY STATEMENT

The sustainability implications were considered and reported on during the initiation phase of this project.

DETAIL

1. Engagement Implementation Overview

To avoid over consultation and duplication, and because the issues expected to be identified through consultation for each of the above-mentioned projects are similar, a combined Engagement Strategy was prepared in accordance with Council's Community Engagement Protocol. The community feedback and input gathered through the consultation mechanisms will be used to inform the development of each of the three projects.

The Engagement Strategy was designed to target the following community stakeholders (not listed in any priority order):

- Precincts Committees
 - Local residents
 - Local businesses, their staff and customers
 - General public (wider community)
 - Schools/education institutions
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1.1 Inform Level of Engagement

Encouraging and enabling stakeholders through a range of methods to take part in this consultation was very important. The awareness and promotion campaign was designed to inform stakeholders of the range of consultation opportunities on offer in order to encourage the greatest level of participation possible. The ‘Inform’ part of the Engagement Strategy included:

- Direct letter
- Media releases (two)
- Advertisements in the local papers (various)
- Article in the Autumn issue of North Sydney News (community newsletter)
- Social media (Facebook and Twitter)
- eNewsletters (various subscriptions)
- Webpages, including Council’s website and Engagement HQ (EHQ)
- Presentations to the Combined Precinct Committee (CPC) and various individual Precinct Committees.

1.1.1 Direct Letters

Letters, personalised per TAPAS zone, were distributed to all households across the local government area, promoting the range of consultation opportunities on offer including the workshops. The envelope containing the letter also included a map of each respective TAPAS zone, a hard copy survey (with footer indicating zone) and reply paid envelope. The following table indicates approximately how many letters were distributed per zone.

Zone	Number
1	6,750
2	5,500
3	3,850
4	2,400
5	5,250
6	9,200
7	2,600
TOTAL	35,550

1.1.2 Keep Informed List

In accordance with the Community Engagement Protocol and because the purpose of the consultation is to inform the development of the three inter-related strategies/plans, it is important to keep participants updated regarding both the collated consultation outcomes and the next steps. A ‘Keep Informed List’ (email and hard copy for those without email) has been prepared using participant contact details supplied on the returned/completed surveys, submissions, mapping tool, workshop registrations, drop in sessions and information stalls - permission to use details for this purpose was advised up front. To date 1260 contacts are on the Keep Informed List’. This is a significant number and indicative of the importance of this consultation to stakeholders.

1.2 Consult Level of Engagement

1.2.1 Overview

Overall Council had over 3,600 responses to the engagement program. The following table details the active consultation methods employed between February and May 2016 and the level of participation:

Method	Target Stakeholders	No. Participants	Purpose
Residents Survey	Local residents	2,728 respondents	Stakeholders identify issues/concerns and suggested solutions. Online and hard copy version (same questions).
Business Survey	Local businesses, their staff and customers	215 respondents	Stakeholders identify issues/concerns and suggested solutions. Conducted by phone and online (same questions).
Submissions	All	307 responses	Free form feedback accepted by email, hard copy or online via EHQ.
Interactive Mapping Tool	All	63 pins	Stakeholders to “pin-point” location on map and identify issues/concerns
Resident Workshops (x8)	Local residents	300 participants	Stakeholders identify issues/concerns and suggested solutions. Externally facilitated. Mix of self-nominated and randomly recruited participants.
Schools Workshop	Schools (primary and secondary)	15 participants from 16 schools	Stakeholders identify issues/concerns and suggested solutions. Externally facilitated.
Drop-in Sessions (x2)	All	Unquantified	Opportunity for stakeholders to ask questions of Council’s staff. Verbal feedback received treated as submissions.
Information stall at community markets (x3)	All	Unquantified	Provide information about project and promote how can have a say e.g. consultation opportunities. Verbal feedback received treated as submissions.

To assist with the implementation of the Engagement Strategy and to ensure independence in the collation and analysis of feedback received, an external consultant, Kathy Jones Associates (KJA) based in North Sydney, was engaged to facilitate the workshops and to collate, analyse and report the consultation findings. Feedback closed on 13 May 2016. All hard copy surveys

and submissions were transcribed and collated by end of May with analysis (by Zone/location and theme) conducted May/June 2016 as per engagement method.

