



ChatterBox
Projects
voices shaping communities

Banyule City Council

Unlocking Greensborough

Commuter Intercept Survey Feedback Summary Report

27 July 2022 (Draft V1)





Acknowledgement

ChatterBox Projects is proud to acknowledge the Wurundjeri Woi-wurrung people as traditional custodians of the land in which Banyule is located. We pay our respect to all Aboriginal and Torres Strait Elders, past, present and emerging, who have resided in the area and have been an integral part of the area's history.

The Banyule community is made up of diverse cultures, beliefs, abilities, bodies, sexualities, ages and genders. We are committed to access, equity, participation and rights for everyone: principles which empower, foster harmony and increase the wellbeing of an inclusive community.

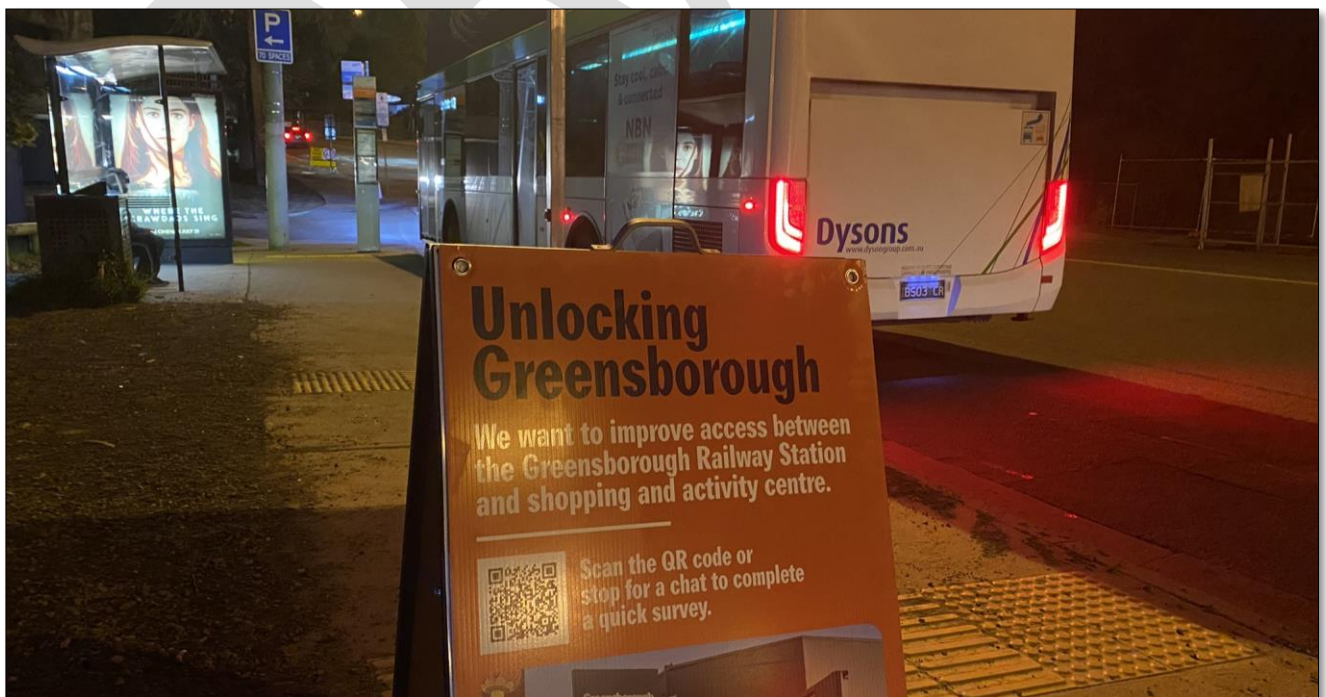
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Date	27 July 2022
Prepared by	Angela Walter, Senior Consultant, Chatterbox Projects
Check and approved by	Sam Walsh, Director, Chatterbox Projects
ChatterBox Projects Pty Ltd ABN: 40 403 533 235	
Telephone	0411 333 102
Email	info@chatterboxprojects.com.au
Web	chatterboxprojects.com.au
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1. Introduction

1.1 Project background

ChatterBox Projects was engaged by Banyule City Council to undertake intercept surveying of commuters moving to and from Greensborough Station and the Greensborough Activity Centre to inform an advocacy project involving the State Government duplicating the train line and upgrading Greensborough Station.

