

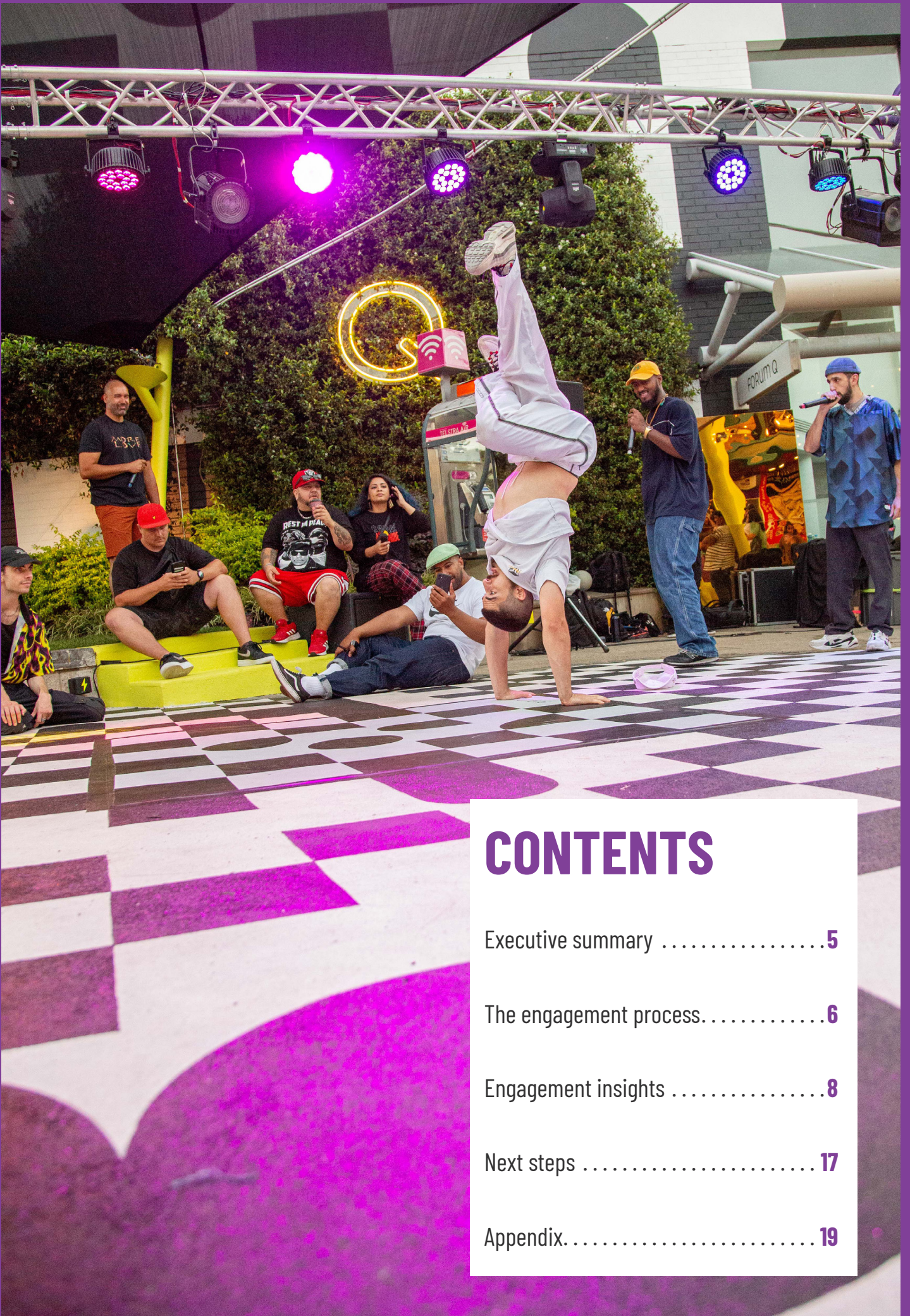
CAMPBELLTOWN CITY COUNCIL COMMUNITY ENGAGEMENT INSIGHTS REPORT



December 2020 - May 2022







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EXECUTIVE SUMMARY

For more than 18 months, we tested ideas to revitalise Queen Street with our communities to assess ways to activate and enhance our city centre's high street.