1.2.2 Residents Survey

Residents were given the option of completing the survey in hard copy (and return via supplied reply paid envelope) or online. The majority of Resident Surveys (92%) were completed in hard copy. The following table indicates the number of completed surveys by zone:

Zone	No. Surveys
1	567
2	429
3	328
4	294
5	360
6	556
7	194
TOTAL	2,728

The most number of surveys were received from zones 1, 6 and 2, which is consistent with the geographic size and/or density of these zones.

1.2.3 Business Survey

An external consultant, IRIS, was engaged to conduct a survey with 215 businesses within the LGA. The majority of businesses were surveyed via the phone, however eight businesses completed the survey online or via hard copy. This sample size is consistent with Council’s customer satisfaction survey sample size.

This survey was tailored to gain an understanding of how local businesses rely on different modes of transport and to identify transport and parking facilities that support the operations of businesses and how the current facilities meet the needs of the businesses or not.

Of the 215 respondents the majority were businesses which rented premises (68%), while only 32% were ratepayers. The most common locations were North Sydney (39%), Crows Nest (23%) and St Leonards (11%). This sample is representative of the geographical distribution of businesses throughout the LGA. The majority of survey respondents were workers/ employees (64%), and the minority business owners (36%).

The findings of the Business Survey are included within Attachment 1.

1.2.4 General Written Submissions

A total of 307 general written submissions were received, of these 182 (59%) were submitted online (via Engagement HQ) and 125 (41%) were received via Council either as hard copy or email. Of the latter one submission was from a Body Corporate and one submission was in the form of a petition, endorsed by 11 signatories. 16 submissions were made by Precinct Committees via the supplied submission template/locations indicated on zone maps and/or their minutes.

The following table indicates the number of submissions per zone:

Zone	No. submissions
1	61
2	34
3	37
4	43
5	20
6	31
7	22
N/A	59
TOTAL	307

1.2.5 Mapping Tool

63 “pin” submissions were received online (via Engagement HQ). The following table indicates the number of submissions per zone:

Zone	No. Pins
1	15
2	18
3	3
4	14
5	3
6	5
7	5
TOTAL	63

1.2.6 Resident Workshops

A workshop per TAPAS zone as well as an additional all zones workshop were held between February and May 2016. A total of 284 residents participated in the workshop series.

Workshop participant capacity was limited to 40 participants per zone/event. To ensure a demographically representative participant sample per zone, participants were recruited in two ways: a) ALTA Research was engaged to randomly recruit (up to 30 participants) by phone/email; and b) self-nomination i.e. direct registration with Council. On-the-night registrations were also accepted. Due to capacity limits, self-nominations are taken on a first in first served basis and a wait list was kept for workshops where a total of 40 participants was reached prior to the event/residents who registered but did not turn up on the night. The wait list was given first preference to attend additional workshop help 12 May 2016.

To encourage participation, an incentive of \$80 per participant was offered, this payment is consistent with current market research rates/payment workshop participants for the NSOP Phase 2 consultation. (Note: not all residents accepted the incentive payment). The following table indicates the number of participants (total and per type):

Zone	Total Participants	Randomly Recruited Participants	Self-nominee Participants
1	36	23	13
2	46	29	17

Zone	Total Participants	Randomly Recruited Participants	Self-nominee Participants
3	30	15	15
4	37	26	11
5	32	22	10
6	42	32	10
7	30	19	11
All Zones	31	n/a	31
TOTAL	284	166	118

A short participant evaluation was conducted at the conclusion of each workshop, including the Schools Workshop. Feedback received following the first few events was used to improve the format/running of the later workshops i.e. feedback was taken on board. The collective feedback has been used by Council staff and the consultant to evaluate the workshop program i.e. identify key learnings which can be taken in consideration in future stages of this project, and or to inform other future engagement programs undertaken by Council.

