

Attachment 1 SCMT Options Analysis Engagement Report

SEPTEMBER 2021

ENGAGEMENT REPORT

Sunshine Coast Mass Transit Options Analysis

Prepared by Articulous

Limitations of Use

The sole purpose of this report is to provide findings from the community engagement process. The report was compiled in accordance with the scope of services set out by Sunshine Coast Council.

In preparing this report, Articulous has relied upon the information provided by participants at numerous community engagement events and in written format.

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EXECUTIVE SUMMARY

1. Executive summary

This report summarises the outcomes of community engagement on the Mass Transit Draft Options Analysis.

This report summarises outcomes from:

- The survey
- An Enquiry by Design workshop
- An Intergenerational Forum
- Two community roundtable workshops
- Pop-up events
- A presentation by key interest groups

This document also reports Sunshine Coast's analysis of other submissions.

Based on the outcomes of all these engagement activities, this report identifies the following recommendations for consideration in finalising to the Options Analysis report and assist Council communicate the wider policy context of the Public Transport Master Plan.

- The majority of people believe a good mass transit system is important for the Sunshine Coast.
- A mass transit system should provide convenient, frequent and reliable services.
- There is an opportunity to support greater public understanding of the Public Transport Master Plan.
- The community supports continued investigation of heavy rail services in the CAMCOS corridor.
- Facilities (such as shaded pedestrian/cycling pathways, kiss 'n' ride, park 'n' ride, and other first and last mile facilities) and services (such as Mobility as a Service and other feeder services) to seamlessly connect people from their homes to mass transit stations and onto their destination and back, are important to the community.
- Ensuring people feel safe when travelling to and using the system will likely increase patronage.
- Continue to advocate for alternative mass transit route options, including extending the service to additional locations such as Caloundra, Sippy Downs and the airport.
- When considering progressing the five recommended mass transit options to the Detailed Business Case phase, do this on the understanding that further consultation is required, and noting some of the community had concerns with the light rail with overhead wires option.

The consultation included several key findings from all engagement activities:

- Respondents wanted to reinforce the coast's natural amenity through well designed green public spaces and shaded pathways that provided easy access to the beach.
- Most people (68% of survey respondents) believe it is important to have a good mass transit system and 10% were neutral.
- The majority of people under 50 years of age were satisfied that all five options should progress to a Detailed Business Case while the majority of people aged 51 years and over were dissatisfied.
- Of the suburbs with the highest response rate, 14 of the top 23 suburbs had half or more than half of respondents satisfied for the five options to proceed to a detailed business case.
- Options with tracks and wires received the lowest numbers of positive comments.
- Some people who felt that the proposed route needed to be extended to connect to more places, others preferred to see an alternate route that avoided foreshore locations such as Alexandra Headland.
- Along the proposed route there are some suburbs where most people support the five options. There are also suburbs where there are more people who are unsatisfied that these options should proceed to the business case phase.
- There are contrasting views on urban form. Survey participants under 50 years old were more likely to want development around mass transit nodes while survey respondents over 50 were more likely to want development spread throughout the urban corridor.
- In the Enquiry by Design (EBD) workshop all participants developed land use scenarios that increased density and activity near mass transit stations. This workshop included members of key transit interest groups, young people, accessibility advocates, environmental interest groups and a wide range of other stakeholders. This was also observed at the Intergenerational Forum during the 'urban collage' activity.
- What people said during the engagement period was influenced by their age, geography, accessibility needs. Older participants and participants who lived along the route generally felt more negatively about the proposed options than those who were younger, who lived away from the route and who had accessibility needs.
- People who took part in deliberative activities provided considered feedback and sometimes changed their attitudes positively toward the proposed options.

INTRODUCTION + BACKGROUND

2. Introduction and background

Project background

As one of Australia's fastest growing regions, the Sunshine Coast has become heavily dependent on the use of private motor vehicles which has resulted in increased pressure on the local road network.

With more than 500,000 people expected to live in the region in the next 20 years, Sunshine Coast Regional Council (Council) is investigating public transport solutions as part of its plan to reduce the need for private vehicles and ensure people can continue to move around easily.

In August 2020, the Council endorsed the community engagement framework for the Sunshine Coast Mass Transit Draft Options Analysis, prior to proceeding through to Phase 3 of the business case process – the Detailed Business Case.