This report summarises the outcome of this intensive community engagement program – known as On Q – held from December 2020 to April 2022. This initiative was kick-started by funding from the Streets as Shared Spaces grant program, administered by the NSW Department of Planning, Industry and Environment.

The On Q program took a tactical place-making approach comprising temporary public space improvements aimed at making streets and public spaces more pedestrian friendly, and a program of large and small events to activate the space.

Ongoing meaningful community engagement has been an essential component of On Q. By making temporary physical changes, we've encouraged the community to experience the space and provide feedback on tangible changes to the street.

Feedback has been sought for the duration of the program, culminating in 20 surveys with a total of 1,516 responses that will help guide decisions on what should be done next.

Key themes that emerged included:

- A consistent community desire for more trees, greenery and shading to improve the look and feel of Queen Street
- Strong community support for an ongoing program of both targeted and broad community events on Queen Street
- Consistent feedback on the need for an improved retail offering and a greater priority to increase Queen Street's appeal as a destination
- Smoking was regularly identified as having a negative impact on people's experience of the place, with many supporting the idea of a smoke free Queen Street
- Perceptions the area is unsafe was identified as a key barrier for some community members visiting Queen Street, the need for improved lighting was widely identified
- Mixed views on changes to car parking, with most respondents supportive of transitioning some existing on street parking spaces to increase the space allocated to pedestrians and seating. A minority strongly opposed to any permanent changes to parking.

This document provides background on the engagement process, analysis of the key engagement themes outlined above and a summary of suggestions for next stages of the On Q program.

ENGAGEMENT PROCESS

Context of engagement – informing test and trial to revitalise Queen Street

This engagement was all about refining our approach to testing and trialling temporary placemaking interventions delivered as part of On Q, the Campbelltown City Council-led program to activate Queen Street. It was an exploration between the community and Council to understand how the On Q program is meeting the community's vision and aspirations for the future of the City Centre, as described in the Reimagining Campbelltown City Centre Master Plan.

This essential phase has given us the opportunity to deliver tactical urbanism to test, review and refine our ideas for our city. The ideas are our early thoughts for seven key outcomes identified along Queen Street which include; a people space, cool green spine, a unified street with changing character, full of flavour, fine grain spaces and connections, canvas for public life and Lithgow street mall activation.

The outcomes of this process will be used to inform On Q as well as many other projects under development in Queen Street in alignment with Reimagining Campbelltown.

Hearing a full range of views from a diverse community

The engagement was open to the people who live, work, visit, study, own property or run businesses in Campbelltown Local Government Area.

All community members were able to provide feedback at 15 engagements. The business community and property owners were directly invited to participate.

There were activations at many events across the City, extensive social media, numerous online surveys and intercept surveys at a variety of events to help support conversations about the future of the City Centre.

The broad range of activities sought to:

- Hear what people think and feel about the City Centre
- Understand community perspectives on the tactical urbanism and events and activations programs delivered as part of the On Q program
- Progressively test engagement outcomes to more deeply understand community feedback and validate results
- Reflect on how Council and the community can work together to deliver what is needed for the future.