84% (238 of 284) of participants completed the evaluation. The following table indicates the number of completed evaluations compared to number of participants (total and per type):

Event Order	Workshop	No. Participants	No. Completed Evaluations	Completed Evaluations as % of total attendees
1	Zone 2	46	23	50%
2	Zone 6	42	36	86%
3	Zone 5	32	31	97%
4	Zone 3	30	31	97%
5	Zone 4	37	29	78%
6	Zone 1	36	34	94%
7	Zone 7	30	23	77%
8	Schools	15	14	93%
9	All Zones	31	17	56%
	TOTAL	284	238	84%

170 of 238 respondents detailed how they were informed of the workshops. Whilst more participants were “randomly recruited” than self-nominees, the following table indicates that percentage of random recruits who were unaware of the consultation program prior to being contacted by ALTA Research was relatively low.

Source	%
Direct letter from Council (letter box)	46
Direct email from Council	3
Local paper	6
Council’s website	4
Word of mouth	12
Precinct Committee	12
Phone call/email from ALTA	15
Other	2

The remaining evaluation questions asked:

- Which part(s) of the workshop participants enjoyed most.
- 226 respondents answered this question. Similar themed responses were grouped together: 53% liked the workshop format, 16% like the opportunity interact with other local residents and the ability to voice their own issues and concerns; and 5.11% like the interaction with Council staff/the facilitators and scribes.
- Which part(s) of the workshop participants found least useful/would change. 126 respondents answered this question. Similar themed responses were grouped together: 17% recommended no change; 17% of comments were about the workshop format both positive and negative, and 13% were about the participants i.e. some participants were “fixated on issues not relevant” or “grandstanding’ on their own issues” irrelevant to this forum.
- What information or focus participants would like to have seen in the workshop.. 125 respondents answered this question. Similar themed responses were grouped together: 32% would like to have heard more from Council staff, 18% had no comment, while 15% recommended changes to the format, including suggestion that pre-reading materials be provided work participants (in response an Information Sheet was sent to all registered participants from the second workshop onwards) and a longer duration to allow to participate in more themed (mode type) group discussions.
- Other comments/suggestions.
93 respondents answered this question, of these 14% comments were treated as submissions. Similar themed responses were grouped together: 33% were compliments and 32% were suggestions to improve the workshop format/logistics.

In addition to the positive feedback referenced above, several written compliments from participants were received, either thanking Council for the opportunity participate in the consultation or complementing the workshop structure, facilitation and logistics.

1.2.7 Schools Workshop

All local primary and secondary schools and their parent groups (i.e. P&Cs) were invited to be involved in a survey regarding the travel modes of students and staff to and school as well as invited to participate in the Schools Workshop held on 11 May 2016. The following table indicates the level of involvement of the 20 schools in the North Sydney LGA:

School	Level	Zone	Workshop	Survey
Cameragal Montessori School	Primary	3	Y	Y
Cammeraygal High School	Secondary	1	Y	Y
Cammeray Public School	Primary	4	Y	
Loreto Kirribilli Junior School	Primary	7		
Loreto Kirribilli Senior School	Secondary	7		Y
Marist College	Secondary	2		
Monte Sant' Angelo Mercy College	Secondary	2	Y	Y
Neutral Bay Public School	Primary	6	Y	
North Sydney Demonstration School	Primary	1	Y	Y
North Sydney Boys	Secondary	2	Y	Y
North Sydney Girls	Secondary	2		Y
Redlands Grammar Junior School	Primary	6	Y	
Redlands Grammar	Secondary	5	Y	Y

School	Level	Zone	Workshop	Survey
SHORE Grammar Junior School	Primary	3	Y	Y
SHORE Grammar	Secondary	3	Y	Y
St Aloysius Junior College	Primary	7	Y	Y
St Aloysius Senior College	Secondary	7	Y	Y
St Mary's Catholic Primary	Primary	2	Y	
Wenona Junior School	Primary	2	Y	
Wenona School	Secondary	2	Y	Y

Not all schools participated in the travel survey, however the responses that were received provided a broad overview of travel mode splits for students and staff of local schools. Of the three primary schools who completed the travel survey, the majority of students travel to school by private vehicle (38%), followed by walking (28%). Of the secondary schools who completed the travel survey, the majority of students travel to school by bus (45%), followed by train (34%). The majority (63%) of staff across all schools who completed the survey travel to school by private vehicle, followed by train (17%).

