



## OVERVIEW

Transforming Collins Street is a two-year tactical trial<sup>1</sup> which involves a variety of tactical trial changes, including streetside dining areas and separated cycling lanes, on one of Hobart's main streets. The trial installation between Molle Street and Victoria Street was officially opened on Friday 30 May 2025.

It is another small step in a long-running ambition to create unique, lively urban spaces across Hobart which encourage people to linger longer.

The trial, which will be reviewed at regular intervals, was endorsed by Hobart City Council at its meeting on 16 September 2024.

As part of its decision, Council committed to monitoring and evaluating the trial's impact with structured reporting at five key stages:

- Pre-installation – Completed and Published (Feb/March 2025)
- One-month post-installation – This Report (July /August 2025)
- Three months post-installation
- 12 months post-installation
- The conclusion of the trial

Council also identified seven key metrics<sup>2</sup> to track across the trial:

- 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 infrastructure
- 6.8.3.4. 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 document presents findings from the one-month post-installation stage. It is the second of five monitoring reports that will be delivered over the course of the trial.

---

<sup>1</sup> For more information about this project, please refer to the project web page on the City of Hobart website.

<sup>2</sup> For more information about the the methods used to measure these metrics, please refer to the Monitoring and Evaluation Framework (separate document) on the project's YourSay page.

The report includes two types of data:

- Quantitative data: Numbers about people using Collins Street, as captured by various devices and manual surveys.
- Qualitative data: Feedback from people who use the street, collected through surveys and engagement activities.

The engagement methods and survey design were reviewed by ERA Planning and Environment, who provided their input into this report.

## QUANTITATIVE DATA

You can find more detail on how this data was collected in the Monitoring and Evaluation Framework<sup>3</sup>.

### 6.8.3.1. Number of bike and micromobility riders

#### **Hobart Rivulet Linear Park Entrance**

*MetroCount Device, 4 August – 10 August (24-hour-monitoring)*

##### **Number of cyclists and micromobility users**

Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekday Average
Date	4 Aug	5 Aug	6 Aug	7 Aug	8 Aug	9 Aug	10 Aug	---
Users	379	335	322	368	330	136	161	347

#### **Collins and Harrington streets intersection**

*VivaCity device, 4 August – 10 Aug (24-hour-monitoring)*

##### **Number of cyclists and micromobility users**

Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekday Average
Date	4 Aug	5 Aug	6 Aug	7 Aug	8 Aug	9 Aug	10 Aug	---
Users	333	332	295	277	185	126	225	284

### 6.8.3.2. Diversity of users

#### **Collins and Harrington streets intersection**

*Manual survey, 1 July (7am-6pm)<sup>4</sup>*

##### **Number of male cyclists**

Bicycle type	Commuter	Electric	Cargo	Mountain	With child seat	Total
Number observed	116	30	18	11	(3)	175

##### **Number of female cyclists**

Bicycle type	Commuter	Electric	Cargo	Mountain	With child seat	Total
Number observed	73	15	13	1	(7)	102

<sup>3</sup> For more information about these metrics and the methods used to measure them, please refer to the Monitoring and Evaluation Framework (separate document) on the project's YourSay page.

<sup>4</sup> There is a discrepancy between the number of cyclists observed during the manual survey and from the MetroCount device and the VivaCity device as the observation dates are different. This is due to the camera-based VivaCity device being unavailable due to a technical issue in the manual survey period.

### 6.8.3.3. Increased access for people walking

#### **Collins and Victoria streets intersection (Trial zebra crossing location)**

*Manual survey, 3 July (8am-5.30pm)*

#### **Number of people crossing Collins Street opposite Fullers or Artery<sup>5</sup>**

Time slot	Fullers	Artery (Zebra)
8am to 9.30am	77	181
9.30am to 10.30am	59	93
10.30am to 11.30am	72	82
11.30am to 12.30pm	93	132
12.30pm to 1.30pm	106	261
1.30pm to 2.30pm	100	140
2.30pm to 3.30pm	64	65
3.30pm to 4.30pm	47	57
4.30pm to 5.30pm	46	109

### 6.8.3.4. Road safety (vehicle speeds)

#### **Collins Street, between Harrington and Victoria streets**

*Houston Radar device, 30 June – 4 July (24-hour-monitoring)*

#### **Speed of vehicles travelling on Collins Street<sup>6</sup>**

Direction of travel	Speed
Eastbound traffic (towards Victoria St)	33 km/h
Westbound traffic (towards Harrington St)	32 km/h

---

<sup>5</sup> Adjacent business used to describe location. Fullers refers to the bookshop at 131 Collins Street. Artery (Zebra) refers to the art supply store at 137-141 Collins Street adjacent to the trial Zebra Crossing

<sup>6</sup> The data in this section shows the 85<sup>th</sup> percentile speed – the speed at or below which 85% of vehicles were recorded travelling. This is a common traffic safety measure used to understand typical driver behaviour and assess road risk.



## QUALITATIVE DATA

This section provides feedback collected from community members, businesses and other stakeholders which align directly with the required metrics. It includes insights from both the online YourSay survey and face-to-face engagement.

More information about how this survey was promoted is available in the Engagement section of this report and the complete set of survey results is provided in Appendix A and Appendix B.

### 6.8.3.5. User confidence (perceptions of safety)

#### Responses to survey question 5: Walking safety

How safe do you feel when walking along Collins Street?																									
Online Your Say survey	Face to face survey, conducted in various Collins Street locations																								
<table border="1"> <thead> <tr> <th>Perception</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Very safe</td> <td>126</td> </tr> <tr> <td>Safe</td> <td>110</td> </tr> <tr> <td>Neither safe nor unsafe</td> <td>30</td> </tr> <tr> <td>Unsafe</td> <td>21</td> </tr> <tr> <td>Very unsafe</td> <td>6</td> </tr> </tbody> </table>	Perception	Count	Very safe	126	Safe	110	Neither safe nor unsafe	30	Unsafe	21	Very unsafe	6	<table border="1"> <thead> <tr> <th>Perception</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Very safe</td> <td>13</td> </tr> <tr> <td>Safe</td> <td>11</td> </tr> <tr> <td>Neither safe nor unsafe</td> <td>3</td> </tr> <tr> <td>Unsafe</td> <td>4</td> </tr> <tr> <td>Very unsafe</td> <td>2</td> </tr> </tbody> </table>	Perception	Count	Very safe	13	Safe	11	Neither safe nor unsafe	3	Unsafe	4	Very unsafe	2
Perception	Count																								
Very safe	126																								
Safe	110																								
Neither safe nor unsafe	30																								
Unsafe	21																								
Very unsafe	6																								
Perception	Count																								
Very safe	13																								
Safe	11																								
Neither safe nor unsafe	3																								
Unsafe	4																								
Very unsafe	2																								
<table border="1"> <tbody> <tr> <td>Very safe</td> <td>126</td> </tr> <tr> <td>Safe</td> <td>110</td> </tr> <tr> <td>Neither safe nor unsafe</td> <td>30</td> </tr> <tr> <td>Unsafe</td> <td>21</td> </tr> <tr> <td>Very unsafe</td> <td>6</td> </tr> </tbody> </table>	Very safe	126	Safe	110	Neither safe nor unsafe	30	Unsafe	21	Very unsafe	6	<table border="1"> <tbody> <tr> <td>Very safe</td> <td>13</td> </tr> <tr> <td>Safe</td> <td>11</td> </tr> <tr> <td>Neither safe nor unsafe</td> <td>3</td> </tr> <tr> <td>Unsafe</td> <td>4</td> </tr> <tr> <td>Very unsafe</td> <td>2</td> </tr> </tbody> </table>	Very safe	13	Safe	11	Neither safe nor unsafe	3	Unsafe	4	Very unsafe	2				
Very safe	126																								
Safe	110																								
Neither safe nor unsafe	30																								
Unsafe	21																								
Very unsafe	6																								
Very safe	13																								
Safe	11																								
Neither safe nor unsafe	3																								
Unsafe	4																								
Very unsafe	2																								
Total participants: 293	Total participants: 33																								

#### Responses to survey question 6: Cycling safety

Would you or do you feel safe cycling on Collins Street in relation to interactions with other road users?																									
Online Your Say survey	Face to face survey, conducted in various Collins Street locations																								
<table border="1"> <thead> <tr> <th>Perception</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Very safe</td> <td>33</td> </tr> <tr> <td>Safe</td> <td>97</td> </tr> <tr> <td>Neither safe nor unsafe</td> <td>88</td> </tr> <tr> <td>Unsafe</td> <td>51</td> </tr> <tr> <td>Very unsafe</td> <td>24</td> </tr> </tbody> </table>	Perception	Count	Very safe	33	Safe	97	Neither safe nor unsafe	88	Unsafe	51	Very unsafe	24	<table border="1"> <thead> <tr> <th>Perception</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Very safe</td> <td>2</td> </tr> <tr> <td>Safe</td> <td>4</td> </tr> <tr> <td>Neither safe nor unsafe</td> <td>24</td> </tr> <tr> <td>Unsafe</td> <td>3</td> </tr> <tr> <td>Very unsafe</td> <td>0</td> </tr> </tbody> </table>	Perception	Count	Very safe	2	Safe	4	Neither safe nor unsafe	24	Unsafe	3	Very unsafe	0
Perception	Count																								
Very safe	33																								
Safe	97																								
Neither safe nor unsafe	88																								
Unsafe	51																								
Very unsafe	24																								
Perception	Count																								
Very safe	2																								
Safe	4																								
Neither safe nor unsafe	24																								
Unsafe	3																								
Very unsafe	0																								
<table border="1"> <tbody> <tr> <td>Very safe</td> <td>33</td> </tr> <tr> <td>Safe</td> <td>97</td> </tr> <tr> <td>Neither safe nor unsafe</td> <td>88</td> </tr> <tr> <td>Unsafe</td> <td>51</td> </tr> <tr> <td>Very unsafe</td> <td>24</td> </tr> </tbody> </table>	Very safe	33	Safe	97	Neither safe nor unsafe	88	Unsafe	51	Very unsafe	24	<table border="1"> <tbody> <tr> <td>Very safe</td> <td>2</td> </tr> <tr> <td>Safe</td> <td>4</td> </tr> <tr> <td>Neither safe nor unsafe</td> <td>24</td> </tr> <tr> <td>Unsafe</td> <td>3</td> </tr> <tr> <td>Very unsafe</td> <td>0</td> </tr> </tbody> </table>	Very safe	2	Safe	4	Neither safe nor unsafe	24	Unsafe	3	Very unsafe	0				
Very safe	33																								
Safe	97																								
Neither safe nor unsafe	88																								
Unsafe	51																								
Very unsafe	24																								
Very safe	2																								
Safe	4																								
Neither safe nor unsafe	24																								
Unsafe	3																								
Very unsafe	0																								
Total participants: 293	Total participants: 33																								

