

City of Ipswich

Walkability along East Street

Community Engagement Report
Phase 1 and 2

October 2024



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Disclaimer: Quantitative and qualitative data was collected from participants during the engagement phase, in accordance with council’s Information Privacy Policy. Quantitative data was downloaded from the various digital platforms and/or transcribed into a master Excel database by project staff. The data was cleaned, de-identified, aggregated and charted in the master database. Open thematic analysis of qualitative comments was carried out using Excel. For the purposes of this report, percentages are rounded to the nearest whole number, which may result in a total not equal to 100%.



EXECUTIVE SUMMARY

As part of the Ipswich Central Revitalisation Project and following the collaborations with the State Government on the Healthy Places, Healthy People Ipswich Central Pilot and the Ipswich Hospital Walking Network Plan, Ipswich City Council was chosen as one of two councils in Queensland to be offered a \$165,000 grant to support and progress the implementation of the Ipswich Hospital Walking Network Plan. Council used these funds for the installation of a Green Urban Arbour along East Street and planning for upgrade of the intersection on South and East streets.

This project received grant funding from Transport and Main Roads (TMR) under the Cycle Network Local Government Grants Program Lighter, Quicker, Cheaper (LQC) and considered two sub-projects:

- Stage 1: A Green Urban Arbour to be installed on the western verge of East Street between Roderick & South St.
- Stage 2: An upgrade of the South Street/East Street intersection utilising treatments such as rubber crossings and traffic islands.

Both projects aimed to encourage further pedestrian and economic activity along East Street, bringing vibrancy and life back onto the street and prioritising the comfort of people's movement around the Ipswich Central area. The intent is to improve walkability in Ipswich Central through streetscape improvements and greening, with the priority of pedestrian safety

and amenity. Projects including the Ipswich Central Revitalisation, iGO Active Transport Action Plan and TMR Ipswich Hospital Walking Network Plan, with the dedicated grant funding for the TMR LQC program have been key drivers of the project.

As part of the trial for stage 1, engagement was split into two phases. Phase 1 engaged the community before the installation of the arbour, while phase 2 engaged the community after the installation of the arbour.

When the experience and safety ratings are combined, participants indicated that the Green Urban Arbour had positively impacted experience and safety of walking along East Street. Before the Arbour installation 94% rated the combined experience and safety of walking along East Street as very poor or poor. After the installation of the Green Urban Arbour, there was an improvement by 78%.

The themes and stakeholder insights identified in this report will help inform approaches used to improve walkability in Ipswich.

Further engagement will occur if stage 2 progresses to installation, with budget allocation and TMR approvals.

Zwart Transport Planning and Leisa Prowse Consulting were commissioned by TMR to assist with communication and stakeholder engagement for pilot LQC projects in Ipswich and have supported the delivery and reporting of engagement activities outlined in this report.

WHY WE ENGAGED

Phase 1 engaged the community with aims to:

- Understand the current walking experience along East Street.
- Generate community awareness for the installation of the projects.
- Phase 1 was between 26 July and 31 August 2024.



Phase 2 engaged the community with aims to:

- Understand how the installation of Stage 1: Green Urban Arbour have changed the walking experience.
- Understand community reaction to the installation.
- Phase 2 was between 1 September and 13 October 2024.

Phase One

Community Engagement



HOW WE ENGAGED

Phase 1 of consultation was undertaken between 26 July 2024 and 31 August 2024. The community was able to contribute their feedback on their walking experience along East Street through:

- Shape Your Ipswich
- Community Experience Group (Focus Group)
- Email
- Phone

To maximise engagement for phase 1 of engagement, the following communication channels were used to reach the community and trigger awareness.

Shape Your Ipswich

Two email campaigns were sent out via Shape Your Ipswich. The first was sent on 26 July 2024, and was sent out to Shape Your Ipswich members who had selected any of the following categories of interest on their profile:

- Business and economy
- City design and planning
- Community, health and wellbeing
- Transport and movement

This first campaign was sent to a total of 889 members, of whom 332 opened the email (37.3%). This campaign focused on awareness and asking the community to be involved in the Community Experience Group.

The second email campaign was also sent on 26 July 2024 and had a general audience as it shared a variety of projects that were open for community engagement at the same time. This campaign was sent to a total of 395 members, of whom 139 opened the email (35.2%).

Ipswich Central business database

Two email campaigns were sent out through Campaign Monitor to Ipswich Central Businesses. It shared information about a variety of Ipswich Central Revitalisation projects, including this project.

- 26 July 2024 – 301 emails were sent, 144 recipients (48.48%) opened the email
- 30 August 2024 – 299 emails were sent, 138 recipients (47.10%) opened the email.

Direct Mail

A formal hard copy notification was hand delivered to nearby residents and businesses. The letter provided an overview of the upcoming works and directed recipients to Shape Your Ipswich for further details. The letter was distributed in August 2024 and was sent to approximately 55 households and businesses. See a copy of the distribution map at Appendix 1.

Ipswich Youth Advisory Council

Ipswich Youth Advisory Council (IYAC) comprises of young people aged between 13-18 years who are brought together by Ipswich City Council to raise issues and share ideas that affect young people. The project was shared at an IYAC meeting on 6 August 2024 to educate younger Ipswich audiences on the projects currently open for feedback. A total of 20 students aged from 13 – 18 years attended the meeting. See leaflet provided to all attending students at Appendix 2.

Summary of Phase 1 of Engagement

Overall, these activities led to 343 views of the Shape Your Ipswich page, and 27 contributions throughout phase 1 of the engagement. The table below details the engagement channel and number of contributions for phase 1 of the engagement.