As part of the upgrade, the State Government is proposing to build a three-storey bus interchange and commuter carpark on the corner of Flintoff Street and Para Road.

This public transport improvement works has provided Council with an opportunity to advocate to the State Government for support to deliver a related project involving creating a direct, more accessible and safer pathway or route from Greensborough Station to Greensborough Plaza and the Greensborough Activity Centre.

Surveying commuters was about gathering information to support Council's advocacy efforts, in particular determining people's movements between the station and the activity centre and whether the lack of an accessible, direct walkway prevents people from visiting the area after getting off, or before getting on, the train.

1.2 Overview of engagement activities and level of participation

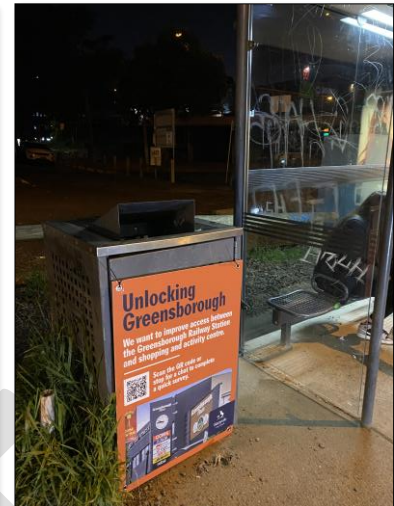
A short 3-question survey was developed for the intercept survey sessions to help understand the current behaviour of commuters and local residents regarding their travel to and from the Greensborough Activity Centre from the Greensborough Train Station or Para Road.

The survey asked participants:

- If they access the Greensborough Activity Centre from Greensborough Train Station or the Para Road end of town
- How they travel between the two locations (with four route options and other)
 - Route 1 - along Para Road, then up Main Street
 - Route 2 - along Para Road, then enter Greensborough Plaza from the Circuit
 - Route 3 - up Flintoff Street, then along Greensborough Walk
 - Route 4 - up ramp to Savers, then via alleyway down the side of Savers
 - Other
- If the reason why they didn't go to the Activity Centre was due to accessibility (footpaths, traffic, steep hills, etc) they were then asked to specify the reason
- They were also asked if they had any ideas for changes or developments that would help them access the activity centre from the train station or Para Road

Corflure signs, advertising the engagement and encouraging the community to scan the QR Code and complete the online survey were also installed along Para Road.





The survey was open for **one** week from 18-22 July. Intercept surveying of commuters was undertaken over four days from 18-21 July across four two-hour sessions:

Table 1-Dates and time of intercept survey sessions

Date	Time	Intercept location
Monday 18 July	4.30pm – 6.30pm	North / South Footpath Para Rd
Tuesday 19 July	11am – 1pm	North / South Footpath Para Rd
Wednesday 20 July	7am – 9am	North / South Footpath Para Rd
Thursday 21 July	4.30pm – 6.30pm	North / South Footpath Para Rd

Days, times and locations were selected to ensure a maximum number of commuters could be intercepted with most times being commuter times in the morning and afternoon.

During the sessions Chatterbox Project staff were able to:

- inform people about the project;
- provide an opportunity for people to provide their feedback directly to consultants on the spot by answering three survey questions on the tablet; and
- hand out postcards with information and a QR code that directed people to the survey online.

Across the four intercept **survey** sessions, approximately 470 people were engaged, with 267 people taking project postcards and 74 people completing the online survey on the spot via consultants.