### 6.8.3.6. Feedback from local stakeholders (street users, property owners and businesses)

#### Responses to survey question 8: Trial installation sentiment<sup>7</sup>

How do you feel about the trial installations? (excluding broader stakeholders)			
These were responses identifying as businesses from wider Hobart area.			
Online Your Say survey		Face to face survey, conducted in various Collins Street locations	
Very positive	112	Very positive	8
Positive	55	Positive	6
Neutral	15	Neutral	4
Negative	38	Negative	5
Very negative	72	Very negative	10
Total participants: 292		Total participants: 33	

### 6.8.3.7. Feedback from broader stakeholders

#### Responses to survey question 8: Trial installation sentiment<sup>8</sup>

How do you feel about the trial installations? (broader stakeholders)			
These were responses identifying as businesses from wider Hobart area.			
Online Your Say survey		Face to face survey, conducted in various Collins Street locations	
Very positive	0	Very positive	0
Positive	0	Positive	0
Neutral	0	Neutral	0
Negative	0	Negative	0
Very negative	1	Very negative	0
Total participants: 1		Total participants: 0	

<sup>7</sup> This data only includes responses from those who identified as Collins Street property owners, business owners or street users.

<sup>8</sup> This data only includes responses from those who did not identify as Collins Street property owners, business owners or street users.

## ENGAGEMENT ACTIVITIES

To maximise stakeholder input, a mix of communication tools and in-person outreach were used to promote the engagement round.

Activity	Date	Notes
<a href="#">Your Say web page</a>	27 June (Update)	1,180 visits recorded
Your Say online survey	27 June to 13 July	293 surveys completed
Business letters	27 June	168 letters hand delivered to all street-focused businesses along Collins Street (Molle to Murray streets)
Property owner letters	26/27 June	87 letters posted to property owners on Collins Street (Molle to Murray streets)
Social media post	2 July	Post across the City of Hobart's social media platform <a href="#">Facebook</a>
Your Say registered users' notification	30 June	Email to registered users including links to survey and information on other engagement activities
Postcards	30 June to 11 July	1000 postcards distributed via business visits and intercept surveys
Intercept surveys	3 July (7:30am to 9am), 3 July (12pm to 1.30pm), 8 July (7.30am to 9am)	Three sessions: Two at Hobart Linear Park entrance, one outside 145 Collins Street
Business visits	30 June (10am to 3pm)	Direct outreach across one day
Drop-in sessions	2 July (11am to 2pm), 10 July (3pm to 6pm)	Two sessions: Both in the forecourt of 188 Collins Street



## REVIEW

The City of Hobart engaged external consultants ERA Planning and Environment (ERA) to review the engagement methods and survey design.

### Statement from ERA

#### Statement from Era Advisory

Era Advisory (Era) was engaged to review the approach to implementing the survey, and analysis of data, to ensure it was statistically robust. In addition, a review of the collection of quantitative data was undertaken.

Era understands the purpose of the collection of both the quantitative and qualitative data is to address the metrics requested through the Council meeting and identified within the Monitoring and Evaluation Framework document.

Noting Era has previously reviewed the survey drafting to ensure the wording of the survey was unbiased and responsive to the metrics identified; Era also provided advice regarding the timing of the engagement period and potential influences on the volume of feedback received, as well as the approach to implementing the survey, including locations for data collection.

As we move into the second round of engagement collection, Era specifically considered:

- Whether there were consistencies in relation to time frame that the engagement period was held, and location for the collection of data;
- Whether there had been any changes in the proposed trial installation elements;
- Whether there were external factors which may influence the robustness of the data.

#### Trial Installation

The initial phase of data collection focused on future trial installations including street side dining, separated cycle lanes, accessible parking spaces, street plantings and greening, a new zebra crossing, and lower speed limits. At that time there were questions regarding what people's perceptions would be regarding use of these installations.

Following the survey implementation, a recommendation from Council was made on 31 March 2025, which made some changes to the trial installations to be installed between Victoria and Murray Streets. The [Council Agenda](#) and [Minutes](#) can be found here. (<https://hobart.infocouncil.biz/>)

This has had the resultant impact of changing the trial installation's part way through the survey period, but before the physical work commenced.

It is difficult to determine whether respondents to the pre-installation survey were cognizant of this change. It is important to acknowledge this difference and its impact on statistical robustness of the data.

It is further noted that the 31 March Council motion endorsed an application to the Transport Commission for a reduced speed limit to 30 km/hr on Collins Street between Harrington Street and Argyle Street. While this change has not occurred to date, it is noteworthy that in the event of the Transport Commission agreeing with this request, there may be further impacts upon sentiment and respondents' views on road safety.

## **Data Collection**

The following observations were made in relation to data collection:

- Total survey responses doubled from 134 to 326; visits to the Your Say Page also doubled, from 492 to 1,180.
- The post-installation survey represented 24% of the number of visits to the Your Say Page, whereas the pre-installation survey represented 27% of the number of visits to the Your Say Page. This indicates a similar rate of conversion.
- The number of letters hand delivered or posted to property owners and businesses was consistent between both survey periods.
- The pre-installation phase included a media release and social media promotion (an Instagram post and story); neither occurred during the post-installation phase. There was a social media post on Facebook on 2 July.
- The post-installation phase included a notification to registered Your Say users; this was not undertaken during the pre-installation phase. This notification was based on the participants from the pre-installation engagement who subscribed to be notified about the upcoming engagements.
- The number of intercept surveys, their location, and the time frame was broadly consistent between the two phases.
- The drop-in sessions were consistent between the two phases.
- The business visits were broadly consistent between the two survey rounds.
- The pre-installation phase included an article in the Hobart News; this was not provided for in the post-installation phase.

This comparison highlights some minor inconsistencies regarding engagement promotion between the two phases. For subsequent survey periods, it is recommended that the survey approach be consistent with the pre-installation phase to maximise statistical robustness of the data.

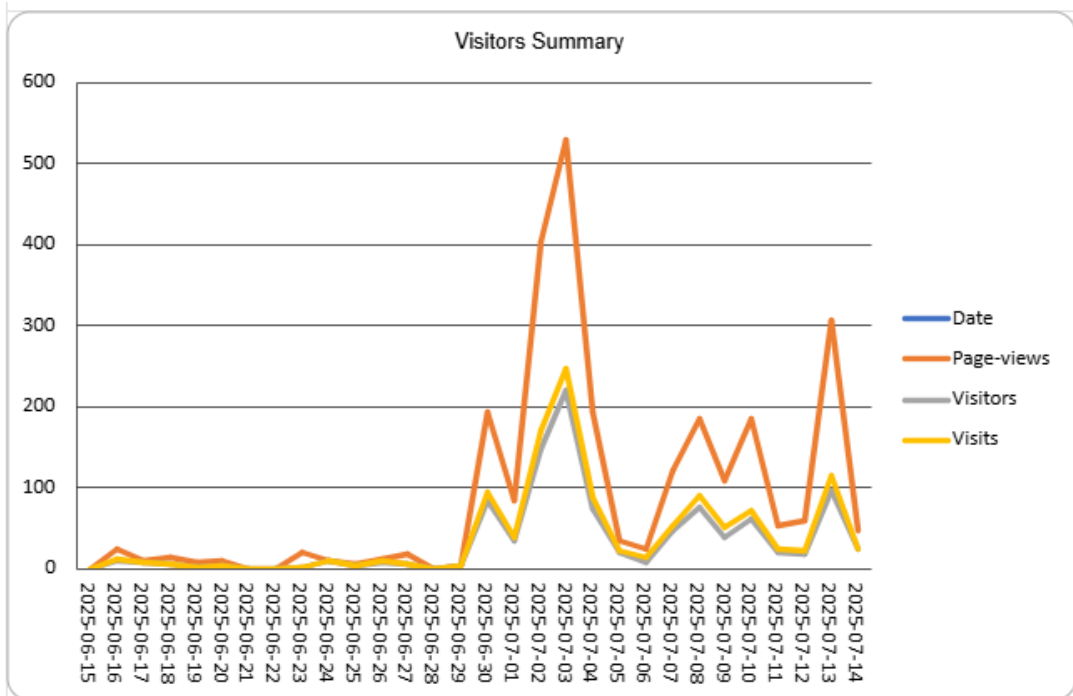
ERA Planning and Environment, August 2025



