



# A SAFER MERTON STREET, ALTONA MEADOWS

## Community Engagement Report

Prepared December 2021

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# A SAFER MERTON STREET, ALTONA MEADOWS

## COMMUNITY ENGAGEMENT REPORT

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## COMMUNITY ENGAGEMENT REPORT

### 1. Executive Summary

In 2020, Council's Traffic and Transport team carried out an analysis to identify crash trends on Merton Street in Altona Meadows. The analysis informed a high crash rate on Merton Street in the last five years, i.e. 24 reported crashes from 2014 to 2019.

After preliminary analysis, Council engaged a consultant to undertake a detailed study of issues affecting travel along Merton Street. The study proposed measures to improve safety for all road users with a focus on promoting safety for pedestrians and cyclists to encourage active travel.

The study informed the proposed traffic treatments included in a concept plan which was open for community consultation during December 2021.

We received 125 online survey submissions over this time. We also hosted conversations with, and received valuable feedback from, community members across the engagement period and in our virtual drop-in engagement sessions.

The community were asked to share how they feel about various proposed traffic treatments such as speed reduction, blister islands, green textured and separated bike lanes, and upgrades to pedestrian crossings. Most respondents (117/125) identified as residents of Altona Meadows.

When asked if participants had any additional comments, or if we have missed anything regarding Merton Street traffic issues, some respondents shared concerns for the necessity and effectiveness of the proposed traffic treatments. Desire for safer pedestrian crossings from Central Square shopping centre across Merton Street was shared by survey respondents, along with exploring the possibility of installing lights in this space.

Concern was also raised for the condition of the road, low visibility from the side streets whilst entering Merton Street and loss of on road parking spaces. Requests for fixed speed cameras or more police presence to hinder speeding were made by some survey respondents.

The recommended next steps are for a 'What we Heard Report' and next steps in the project to be shared with the community. A revised concept design, based on the community feedback received, be presented to the community along with timelines on the project.

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### 2. The community engagement process

The proposed traffic treatments and concept design were presented to the community via Participate Hobsons Bay with engagement opportunities shared to the wider community.

Due to COVID restrictions only digital engagement activities were on offer, including:

- **a virtual community drop-in session** via Zoom on
  - Wednesday 8 December 6:30pm – 8:00pm
- **an online survey** on the project's website on Participate Hobsons Bay

These community engagement opportunities were primarily shared via Council's digital platforms.

### 3. Who got involved

The project page on Participate Hobsons Bay received 781 site visits from 679 individual visitors during the engagement period from 30 November to 23 December 2021. We received 125 survey submissions over this time. A summary of the promotion and reach of the community engagement opportunities have been listed in the below table.

### 4. Promotion and statistics

Promotion of engagement and statistics	
<b>Participate Hobsons Bay</b>	<p>Site visitation</p> <ul style="list-style-type: none"><li>• 781 site visits and 679 individual site visitors</li><li>• 71% visitors referred from social media</li><li>• 15% of visits where at least 1 contribution was made</li><li>• 40% of visits lasted at least 1 active minute</li><li>• 8 project followers</li></ul> <p>Engagement activities</p> <ul style="list-style-type: none"><li>• 125 online survey submissions</li></ul>
<b>Community virtual drop-in session</b>	<p>Wednesday 8 December 6:30pm – 8:00pm</p> <ul style="list-style-type: none"><li>• Verbal feedback</li></ul>
<b>Flyer mail outs</b>	<ul style="list-style-type: none"><li>• Approx. 2700 flyers sent local residents</li></ul>
<b>Social media</b>	<p>Social media</p> <p>Facebook</p> <ul style="list-style-type: none"><li>• Impressions and reach – 3,888</li><li>• Engagement – 136</li><li>• Likes – 2</li><li>• Comments - 3</li></ul> <p>Twitter</p> <ul style="list-style-type: none"><li>• Impressions - 151</li></ul>

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- Link clicks – 2
- Number – 1