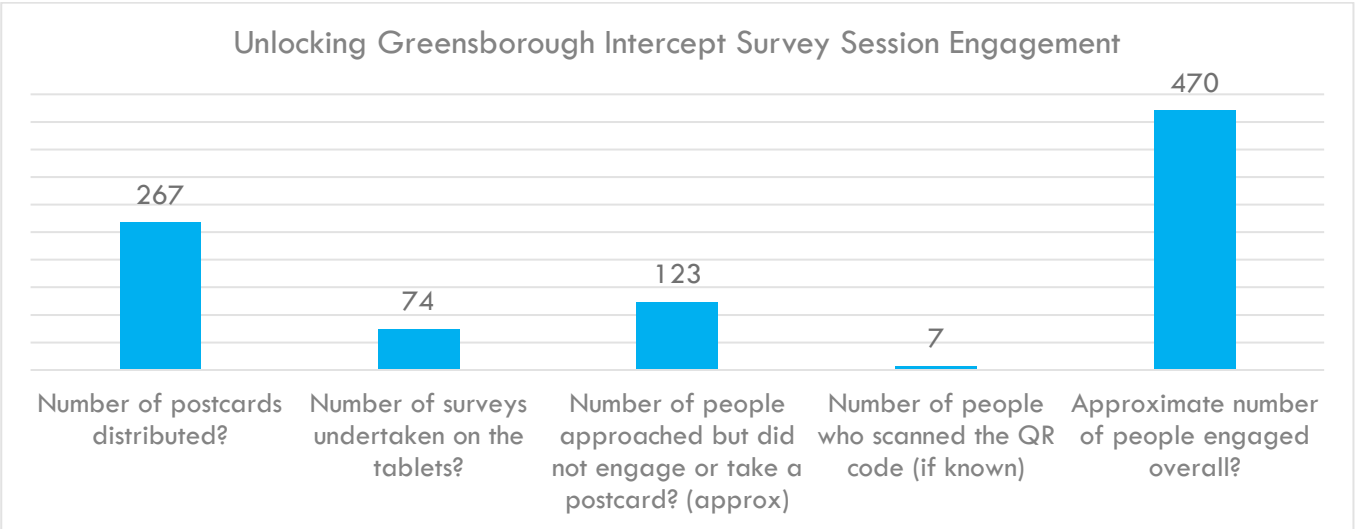
How else did you promote the online survey to receive over 50 surveys before we got out there?
Should add this here.

In total there were 231 people who completed a survey.



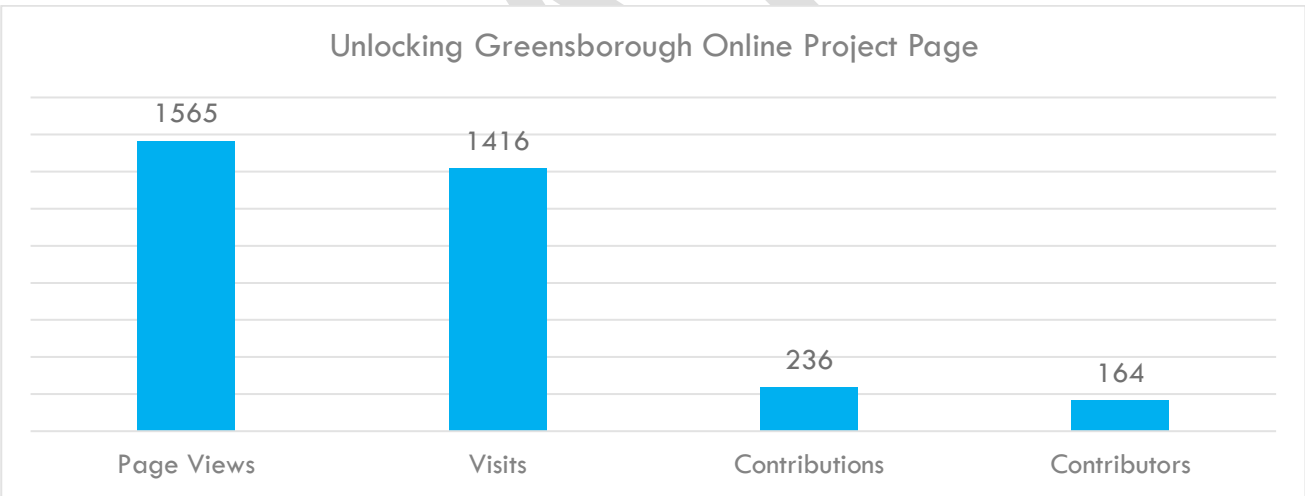


Graph 1-Intercept Survey Session Engagement



Activity on the project page on Shaping Banyule reported 1,565 page views, 1,416 visits and 164 different contributors. (see Graph 2 below)