Overview of engagement undertaken

ENGAGEMENT ACTIVITY	DATE/S	QUESTIONS ASKED	NUMBER RESPONSES
Christmas Markets – intercept survey	3, 10 & 17 December, 2020	How do the changes you see make you feel? Do the changes make you want to spend more time on Queen Street? What would encourage you to spend more time on Q?	70
Kids on Q – intercept survey	8 April 2021	What would encourage you to spend more time On Q? What words describe how you feel about the space?	30
Parking Space or People Place – online and intercept survey	12, 13 & 14 February 2021	I want more: kids play spaces, seating, greenery, shade, public art How many car parks can we borrow? 5, 10, 15, 20, 25, 30+	250
Let's talk parking – online and intercept survey	4, 5, 8 & 9 March, 2021	I want more: kids play spaces, seating, greenery, shade, public art How many car parks can we borrow? 5, 10, 15, 20, 25, 30+	370
Beats and Eats – intercept survey	29 May, 2021	Would you rather? Dinner or dessert / Dine in or takeaway / Street food markets or fresh food markets / Cafes or restaurants / Pop-up food trucks or pop-up bars	400
It's happening here – online survey	January–February 2022	80% of respondents are happy to remove 20 or more parking spaces from Queen Street to create a people space (seating, play equipment, greenery). Do you agree? Would you come into Queen Street if there were no activations/events? Do you agree that Queen Street should be a smoke free zone? If you could change only one thing in Queen Street, what would it be?	15
Tell us about Queen Street – online and intercept survey	March–April 2022	Have you visited Queen Street since the temporary furniture and parklets have been installed? Did you attend any events held in Queen Street as part of On Q? Have the temporary installations and/or events provided as part of On Q changed the way you think or feel about Queen Street? What would you like to see happen with the parklets and temporary furniture on Queen Street? What would you like to see happen to the parking on Queen Street? What would you most like to see more of on Queen Street?	350
Queen Street businesses intercept survey	10 May 2022	Have you and your staff had specific challenges related to parking? Have any of your customers expressed challenges related to parking? How long do you park there for? How long do you usually have to walk from where you park your car to your shop? Do you think commuter parking is having an impact on the parking availability in the CBD? On a scale of 1-5 (with 5 being very safe), how safe do you feel walking around Queen Street at night? Have you or your staff had specific challenges related to parking? Have your customers expressed challenges relating to parking?	31 businesses



Communication of opportunities to provide input

To make sure as many participants as possible could provide their insights across the many engagement opportunities, we undertook a comprehensive approach to the promotion of how to contribute your say and to raise general awareness of the On Q project.

We achieved this through direct mail, a range of social media channels, posters, flyers, radio, print and digital advertising. A full list of communications about engagement activities is included in the Appendix.

The following themes were consistently raised through the engagement period.



TREES, GREENERY AND SHADE



EVENTS AND ACTIVATIONS



**QUALITY RETAIL,
FOOD AND BEVERAGE OFFERING**



SMOKING



SAFETY



PARKING

INSIGHTS FROM ENGAGEMENT



Trees, greenery and shade

Our community has been loud and clear in telling us they want Queen Street to be green with more trees, plants and shade to create attractive and comfortable places to enjoy. This has been a repeated theme and has consistently come out as a top 3 priority across all engagement activities undertaken.

From the first survey completed in December 2021 at the Christmas markets, 80% of respondents to an open question said they want greener public spaces. This was the highest response. Some of the comments received by community members at the markets included;

"I like these green spaces and greenery"

"More trees and plants, love the idea and the area"

"Great start, love the trees we need more. Feels like it is coming back to life"

During our 'parking place or people space' engagement on the ground, overwhelming 100% of 250 respondents wanted to swap more than 5 parking spaces for trees and greenery.

Additionally, 39% of respondents said to borrow more than 30 car spaces to make room for green along with seating to enjoy and dine.

In the most recent survey, completed from March to April 2022, when asked what they most want to see more of on Queen Street 46% of respondents identified trees and greenery. This was the third most popular response behind new types of retail and more cafes, restaurants and bars.





Events and activations

Another consistent and popular theme was events and activations. Our community want to be entertained and be offered more local opportunities to come out and enjoy what the city has to offer. More local farmers markets, family friendly events and events for the broader community were commonly identified as important.

At the Christmas markets in December 2020, 100% of 70 respondents to intercept surveys said they want to see more events On Q.

More events and activities for young people was raised as a priority in nearly every engagement activity undertaken. Comments from community members included,

"There is nothing in the city for those between 13-18. We need places they can go and hang out instead of being on the streets". Community member - Christmas Markets intercept survey, 2020

"We need more events for youth".

Community member - Christmas Markets intercept survey, 2020

Community feedback showed strong support for both family friendly events as well as broader events for the entire community to enjoy. At the Handmade and Homegrown markets in March 2022, 60% of respondents requested more broad community events, events that cater to all age groups and not just those with young children. Feedback received from the community included;

"Not everyone has children, need a variety of events for those who want to get out and enjoy the city"

"Need a wine and cheese festival with music for us oldies"



Quality retail, food and beverage offering

Our communities want a Queen Street to be friendly, lively, and creative, and to attract locals and visitors to embrace and support the businesses that our city offers. Recurring themes throughout the engagement were the negative impact of many empty shop fronts in our city centre, the cleanliness of the shops and the poor quality of retail shops on offer. Conversely, the need to attract new businesses, restaurants and cafes was regularly identified as a priority.