On April 28, 2021, Sunshine Coast Council launched engagement on the Mass Transit Draft Options Analysis. This consultation closed eight weeks later on June 22, 2021.

This public consultation period employed a wide range of engagement activities including a:

- Community-wide online survey (including a paper-based version)
- Series of pop-up consultation stands to gather ideas and feedback at:
 - Shopping centres
 - Public spaces
 - Markets
 - Libraries
- Enquiry by Design workshop
- Intergenerational Forum
- Special Interest Groups workshop
- Set of Community roundtables
- Program of school briefings
- Range of meetings and briefings

Consultation targeted:

- Sunshine Coast residents
- Sunshine Coast property owners
- Community organisations
- First Nations Representatives
- The property industry
- The transport industry
- The business community

- Environmental interest groups
- The aged-care sector
- The elderly
- Youth
- Accessibility representative groups
- Visitors to the region

Wider public discourse

There was considerable public, media, and political interest preceding and during this project.

Media headlines included:

- "Cycleway fight over future light rail barrier to beach" (Courier Mail, June 10, 2020)
- "Sunshine Coast locals fight back against light rail mass transit fearing destruction of their lifestyle" (ABC, February 19, 2021)

The wider community discourse varied in nature. At times it lacked full information about the project, the range of preferred options or Council's intent to reduce the need for private vehicles through a mass transit solution – for a sustainable future and to preserve the Sunshine Coast lifestyle.

Next steps

The outcomes of this engagement will inform the final Options Analysis report which, if endorsed by Sunshine Coast Council, will be provided to the Queensland Government. The Queensland Department of Transport and Main Roads would then lead the development of the Detailed Business Case, in partnership with Sunshine Coast Council, in accordance with the Queensland Government's announcement in May 2019. Further community consultation will be undertaken during the Detailed Business Case phase.

ENGAGEMENT QUESTIONS

3. Engagement questions

The engagement framework was designed to provide community feedback on a set of engagement questions which were shared with the public on the Council website which included other communication materials such as the Draft Options Analysis Report, project brochure, frequently asked questions, myths and facts, factsheets, and video renders of the mass transit options.

The engagement questions included important community values which had been generated from previous engagement, and/or were embedded into Council's Vision and Corporate Plan. The questions were used across all activities.

Primary engagement question

The engagement program was centred around the question: "Recognising current and future populations, how can we create a transport system that moves our population more easily across the Sunshine Coast and protects what we love most about the local lifestyle and the environment?"

Supporting questions

For each mass transit option:

- How does each transit option support the Coast's lifestyle and amenity?
- How does each option meet the needs of the Sunshine Coast community today, and tomorrow?

For urban form:

- How does Sunshine Coast Council accommodate growth in its coastal areas while maintaining lifestyle and amenity?

For placemaking:

- How do we create public spaces that promote people's health, happiness, and well-being?

The Survey also contained questions about the Public Transport Master Plan and the proposed mass transit route.

The full list of survey questions can be read in Appendix 3.

ENGAGEMENT ACTIVITIES

4. Engagement activities

Over the eight weeks during May and June 2021, Sunshine Coast Council hosted fifty community engagement activities.

These included:

- 19 pop-up events
- Four virtual reality sessions
- Two community roundtables that included representative groups, aged care, youth, business, and accessibility groups
- A special presentation to Council and State Government Officers by MTAG (Mass Transit Action Group), the Beach Matters Group and OSCAR (Organisation Sunshine Coast Association of Residents) on their views
- An Intergenerational Forum that brought together a wide range of interests from across all generations
- An Enquiry by Design workshop
- An online survey
- Five school presentations by Council
- 19 Council presentations at community and stakeholder briefings.

Sunshine Coast Council has also commenced an ongoing engagement process with First Nations people.

ENGAGEMENT METHODOLOGY

5. Engagement methodology

Survey

An online survey was hosted on Engagement HQ (Bang the Table). This digital community engagement platform provides a range of tools for effective community engagement and community sentiment to support government and other decision makers. This online survey was replicated as a paper survey for residents without internet access or who did not want to engage with Sunshine Coast Council online.

The full list of survey questions can be read in Appendix 3.