## APPENDIX A:

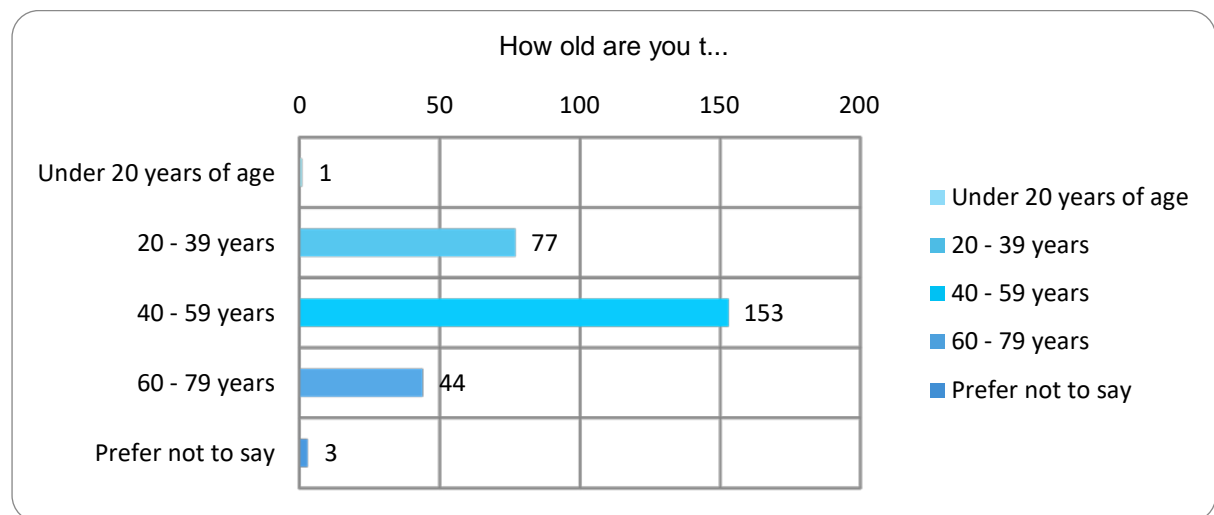
### YourSay survey results<sup>9</sup>

#### Visitors Summary



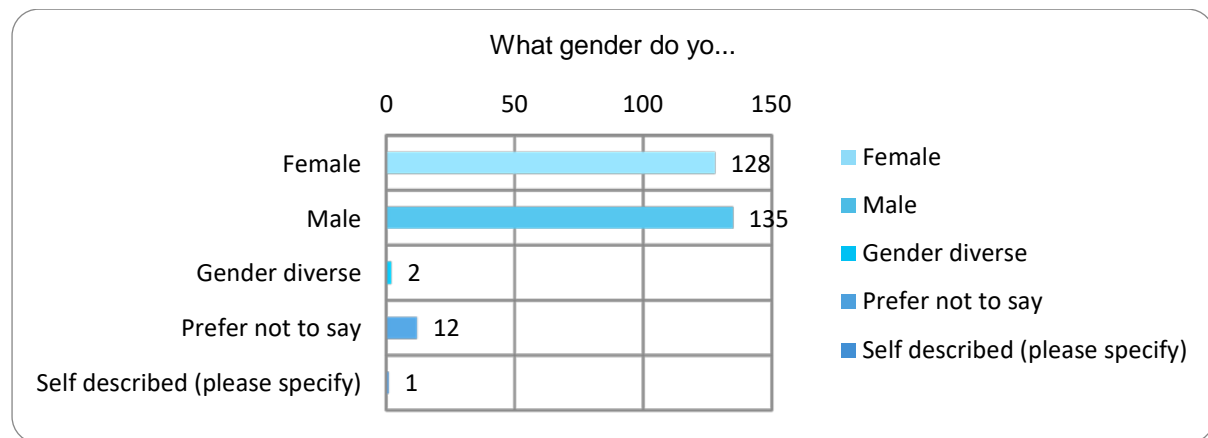
The Your Say page had 1,180 visits, with 293 registered individuals completing surveys.

#### Question 1: How old are you today?

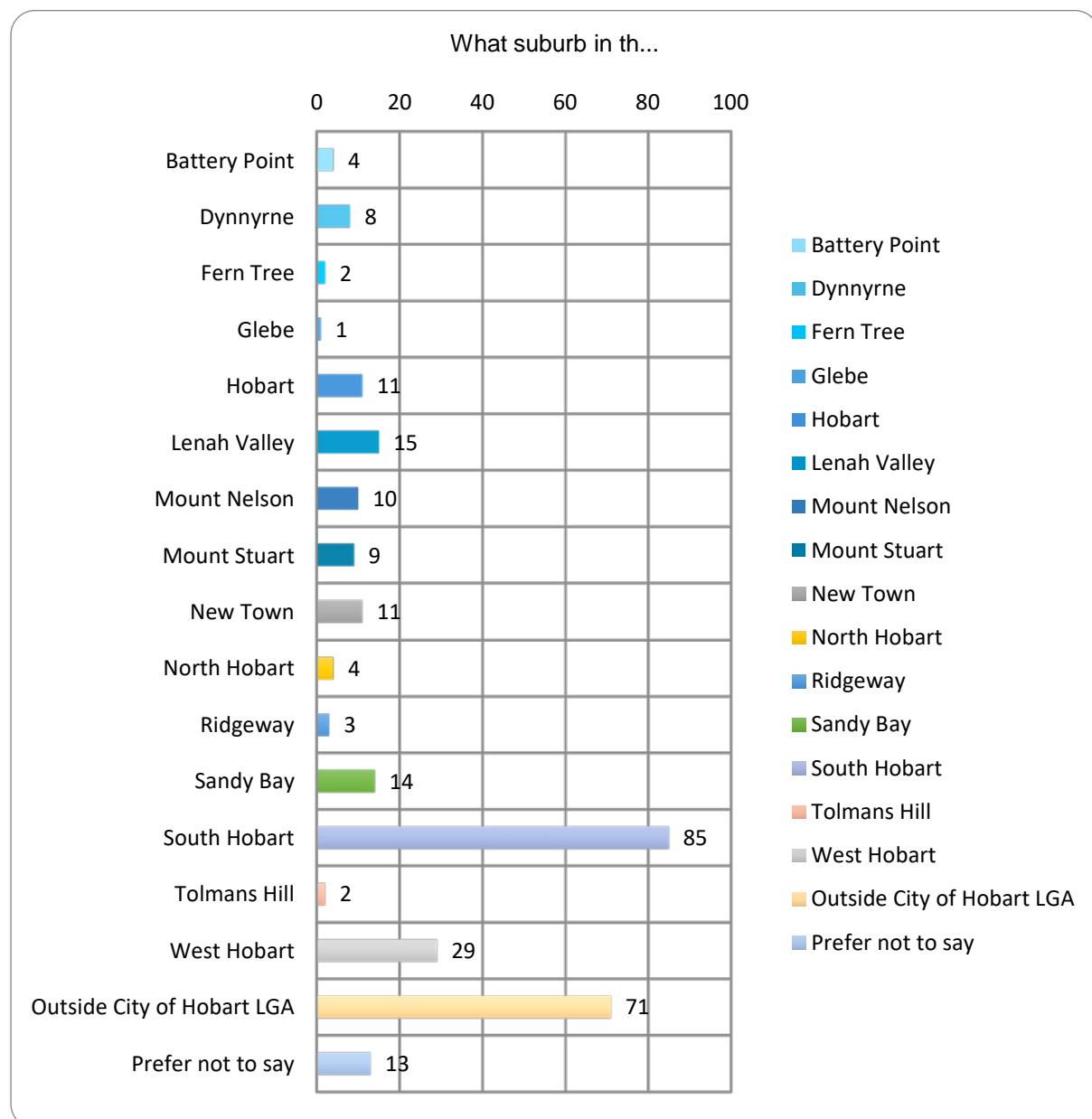


<sup>9</sup> For more information about how this data was collected, please refer to the Monitoring and Evaluation Framework (separate document) on the project's YourSay page.

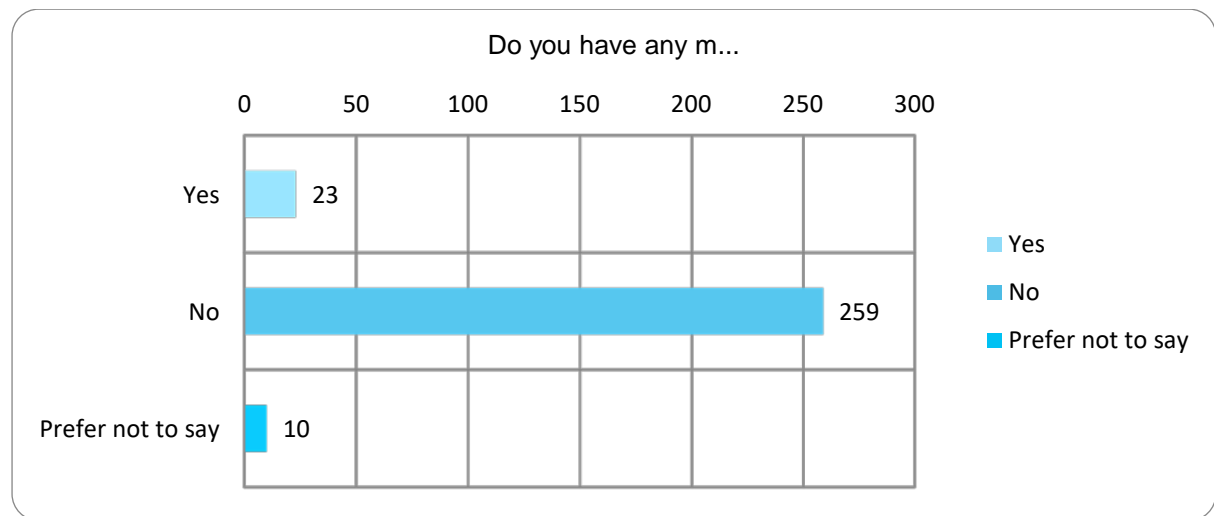
## Question 2: What gender do you identify as?



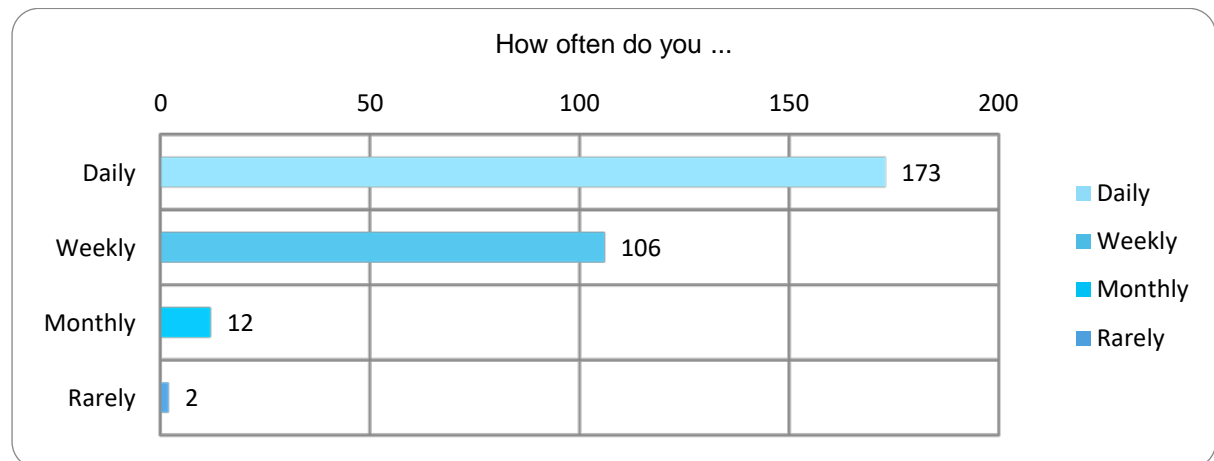
## Question 3: What suburb in the City of Hobart LGA do you reside in?



