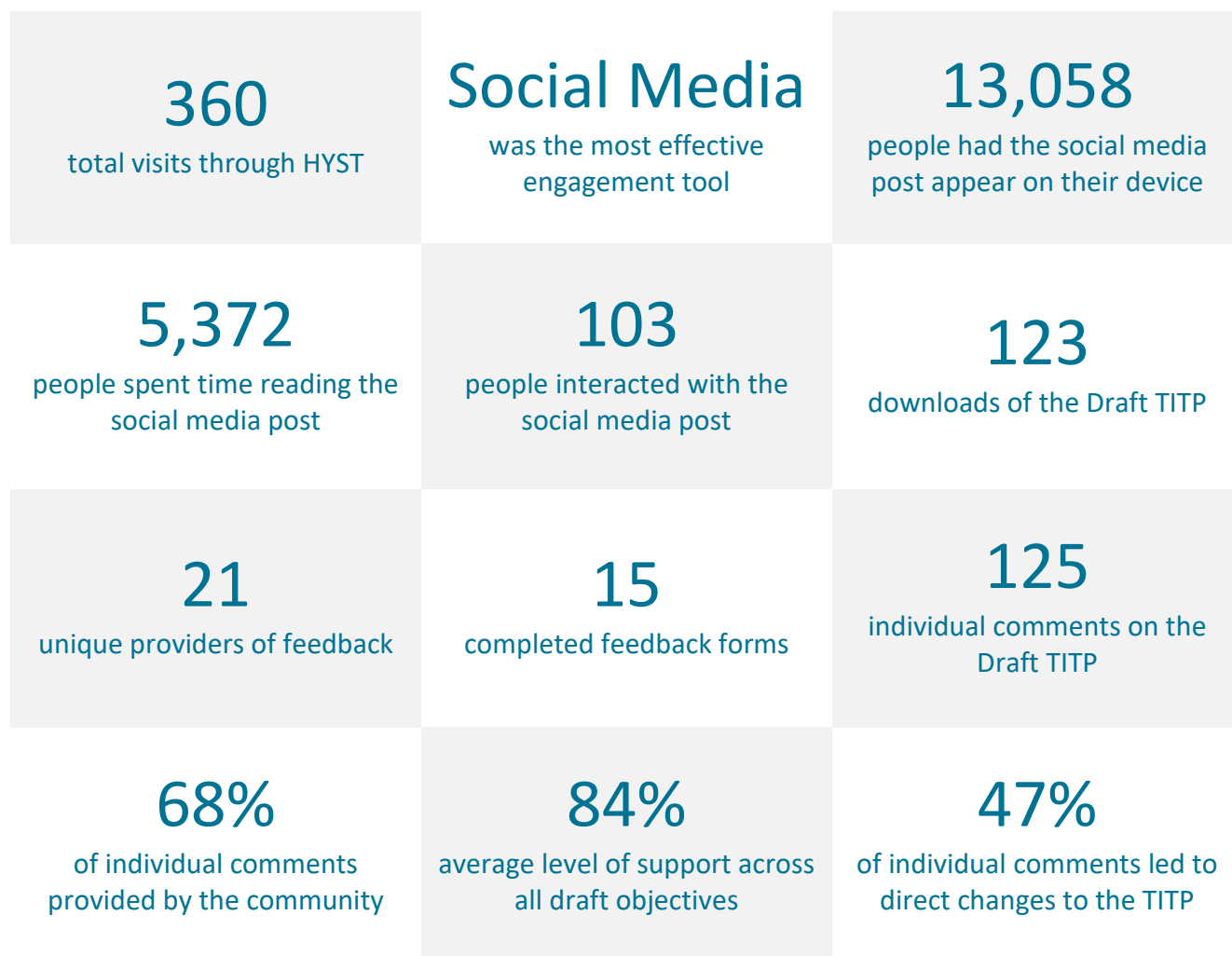


Townsville Integrated Transport Plan

# Strategic Directions

Consultation Report

## EXECUTIVE SUMMARY



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## LIST OF ACRONYMS

HYST	Have Your Say Townsville
LGA	Local Government Area
PDA	Priority Development Area
SRG	Stakeholder Reference Group
TCC	Townsville City Council
TITP	Townsville Integrated Transport Plan
TWG	Technical Working Group