While the community was not directly asked any questions about the quality of local business in the Queen Street Precinct, limitations of the current retail offering were mentioned in all in-person and online engagement activities delivered throughout the period.

Common feedback included that there are too many empty shop fronts; existing shops appear old and rundown, and there is not enough quality retail to attract people to Queen Street. The need to improve the cleanliness of the shops and public spaces was the most received comment in this theme.

"We need more reputable businesses and less drab, too many vacant shops." – Community member – Christmas Markets intercept survey, December 2020

"Better quality shops, it feels run down. Needs improvement to raise its game" – Community member – Parking space of people place intercept survey, March 2021

"Shop fronts are dirty and never clean. Need to add some colour to create places people want to visit and stay." Community member – Parking space of people place intercept survey, March 2021

Suggestions to improve Queen Street included painting and cleaning up the shops, attracting more diverse retail options, filling the empty spaces, encouraging quality retail which will attract the community.

"Queen Street and the shops need to be renovated, revitalised and modernised." – Community member – Handmade and Homegrown intercept survey, March 2022.

The community want to see something new and want a reason to visit. Suggestions received from them to achieve this is to have a butcher and grocer in the main street, to have the big banks back and to have more places to enjoy a good coffee or a nice meal.

In March 2022, we asked the community what they would most like to see on Queen Street, the top two responses were new types of retail (48% of respondents) and new cafes, restaurants and bars (50% of respondents).



Smoking

Many in the community are eager to see a change when it comes to smoking on Queen Street. While smoking was not directly asked about, it was a consistent theme raised by community members during the early engagement activities.

Common feedback was that community members want Queen Street to be family friendly, healthy and safe, with many respondents reluctant to walk down Queen Street due to the prevalence of cigarette smoke.

In December 2020, we asked the community what would encourage them to spend more time on Queen Street. Without further prompts, 85% of the 70 survey respondents mentioned they didn't want to walk through cigarette smoke on Queen Street.

"We won't walk down the street because of smoking"
Community member – Christmas Markets intercept survey 2020

"Remove smoking, it is terrible" Community member
– Christmas Markets intercept survey 2020

Since this was a regular theme throughout early engagement activities, we sought to understand this more in later surveys. In January 2022, when asked if Queen Street should be a smoke free zone, 80% of intercept survey respondents agreed Queen Street should become smoke-free.

Further comments from the January 2022 survey included,
"There are too many areas where you basically either have to walk through smoke or cross the road to avoid it"

"All the changes are positive, but I hate that I have to walk through cigarette smoke when I walk down the street. I would like to see all of Queen Street as a smoke free zone."



Safety

Promoting safety and the feeling of being safe in Campbelltown is an important part to bringing the community back into the city centre. Many community members indicated they believe negative perceptions of Queen Street over the years continues to influence people's decisions to visit the area, although the area has changed.

Noticeable security measures were widely identified as interventions that could help people feel safer in the street. Specifically, community members consistently mentioned increased security cameras and lighting on Queen Street and through to car parks behind Queen Street, and a greater police presence would encourage them to feel safe in the area. Many people who completed surveys indicated that they do not feel safe walking in and around Queen Street at night and this is the main thing keeping them away. Some indicative responses included:

"Slowly improving. Needs to feel safer for families" – Intercept survey, March 2022.

"The changes make a noticeable difference, felt dodgier before" – Online survey, March 2022.

[I still] *"Don't feel safe at night walking"* – Intercept survey, March 2022.

"More police presence needed" – online survey, March 2022.