Engagement Channels	Contributions
Shape Your Ipswich	19
Email	0
Phone	0
One Community Experience Group	8
Total Contributions Received	27

WHAT THE COMMUNITY TOLD US

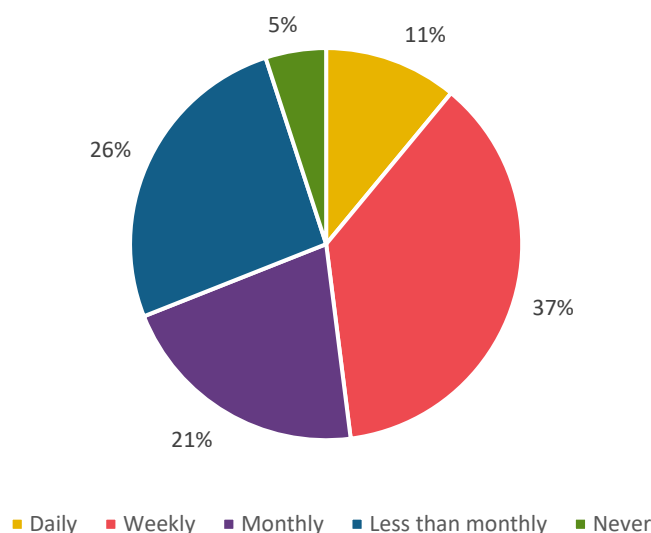
Shape Your Ipswich

Feedback and commentary were captured via council's Shape Your Ipswich engagement tool, as seen in Appendix 3. Participants were specifically asked about their active commuting experience along East Street.

Commuter Frequency

37% of survey respondents reported commuting along East Street on a weekly basis. Additionally, 11% of respondents commute via East Street daily, emphasising its importance as a commuting route within Ipswich Central. Other users commuted along East Street less frequently, with 21% using the street monthly, and an additional 26% less than monthly. 5% reported never commuting along East Street.

How frequently do you commute along East Street?

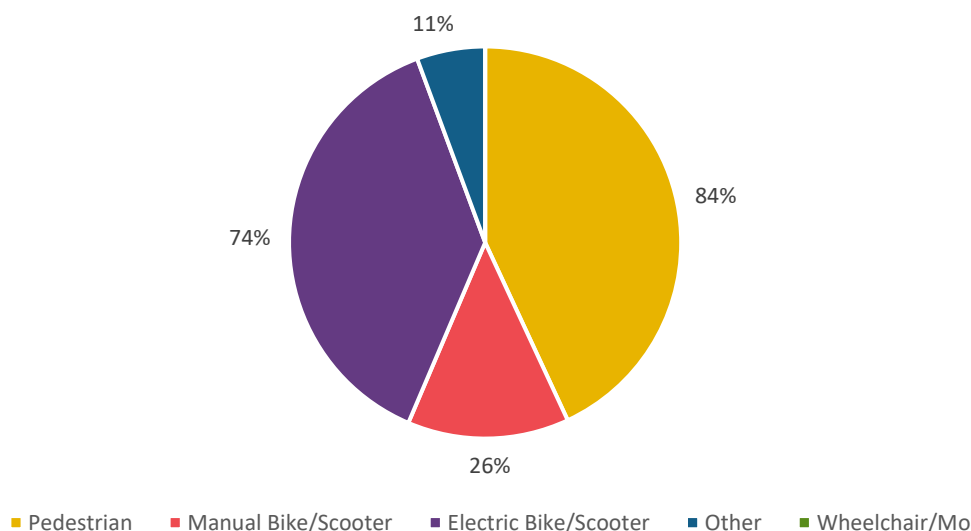


Commuter Mode of Transport

Most respondents selected two options when selecting what active transport they use. 84% referenced commuting on foot, while 74% reported using electric bikes or scooters for their travel along East Street. 26% referenced use of a manual bike or scooter. No respondents referenced use of a wheelchair / mobility scooter. Of those who selected other, use of a car was referenced.

When you were last commuting along East Street, what mode of transport were you using?

This should include any forms of transport used on the footpath or bike lanes. Please do not include transportation in motor vehicles.



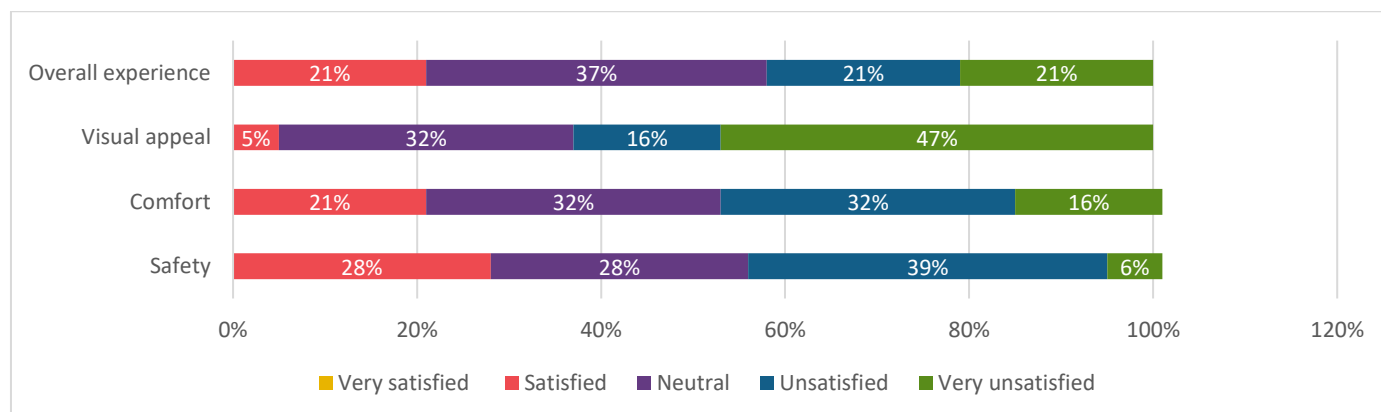
Commuter Experience

When asked about elements of the commute along East Street, mixed perspectives were shared, although they generally expressed a neutral or negative experience overall (79%).

It is noted that no respondents considered any of the elements of the walking experience as very satisfactory.

Visual appeal was considered by the community as the least satisfactory part of the walking experience, with 63% rating this as unsatisfied or very unsatisfied. Comfort was considered unsatisfactory by 48% of respondents, while safety was considered unsatisfactory by 45%.

Rate your overall experience along East Street in terms of:



Community Comments

Comments gathered from the survey emphasise a strong desire to increase the number of trees and provide more shade along East Street, reflecting a clear focus on enhancing greenery, shading, and creating a more pleasant environment. However, a significant concern raised by the community is the poor condition of the footpath, which, although outside the scope and control of this specific project, remains a critical issue for many residents.

Additionally, there is a notable call for improvements in traffic management in the surrounding areas to ensure safer and more efficient movement for both pedestrians and vehicles. Some felt upgrades were not required at this stage and suggested alternative infrastructure upgrades.