# 1 INTRODUCTION

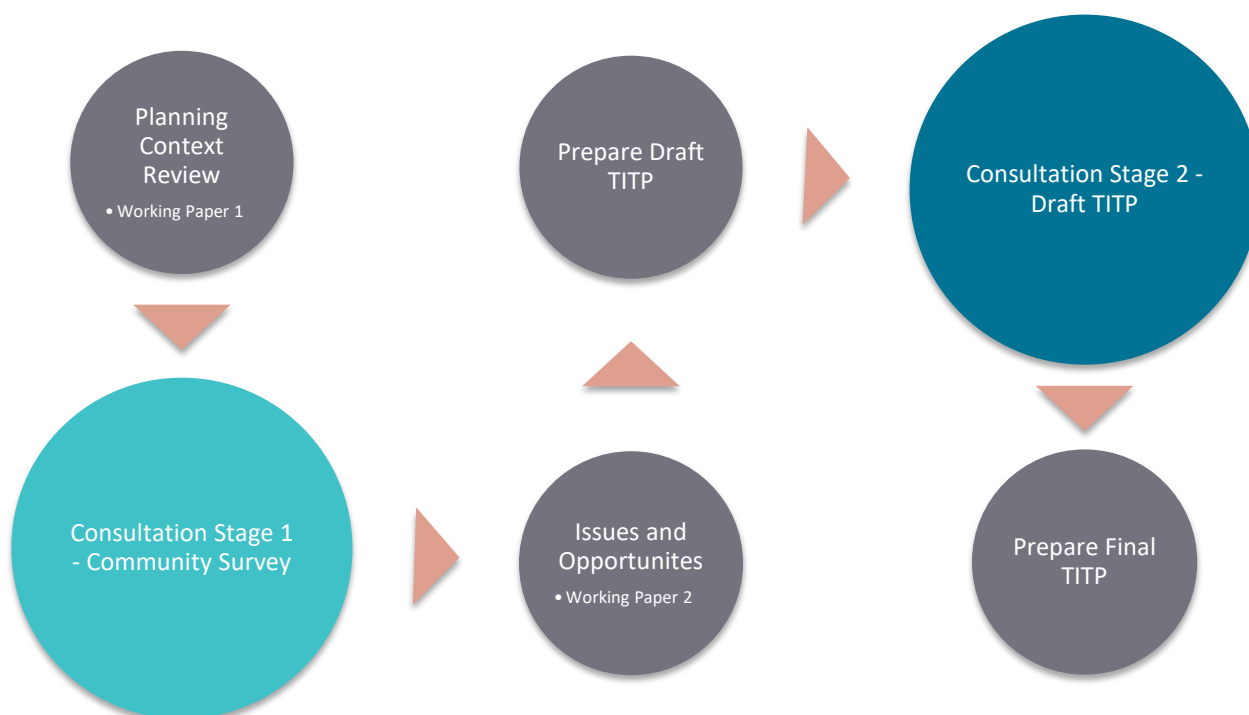
Townsville City Council (TCC) is currently developing a new transport plan for the Townsville local government area – the *Townsville Integrated Transport Plan – Strategic Directions* (TITP) – to set the strategic direction for Townsville’s transport system and to guide transport planning, decision making and investment over the next 15 years. The TITP will build on the previous plan – the *Townsville Thuringowa Integrated Regional Transport Plan* – while taking into account changes since its release in 2001 as well as known and potential future issues, challenges and opportunities affecting or likely to affect the region. Specifically, the development of this new transport plan provides an opportunity to address social, economic and environmental changes across Townsville and to effectively position the city to best capitalise from new and emerging trends in mobility.

A draft version of the TITP was recently released for public consultation to gather valuable community feedback on the document and determine its overall applicability and suitability to the community. The findings from a review and analysis of community feedback and a discussion of the implications for the refinement of the TITP are presented in this Consultation Report.

## 1.1 Background

The strength of any plan is determined, to no small degree, by how well it reflects the needs and aspirations of those that it affects. In light of this, a two-stage community consultation process was incorporated in the methodology to inform the development of the TITP. The consultation stages are listed below and their relationship with the development of the TITP is presented in Figure 1.

- Stage 1 – Community survey (undertaken in August and September 2019)
- Stage 2 – Community consultation on the Draft TITP (undertaken in November and December 2020 and the focus of this report).



**Figure 1: Consultation stages**

This first stage of broader community consultation was prepared following a review of current Federal, State and Local planning, consultation with key stakeholders, and the early development of the draft vision for the TITP. The purpose of the community survey, known as ‘Change the Gears’, was to better understand current travel behaviour, transport system usage and community values in order to ensure the future TITP reflects, as far as practicable, the needs and aspirations of the local community.

The second stage of consultation, which is the subject of this report, involved the public release of the Draft TITP for community review and feedback. Additional information on the findings and implications from this consultation stage are presented in this report.

## 1.2 Purpose

The purpose of this Consultation Report is to present the findings of the community consultation following the public release of the Draft TITP and to outline implications for the refinement of the TITP.

## 1.3 Report structure

Beyond this first introductory section, the report is divided into the following sections.

**Section 2: Overview of consultation** – outlines the approach adopted and summarises the outcomes from consultation on the Draft TITP including key statistics, community support, and comments.

**Section 3: Implications of consultation** – outlines the implications of consultation for the refinement of the TITP.

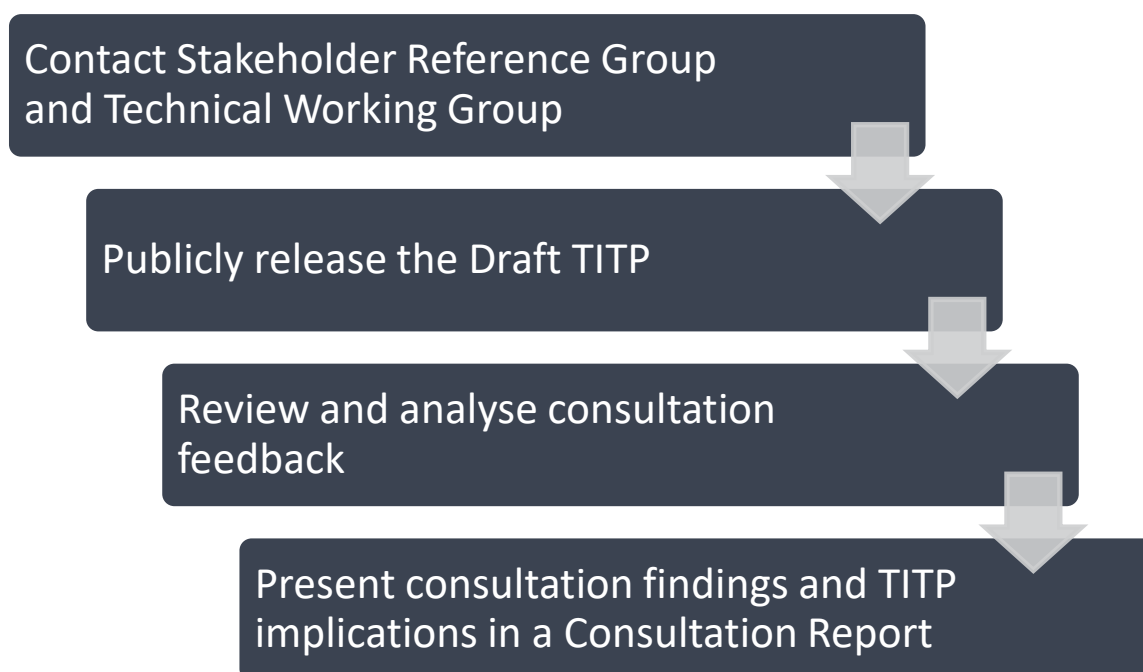
**Section 4: Conclusions and next steps** – provides a summary of the report and identifies the next steps for the project.