1.2.8 Drop-In Sessions

Two sessions were held in the Ros Crichton Pavilion, one in the evening (9 March) and one during the day (27 April) to allow stakeholders to drop in to chat to Council staff about the consultation program, take the survey or to provide verbal feedback that was treated as a submission. A total of 10 people attended the sessions.

1.2.9 Information Stalls at Markets

Council staff manned stalls at local markets on: Sunday 13 March; Kirribilli Markets; Saturday 9 April, North Sydney Markets in Civic Park (Miller Street); and Saturday 16 April, Crows Nest Markets. Lots of people stopped to chat with Council staff, to find out more about the consultation program, take the survey or to provide verbal feedback that was treated as a submission.

2. Engagement Results – Key Themes

2.1 Transport Modes

The resident and business survey ask respondents what transport modes or options they used. The most common response from residents was vehicles (86%) followed by walking (84%) and bus (71%). The most common response from businesses when asked what transport mode their employees used was vehicles (88%) followed by train (80%) and bus (66%). Below is a table outlining the results of the residents and business survey relating to transport modes used:

Transport mode	Residents	Business
Vehicle	86%	88%
Walking	84%	46%
Bus	71%	66%
Train	68%	80%
Ferry	45%	12%
Cycling	15%	20%

Only 61% of businesses stated that they used a mode of transport for their operations. Of those businesses which did use a mode of transport for their operations the vast majority used a vehicle (95%).

2.1 Community Aspirations

In all methods of engagement, respondents were asked to identify their main transport aspirations or values. The resident survey identified that, ‘safe travel’ was the main priority aspiration or value (86%), followed by ‘fair access to parking spaces’ (71%) and ‘community wellbeing’. Businesses also identified ‘safe travel’ (92%) as the main priority aspiration or value, followed by ‘transport affordability’ (85%) and ‘fair access to parking spaces’ (85%). Below is a table outlining the results from the residents and business survey relating to community aspirations.

Aspiration/ Value	Importance for Residents	Importance for Business
Safe travel	86%	91%
Transport affordability and accessibility	61%	85%
Less travel, more life	57%	84%
Fair access to parking spaces	71%	85%
Sustainable transport options	65%	80%
Economic vitality	48%	79%
Community well being	71%	74%

2.3 Modal and Functional Themes

In all methods of engagement, respondents were asked to identify location based issues. The majority of issues identified by residents related to parking (38%), specifically access to parking, parking meters, time limits and permits; followed by vehicles (33%), specifically traffic congestion, turning at main road intersections and rat running; followed by walking (20%), specifically safety at crossings, location of crossings and lack of crossings. These results were fairly consistent amongst zones with the exception of Zone 5 & 6 where issues to do with vehicles was identified as the main concern.

Parking was also identified as the main issue for business operations (48%) specifically concerning access to parking and parking controls, followed by travel by bus (15%) specifically concerning timetable issues.

2.4 Location Specific Themes – Traffic and Parking

Over 5,000 comments were received throughout the engagement which related to traffic and transport issues at specific locations. While issues in each TAPAS zone were unique to the area and surrounding land uses, the majority of responses across all zones related to parking and vehicles, followed by walking. The specific comments will be further examined in the development of the TAPAS Action Plans. These specific items are included in a comprehensive appendix to the KJA report and will be available on Council’s website.

Zone	Number of location specific comments			
	Resident Survey / General Submissions / Online portal	Business Survey	Schools	TOTAL
1	822	27	4	853
2	982	81	10	1073
3	937	115	8	1060
4	593	9	6	608
5	654	6	1	661
6	894	11	6	911
7	421	14	5	440
TOTAL	5303	263	40	5606

2.5 School Community Themes

The key themes arising from the schools workshop were the following:

- Fair access to parking spaces for staff and parents
- Student safety in terms of pedestrian crossings
- An ‘us’ and ‘them’ mentality between the schools and the surrounding residents
- Heavy reliance on vehicles as main mode of transport and the public transport options not being sufficient to encourage behavioural change.