Deliberative engagement activities

Deliberative engagement activities provide participants with:

- Detailed background information
- Access to expert knowledge
- Opportunity to explore a diverse range of views, perspectives and alternate ideas
- Time to consider their response
- Professional facilitators who support the group to employ critical thinking skills, interrogate evidence and come to agreement.

The benefits of deliberative process include:

- Ability of participants to ask detailed questions of experts, advocate for their positions, and increase their level of knowledge before being asked to form a view, thereby resulting in more informed, considered views being shared
- Cultivating trust between authorities and communities
- Building civic capacity.

The Sunshine Coast Mass Transit Options Analysis engagement plan included three deliberative activities:

- An Enquiry by Design workshop
- An Intergenerational Forum
- Community roundtable discussions.

All these activities:

- Informed participants on project background and need (consequences of inaction)
- Informed participants on the five mass transit options recommended by the Options Analysis Report
- Involved participants to discuss the Sunshine Coast's lifestyle and character
- Involved participants to identify issues, concerns, and barriers to mass transit

- Presented national and international examples of how the introduction of mass transit supports economy, lifestyle, and environmental sustainability, as well as key challenges
- Involved participants to identify opportunities, priorities, and critical success factors for mass transit
- Involved participants in identifying potential land use and place-making opportunities and actions to safeguard and retain the Sunshine Coast's character and lifestyle
- Involved participants in identifying opportunities for emerging transport solutions such as Mobility as a Service
- Involved participants to take part in discussion and planning activities to apply their own key criteria in designing a mass transit hub.



Enquiry by Design workshop

An Enquiry by Design workshop is designed to:

- Raise awareness of the principles of best practice and sustainable urban design
- Collaboratively explore and demonstrate how these principles can be applied to develop solutions to designs.

This workshop invited participants to apply principles of best practice and sustainable urban design regarding mass transit solutions for the Sunshine Coast's growing population.

Invitees included:

- Business and development sector
- Transport sector representatives
- Health providers
- Education providers
- Environmental interest groups
- Community interest groups



Intergenerational Forum

The benefits of youth participation in decisions with long term outcomes are substantial. Similarly, older residents can provide context on how a city or other local areas have changed and evolved over time.

There are significant barriers to youth participation in important decisions. Young people may:

- Require parental permission to attend and participate in engagement activities
- Feel intimidated to speak in a group of adults
- Find traditional engagement activities unappealing
- Require transportation to attend engagement activities.

Young people are also very busy. They are often studying and working as well as meeting family commitments.

Sunshine Coast Council liaised with schools and with the Sunshine Coast University to provide an opportunity for young people to participate with older people in the discussion on mass transit options.

This forum sought to bring generations together to explore:

- Shared values
- Emerging transport needs and opportunities
- How to encourage sustainable transport behaviours
- How Sunshine Coast population growth should be accommodated.

Participants included:

- Older residents
- High school children
- University students
- Other youth
- Aged care providers
- Community group representatives
- Environmental interest groups
- Business sector.

Sunshine Coast Councillors and one guest of their choice were also invited to attend.

Senior experts and industry figures were invited to present to this forum. Also presenting was a Sunshine Coast university student who spoke about what young people need and want.

Community roundtable discussions

These roundtable discussions provided an opportunity for participants to work through the transport challenges associated with the forecast population growth in a collaborative environment through a clear and concise process that was founded on clear goals.

Participants included:

- Disability representatives
- Education providers
- Community and residents' organisations

- Business and development Industry
- Environmental interest groups
- Tourism sector
- Sport and recreation groups
- Housing sector.



Pop-up events

These small-scale events engaged participants in one-on-one conversations and were situated in high traffic footfall locations such as libraries, markets, and popular public spaces.

These events were an opportunity for people to find out more information about the project and ask questions, as well as provide feedback on the Sunshine Coast mass transit options, urban form and placemaking.

Participants could share their comments and feedback through:

- Conversations with council staff, Divisional Councillors, and other members of the public
- Posting comments on information boards about the options
- Posting comments on information boards about travel needs
- Posting comments on information boards about urban design and place making
- Completing the survey

Key interest groups presentation

Three Sunshine Coast community groups self-identified as having a specific interest in the Coast's transport future. These groups were undertaking independent engagement and research activities with the Sunshine Coast community and with State and Federal elected representatives.