## 2 OVERVIEW OF CONSULTATION

### 2.1 Consultation approach

Public consultation on the draft TITP ran for a period of four weeks, from Monday 9 November 2020 to Friday 4 December 2020. The purpose of the public consultation period was to gather valuable community feedback on the Draft TITP and determine its overall applicability and suitability to the community. As part of TCC's commitment to effective and transparent communication, the approach presented in Figure 2 and described below was adopted to promote, seek and determine the implications of community feedback on the Draft TITP.



**Figure 2: Draft TITP consultation approach**

Prior to the public release of the Draft TITP, two groups central to its development – the Stakeholder Reference Group (SRG) and the Technical Working Group (TWG) – were contacted via email to advise of the impending release and to encourage the distribution, review, and provision of feedback on the Plan. The SRG is an external group comprised of representatives from all three tiers of government as well as business and industry, health, education, and various community groups while the TWG is an internal group comprised of the project team responsible for drafting the TITP as well as key State and Local government representatives. Although with different representatives and responsibilities, both groups were established for the purpose of guiding the development of the TITP.

On Monday 9 November 2020, the Draft TITP was released for public comment through TCC's Have Your Say Townsville (HYST) online platform. TCC undertook a social media campaign to promote the release and encourage the community to provide feedback. Feedback could be provided directly via email or by completing a short feedback form and/or by placing a pin on an interactive online map on the HYST platform to identify any forward-thinking opportunities for Townsville's transport system. The feedback form consisted of structured survey questions to ascertain the level of community support for the objectives and initiatives contained in the Draft TITP and also provided an opportunity for survey participants to provide general feedback on the Plan.

After the close of the consultation period on 4 December 2020, TCC reviewed and analysed all feedback received via the HYST online platform as well as any feedback received directly via email. The findings from the review and analysis of all consultation feedback are presented in Section 2.2 of this document while the implications for the preparation of the final TITP are outlined in Section 3.

## 2.2 Consultation outcomes

### 2.2.1 Overall statistics

The consultation approach adopted to gather community feedback on the Draft TITP yielded 125 individual comments across 21 unique providers of feedback. This and other key statistics from the consultation are presented in Figure 3.