"CCTV. I love the new look and feel but there is still a feeling of vulnerability. I never see police patrol."
Community member – Christmas Markets intercept survey December 2020

Community members also highlighted improving pedestrian safety as an ongoing challenge with transforming physical spaces for people. Some felt the continued presence of cars was still a risk to pedestrian safety. Others noted the installation of parklets and additional seating created challenges for people with limited mobility or vision impairment. For example:

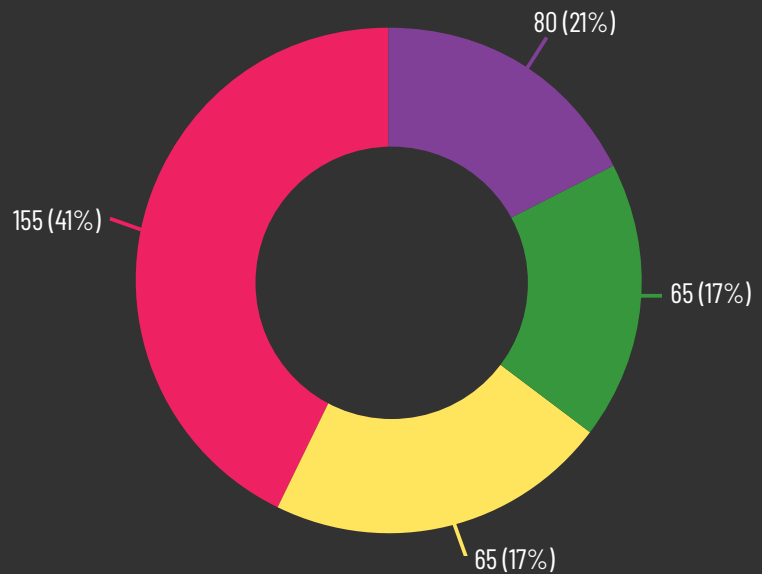
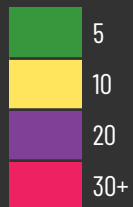
"Cars make it dangerous and not family friendly" – Intercept survey, March 2022.

"I find it awful. Cluttered and not pedestrian friendly. Dangerous to walk around the bits and pieces. [I'm] frightened of falling" – online survey, March 2022.

"I do not like the changes. As a person living with a vision impairment finding a safe place to cross Queen St in the middle to be difficult and dangerous as I can't see where the openings are from the other side of the road. Negotiating between footpath and the street furniture is a nightmare and dangerous. Trip hazards everywhere!" – online survey, March 2022.

How many car parks can we borrow on Q?

Questions options



Parking

Since the installation of parklets and other temporary infrastructure as part of the On Q program trialled the removal of some parking spaces, we were keen to understand community perspectives on the parking throughout the engagement period. Throughout the 2020-2021 On Q program, a total of 38 parking bays were removed on Lithgow and Queen streets. 1,630 parking spaces were still available within 100m of the On Q Activation Area.

The feedback on changes to parking was mixed, with many community members supportive of the changes and others strongly opposed.

Targeted engagement with our community focused on parking kicked off in February 2021, with subsequent engagement activities designed to test feedback received. Of the 250 people we spoke with in February 2021, 100% wanted to swap more than 5 car spaces for greenery. Furthermore, 39% said we could borrow more than 30 car spaces to make room for more places to enjoy and dine along with greenery.

A four week engagement commencing in March 2021 was focused solely on understanding parking in the City Centre. This engagement included eight intercept survey sessions along with an online survey with two questions. The first was how many car spaces can we borrow to install temporary parklets? 5, 10, 15, 20, 25, 30+

17% said to borrow 5 car spaces, whilst 41% said to borrow more than 30 car spaces.

In January 2022, an online survey tested previous community feedback in which 80% of people were happy to remove 20 or more parking spaces to create a people place with seating, play equipment and places to enjoy. Interestingly, 74% of respondents to the new survey supported the removal of 20 or more spaces.