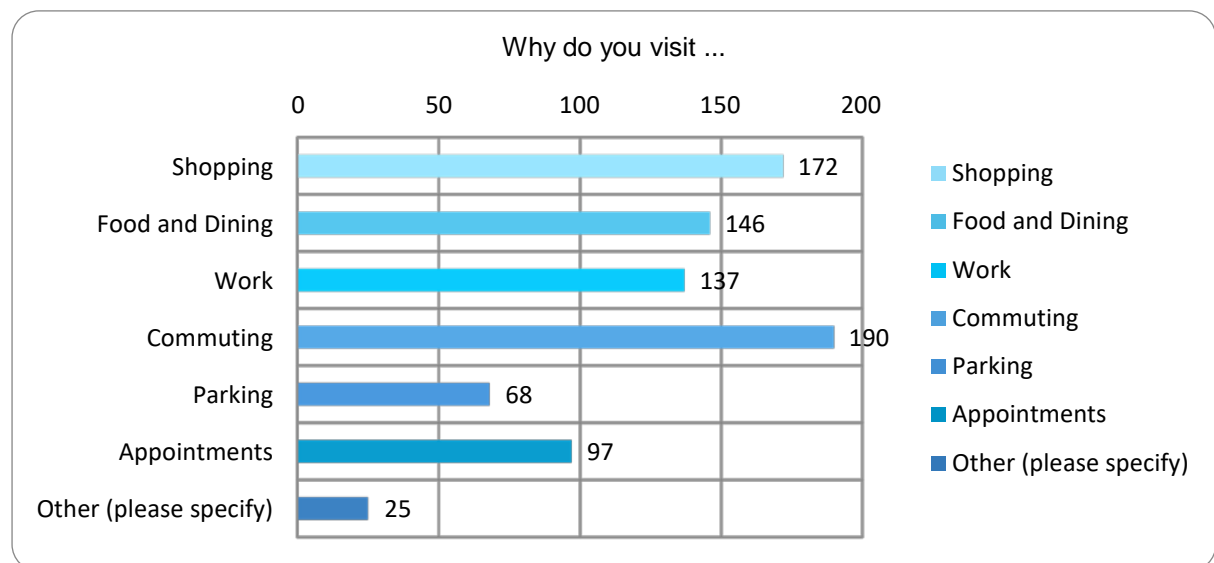
#### Question 4: Do you have any mobility or accessibility needs?



#### Question 5: How often do you visit Collins Street?

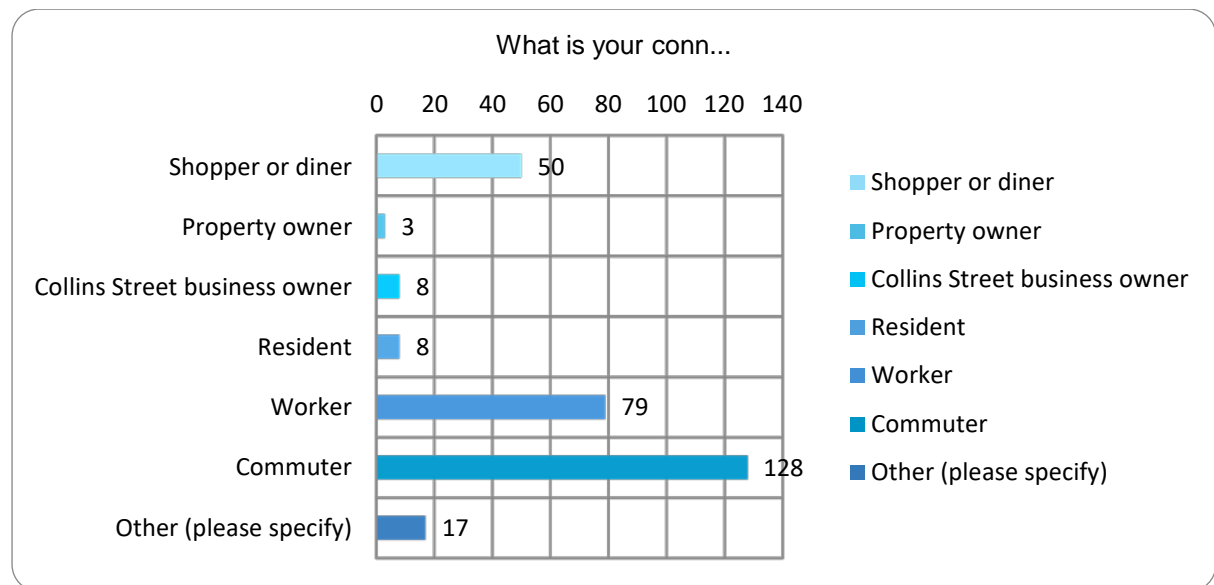


#### Question 6: Why do you visit Collins Street? (Select all that apply)

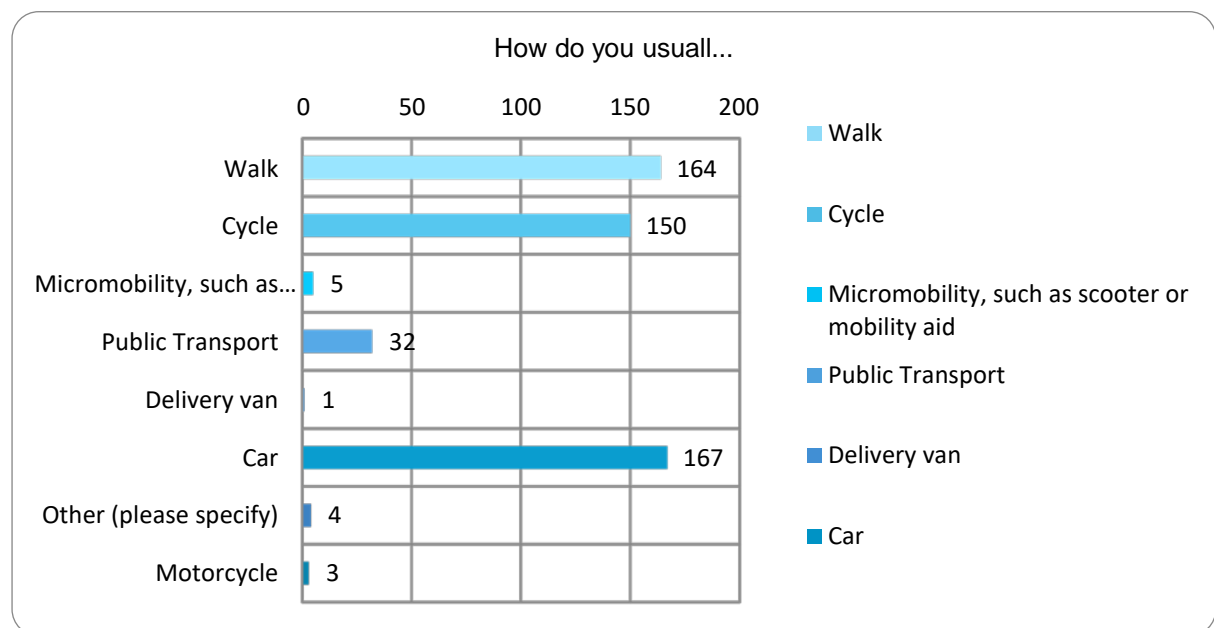




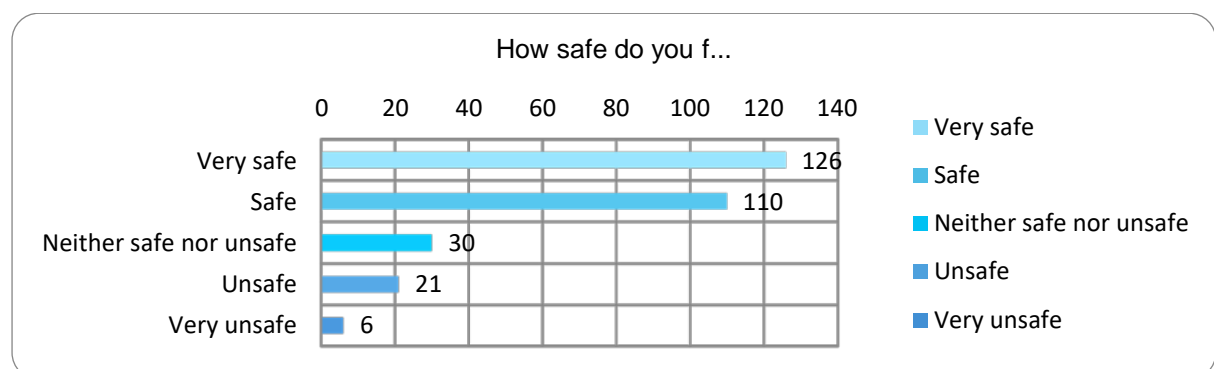
### Question 7: What is your connection to Collins Street?



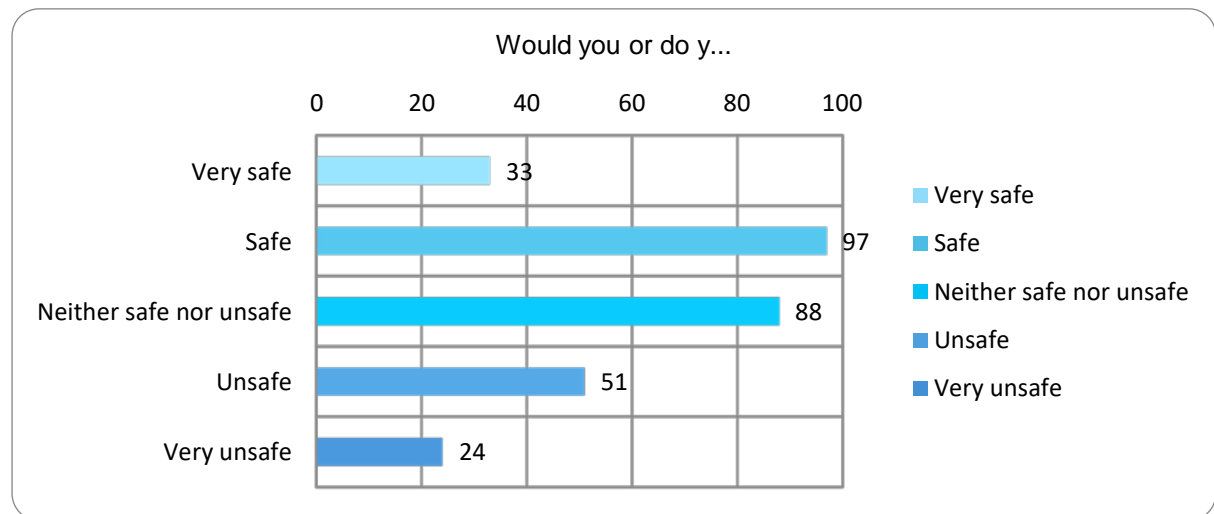
### Question 8: How do you usually travel to Collins Street?