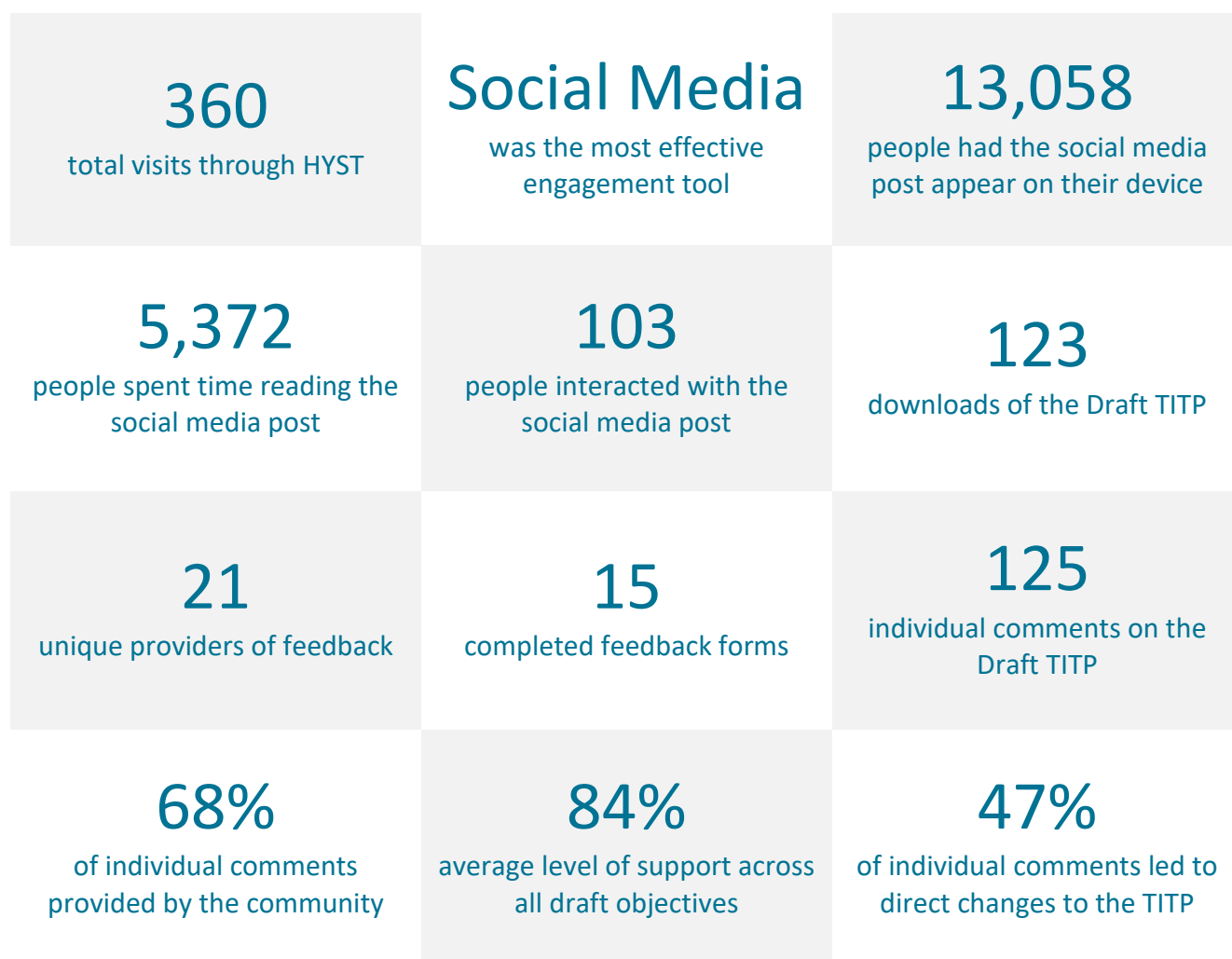


Figure 3: Key consultation statistics

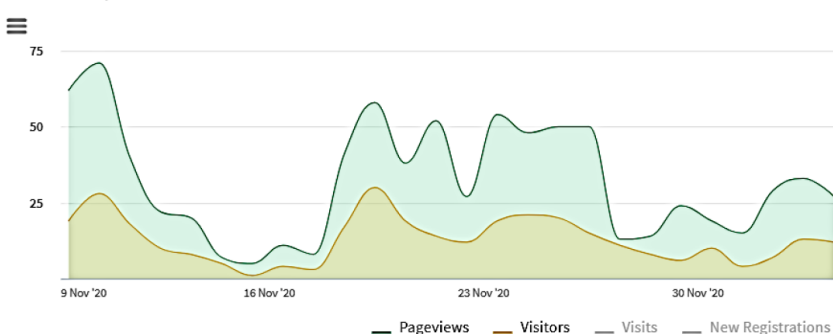
### 2.2.2 Level of engagement

As can be seen in Figure 4, engagement with the HYST online platform varied across the four-week consultation period with visitors peaking at 30 per day approximately 10 days after release of the Draft TITP. Visitors were directed to the platform through a range of different channels, including direct visits, social media, email links, search engines, .gov websites, and referrals. The use of multiple channels ensured wider reach and a more accurate representation of public opinion. As can be seen in Figure 5, social media was the most effective overall method of directing online traffic to the HYST platform. This method led to the most “aware” (i.e. those that visited at least one project page, typically the project landing page) and “informed” visitors (i.e. those that visited multiple project pages, downloaded a document, viewed a photo or video, or contributed to a project tool) while direct engagement led to the most “engaged” visitors (i.e. those actively participated in engagement tools including Surveys, Forums, Polls, and Places within Interactive Maps).

## Visitors Summary

Have Your Say Townsville from 09 Nov '20 to 04 Dec '20

DAILY MONTHLY



## Highlights

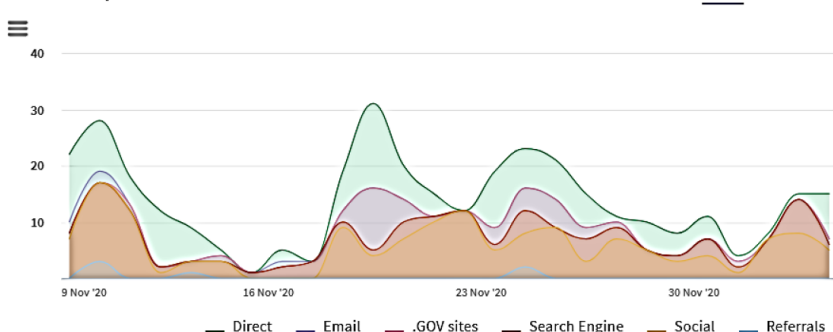
TOTAL VISITS	MAX VISITORS PER DAY	NEW REGISTRATIONS
360	30	6
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
15	156	305

Figure 4: HYST visitor summary (Source: TCC, 2020. TITP Stakeholder Engagement Public Consultation Report)

## Visits by Channel

Have Your Say Townsville from 09 Nov '20 to 04 Dec '20

DAILY MONTHLY



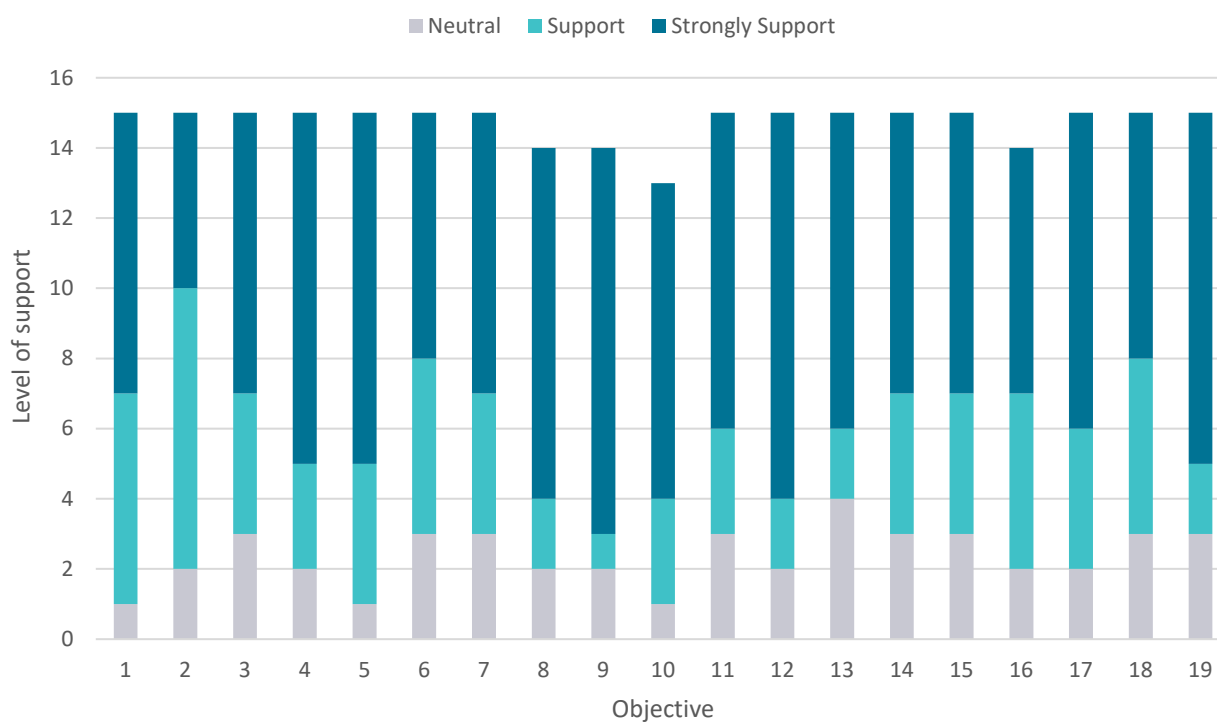
TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS(%)	ENGAGED VISITS(%)
DIRECT	132	64 (48.5%)	12 (9.1%)
SOCIAL	144	67 (46.5%)	2 (1.4%)
EMAIL	5	3 (60%)	0 (0%)
SEARCH ENGINE	37	22 (59.5%)	1 (2.7%)
.GOV SITES	36	22 (61.1%)	0 (0%)
REFERRALS	6	3 (50%)	0 (0%)