Examples of comments included:

- “Remove car parking bays and put in shade trees like other streets in town”
- “Shade, greenery, water fountains, better flatter footpath”
- “Regular security or police patrols/presence would be good in the vicinity”
- “I noted the vision was to include some archways to help beautify the space and offer some shade. I think this is a great idea, especially for patients or visitors having to walk to the hospital along this street. Hospital staff walk up and down this street all day so maybe a bench seat would be nice to add. There are many options that could work, but the main work is the condition of the footpath itself”
- “Pedestrian traffic in East Street is generally very sparse, now that Council has left Roderick and South St properties. Apart from Centrelink, there really isn't any pedestrian traffic generator. Don't waste our money yet until Qld Health and Ipswich Hospital development is finished. This part of the City is dead. Fix Bell Street NOW as a priority”
- “Ipswich could really benefit from making it easier and more appealing to walk and bike around town. Right now, the setup isn't great, which makes people stick to their cars instead. Improving things like sidewalks, crosswalks, and adding more green spaces would not only make getting around safer but also encourage people to be more active. Plus, it would help local businesses and make the city a nicer place to live and visit. Making these changes could really boost the vibe and health of the community”

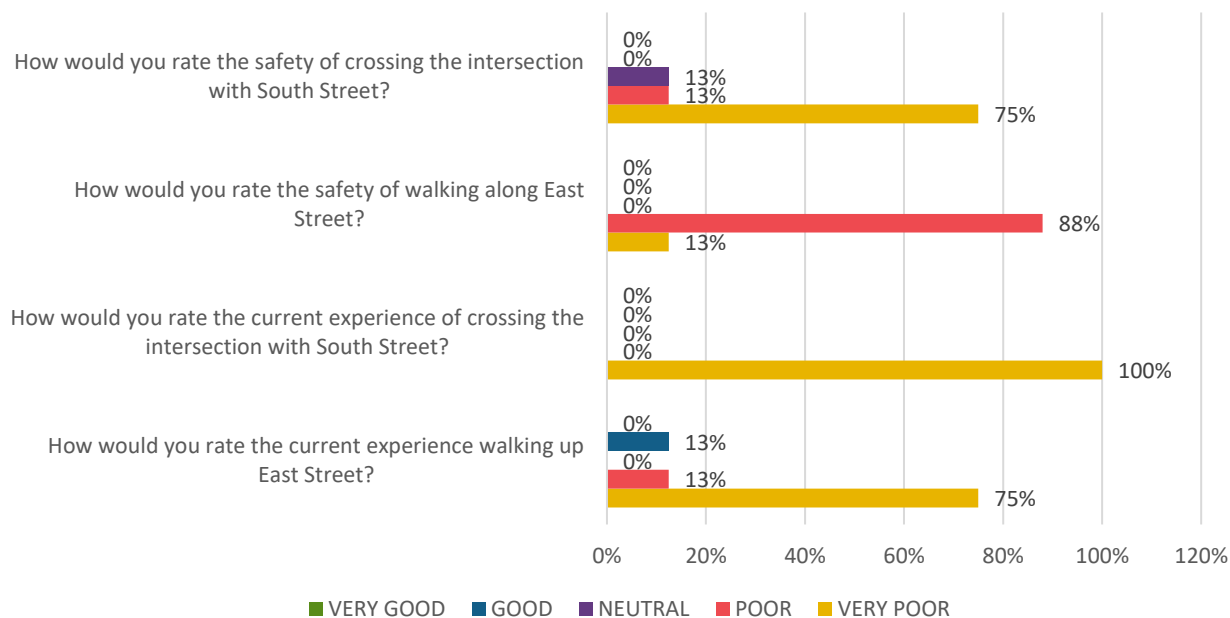
Community Experience Group Session

In addition to Shape Your Ipswich, community members had the opportunity to submit an Expression of Interest to participate in a Community Experience Group session. This was a small focus group made up of community members who both lived and worked in Ipswich who were tasked with providing more detailed insights into this project and their walking experience along East Street.

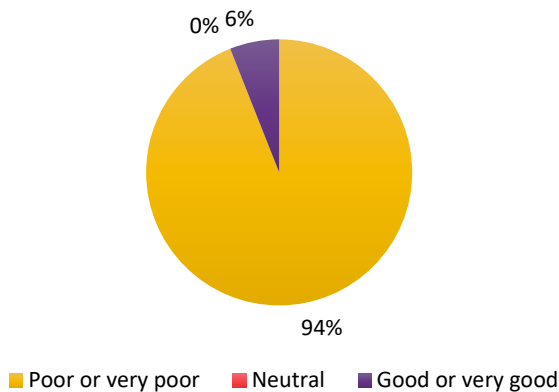
The first Community Experience Group was held on Thursday 21 August 2024 and participants completed a site visit, followed by a debrief session to share insights and feedback. A total of 8 community members attended the session.

Key themes identified by participants included uneven surfaces, poor aesthetic experiences, lack of safety when crossing roads, poor accessibility, and general footpath obstacles such as other users or infrastructure.

Participants were also asked to rate specific elements of the walking experience. Ratings indicated that 94% of respondents considered the overall experience to be poor or very poor, while only 6% rated it as good or very good.



Overall experience along East Street



Email

No emails were received in relation to phase 1 of this project's engagement.

Phone

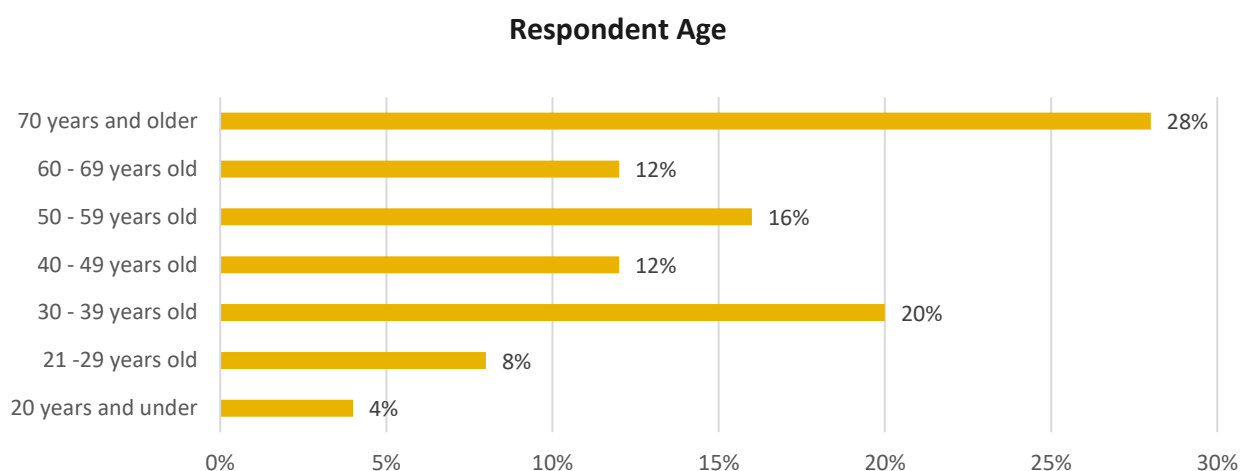
No phone calls were received in relation to phase 1 of this project's engagement.

WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities to understand the diversity of respondents.

Age

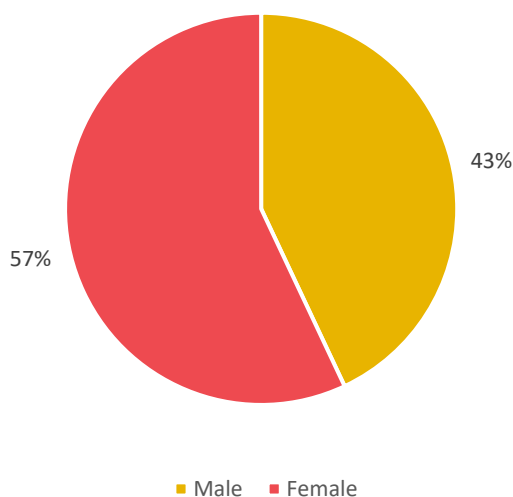
Phase 1 respondents represented all reported age brackets for diverse representation of the community by age groups.



Gender

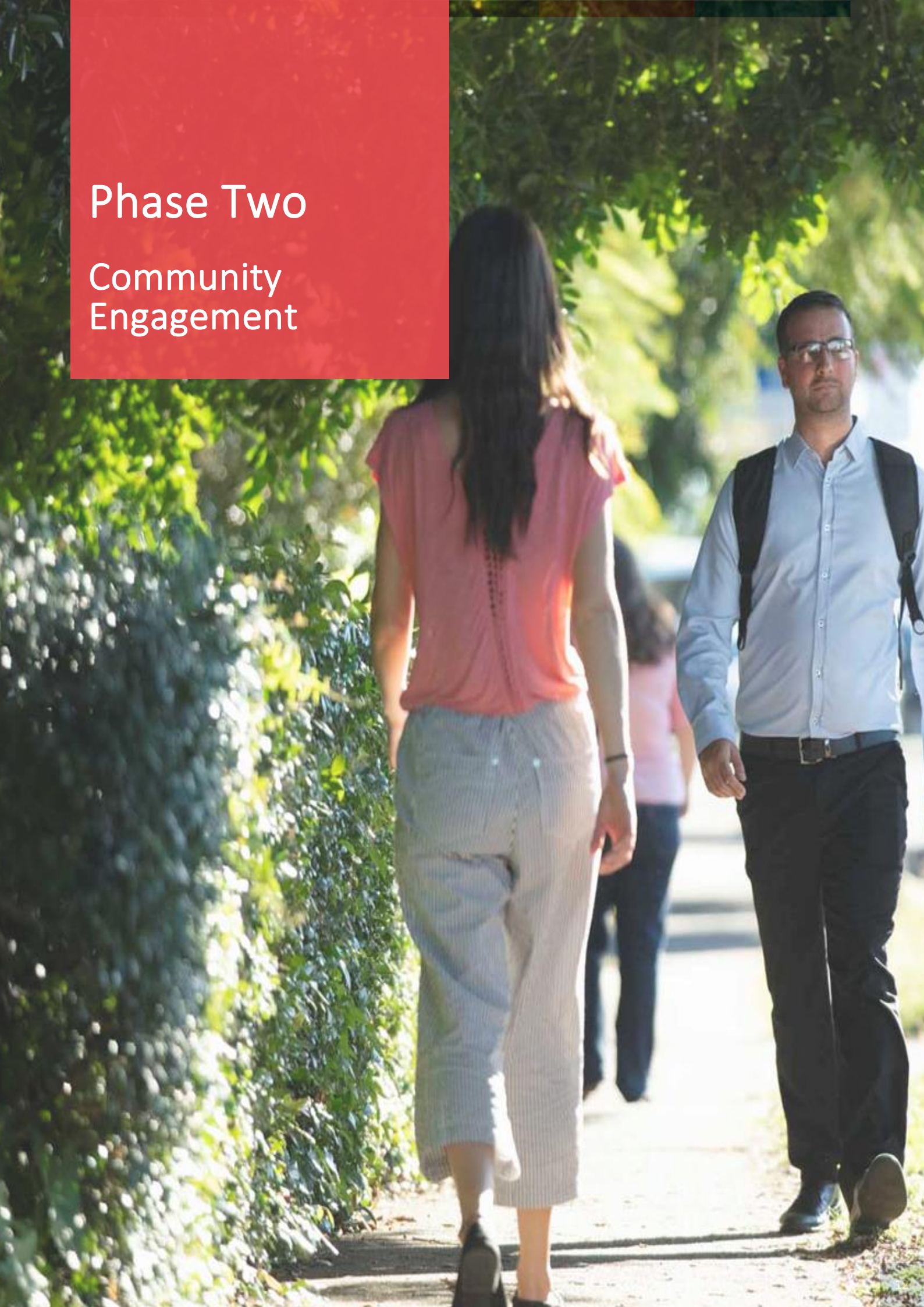
The survey results indicated that most respondents identified as female (57%), while the remaining 43% of respondents identifying as male.

Respondent Gender



Phase Two

Community Engagement



HOW WE ENGAGED

Phase 2 of consultation was undertaken between 1 September 2024 and 13 October 2024. Community members were able to contribute their feedback on their walking experience along East Street through:

- Shape Your Ipswich
- Community Experience Group
- Email
- Phone

To maximise engagement for phase 2 of engagement, the following communication channels were used to reach the community and trigger awareness.

Shape Your Ipswich

One email campaign was sent out via Shape Your Ipswich. The campaign was sent on 30 September 2024, and was sent out to Shape Your Ipswich members who follow the Ipswich Central project. This campaign was sent to a total of 429 members, of whom 184 opened the email (42.9%).