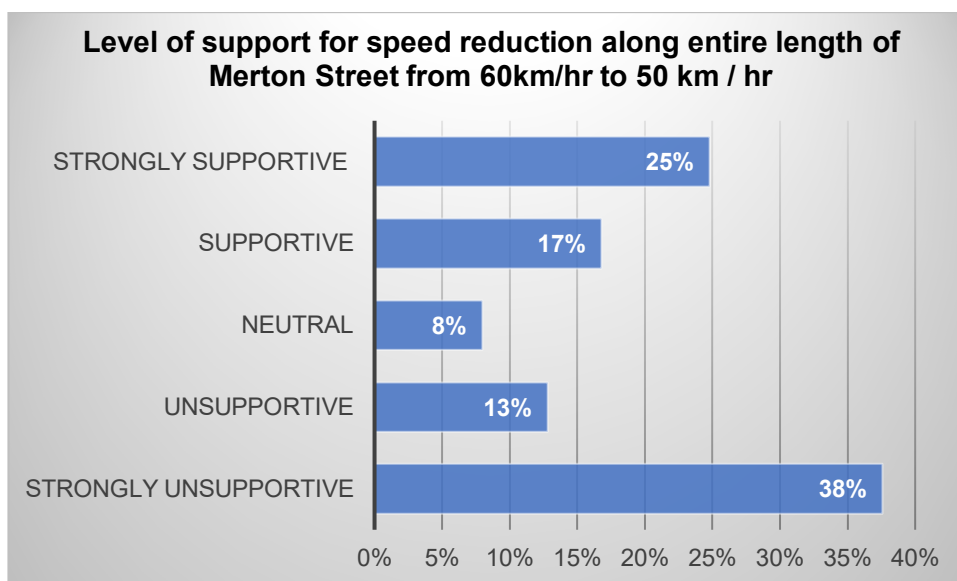
### 5. What we heard – digital engagement

Council officers facilitated discussions with community members during a virtual community drop-in session via Zoom on Wednesday 8 December. Attendees were given a brief overview of the draft concept design and proposed traffic treatments. Community members were welcomed to ask questions and give feedback regarding the concept design.

Below is a breakdown of what we heard from these digital engagement activities.

#### Level of support for speed reduction along entire length of Merton Street from 60km/hr to 50 km / hr

Respondents were asked to select out of 1-5, strongly unsupportive to strongly supportive of speed reduction along entire length of Merton Street from 60km/hr to 50 km/hr. All 125 survey respondents answered this question with 38% (47/125) selecting strongly unsupportive and 25% (31/125) selecting strongly supportive.