Figure 5: HYST visits by channel (Source: TCC, 2020. TITP Stakeholder Engagement Public Consultation Report)

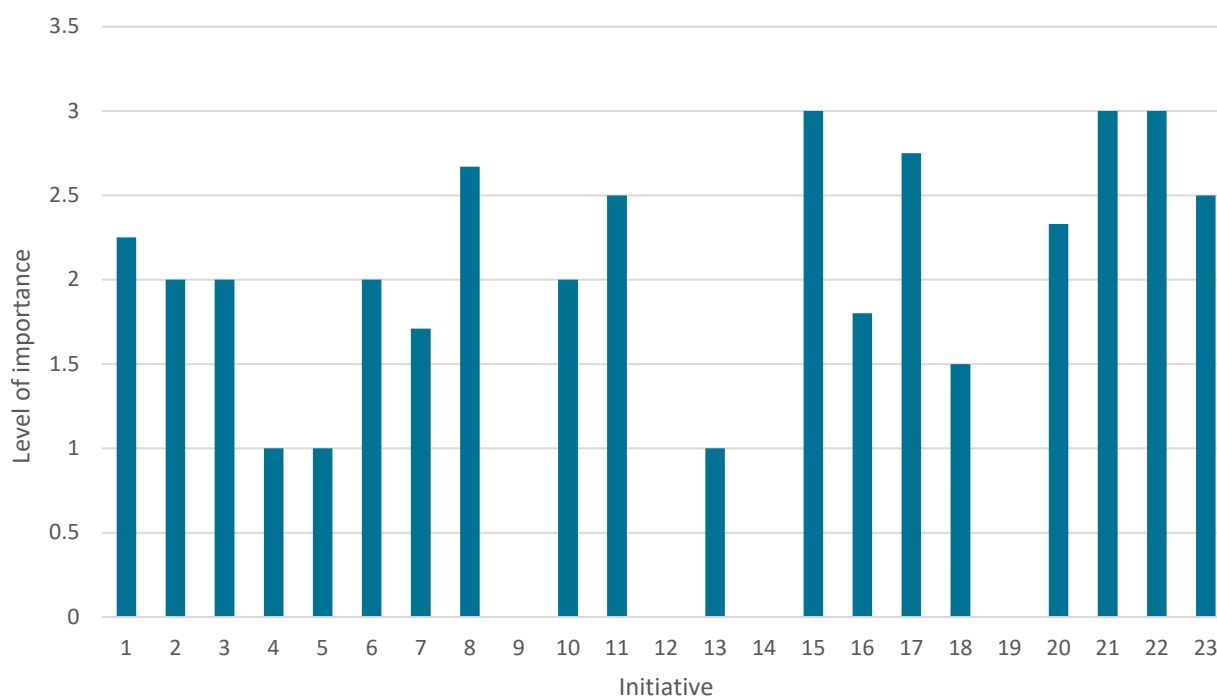
### 2.2.3 Level of support for objectives and initiatives

Visitors to the HYST online platform that participated in the engagement tools (e.g. survey, interactive map) provided valuable insight into the overall level of support for the objectives and initiatives presented in the Draft TITP and, as a result, helped TCC better understand the alignment of the plan with community aspirations and needs. To determine the level of support for each objective, survey participants were asked to select the statement that best represented their opinion of each objective. The statements available for selection were 'neutral', 'support' or 'strongly support'. To determine the level of support for each initiative, survey participants were asked to indicate which three of the 23 initiatives presented in the Draft TITP they would support most, with a score of 1 ranking as highest and 3 as lowest importance. The findings from the assessment of the objectives are presented in Figure 6 while the findings from the assessment of the initiatives are presented in Figure 7.