Graph 2-Online Project Page Engagement



(Please note: The 74 online surveys were filled during the intercept survey sessions by two consultants via the Project Page, so therefore there are less contributors than surveys completed)





2. Key Findings

2.1 Overview of key findings

The majority of people who completed the survey indicated that they access the Greensborough Activity Centre from Greensborough Train Station or Parra Road by walking (80%).

These respondents used a range of different routes, with the most popular being:

- up the ramp to Savers then via the alley through to the shops on Main Street (Route 4); and
- along Para Road and then up Main Street (Route 1).

Many people said they use Route 4 because it is the most direct, but it had the most negative comments in relation to:

- lack of lighting making it feel unsafe at night;
- concerns around pedestrian safety due to conflict with cars moving in and out of the area and parking;
- the ramp being too steep and slippery; and
- the area being unsightly and not maintained.

All of the routes (1 to 4) were considered too steep, too long, and dangerous to access as well as indicating it was dangerous having to cross busy roads from the station (in particular Para Road).

In response to these challenges, a range of ideas were put forward by respondents to improve the pathways; access routes; and the area as a whole. These ideas included:

- creating better access over busy roads via an overpass, bridge, elevated walkway, underpass or tunnel;
- reducing the hill/slope up to the activity centre by incorporating an escalator, traveller, lift or elevated walkway;
- prioritising pedestrians by creating more car free areas or areas with less traffic;
- creating improved and more direct pathways that are better connected for pedestrians and cyclists;
- improving the experience of walking from the station to the activity centre by making the pathways and the area more attractive, activated and vibrant; and
- adding more lighting to make paths safer at night.

The next section of the report goes into more detail about the results of the survey responses.



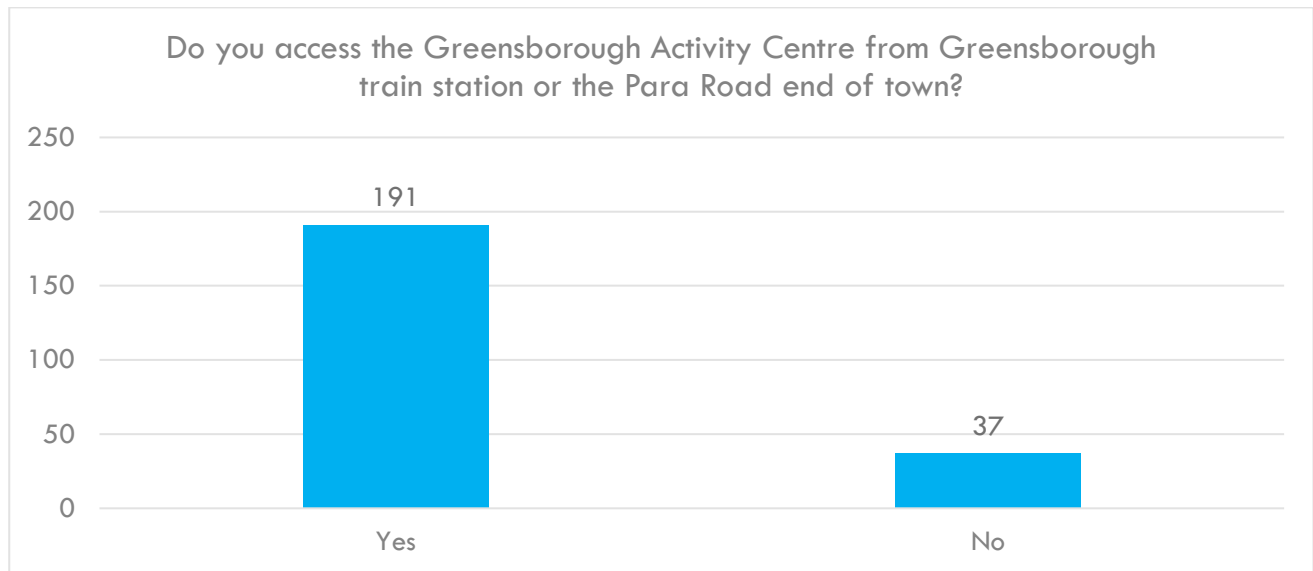


2.2 Survey question results

Q1. Do you access the Greensborough Activity Centre from Greensborough Train Station or the Para Road end of town?