However, throughout the engagement, some community members did not agree or like the changes made to parking. During the Let's talk parking intercept and online survey, of the 370 respondents, 13% were unhappy with changes, giving feedback including:

"We should be increasing the amount of parking, not decreasing it." community member - Let's talk parking, March 2021)

"Reducing the amount of parking space in Queen Street is not practical" community member - Let's talk parking, March 2021

"I'm unhappy with the removal of parking in Queen Street" community member - Let's talk parking, March 2021

"As a business in queen St, this is immediately affecting us". - Let's talk parking survey, March 2021

A common theme for respondents who were unhappy with the changes to parking on Queen Street was the link to perceived safety of parking behind Queen Street. A number of responses for local businesses, workers and visitors to the area indicated people did not feel safe walking to access the car parks located behind Queen Street. For example:

"Our students cannot park anywhere safe now if they park in the parking lots behind and leave us at 9pm the mall and gateways to parking are closed! they have to walk around the entire block back to their car in a not so safe area. For young women especially". - Let's talk parking survey, March 2021

[We need] *"Safer parking for businesses, more lighting, close parking for late closing businesses"* - It's happening here survey - January 2022

"During the winter months, we change our hours of work to get staff out of the office and to their cars safely." - Tell us about Queen Street survey - March 2022

"The other parking options are not considered safe, especially to the elderly and young women at night". Tell us about Queen Street survey - March 2022

In March-April 2022, an online survey and intercept survey were launched to check in with the community of their overall thoughts and feelings regarding the changes to Queen Street trialled through On Q. When asked 'have the temporary installations and/or events provided as part of On Q changed the way you think or feel about Queen Street?', 76% of people responded that they feel more positive, 6% said they feel more negative, 16% said they feel the same and 6% were unsure.

When asked, 'What would you like to see happen to the parking on Queen Street, 43% said to leave it as is and 22% said to return all parking. 18% of people said to remove all parking.

These outcomes indicate that community sentiment has remained relatively consistent from the first engagement that took place in December 2020. Our most recent intercept survey at the

Handmade and Homegrown markets captured a range of comments including,

"Changes have been an improvement"

"Remove all the parking"

"Doing a great job, moving in the right direction."

A check in with 31 businesses in May 2022 showed that feedback remained consistent with what was collected earlier in the year. 70 percent of local businesses interviewed shared that they/their employees have challenges finding all day parking spots within proximity of Queen Street. However, when asked 'how long do you usually have to walk from where you park your car to your shop?' 80 percent of business owners interviewed typically parked within a five minute walk of their business, with 47 percent usually walking less than two minutes. The need for additional loading zones was also identified as a priority for businesses.

87 percent of local business owners also shared that customers have expressed challenges finding parking close to the businesses. The need for additional and longer disability parking, and quick turnover parking for drive-in customers were identified as specific priorities for customers. Many businesses supported the removal of the parklets in order to create more parking on Queen Street.

Perceptions of safety at night were highlighted as an issue for staff and customers accessing their businesses and transport, with 39 percent of local business owners engaged responding that they feel either very or somewhat unsafe when walking around Queen Street at night. In contrast 36 percent of local business respondents felt very or somewhat safe at night.

The need for more lighting, activation and managing antisocial behaviour were widely suggested as priorities.

WHAT TO DO NEXT

Our most recent intercept and online survey delivered through March and early April 2022 aimed the communities positioning towards the next steps for On Q.

In particular, we sought to understand overall community sentiment towards the program and gauge perspectives on what changes the community would like to see made to the events program and temporary infrastructure.

350 community responses were received for this survey. Of those respondents:

- 85% had visited Queen Street or Lithgow Street since the temporary furniture and parklets were installed
- 51% had attended an event on Queen Street delivered as part of On Q, with the Handmade and Homegrown Markets and Beats and Eats festival most attended by respondents.

Community sentiment towards Queen Street

Respondents were asked, "Have the temporary installations and/or events provided as part of On Q changed the way you think or feel about Queen Street?"

50% of respondents felt more positive with 17% feeling more negative. 26% felt the same 8% were unsure.

Community members were given the opportunity to provide freeform responses on their overall thoughts and feedback for Queen Street and On Q. This reinforced a range of issues and focus areas for consideration moving forward, including the need for ongoing changes to public domain and the retail offer, support for continued events and markets, addressing smoking and parking issues.