Ipswich Central business database

One email campaign was sent out through Campaign Monitor to Ipswich Central Businesses. It shared a variety of Ipswich Central Revitalisation projects, including this project.

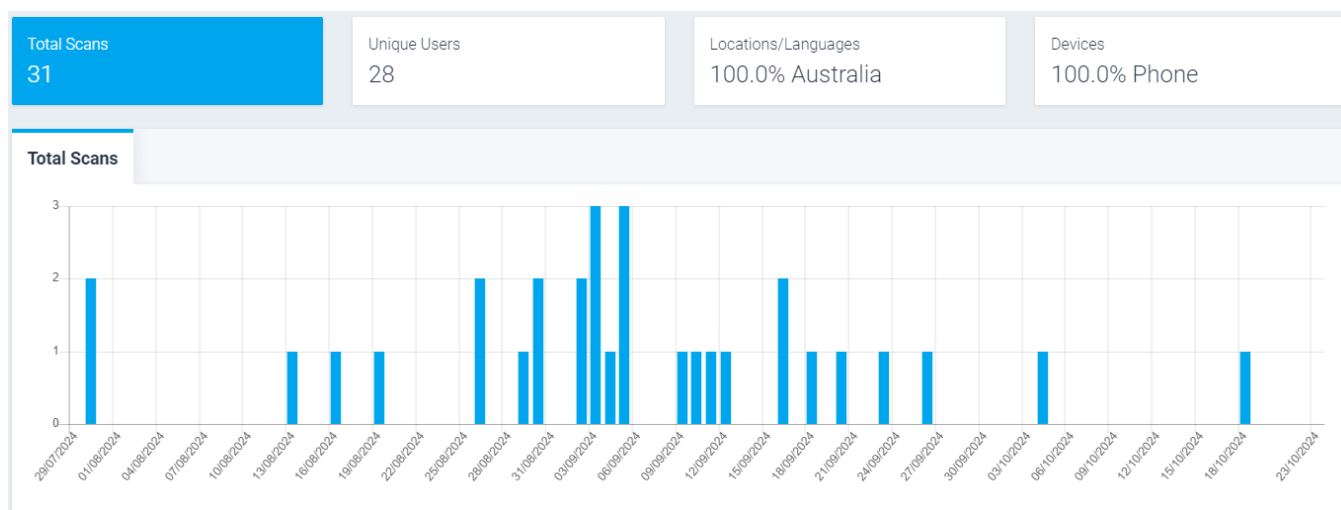
- 30 September 2024 – 296 emails were sent, 125 recipients (43.10%) opened the email.

Ipswich First

An Ipswich First article, [Urban arbour to cool Ipswich streets in new trial](#), was distributed on September 4 2024. The article shared details of the newly installed arbour and received 1,342 views.

Signage with QR Code

Signage was placed in multiple locations on the Green Urban Arbour for the duration of phase 2. Signage included a QR code to direct people to Shape Your Ipswich and encouraged community to share their feedback. 31 scans of the QR occurred, by 28 unique users.



Overall, these activities led to 220 views of the Shape Your Ipswich page, and 41 contributions throughout phase 2 of the engagement. The table below details the engagement channel and number of contributions for phase 1 of the engagement.

Engagement Channels	Contributions
Shape Your Ipswich	35
Email	0
Phone	0
One Community Experience Group	6
Total Contributions Received	41

In total, 68 contributions were received for phase 1 and 2 of this project’s community engagement.

WHAT THE COMMUNITY TOLD US

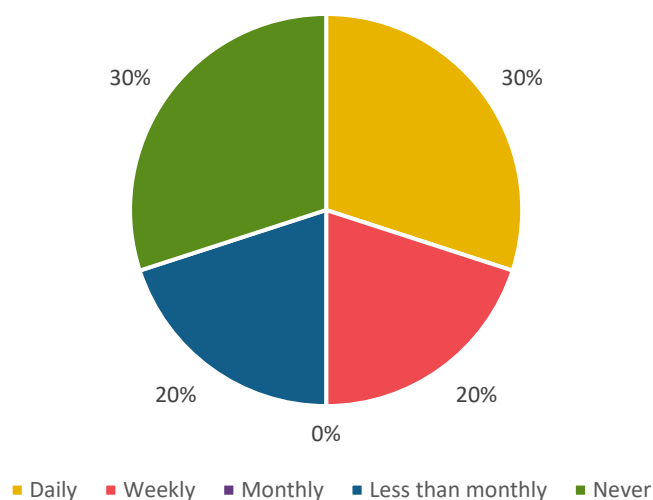
Shape Your Ipswich

Comments were captured via two engagement tools on Shape Your Ipswich. The first tool was a survey, using the questions used in phase 1 to help understand how the commuting experience may have shifted since installation of the harbour. See a copy of the survey used at Appendix 3. An additional quick poll provided a general understanding of respondents' overall reaction to the harbour.

Commuter Frequency

The survey responses indicate a diverse distribution of use of East Street, mostly aligning to patterns identified in phase 1 of the engagement, with half of respondents commuting along East Street regularly, on a weekly or daily basis. 20% of respondents commuted less than monthly. It is noted however, in this phase, a much larger portion of respondents (30%) stated they never commuted along East Street.

How frequently do you commute along East Street?