Of the 228 respondents; 191 said 'Yes' and 37 said 'No'.

Graph 3- Do you access the Greensborough Activity Centre from Greensborough train station or the Para Road end of town?



If respondents indicated yes, they were then asked...

Q2. How do you travel between the two locations?

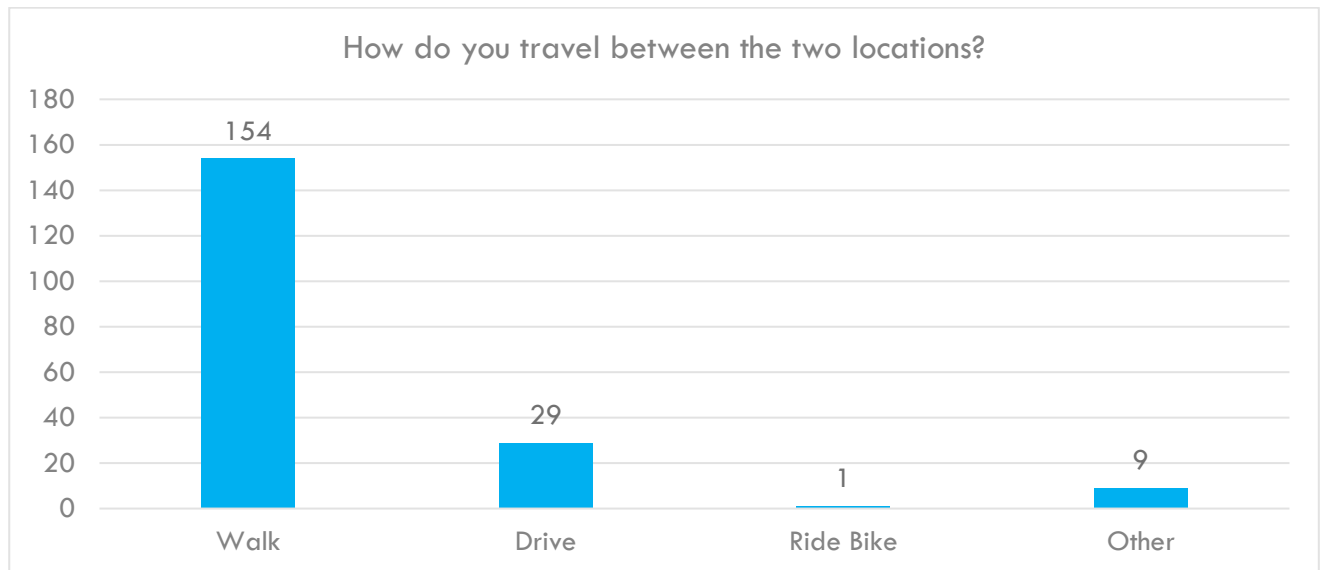
Of the 193 people who responded to this question:

- 154 indicated 'Walk'
- 29 indicated 'Drive'
- 1 indicated 'Ride'
- 9 indicated 'Other' which included 5 catching the bus





Graph 4-How do you travel between the two locations?



Q3. Which way do you go?