**Figure 6: Community support for Draft TITP objectives**



**Figure 7: Community support for Draft TITP initiatives**

**A review of Figure 6 indicates that:**

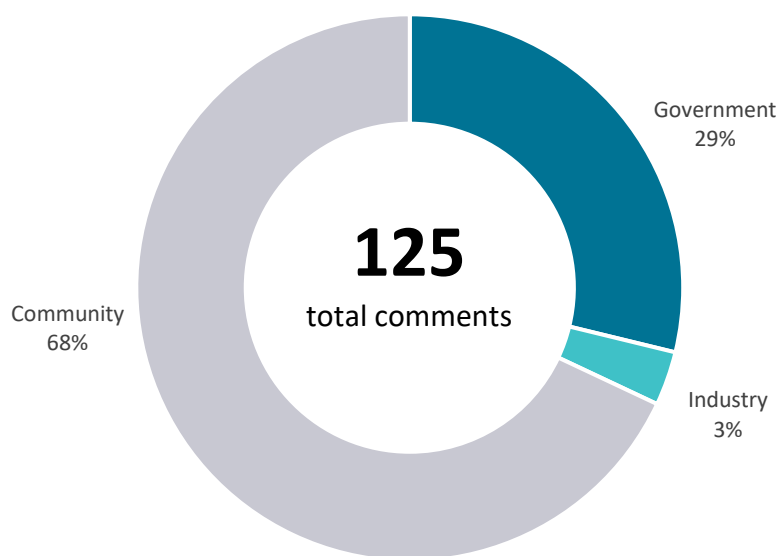
- Objective 1 (*Undertake multifaceted and consistent advocacy for the continual improvement of Townsville's transport system*) and Objective 5 (*Regularly measure and report on the objective performance and subjective user experience of the transport system to improve planning, delivery and advocacy*) received the greatest level of support ('support' or 'strongly support') at 93%
- Objective 10 (*Support an accessible, customer focused passenger transport network that offers reliable, appealing and efficient connections between residential, educational, employment and strategically important destinations*) received the second greatest level of support at 92%
- Objective 13 (*Significantly reduce the number and severity of crashes for all transport system users*) received the lowest level of support at 73%
- The average level of support across all objectives was 84%.

**A review of Figure 7 indicates that:**

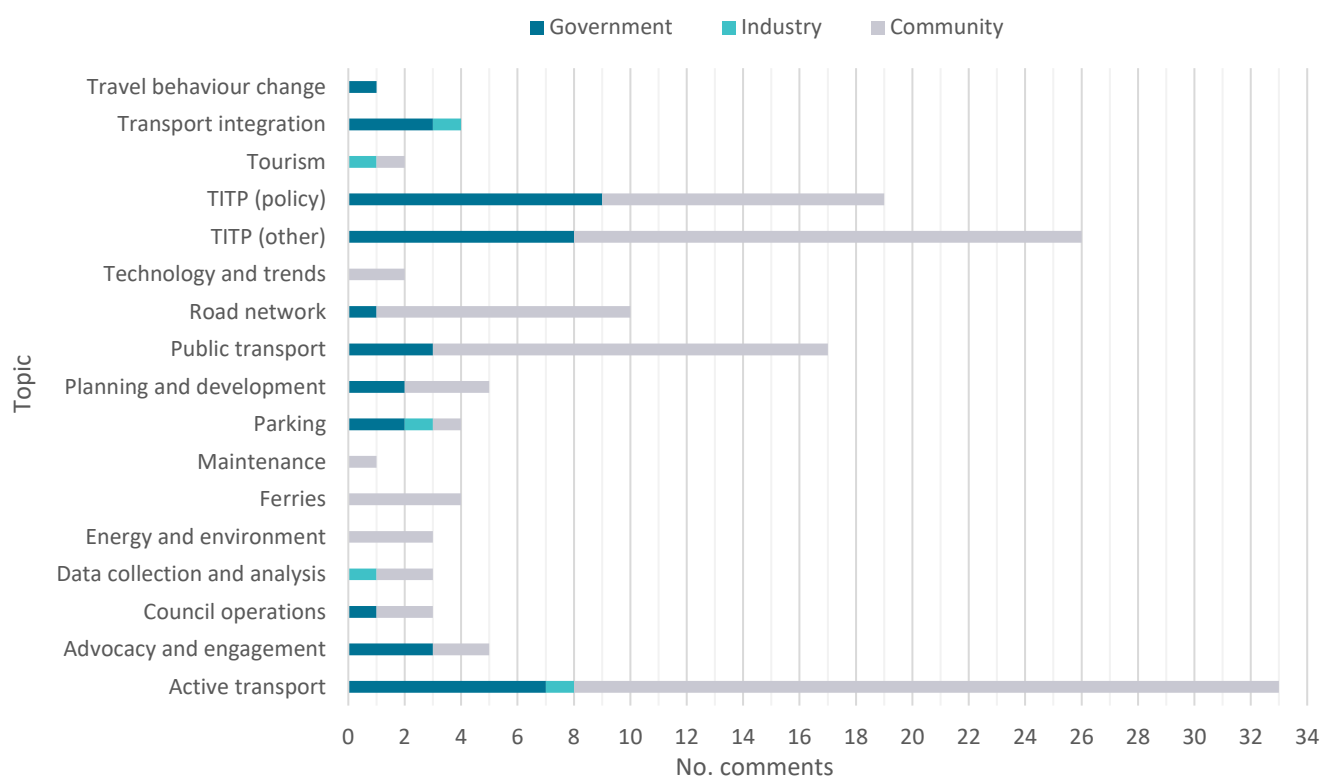
- Initiative 4 (*Amend the Townsville City Plan to integrate Green Travel Planning requirements for appropriate new developments*), Initiative 5 (*Review Traffic Impact Assessment condition requirements and mandate mitigation design processes for all new transport projects and decisions follow the Safe Systems planning approach*) and Initiative 13 (*Implement the first tranche of passenger transport improvements in the Townsville Mobility Strategy, including Smart Ticketing system and Real Time Passenger information*) were considered of most importance with an equal average score of 1.
- Initiative 15 (*Allocate kerb space at key attractors for taxi and rideshare pick-up/drop-off*), Initiative 21 (*Implement wayfinding information in major centres e.g. airport, shopping centres, to convey transport choice and to improve legibility for tourists and other commuters*) and Initiative 22 (*Investigate appropriate standards of service thresholds through the Local Government Infrastructure Plan review process to ensure equitable choice in the transport network*) were considered of least importance with an equal average score of 3.
- No responses were provided for Initiative 9, 12, 14 and 19.

