

Waverley Municipal Council

Bronte Cutting Community Engagement Consolidated Executive Summary Report

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Introduction

This Executive Summary Report provides an overview of four separate engagement activities undertaken to understand community reactions to potential ideas to improve pedestrian safety in Bronte Cutting:

- 200 face-to-face intercept interviews conducted by Micromex Research from 17th – 23rd November 2018.
- One community workshop with 27 participants facilitated by Micromex and Council on December 12, 2018.
- 310 online surveys (using a similar version of the above intercept questionnaire) conducted by Council.
- One pop-up session in Bronte Cutting conducted by Council.

Whilst Micromex was only directly involved in the first two phases mentioned above, we have reviewed results of the online survey and these are included in this Report – we have also received a debrief on what issues were raised in the Council-run pop-up.

This is an Executive Summary Report drawing on available data from the four phases – full details of the two Micromex-managed phases are provided in separate Reports.



Evaluative Overview

At the outset it is important to realise that the sample profile of the two quantitative approaches (i.e.: the intercept survey and the online survey) were very different, as illustrated by the results of one question shown below:

Q1c: How often, if at all, do you park a vehicle in this Cutting?	Intercept Survey (N=200)	Online Survey (N=308)
5+ days a week	3	8
3-4 times a week	3	11
1-2 a week	8	22
2-3 times a month	4	10
Once a month or less	15	18
This is my first time	3	0
Never	64	32
	100%	100%

This finding is not necessarily surprising – whilst the intercept survey used an ‘opt-out’ method with a random sample of people walking through the area (including those who parked and then walked), the online survey is an opt-in methodology, meaning it is usually those who have a particular interest in the survey topic who choose to do the survey. Thus, we find that the online survey, which deals with issues of parking and the potential removal of parking spaces, has attracted a far greater proportion of those who park in the area. Open-ended comments on the online survey also tend to support this, with comments revealing surf club members and parents of nippers (amongst others) completing the online option.

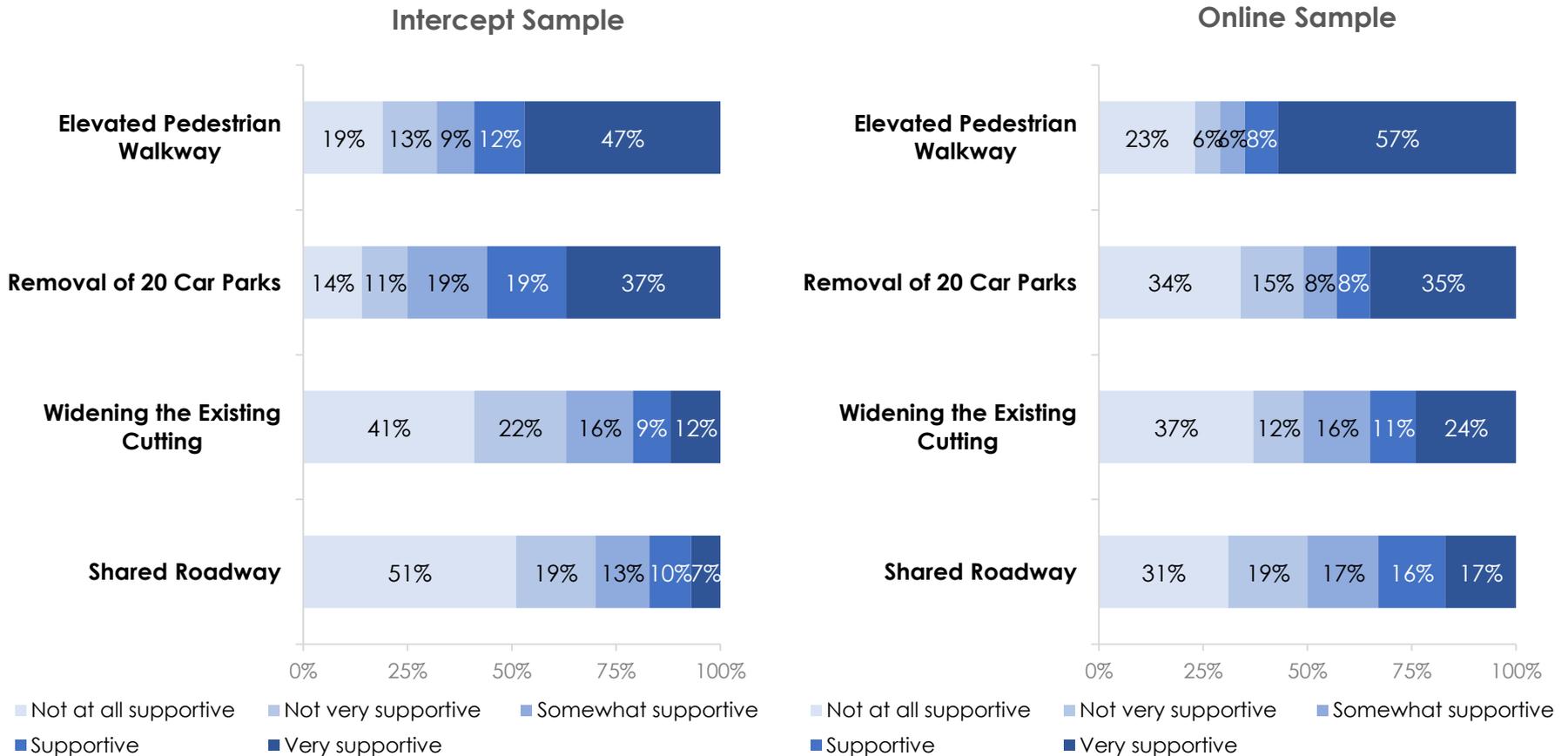
Of course, both samples are meaningful community engagements! However, if we assume the intention of the quantitative phases was to obtain a broad sample of ‘Users’, our sense is that the Intercept Survey is more relevant*.