Respondents could choose between five options:

- Route 1 - along Para Road, then up Main Street
- Route 2 - along Para Road, then enter Greensborough Plaza from the Circuit
- Route 3 - up Flintoff Street, then along Greensborough Walk
- Route 4 - up ramp to Savers, then via alleyway down side of Savers
- Other

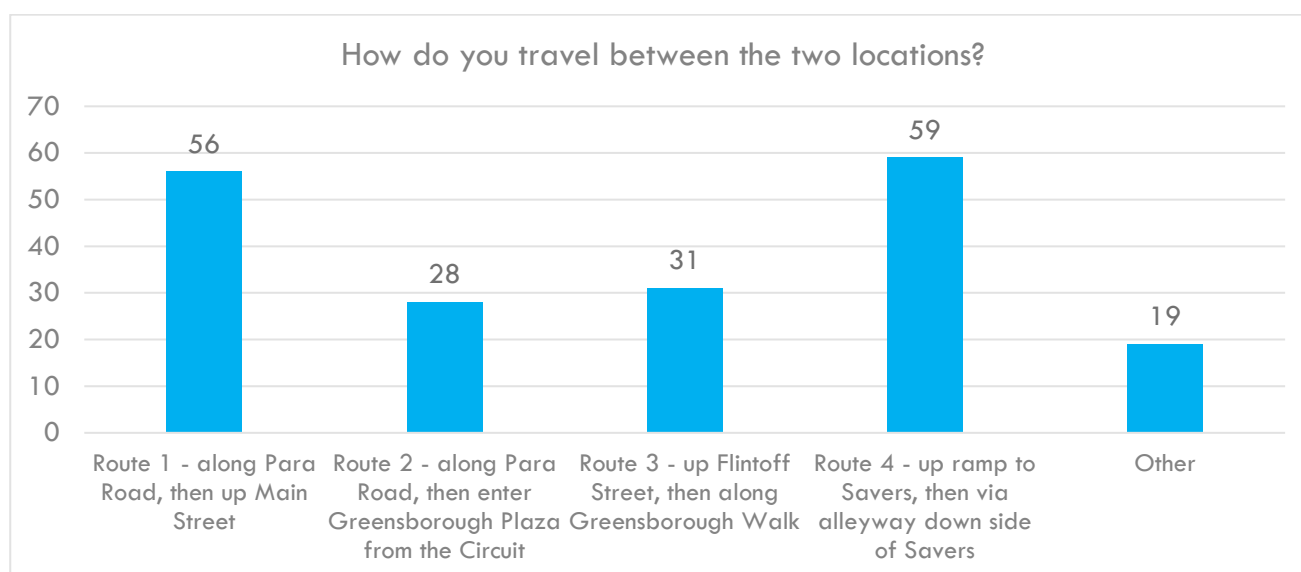
Of the 193 people who responded to this question:

- 56 selected Route 1
- 28 selected Route 2
- 31 selected Route 3
- 59 selected Route 4
- 19 selected Other which mostly included people using multiple routes





Graph 5-How do you travel between the two locations?



2.3 Key themes

There were five key themes that emerged from community feedback to the questions **'Are there any changes or developments that would help you to access the Activity Centre?'**

These themes have also been informed by the small number of responses to the question **'Is the reason you don't go to the Activity Centre due to accessibility (footpaths, traffic, steep hills, etc)?'**

Table 2-Key Themes

No.	Key theme	Number of comments
1	The walk is too steep and not accessible	82
2	Improve pedestrian safety and crossing busy roads	55
3	Prioritise pedestrians and improve connections, paths and signage	54
4	Make the walkways and area more attractive, activated and vibrant	39
5	Improve night-time safety with better lighting of the paths and walkways	34





1. The walk to is too steep and not accessible

This theme included many comments about the walk from the Greensborough Train Station to the activity centre being too steep, long and inaccessible for many people including those with mobility issues, injuries, older people and parents with prams.

Respondents provided a range of ideas to improve access to the Greensborough Activity Centre. Some of these ideas included:

- Overpass, bridge, elevated walkway
- Underpass, tunnel
- Escalator, travellerator
- Lift

People were interested in these new accessible pathways being undercover, weatherproof, wide, well-lit and safe.

