



Monitoring & Evaluation Framework

Transforming Collins Street trial



City of **HOBART**

OVERVIEW

The Transforming Collins Street project – a tactical trial designed to reimagine and develop a long-term vision for Collins Street – was endorsed for installation by the Hobart City Council at its meeting on 16 September 2024.

As part of this decision, Council resolved to undertake monitoring and evaluation of the trial's impact. The resolution specifically outlined a commitment to structured reporting at five key intervals throughout the two-year trial.

The fourth item on the resolution is outlined below:

4. Ongoing monitoring and evaluation be undertaken at 1 month, 3 months and 12 months intervals post-installation, and updates provided to Elected Members via the Elected Member Bulletin.

Within the same report, section 6.8.3 specifically laid out the metrics which would be collected as part of the ongoing monitoring and evaluation of the project.

This following section outlines these metrics:

6.8.3. The following metrics will be used both pre-installation as well as 1 month, 3 months and 12 months post-installation, with updates in line with this timing being provided to Elected Members via the Elected Member Bulletin:

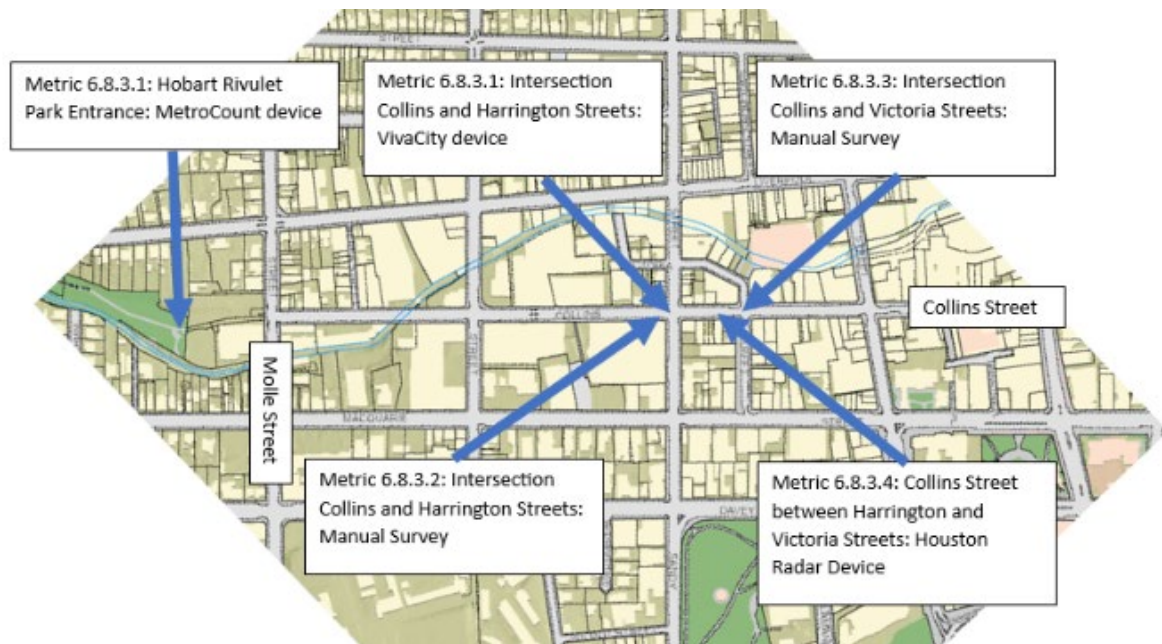
- 6.8.3.1. Number of bike and micromobility riders, targeting an increase in riders.
- 6.8.3.2. Diversity of users, targeting an increase in the proportion of women and children and types of bicycles (e.g. road bikes, cargo bikes, mountain bikes) indicating the perceived safety and accessibility of the infrastructure.
- 6.8.3.3. Increased access for people walking, targeting increases in people crossing mid-block indicating perceived safety.
- 6.8.3.4. Road safety, targeting reduced vehicle speeds.
- 6.8.3.5. User confidence, targeting increased perceptions of safety for people walking and riding.
- 6.8.3.6. Feedback from local stakeholders, including users of the street, nearby properties and businesses. Targeting net positive sentiment towards the project.
- 6.8.3.7. Feedback from broader stakeholders, targeting net positive sentiment towards the project.