3. Next Steps

3.1 Council Findings used to inform the preparation of Three Inter-Related Strategies

The purpose of the community engagement program was to inform the preparation of three inter-related projects involving transport, traffic and parking planning. These draft plans will be individually reported to Council for endorsement to place on public exhibition (for a minimum of 28 days), whereby public feedback will be sought. Council will notify participants registered on the “keep informed” list as these plans become available.

3.1.1 North Sydney Transport Strategy

Council’s transport management and planning functions can be rationalised and simplified by providing consistent and justified decision making frameworks that allow council officers to address increasingly complex transport issues quickly and consistently. These frameworks will be developed to address North Sydney’s existing transport context, industry best practice and cross-council decision making that efficiently delivers the *North Sydney Community Strategic Plan 2013-2023* (CSP) vision for transport and parking in North Sydney.

Council resolved in June 2015 to prepare the *North Sydney Transport Strategy (NSTS)*. North Sydney’s population, development density and resulting transport management and planning requirements have increased significantly in the last decade and will continue to grow according to identified growth trends. Addressing North Sydney’s future transport needs using existing processes is likely to result in less timely responses to enquiries, missed opportunities to influence regional transport decision making and less integrated transport decision making.

The NSTS will expand upon the work of Council's *ESD Best Practice Project - Transport* to provide a holistic framework for cross-council transport management and planning decision making that addresses all of the directions, outcomes and strategies of the CSP. The NSTS will provide a framework for the future development of more detailed and issue-specific strategies including providing direction on Council's priorities regarding travel demand and mode share.

The NSTS will be prepared in-house by Council's Strategic Planning Department.

3.1.2 North Sydney Parking Strategy

The North Sydney Parking Strategy (NSPS) will include review of parking requirements for new development, developing a set of principles for the management of Council owned parking assets, a review of Council's resident parking permit policy and the setting of parking restrictions and parking meter pricing.

The NSPS will be prepared in-house by Council's Strategic Planning Department.

3.1.3 TAPAS Action Plans

In adopting the *North Sydney Integrated Traffic and Parking Strategy* in May 2015 Council resolved to develop Transport Minor Works Programs (also known as Traffic and Parking Area Scheme Action Plans) for each of the seven identified TAPAS zones within the North Sydney LGA. TAPAS Action Plans will take into account the current and future traffic and parking situation in each identified area; and recommend and prioritise traffic and parking measures to protect, maintain and improve access, and manage traffic and parking.

TAPAS zone boundaries are based on the geographical boundaries of Precinct areas within the North Sydney Community Precinct System. Each zone is unique in its size, land use capacity, demographic composition, geography, public transport provisions. Each zone has very different traffic and parking issues, however there may be some similar or cross-boundary issues in some Zones.

The information gathered during the community engagement phase will be used to inform and develop the TAPAS Action Plans for the 7 TAPAS Zones, in particular the location specific responses will be further investigated in addition to a comprehensive review of traffic and parking conditions in each zone.

It is envisaged that the Action Plans will be presented in a graphic map form accompanied by a list of items for action, with additional information provided in a report format. This will enable ease of reference for all members of the community and updating as items are actioned and completed.

The TAPAS Action Plans for each of the 7 TAPAS Zones will be prepared through Council's Traffic and Transport Operations section this financial year and an external traffic engineering consultant will be engaged to assist with the development. The draft plans will be placed on public exhibition by the end of 2016 calendar year. The Draft Action Plans will be placed on public exhibition in accordance with Council's Engagement Protocol and brought back to Council for adoption. Once adopted, Council will commence implementation of the plans.

A periodic review timeframe will be detailed within the draft plans. Funding for the TAPAS Action Plans has been identified in Council's Delivery Program.