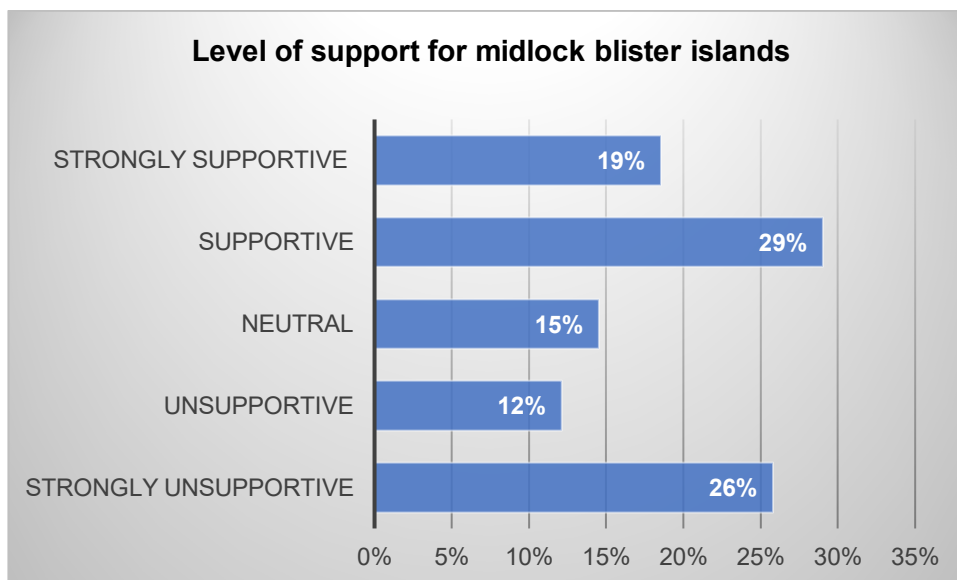


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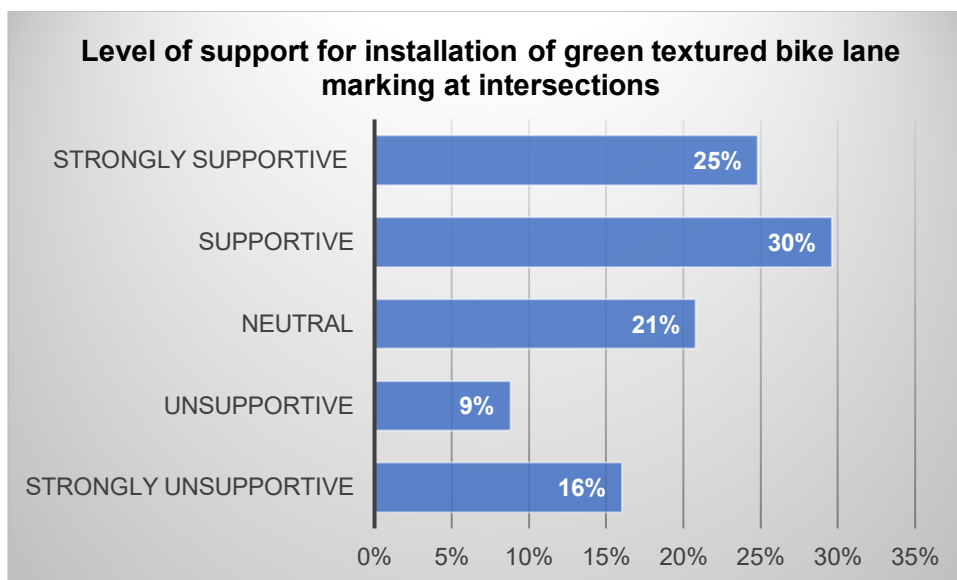
### Level of support for midlock blister islands

124 survey respondents answered this question with 26% (32/124) selecting strongly unsupportive and 19% (23/124) selecting strongly supportive.



### Level of support for installation of green textured bike lane marking at intersections

All 125 survey respondents answered this question with 16% (20/125) selecting strongly unsupportive and 25% (31/125) selecting strongly supportive.