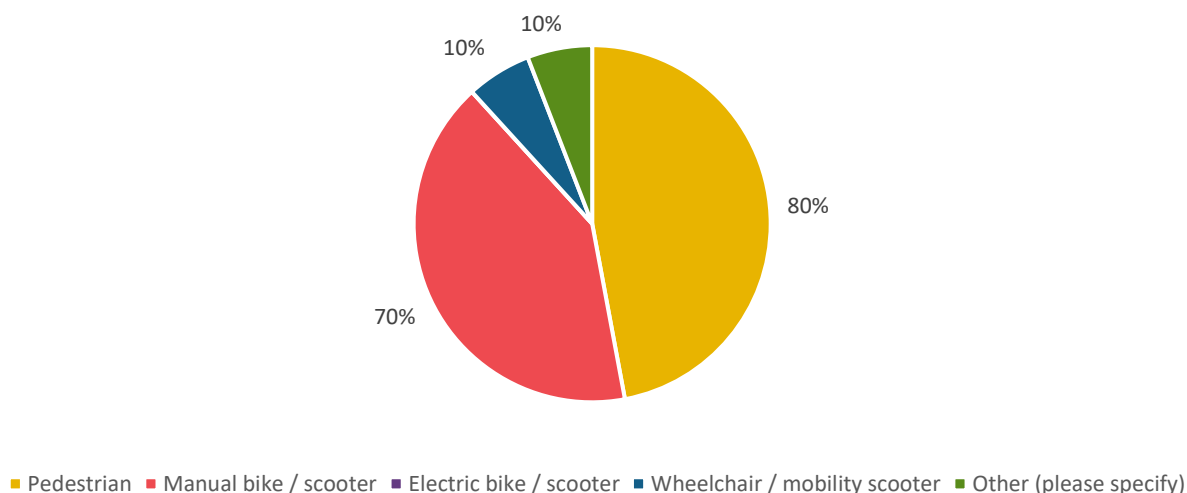


Commuter Mode of Transport

Like phase 1, most respondents selected two modes of active transport for commutes, with majority (80%) selecting pedestrian. By contrast, manual bikes / scooters were selected as the second most popular mode of transport (70%), compared with electric bikes and scooters (0%). Users of wheelchairs or mobility scooters account for 10%. Of those who selected other, use of a car was referenced.

When you were last commuting along East Street, what mode of transport were you using?

Select all that apply. This should include any forms of transport used on the footpath or bike lanes. Please do not include transportation in motor vehicles.



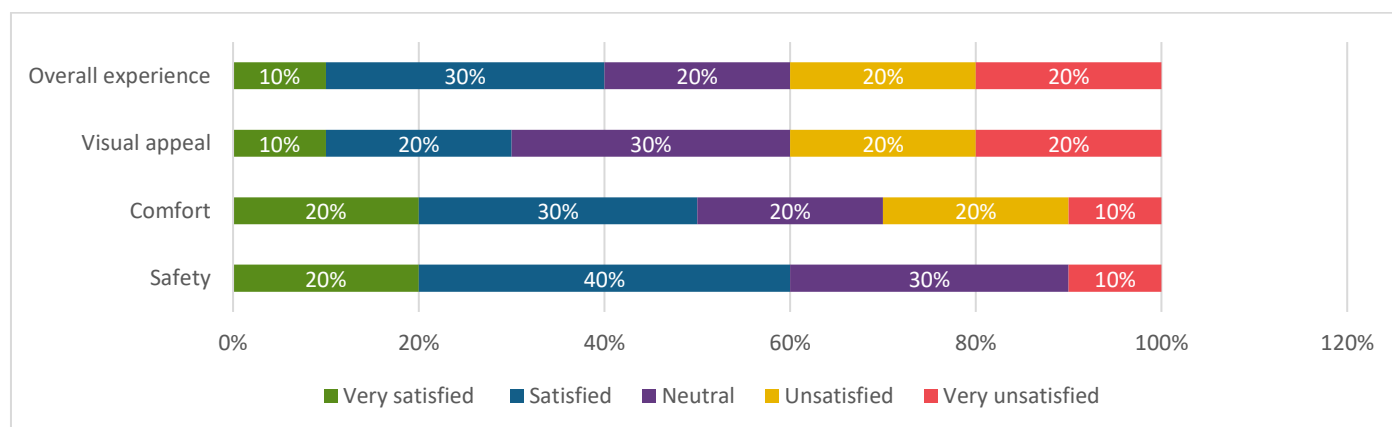
Commuter Experience

Comparing Phase 1 to Phase 2 reveals community sentiment improved across all surveyed elements of the walking experience, with 40% of respondents either satisfied or very satisfied with the overall experience, in contrast to only 21% in phase 1.

- Visual appeal was considered satisfactory by 30% of respondents, in contrast to 5% in phase 1.
- Comfort was considered satisfactory by 50% of respondents, in contrast to 21% in phase 1.
- Safety was considered satisfactory by 60% of respondents, in contrast to 28% in phase 1.

However, it is noted that many respondents remained neutral or dissatisfied with the commuting experience, suggesting further improvements may be required to continue to address community concerns around the walking experience along East Street.

Rate your overall experience along East Street in terms of:



Community Comments

When asked for any further comments on the project, respondents provided feedback directly on the new Green Urban Arbour. While comments noted features that improved the experience such as additional shading and seating, some comments felt that it was not visually appealing, or was not a priority.

Many comments offered additional suggestions for improving the experience, particularly focusing on accessibility, visual appeal and comfort.

Accessibility	Visual appeal and comfort
• Fixing and levelling pavement • More bike infrastructure	• Public artwork • More shading • More seating

Comments included feedback on the arbour and on walking around the city in general:

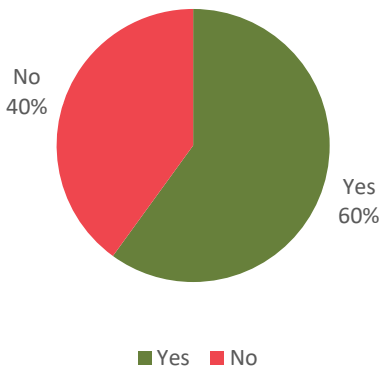
- “Welcome the additional shading that will come from the arbour and the chairs for rests along the walk towards the hospital”
- “The shading has made a big difference in terms of protection from the sun. Will look a lot better once the plants have grown over. Would like to see more arbours, but more permanent structures as this will look a lot nicer”
- “Fixing and levelling uneven pavement, [relocating] utility manholes where possible, considering the timing of traffic lights to make them more pedestrian-friendly, removing any rusty or outdated metal products”

Some comments referenced the commuting experience in a motor vehicle. While these comments are noted, this engagement focused specifically on active transport commutes, and therefore these comments are considered outside of the scope of this engagement.

Overall Experience

Respondents had the opportunity to participate in a quick poll to share whether the arbour improved walkability along East Street. Most of respondents voted yes (60%), while 40% voted no.

Quick Poll: Do you think the Green Urban Arbour improves walkability along East Street?