*Council's own pedestrian/parking ratio data collected from a separate audit supports this conclusion.



Evaluative Overview

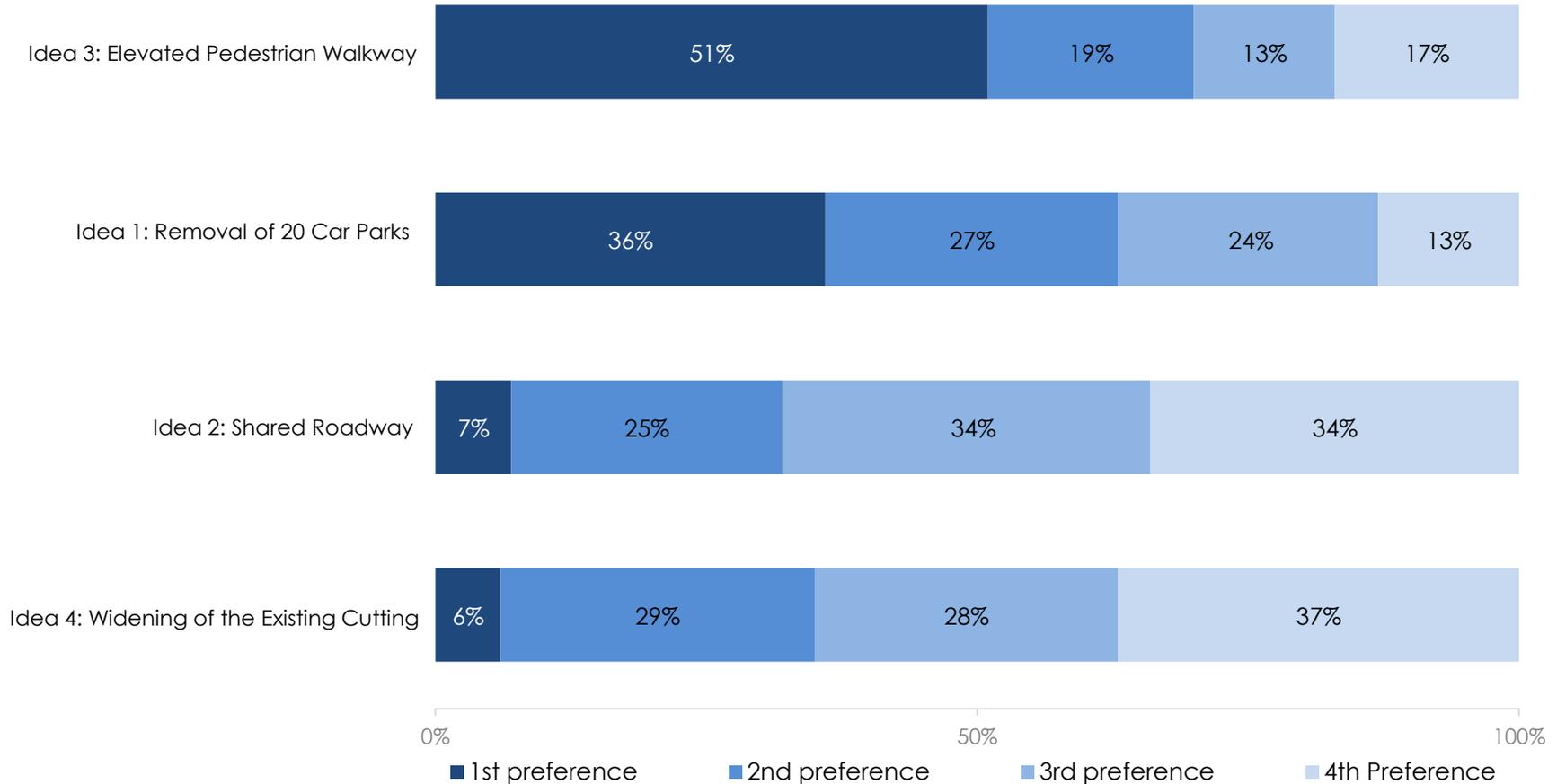
Both the intercept survey and the online survey asked respondents to rate each of four potential ideas for improving pedestrian safety in the Bronte Cutting using a five-point 'supportiveness' scale. The purpose of this monadic test approach was to obtain discreet support ratings for each idea – with results directly comparable. Key findings are summarised below:



Considering both samples, the above results suggest relatively strong commitment to the top 'very supportive' code for the elevated pedestrian walkway and the removal of 20 car parking spaces. In contrast, the remaining two options generated relatively less commitment/support.

Evaluative Overview

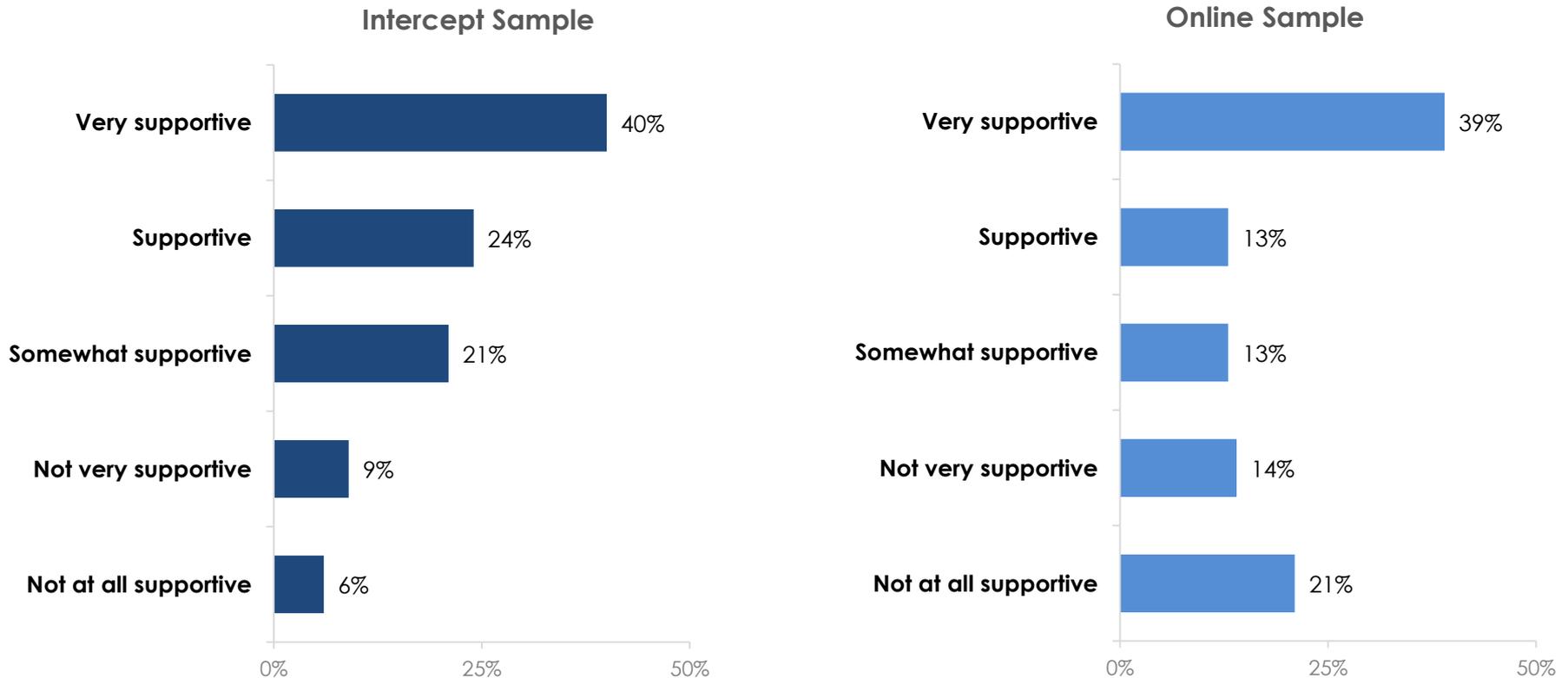
The intercept survey also included a forced preference question based on the four ideas – this forced preference approach can be useful when monadic results are similar for two or more ideas. Results are summarised below:



Consistent with the previous slide, the elevated pedestrian walkway and the removal of 20 car parks are the favoured ideas for the intercept survey sample. There is very little preference for the other two ideas.