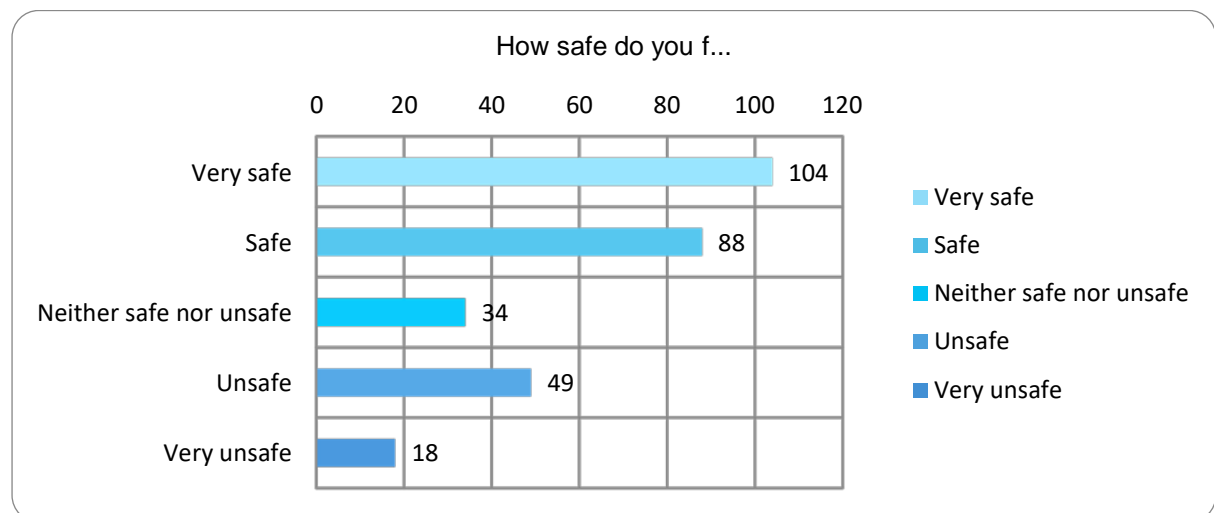
### Question 9: How safe do you feel when walking along Collins Street?



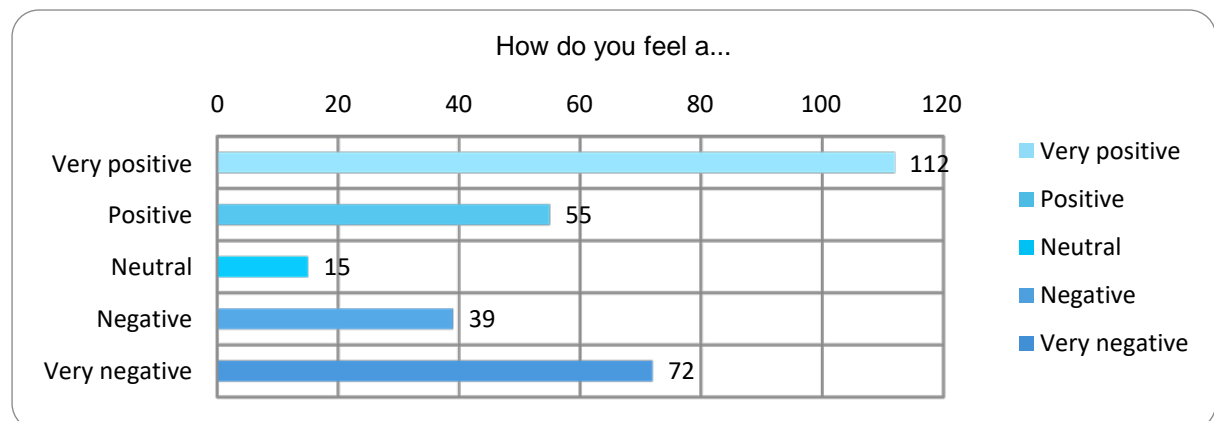
**Question 10: Would you or do you feel safe cycling on Collins Street in relation to interactions with other road users?**



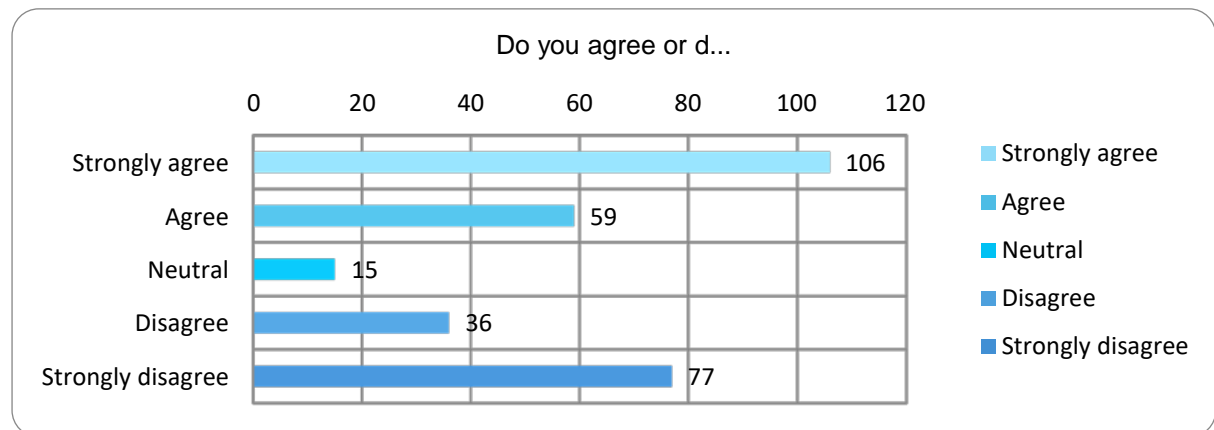
**Question 11: How safe do you feel when driving on Collins Street in relation to interactions with other road users?**



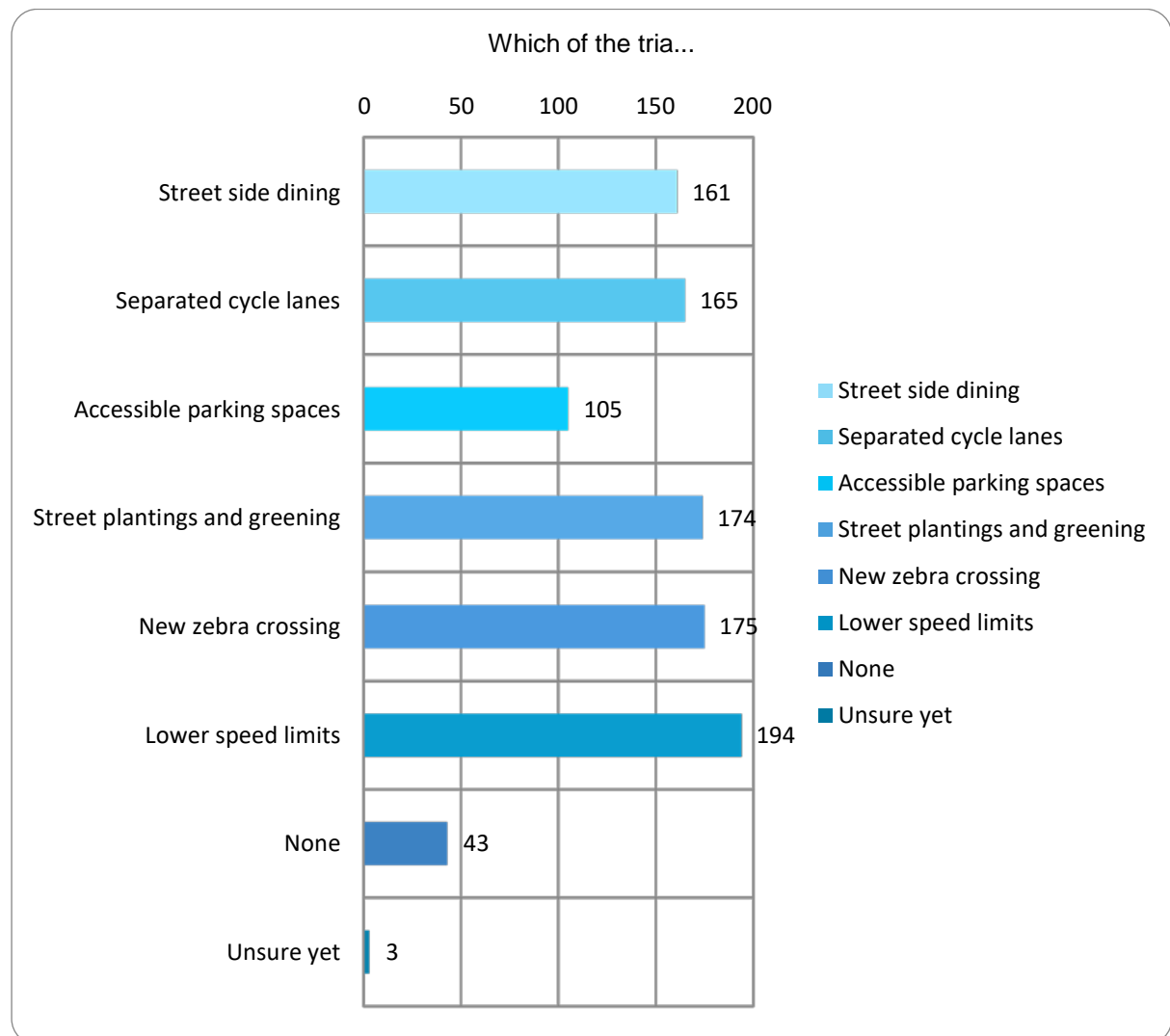
**Question 12: How do you feel about the trial installations?**



**Question 13: Do you agree or disagree that the trial installations have improved safety for road users on Collins Street?**