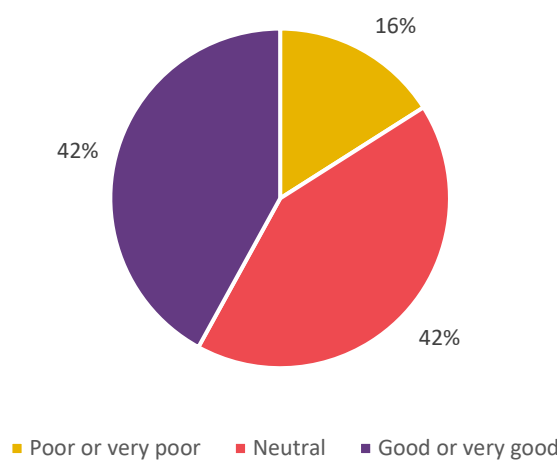


A second community experience group session was held with community members who participated in the session in phase 1 of engagement. Following a similar format, participants completed a site visit, followed by a debrief session to share insights and feedback.

The Community Experience Group was held on Thursday 12 September 2024 and the same participants completed a site visit, followed by a debrief session to share insights and feedback. A total of 6 of the original 8 participants attended the session.

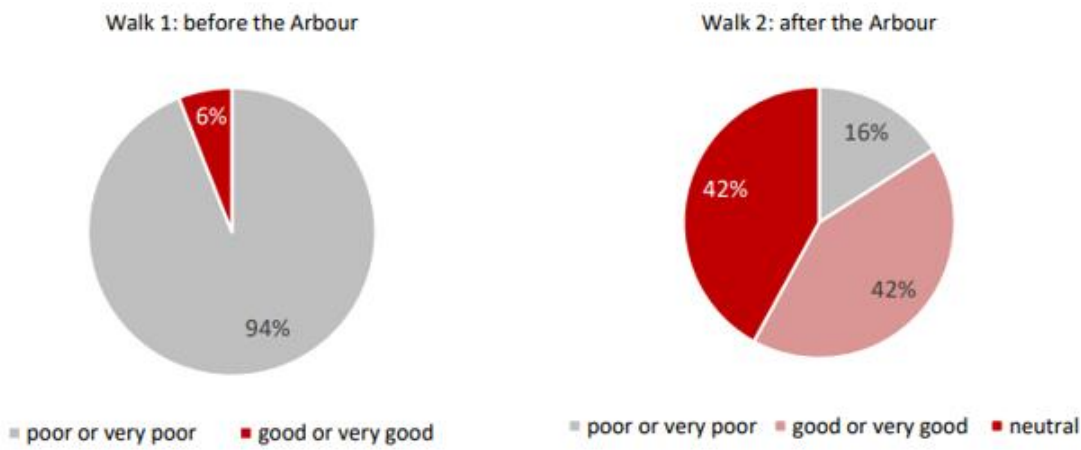
When the experience and safety ratings are combined, participants indicated that the Green Urban Arbour had positively impacted experience and safety of walking along East Street. Before the Arbour installation 94% rated the combined experience and safety of walking along East Street as very poor or poor. After the installation of the Green Urban Arbour, there was an improvement by 78%.

Overall experience along East Street

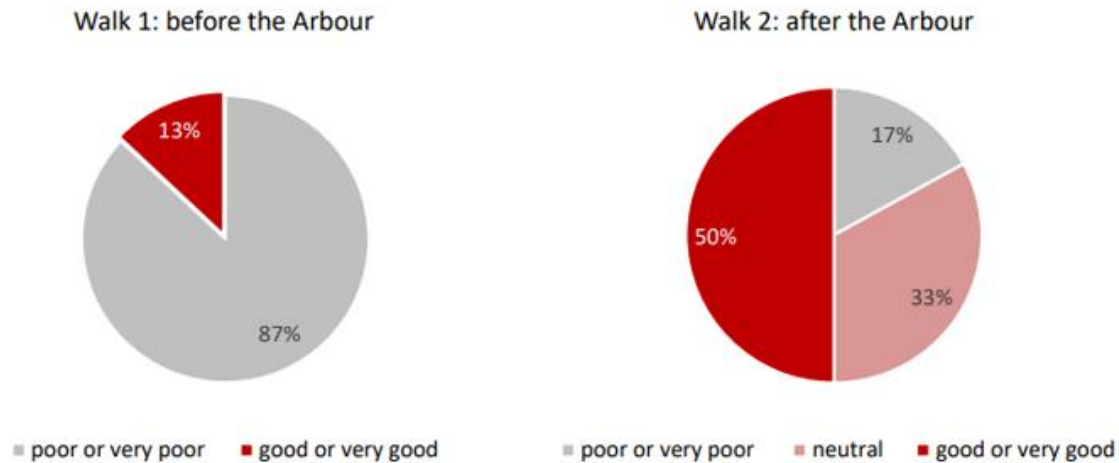


Participants were then asked about specific parts of the arbour installation and how it impacted the walking experience, with most areas having a perceived improvement. All participants indicated that the arbour had improved the aesthetics of the street and increased the desirability of East Street as a place to walk and all participants would like to see the Arbour remain a permanent feature on East Street.

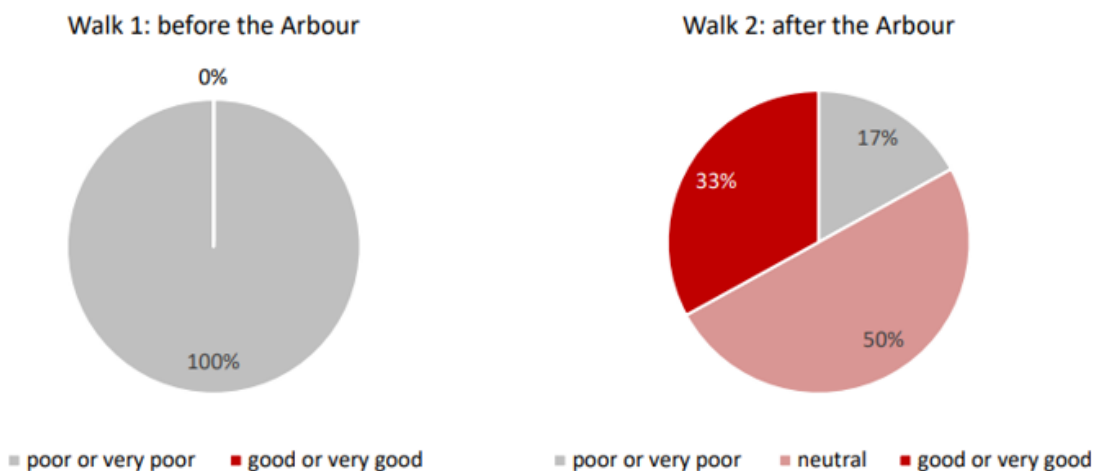
Before the arbour installation 94% rated the combined experience of safety and walking as very poor or poor.