Evaluative Overview

Both the intercept and online surveys also asked respondents to rate their support for the temporary removal of 20 car spaces that was in place at the time of fieldwork. Results are summarised below:



A majority of respondents from both survey samples favoured the temporary solution (temporary removal of 20 car spaces) that was in place at the time of the research. In fact, support was marginally higher for this temporary solution than for the more permanent idea of removing 20 car spaces.

Implications

Across both quantitative phases, two options – the elevated walkway and the removal of 20 car spaces (as either a permanent or temporary solution) – were generally well received. These two ideas are explored further below and overleaf:

Elevated Walkway - Diagnostics

This idea generated most support, and was well received by a majority of respondents. Main strengths identified across the four engagement phases included:

- More scenic/better views
- Maximises parking options
- Caters to both pedestrians and cars
- Safe
- Could be designed to be accessible to those with a disability

However, concerns were also raised about the elevated walkway option, including:

- People who park on the Cutting will still need to walk on the Cutting/not everyone will use the elevated walkway, so safety still a concern
- Potential damage to flora and fauna where the walkway is situated – and a potential visual blight
- Potentially hard for those who are disabled to access

One possible solution mentioned in the community workshop was to put a viewing platform at the top of the cutting rather than a full-length walkway, in combination with a shared walkway* or removal of 20 car spaces. It was argued that this hybrid approach would maximise the views on offer whilst addressing some of the concerns around safety, accessibility, and environmental damage of a full-length elevated walkway.

*Although ratings of the standalone shared walkway/roadway idea were not overly positive.



Implications

Removal of 20 car spaces - Diagnostics

This idea generated the second most support. Main strengths identified across the four engagement phases included:

- Least impact/damage to the environment/heritage values
- Better value
- Safe
- Already in place (based on the temporary solution)
- Loss of parking is negligible/at times not all parking is needed

However, concerns were also raised about the removal of 20 car spaces:

- Removal of car spaces not acceptable
- May not improve safety



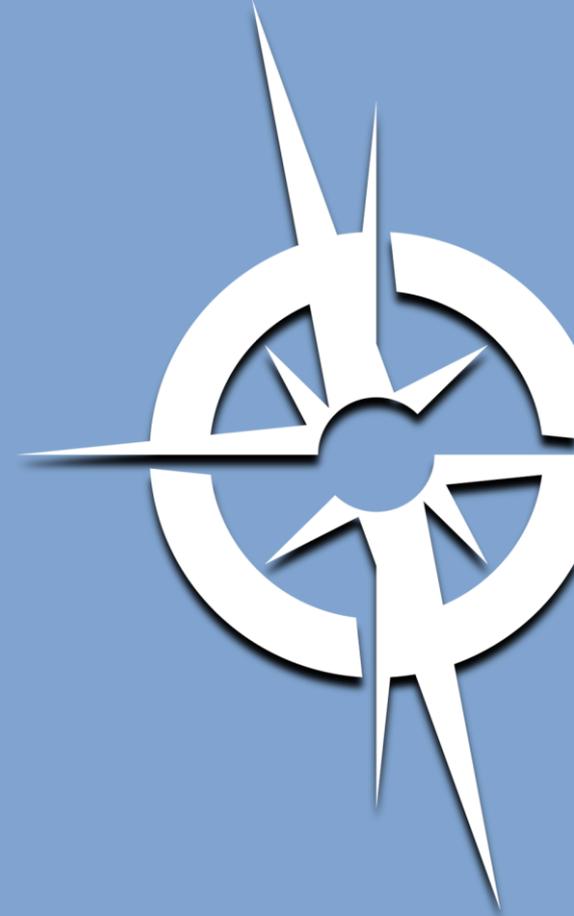
Implications

Other Considerations:

The community workshop (and comments on the quantitative surveys) identified several broader issues that Council should be aware of, regardless of which potential safety enhancement is eventually adopted:

- There was some scepticism about whether safety in the Cutting really was an issue. Comments included never hearing of any serious accidents in the Cutting, and the congestion there meant cars could never move quickly enough to cause any concerns.
- There was also scepticism about the statistics Council was using in its documents about pedestrian movements in the area.
- Some respondents felt that a focus on just the Bronte Cutting was too narrow – given the potential tourism impact of the Coastal Walk more generally, they felt that Council should be looking to upgrade larger sections of the Walk.
- Other possible safety solutions mentioned in the workshop by one or more participants (but that were not explored further) included:
 - A pedestrian bridge over the Cutting and a path down the south side of the Cutting
 - More public parking options
 - Cantilevered platform from the cliff
 - Hybrid/combined options, such as combining lookout plus shared zone plus disabled access
 - Making no changes at all – leaving the Cutting as it is
 - More public parking options.





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