## **2.2.4 Consultation comments**

In addition to questions relating to the objectives and initiatives, general feedback on the Draft TITP was provided in the free text section of the survey and directly via email. The 21 unique providers of general feedback on the Draft TITP can be categorised into three overarching groups: government, industry, and community. 'Government' includes State and Federal government agencies, 'industry' includes private businesses, and 'community' includes not-for-profit organisations, interest and/or representative groups, and individual Townsville residents. The majority of the 125 individual comments received on the Draft TITP came from the community (refer to Figure 8) and covered a variety of topics, ranging from each of the different transport modes through to internal Council operations (refer to Figure 9).



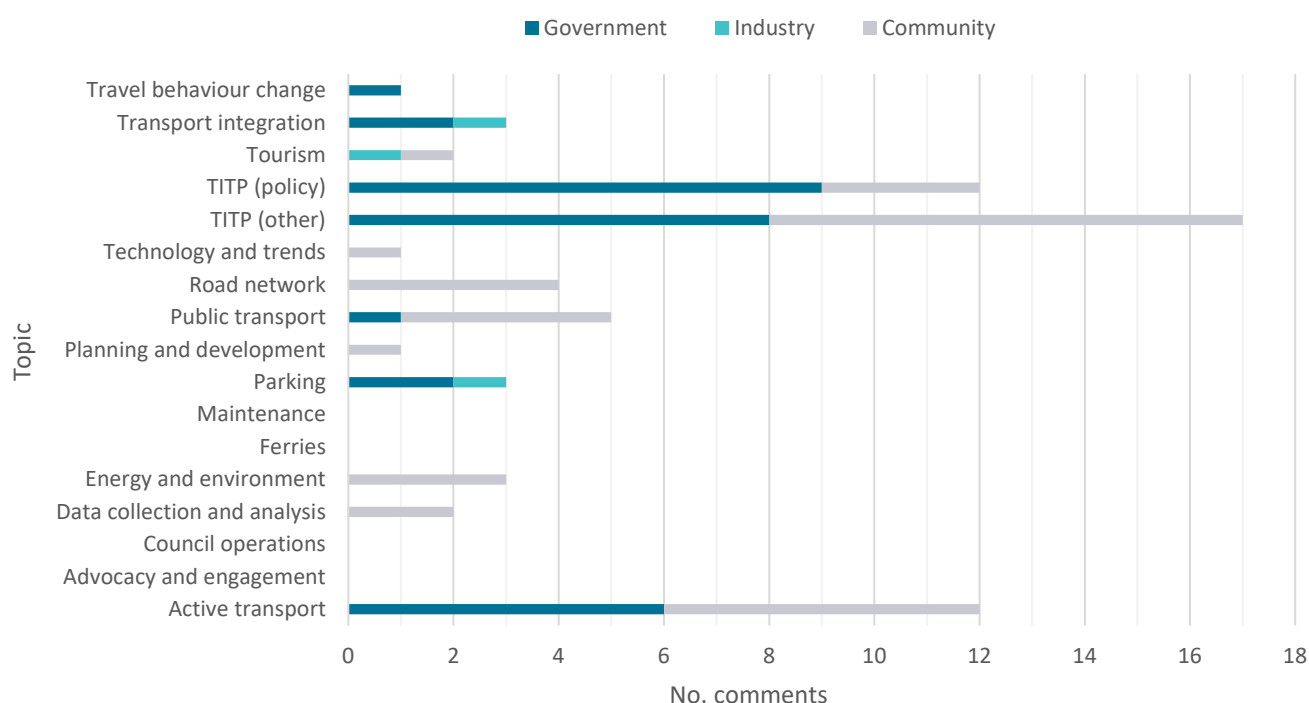
**Figure 8: Classification of all comments by group**



**Figure 9: Classification of all comments by group and topic**

As can be seen in Figure 9, active transport was the most common topic, accounting for 23% of all feedback received. Of this, 75% of comments were provided by the community. For comparison, comments for all remaining transport modes (i.e. ferries, parking, public transport, and road network) accounted for a combined 25% of all feedback received. The policy component of the TITP, which includes the vision, objectives and initiatives, was of most interest to government respondents, accounting for almost 23% of their 40 comments provided on the Draft TITP.

Of the 125 comments provided on the Draft TITP, 47% have led to direct changes to the Plan. 20% of the remaining 53% of comments did not require actioning as they were general statements or expressions of support for a particular item in the TITP, while the final 33% of comments were noted but not actioned. For the most part, these remaining comments were not actioned because they were considered to be either more applicable to subsequent, more detailed planning which the overarching TITP would inform or inconsistent with the overall intent of the TITP. A breakdown of the 47% of comments that were actioned is provided in Figure 10.



**Figure 10: Classification of actioned comments by group and topic**

As can be seen in Figure 10, comments relating to the general structure and content of the TITP (i.e. TITP (other)) were most commonly actioned. This accounted for 26% of all actioned comments and was followed by those relating to active transport and the content of the draft policies (i.e. TITP (policy)) at 18% each.