"It's looking a lot better and has a better feel to it, more events would make us come down and more restaurants" – Intercept survey, March 2022

"I can see what the Council are trying to do but I hate going down there. There are too many areas where you basically either have to walk through smoke or



cross the road to avoid it. I'm all for outdoor cafes and dining but eating and smoking should not go together" – Intercept survey, March 2022

"It's good now because you can sit in summertime and shade" – Intercept survey, March 2022

[I have] "Mixed feelings about the changes. Enjoy the extra seating and greenery but difficult with less parking." – Intercept survey, March 2022

"The changes make a noticeable different, felt dodgier before" – Online survey, March 2022

"I do not like the changes. As a person living with a vision impairment finding a safe place to cross Queen St in the middle to be difficult and dangerous, as I can't see where the openings are from the other side of the road. Negotiating between footpath and the street furniture is a nightmare and dangerous. Trip hazards everywhere!" – Intercept survey, March 2022

Next steps for parklets, parking and temporary infrastructure

Respondents were asked a series of questions about the future of the temporary physical changes in terms of the parklets and new places to sit, and changes to parking. When asked, "What would you like to see happen with the parklets and temporary street furniture on Queen Street?"

- 47% said to leave it in place
- 30% said to modify the layout and/or keep some of it
- 23% said it should all be removed.



When asked, “What would you like to see happen to the parking on Queen Street?”

- 43% of respondents said to leave it as is
- 18% said to remove all parking
- 17% said to return some parking, and
- 22% said to return all parking.

These responses indicate a fairly consistent level of support for maintaining the parklets and changes to parking delivered through On Q, as well as a consistent proportion of people (22%) who would like for the street to be reverted back to the way it was.

In an open feedback section asking how the changes should be modified, a number of community members offered nuanced views on what could change to improve the experience of the street. Common responses included providing more trees, shading, making fixtures more permanent and accessible, more lighting, and activities for kids and changes to parking.

“Consider changing Lithgow Street became the seating plaza and return parking to Queen Street” – Intercept survey, March 2022

“Make the roofing and shading structures more permanent or something retractable for multi seasons” – Online survey, March 2022

“Some of the landscaping looks a bit dull. I reckon it needs more lights to give a more vibrant feel.” – Online survey, March 2022

“Close the street to traffic, make it a pedestrian only area...encourage restaurants to have outside seating areas.” – Online survey, March 2022

“Make it consistent. Too many different styles” – Intercept survey, March 2022

“Would love to see parking removed and have it look like eat street at Parramatta. Improve and increase nearby public parking. Upgrade the installations to look less cheap and nasty. Make it a shopping / dining destination.” – Online survey, March 2022.

“The parking should go back to how it was” – Online survey, March 2022.

When asked, “What would you most like to see more of on Queen Street?”, top responses were:

- More cafes restaurants and bars (210 responses)
- New types of retail (203 responses)
- More trees and greenery (194 responses)

Broad community events (148 responses), events for families and children (147 responses) and pleasant places to sit (140 responses) were the next most popular.

Council is currently processing this community feedback and developing the next steps for the program.

APPENDIX

Marketing and Communications

MARKETING TYPE	DATE(S)	REACH
Email Correspondence		
Council E-newsletter	January 2022 March 2022	19,000
Engagement E-newsletter	May 2021 January 2022 March 2022	2,000
Physical Collateral		
Signage throughout Queen Street	December 2020-April 2022	-
Posters throughout Queen Street and at events	December 2020-April 2022	-
Flyer letterbox drop to all residents in LGA	January 2022	62,000
Flyer letterbox drop to businesses on Queen Street	January 2022	150
Parking flyer given to businesses on Queen Street and at the Let's Talk Parking intercept survey	March 2021	-
Social Media		
Facebook	2 December 2020	5,837
	8 December 2020	6,369
	12 February 2021	3,028
	3 February 2021	2,780
	14 February 2021	5,547
	1-31 March 2021	6,925
	29 May 2021	3,776
Instagram	3 December 2020	916
	8 December 2020	969
	12 February 2021	886
	13 February 2021	743
	14 February 2021	950
	1-31 March 2021	951
	29 May 2021	676
Advertising		
PrintCompass Newsletter distributed to everyone in the local government area	March 2021 March 2022	62,000
Roadside billboards / shopping centre billboards	11 April-23 April	500,000
Bus shelters	March 2021	-
Media		
Media releases	December 2020-March 2022	-
Newspaper – The Advertiser	December 2021 March 2022	77,654 77,654
Spotify	December 2021 January 2022	2,747 1,607