Before the arbour installation 87% rated the experience as very poor or poor, after installation this fell to 17%.



Before the arbour installation 100% rated the safety as very poor or poor. After installation this fell to 17%.



Comments captured from participants noted improvements in visual appeal, safety and shading. However, some participants raised concerns around narrowing of the footpath, and temporary look of materials.

Email

No emails were received in relation to phase 1 of this project's engagement.

Phone

No phone calls were received in relation to phase 1 of this project's engagement.

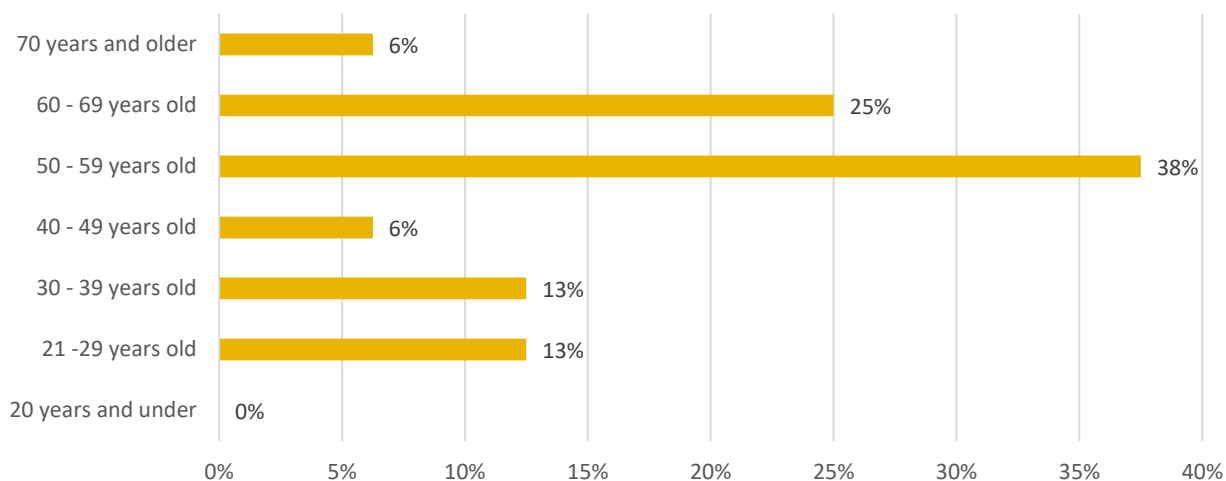
WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities to understand the diversity of respondents.

Age

Representation across all ages over 20 was obtained during phase 2, with most respondents between the ages of 50 – 69 years of age (63%).

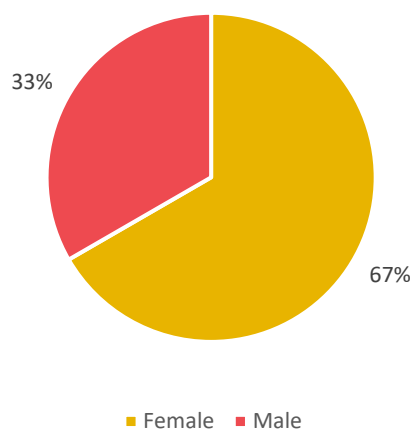
Respondent Age



Gender

The survey results indicated that most respondents identified as female (67%), while the remaining 33% of respondents identifying as male.

Respondent Gender



FINDINGS

Review and analysis of the data from all engagement activities identified the following key findings from the community.

Findings as outlined in this report are to be shared publicly via Shape Your Ipswich, along with relevant project updates to show how the community's feedback has shaped this project.

- Overall, community feedback indicated the installation of the arbour resulted in an improved commuting experience along East Street for active transport users, inclusive of visual aesthetic, comfort, and safety.
- Comments generally highlighted the added value of shaded seating and greenery and were looking forward to increased shading and aesthetics as the plants continue to grow.
- Some comments raised concerns around the temporary materials used for the arbour, and whether costs of installation should be used elsewhere.
- In addition to the Green Urban Arbour, respondents expressed a need for further works to be done to improve the safety of pedestrians and improve accessibility for all users.

The information will be used to inform next steps for improving walkability in Ipswich Central and will be shared with relevant stakeholders across the city.

APPENDIX

MAIL DISTRIBUTION MAP



IPSWICH YOUTH ADVISORY COUNCIL LEAFLET



Open for

 Developing the Cultural Heart We have now developed a preliminary concept design for the Cultural Heart, incorporating elements that reflect what the community told us.	 Western Resource Recovery Centre Site Location Make a submission to provide input into the criteria used to identify and rank potential site locations and suggest specific locations.	 What's the GO with Organics? We are working out the best ways to recover our organics with the new GO system. Help us understand how the community can get the most out of this service.	 Walkability along East Street We are working with the Department of Transport and Main Roads to improve connectivity in Ipswich Central, particularly along East Street. Tell us what you think.
Closes: 21 August	Closes: 26 August	Closes: 15 September	Closes: 13 October
			

SHAPE YOUR IPSWICH SURVEY

We want to better understand your commuting experience along East Street. Let us know by completing this 2 minute survey.

01. How frequently do you commute along East Street? Required

This should include any forms of transport used on the footpath or bike lanes. Please do not include transportation in motor vehicles.

Select one answer only
☐ Daily
☐ Weekly
☐ Monthly
☐ Less than monthly
☐ Other (please specify)

02. What date did you most recently commute along East Street? (e.g. 1 January 2024) Required

This should include any forms of transport used on the footpath or bike lanes. Please do not include transportation in motor vehicles.

03. When you were last commuting along East Street, what mode of transport were you using? Required

Select one answer only
☐ Pedestrian
☐ Manual bike / scooter
☐ Electric bike / scooter
☐ Wheelchair / mobility scooter
☐ Other (please specify)

04. Rate your overall experience along East Street in terms of: Required

Please base your responses on your most recent commute along East Street

Safety

☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied
Comfort
☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied
Visual appeal
☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied
Overall experience
☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied

05. If any, please share any changes you would make to improve your commute along East Street

06. Please share any further comments, concerns or ideas for this project



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