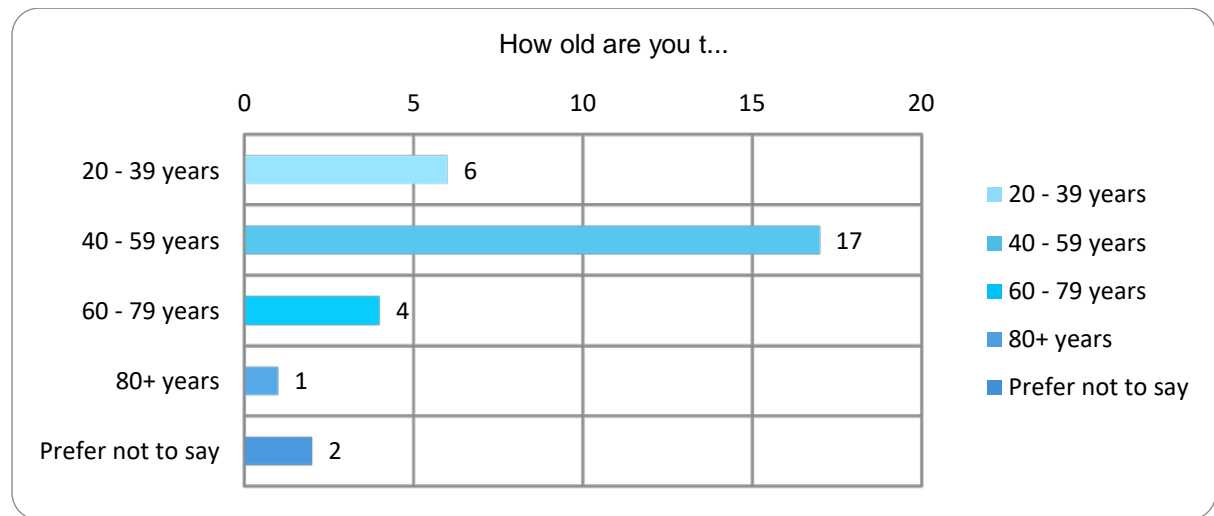
**Question 14: Which of the trial installations would you like to see made permanent? (Select all that apply)**



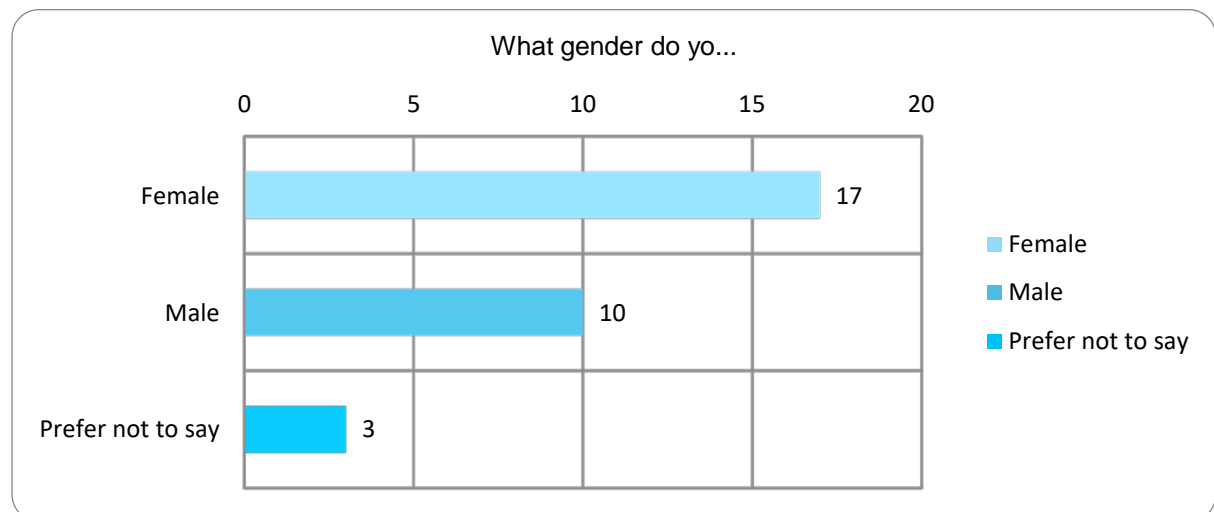
## APPENDIX B

### Face-to-face survey results<sup>10</sup>

#### Question 1: How old are you today?

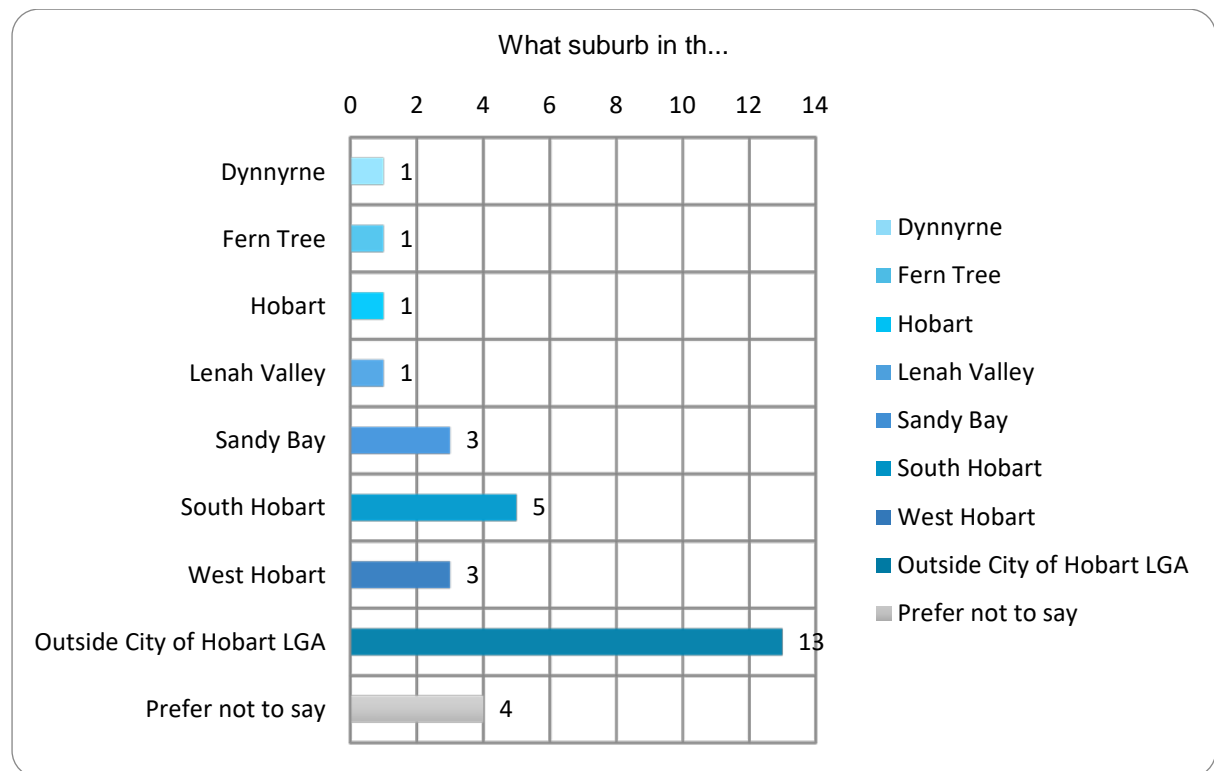


#### Question 2: What gender do you identify as?

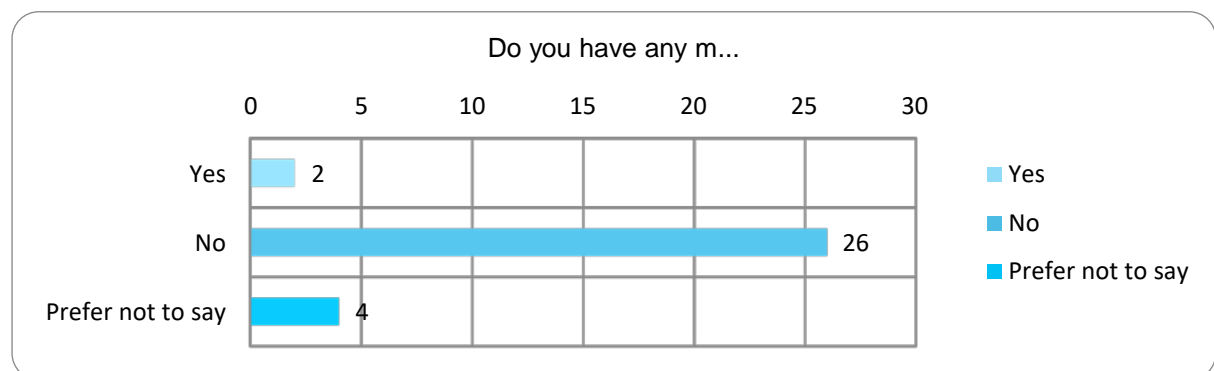


<sup>10</sup> For more information about how this data was collected, please refer to the Monitoring and Evaluation Framework (separate document) on the project's YourSay page.

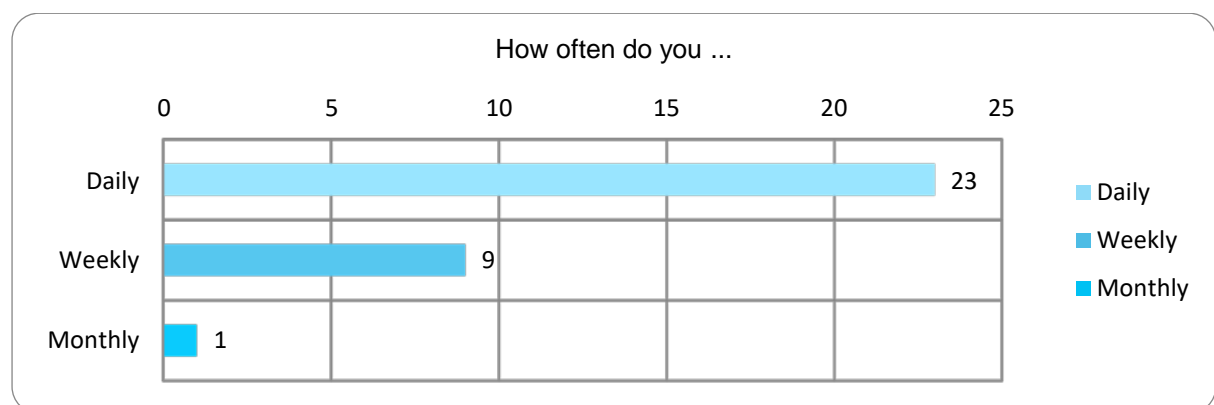
### Question 3: What suburb do you live in?