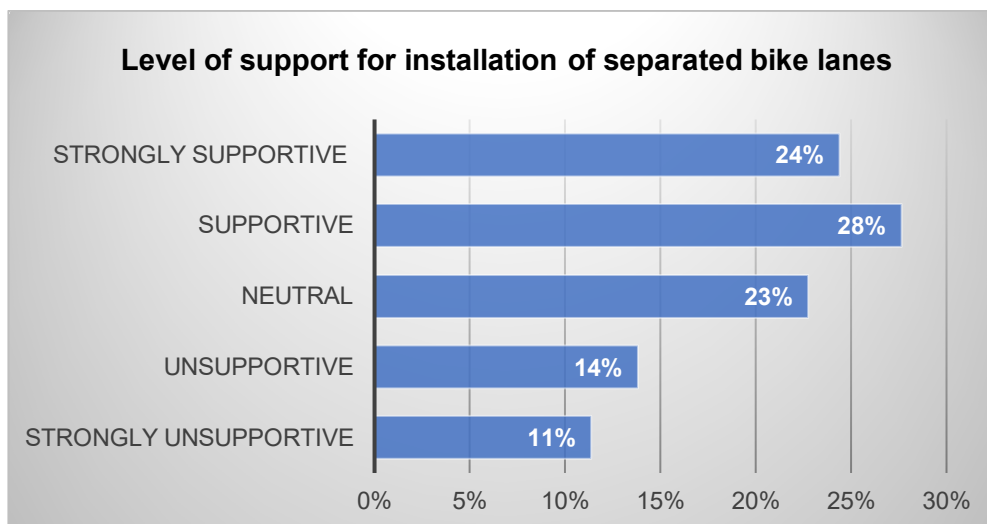


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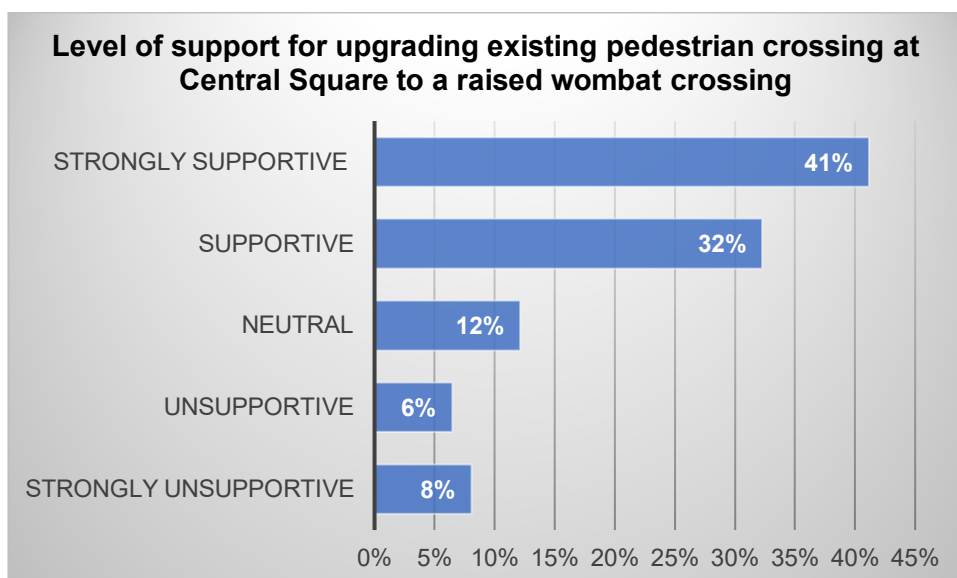
### Level of support for installation of separated bike lanes

123 survey respondents answered this question with 11% (14/123) selecting strongly unsupportive and 24% (30/123) selecting strongly supportive.



### Level of support for upgrading of existing pedestrian crossing at central square to a raised wombat pedestrian crossing

124 survey respondents answered this question with 8% (10/124) selecting strongly unsupportive and 41% (51/124) selecting strongly supportive.



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### Further comment

When asked if participants had any additional comments, or if we have missed anything regarding Merton Street traffic issues, some respondents shared concerns for the necessity and effectiveness of the proposed traffic treatments. Desire for safer pedestrian crossings from Central Square shopping centre across Merton Street was shared by survey respondents, as well as the condition of the road with requests submitted for resurfacing and repairing potholes.

The top seven responses were:

- shared concerns for the necessity and effectiveness of the proposed traffic treatments.
- desire for safer pedestrian crossings from Central Square shopping centre across Merton Street,
- for Council to explore the possibility of installing lights on Merton Street near the Central Square Shopping Centre. Concern was also raised for the condition of the road,
- low visibility from the side streets whilst entering Merton Street and
- loss of on road parking spaces.
- Requests for fixed speed cameras or more police presence to hinder speeding were made by some survey respondents.

## 6. Recommendations and next steps

- All community feedback received to be reviewed by the Project Team
- The Engagement team to complete and publish a 'What we heard' report to Participate to include Council's response to the community feedback
- To present finalised concept design to the community including proposed timeline of works for implementation or further investigation, offering the community the opportunity to submit comment
- For requests that are not relating to A Safer Merton Street, it is recommended these are shared with the appropriate department within Council for consideration or investigation.



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### Appendix 1. Data sources

Type of data	Reference
Consolidated engagement data (excel)	<a href="#">A3661170</a>
Emailed feedback (received 30/11/21)	<a href="#">A3653536</a>
Emailed feedback (received 01/12/21)	<a href="#">A3653538</a>
Emailed feedback (received 01/12/21)	<a href="#">A3653539</a>
Emailed feedback (received 08/12/21)	<a href="#">A3653542</a>
Emailed feedback (received 08/12/21)	<a href="#">A3653541</a>