In addition to the classification of comments, the review and analysis of the 125 comments received on the Draft TITP also led to the identification of a number of key recurring consultation themes. These included:

- Overall support for the intent and direction of the TITP
- There is an opportunity to improve the clarity of alignment between the vision, objectives and initiatives
- The desire for targets to track progress towards the achievement of proposed initiatives and the overall success of the TITP
- The opportunity to amend the City Plan to achieve the intent of the TITP (e.g. revising land use mix to improve self-containment, more efficient use of infrastructure)
- The importance of integrating transport networks, especially active and public transport

- The need to improve active transport infrastructure and amenity (e.g. shade), especially to/from schools
- The need to improve public transport services
- The desire for mass transit. Heavy rail, light rail, monorail and trackless tram were raised as possible options
- The need to reduce speed limits where appropriate
- Consideration of the role and use of data
- The importance of flexible, last mile transport options such as e-scooters
- The importance of providing a socially inclusive transport system, particularly for the mobility impaired and those from varying socio-economic positions
- The need to include further consideration of the environment and the role of the transport system. This included mention of the proximity to the Great Barrier Reef and the role of electric vehicles (cars, buses, bikes, scooters).

A discussion on the implications of these key recurring themes on the development of the TITP is provided in Section 3.

### 3 IMPLICATIONS OF CONSULTATION

The key recurring themes from the consultation and the potential implications for the finalisation of the TITP are presented in Table 1.

**Table 1: Key themes and implications**

KEY THEME	IMPLICATIONS FOR TITP
Overall support for the intent and direction of the TITP.	No changes required in response to this theme.
There is an opportunity to improve the clarity of alignment between the vision, objectives and initiatives.	Potential to provide additional text or a diagram to aid understanding of the structure of the policy component of the TITP and clarify the alignment between the vision, objectives and initiatives. It is noted that the initiatives table provided in the Draft TITP identified references back to the relevant objectives to help clarify the alignment.
The desire for targets to track progress towards the achievement of proposed initiatives and the overall success of the TITP.	Targets are not to be included in the TITP as the purpose of the document is to set the overarching strategic direction for the development of Townsville's transport system. Targets could be included in more detailed planning that aligns with and supports the TITP.
The opportunity to amend the City Plan to achieve the intent of the TITP.	This opportunity is already presented in the TITP. No changes required in response to this theme.
The importance of integrating transport networks, especially active and public transport.	This is already presented in the TITP. No changes required in response to this theme.
The need to improve active transport infrastructure and amenity (e.g. shade), especially to/from schools.	While the need to improve active transport infrastructure is already presented in the TITP, additional references to the importance of increasing amenity, particularly through the provision of shade, are proposed to be added.
The need to improve public transport services.	This need to improve public transport services is already presented in the TITP. No changes required in response to this theme.
The desire for mass transit. Heavy rail, light rail, monorail and trackless tram were raised as possible options.	The need to investigate and potentially implement mass transit is presented in the TITP, though a specific transport mode is not identified. There is clear community support for mass transit but disagreement as to the most appropriate option and alignment. The TITP recognises the need for mass transit and outlines a large but important first step towards future implementation of a service. Subsequent steps will be required to move towards implementation and these will likely be included in updates to the TITP. No changes required in response to this theme.
The need to reduce speed limits where appropriate.	This is already presented in the TITP. No changes required in response to this theme.
Consideration of the role and use of data.	These comments primarily related to the ability of data to help track progress towards targets. Although targets are not to be included in the TITP, the collection, analysis and interpretation of data is critical as it informs planning and decision-making. This is already presented in the TITP. No changes required in response to this theme.



<p>The importance of flexible, last mile transport options such as e-scooters.</p>	<p>Although already presented in the TITP, there is potential to provide additional text under Objective 10 to broaden the scope of last mile transport options (e.g. to include Demand Responsive Transit) and communicate that such options can help address identified barriers to public transport use if integrated effectively.</p>
<p>The importance of providing a socially inclusive transport system, particularly for the mobility impaired and those from varying socio-economic positions.</p>	<p>Although already presented in the TITP, there is potential to provide additional text under Objective 11 to highlight the need to ensure the transport system is inclusive, particularly for those with varying mobility and socio-economic positions.</p>
<p>The need to include further consideration of the environment and the role of the transport system.</p>	<p>Direct discussions of, and references to, the environment and the role of the transport system in addressing climate change were limited in the Draft TITP. There is potential to add references to the role of the transport system in environmental issues, particularly with reference to the Great Barrier Reef, run-off, fuel use and type, carbon emissions, ecotourism, and alternative transport options.</p>

## 4 CONCLUSIONS AND NEXT STEPS

### 4.1 Summary

Townsville City Council has developed a new transport plan for the Townsville local government area – the *Townsville Integrated Transport Plan – Strategic Directions* – to set the strategic direction for Townsville’s transport system and to guide transport planning, decision making and investment over the next 15 years.

A draft version of the TITP was released for public consultation for a period of four weeks, from 9 November 2020 to 4 December 2020, to gather valuable community feedback on the document and determine its overall applicability and suitability to the community.

The consultation revealed a high level of support for the draft objectives and initiatives and yielded 125 individual comments across 21 unique providers of feedback. More than two thirds of the 125 comments were provided by not-for-profit organisations, community interest/representative groups and individual Townsville residents, with the remainder provided by government agencies and industry groups. Active transport was the most common topic for all feedback, with three quarters of all comments on this topic provided by the community. The policy component of the TITP, which includes the vision, objectives and initiatives, was of most interest to State and Federal government respondents.

Approximately half of all individual comments received led to direct changes to the draft TITP. This included changes to some of the key recurring feedback themes such as the desire to improve the clarity of the alignment between the vision, objectives and initiatives; the need to improve active transport infrastructure and amenity; the importance of flexible, last mile transport option; the importance of providing a socially inclusive transport system; and the need to include further consideration of the environment and the role of the transport system.

### 4.2 Next steps

Upon release of this Consultation Report, the following key tasks will be undertaken:

- Convene a TWG workshop and an SRG meeting to present and discuss community consultation feedback and the implications for the finalisation of the TITP
- Update the TITP in response to relevant community feedback
- Issue the final TITP, ready for Council endorsement.