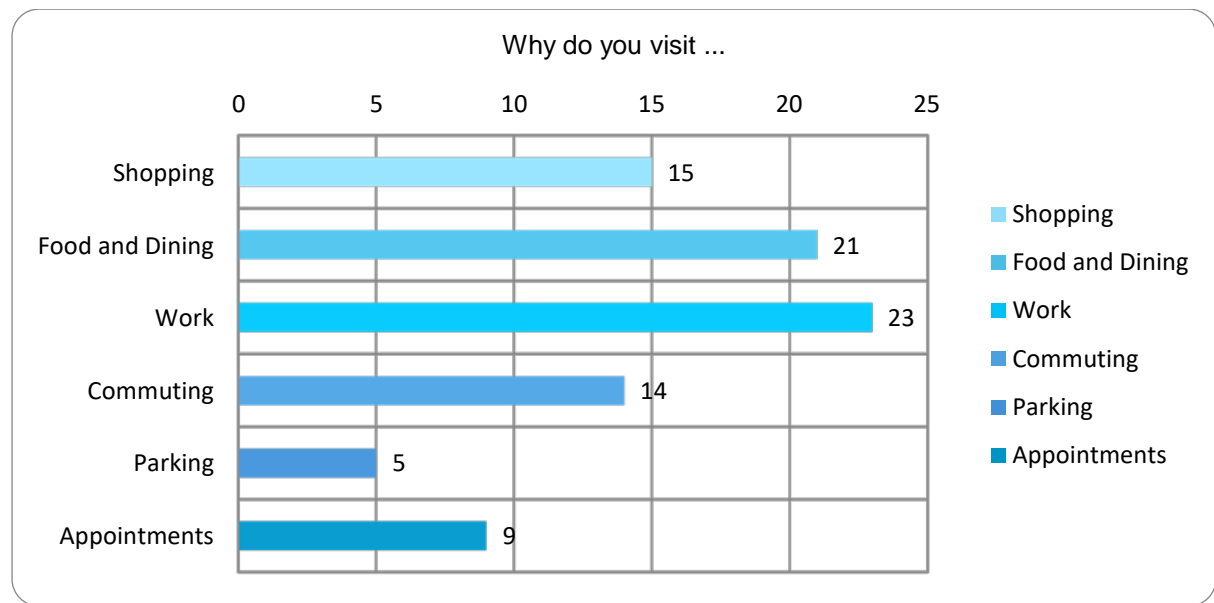
### Question 4: Do you have any mobility and/or accessibility needs?



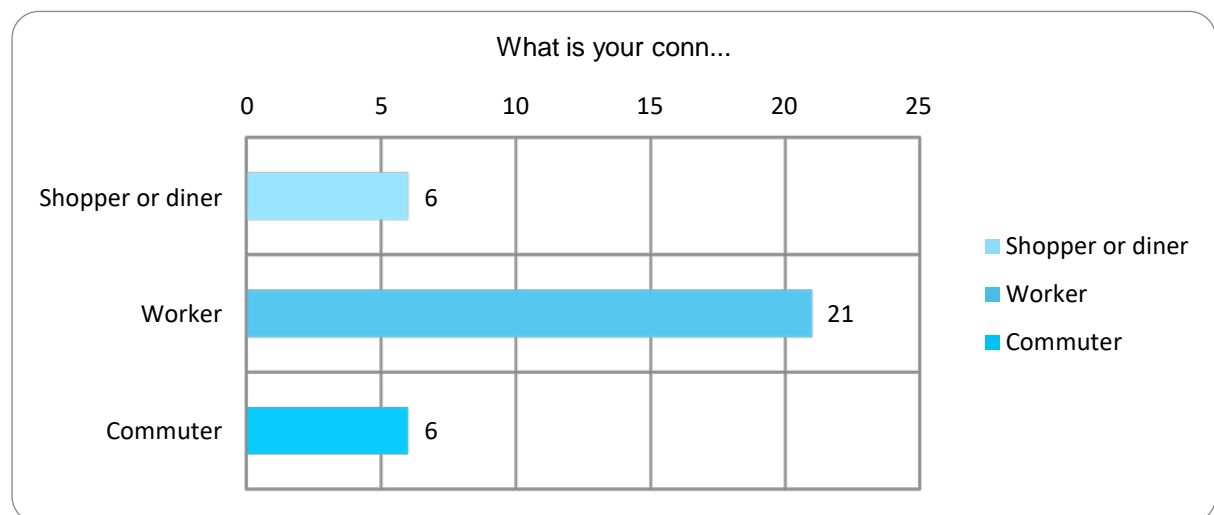
### Question 5: How often do you visit Collins Street?



### Question 6: Why do you visit Collins Street (Select all that apply)

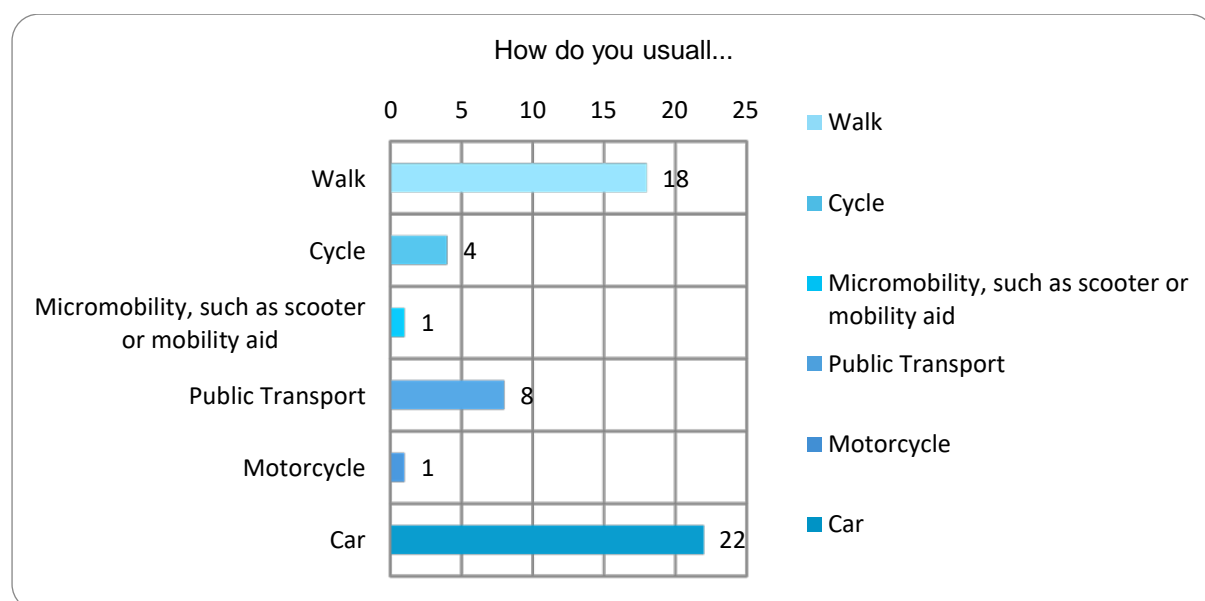


### Question 7: What is your connection to Collins Street?

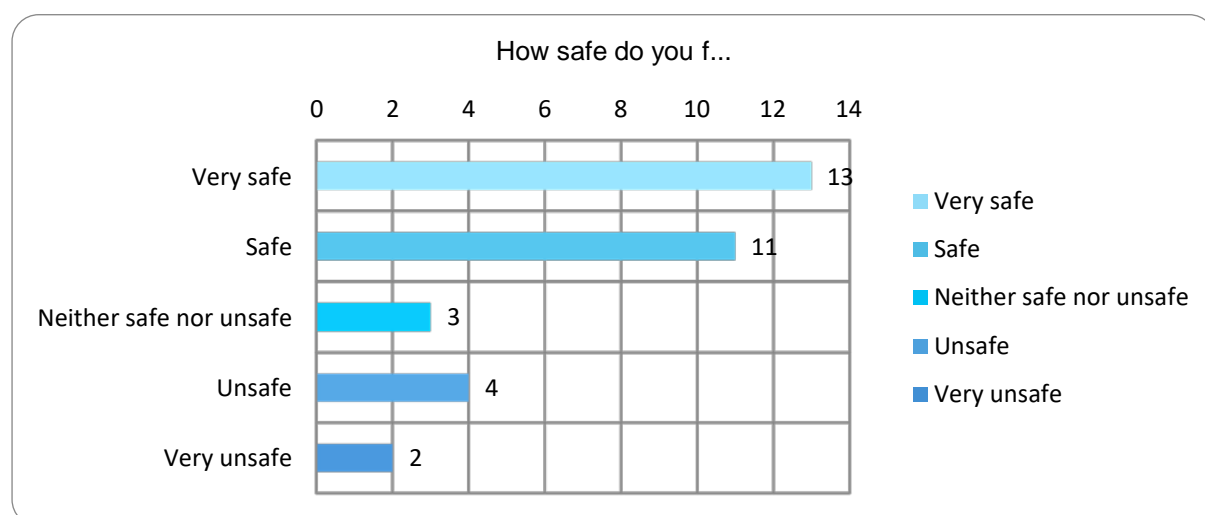




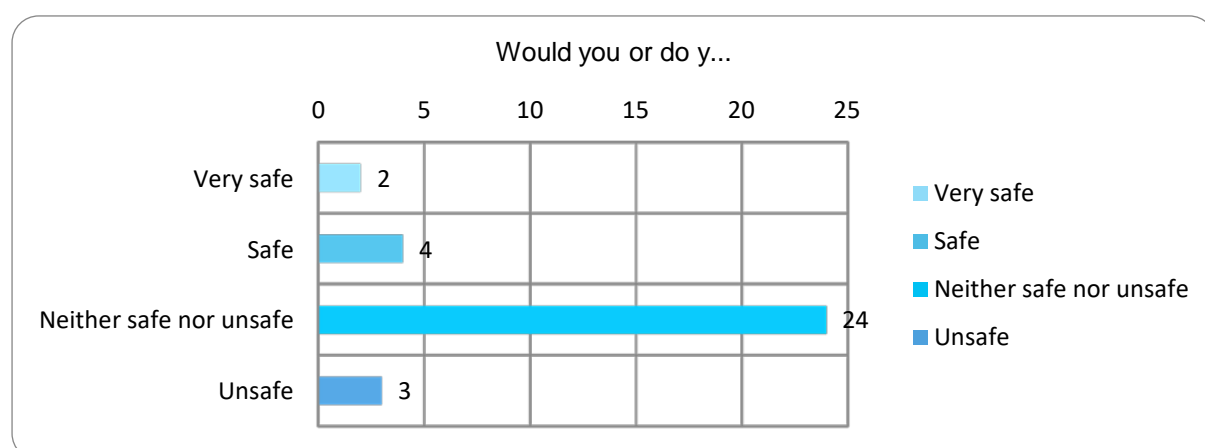
### Question 8: How do you usually travel to Collins Street? (Select all that apply)