"The hills are a struggle and are not very accessible"

"There is no way someone with mobility challenges would be able to get to the activity centre"

"The slope up between the car parks is difficult for seniors"

"An allocated and safe walkway or a travellerator or pedestrian bridge"

"An over or underpass connecting the station to the opposite side of Para Rd would go a long way to improving pedestrian and cycling access to the activity centre"

"An escalator or lift from the station would be great"





2. Improve pedestrian safety and minimise having to cross busy dangerous roads

This theme included many comments about needing to improve pedestrian safety in particular crossing busy and dangerous roads (like Para Road). There were also comments about pedestrians having to wait a long time at lights to cross the road as well as a lack of space for pedestrians to wait safely, especially during busy peak periods.

These comments were supported by the many ideas to have an overpass, bridge or underpass/ tunnel so pedestrians did not have to cross Para Road and encounter traffic and long wait times at signalised intersections.

Another area that was talked about from a pedestrian safety perspective was the route many people take located behind Savers. Many people commented that this route was unsafe for a range of reasons including conflict with cars moving around, backing out and parking and the area not being well-lit or maintained.

"Extend the station ramp over Para Road so pedestrians don't have to cross this busy road"

"The intersection between Main Street, the Circuit and Para Road is incredibly hostile to pedestrians and cyclists"

"Quicker lights at Main Rd and Para Rd. Pedestrians have to wait ages sometimes"

"Waiting area at the pedestrian crossing on Para Rd/Flintoff St crossings are small and get very congested with foot traffic"

"Better pedestrian spaces/pathways between station and Savers and or/Walk area."

"The route via Savers is particularly bad - through the car park, dirty, muddy, can't see the footpath for the mud and need to walk on the road"





3. Prioritising pedestrians and improving connections, paths and signage

This theme included many comments about improving the whole area for pedestrians, by creating more car free areas or areas with less traffic, better connected spaces and walkways across the precinct, improved paths for walking and cycling and creating more direct routes to key services and facilities.

"Close Grimshaw Street and include that area as a pedestrianised area"

"Be more pedestrian friendly and inviting, currently all the area is driver/car oriented"

"This whole area needs to be redeveloped so it is pedestrian friendly, active and green"

"Wider walkways that are not close to cars/car parks"

"Wider pedestrian paths and better signage"

"There needs to be improved walking paths to encourage more walking"

"Clearer signage. I've had to help people who come out of the station and just don't know how to get to the shops. It's just not visible"

"Improve signage closer to Greensborough station so it's easier to visually locate key local areas"





4. Make the area more attractive, activated and vibrant

This theme included many comments about improving the experience of someone walking from the station to the activity centre by making the pathways and the area more attract, activated and vibrant including:

- cleaning up the area;
- incorporating more outdoor dining, entertainment and music;
- adding more open space, trees, shade, greenery;
- adding facilities like seating, playground and a library; and
- creating a welcoming entrance into Greensborough from the train station.

"More outdoor dining would be good"

"There's no atmosphere in the Main Street compared to the likes of Montmorency or Eltham"

"Ideally more greenery/tress/natives/water features to showcase the beautiful Banyule area"

"Coming out of the station onto Para Rd is not a great intro to Greensborough"

Increase use of created outdoor spaces, including for extended dining, recreation etc"

"A clean up of the streets around the station would make accessing the Plaza much more pleasant"

"The walk from the station to the plaza is grim"

Artist impression only. Subject to change.





5. Improve night-time safety with better lighting of paths and walkways

This theme included many comments about improving the safety of the footpaths and walkways at night by adding more lighting.

This issue was of particular concern in relation to the route that went behind Savers and up the alley to access Greensborough Plaza. ChatterBox Projects consultants heard this issue directly from many women at the intercept pop-up sessions.

"Open up another way through between the pool area and the plaza, that isn't dark and uninviting like outside Savers"

"Currently not great lighting at night. Often trip on tree litter and mulch washed out onto paths"

"Something with lights as it's a little unsafe for young people"

"Better lighting, e.g. around the back car parks behind savers etc. I go past Watermarc because the other way is scary when its dusk"

"I would walk more if there was a better way to get up the ramp at Savers - I feel like at night that area is very dark and dangerous with no one around"

"Better lighting at night, even along proper footpaths. I'm a big guy and I don't love it"