This framework will clearly outline how the seven required metrics will be measured across the two-year trial, in order to meet the resolution determined by Hobart City Council on 16 September, 2024.

The full version of the Council's resolution can be found in the agenda for the council meeting, which is available on [the City of Hobart's website](#).

DATA COLLECTION (QUANTITATIVE MEASURES)

The four quantitative metrics will be measured using a mix of manual surveys and monitoring devices at the following locations:



6.8.3.1. Number of bike and micromobility riders, targeting an increase in riders

This metric will be monitored using two electronic monitoring devices.

1. At the Hobart Rivulet Linear Park entrance, a [MetroCount](#) device with piezo-electric sensors is used to record rider numbers.
2. At the intersection of Collins and Harrington streets, a [VivaCity](#) device with camera-based onboard AI data collection is used to record rider numbers.

6.8.3.2. Diversity of users, targeting an increase in the proportion of women and children and types of bicycles (e.g. road bikes, cargo bikes, mountain bikes) indicating the perceived safety and accessibility of the infrastructure

This metric will be monitored using a manual survey by City of Hobart officers to record gender, children and key bicycle types at the intersection of Collins and Harrington streets, using a count line location which is monitored by the VivaCity device.

6.8.3.3. Increased access for people walking, targeting increases in people crossing mid-block indicating perceived safety

This metric will be monitored using a manual survey by City of Hobart officers to record the number of pedestrians crossing Collins Street at the Victoria Street

junction. Both sides of the junction will be monitored to ascertain the effect of the trial zebra crossing installation.

6.8.3.4. Road safety, targeting reduced vehicle speeds

This metric will be monitored using an electronic monitoring device which records the speed of vehicles passing. Using a [Houston Radar – Armadillo](#) device, the speed of vehicles in the Collins Street section between Harrington and Victoria streets will be monitored.

DATA COLLECTION (QUALITATIVE MEASURES)

The three qualitative metrics will be collected from stakeholder engagement and survey work, principally using the City of Hobart's online YourSay platform. A detailed description of notification and engagement methods, along with full survey results will be provided with each engagement phase (pre-installation, one month, three months, 12 months, conclusion of trial).

6.8.3.5. User confidence, targeting increased perceptions of safety for people walking and riding

This metric will be taken from the perceptions of safety questions asked in the YourSay surveys at each engagement phase.

6.8.3.6. Feedback from local stakeholders, including users of the street, nearby properties and businesses. Targeting net positive sentiment toward the project

This metric will be taken from the YourSay survey questions asking about respondents' sentiment towards the overall trial and selected key components.

6.8.3.7. Feedback from broader stakeholders, targeting net positive sentiment towards the project

This metric will be taken from the YourSay survey questions asking about respondents' sentiment towards the overall trial and selected key components, but focusing on responses from stakeholders beyond the immediate Collins Street users, properties and businesses.

EXTERNAL INFLUENCES ON DATA

Data can fluctuate due to outside factors, so it's important to consider the bigger picture when interpreting results.

Seasonal and external influences can directly impact how Collins Street is used, affecting the effectiveness of the trial.

Some key factors that may influence engagement and activity levels include:

- **Seasonal Changes** – During colder months, fewer people may choose to dine outdoors or cycle, while warmer weather could encourage more foot traffic and bicycle use. School holidays and peak tourist periods may also lead to temporary spikes or dips in street activity.

- **Economic Conditions** – Interest rates, fuel prices, and broader financial trends can influence how often people visit the area, their spending habits, and their travel choices.
- **Business and Population Shifts** – Shops may close, relocate, or change their hours, impacting foot traffic and general street activity. Similarly, changes in the local population can affect long-term usage patterns.

The potential impact of these external factors should be kept in mind when looking to contextualize the data from the following reports.

To ensure meaningful analysis, the City of Hobart will **not** collect or report data during school holiday periods, as these can create unusual fluctuations.

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