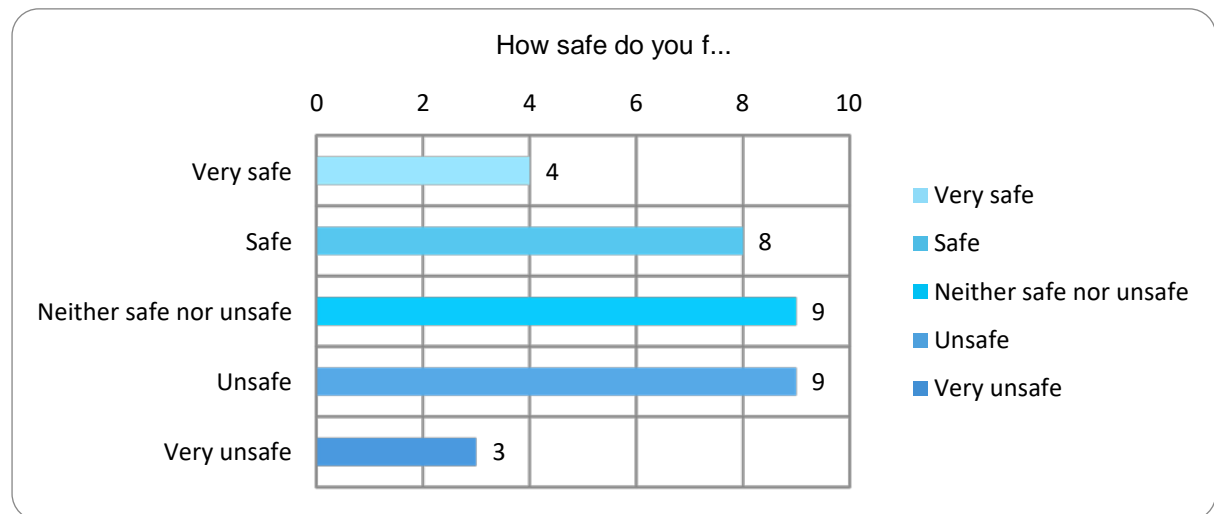
### Question 9: How safe do you feel when walking along Collins Street?



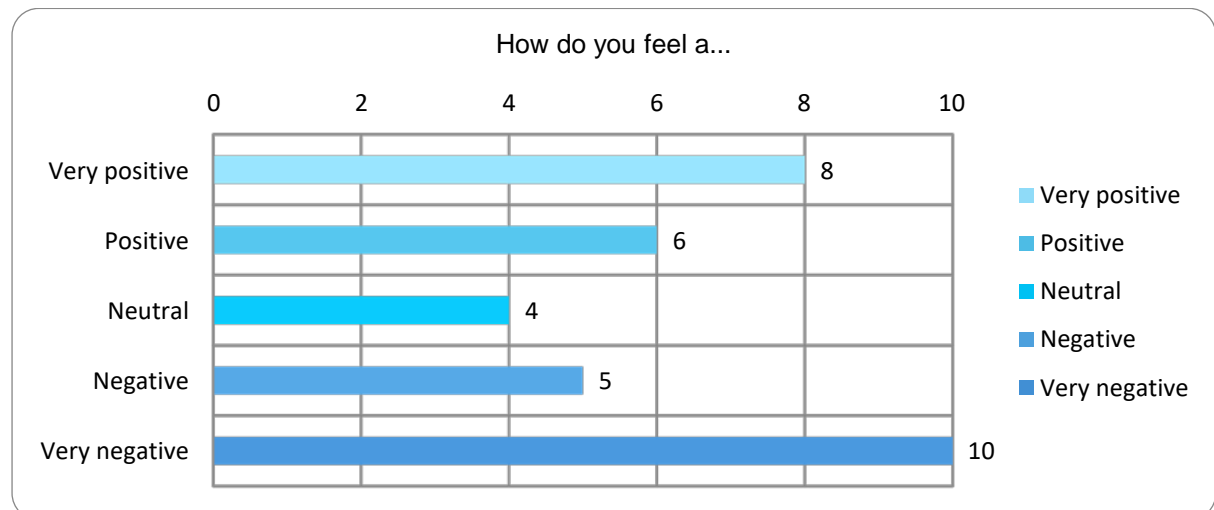
### Question 10: Would you or do you feel safe cycling on Collins Street in relation to interactions with other road users?



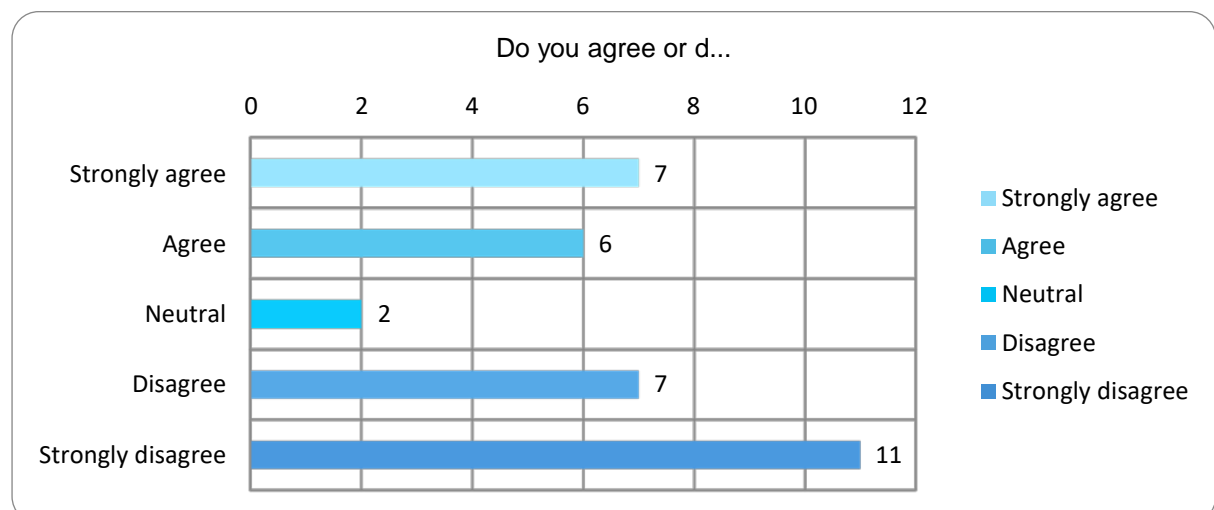
**Question 11: How safe do you feel when driving on Collins Street in relation to interactions with other road users?**



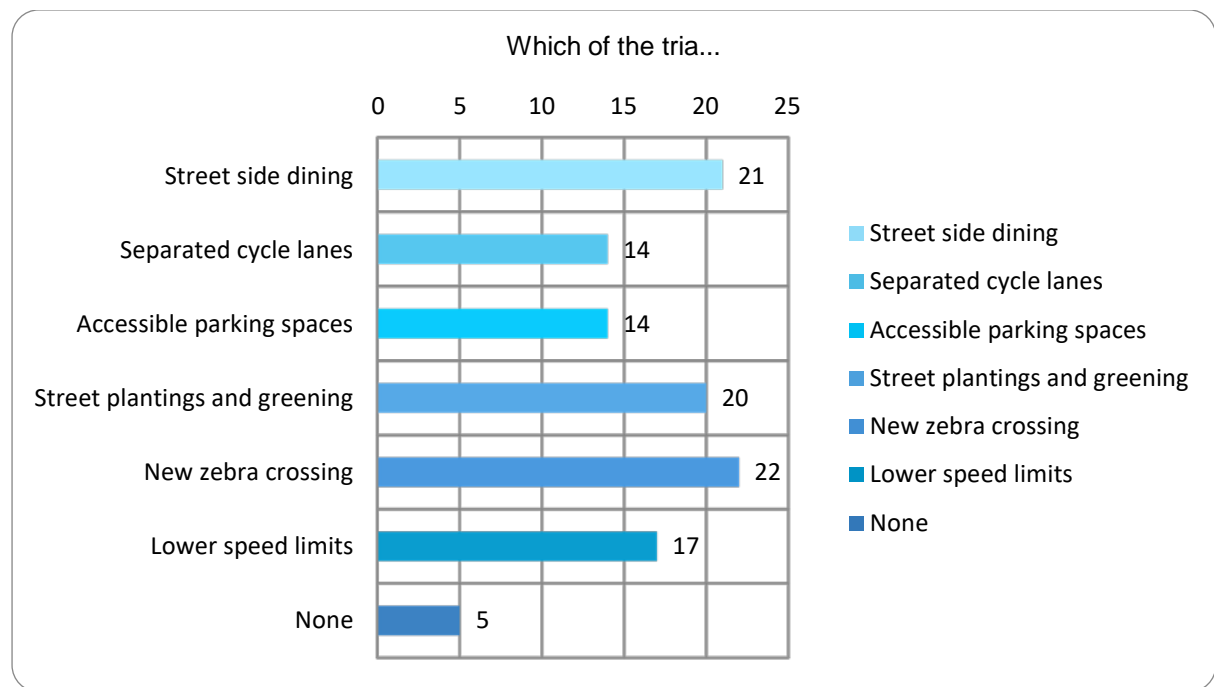
**Question 12: How do you feel about the trial installations?**



**Question 13: Do you agree or disagree that the trial installations have improved safety for road users on Collins Street?**



**Question 14: Which of the trial installations would you like to see made permanent?**



Hobart Town Hall,  
50 Macquarie Street,  
Hobart, TAS 7000  
**T** 03 6238 2711  
**E** [coh@hobartcity.com.au](mailto:coh@hobartcity.com.au)  
**W** [hobartcity.com.au](http://hobartcity.com.au)