These groups were:

- Mass Transit Action Group (MTAG)
- Organisation of Sunshine Coast Association of Residents (OSCAR)
- Beach Matters

These groups were invited to a meeting with officers from the State Government and Council to:

- Present the outcomes of any independent research activities
- Present their concerns
- Present alternative solutions for the Sunshine Coast's transport future.

Each group prepared a presentation. These presentations can be seen in Appendix 4.

Councillor engagement kit

Each Councillor was provided resources to help them have informed conversations about the mass transit options analysis with stakeholders and members of the public.

Communication activities

The engagement strategy was supported by a comprehensive communication plan which included the following collateral:

- Downloadable draft Options Analysis Report
- Project website
- Have your Say engagement platform
- Project brochure
- FAQs (frequently asked questions) – online and downloadable version
- Advertising – print and broadcast
- Social media posts
- Media launch and media releases throughout the consultation period
- Mass transit myth busting question and answers
- Virtual reality goggles for an immersive experience of the quality bus corridor, bus rapid transit, trackless tram, light rail transit (conventional) and light rail transit (wireless)
- Pop-up display boards
- E-newsletters (April, May and June)
- Mailout to residents, landowners (including absentee landowners) and businesses in the corridor

ANALYSIS METHODOLOGY

6. Analysis methodology

This document reports on these data sets.

- Survey data exported from Engagement HQ
- Data from paper-based surveys
- Qualitative feedback from Sunshine Coast Council pop-up events
- Feedback from Community Roundtable discussions (3 and 4 June)
- Feedback from the Enquiry by Design workshop (17 June)
- Feedback from the Intergenerational Forum (18 June)

Quantitative analysis

The online and paper survey contained questions that asked participants to:

- Agree or disagree with a statement
- Select from a range of preferred options
- Rank their response on a Likert scale

The data was analysed and used to prepare graphs describing the participant responses to each quantitative survey question.

A correlational analysis compared these responses to a range of demographic factors such as:

- Where participants live
- Age
- Gender
- Household type

Qualitative analysis

The online and paper survey also contained open ended questions that allowed participants to freely express their ideas, thoughts, and concerns. The responses were analysed in two ways, sentiment analysis and NVivo analysis (please refer to section on NVivo analysis for explanation).

Sentiment analysis

Sentiment refers to the contextual polarity of a text or a document, meaning, the emotional effect the text or document has on the reader (or the author wants to convey). It also indicates the attitude of the author about the subject.

Each open-ended response was classified as possessing either positive, negative, neutral sentiment or no direct sentiment.

Positive sentiment

This classification describes responses that contain positive words/sentences or that express a positive sentiment attached toward the prompting question.

Negative sentiment

This classification describes responses that express negative sentiments toward the prompting question. These sentiments may express disappointment, sadness, or objection.

Neutral/No direct sentiment

This classification describes responses that are:

- Left blank
- Contain responses unrelated to the prompting question
- Contain both positive and negative comments in a single response
- Are ambiguous

Neutral sentiment responses were included in further qualitative analysis activities.

Form responses

This classification describes responses that are:

- Long-form (more than 50 words)
- Contain identical words

Inappropriate language

The Mass Transit Option Analysis has attracted a range of participant views. A small number of participants used offensive language. Where this language was directed toward to the mass transit project (for example as a direct response to one of the mass transit options) this was recorded as a negative sentiment. Where this language was used generally (such as a non-defined frustration with Council) it was recorded as "no direct sentiment."

NVivo analysis

NVivo is a qualitative data analysis computer software package produced by QSR International. NVivo helps qualitative researchers to organise, analyse and find insights in unstructured or qualitative data like interviews, open-ended survey responses, journal articles, social media, and web content, where deep levels of analysis on small or large volumes of data are required.

NVivo is used by:

- Academic organisations
- Government
- Health
- Commercial researchers across a diverse range of fields, including social sciences such as anthropology, psychology, communication, sociology, as well as fields such as forensics, tourism, criminology, and marketing.

NVivo was used to analyse the responses to each qualitative question to identify major themes.

The qualitative response was loaded into the program to generate themes based on the distribution of words within each data set. These syntactic relationships can be graphically represented to reveal word clusters.

One strong advantage of this methodology is its independence and objectivity. It helps eliminate human bias.

Feedback from interactive workshops

These engagement activities included:

- Community roundtable discussions
- An Enquiry by Design workshop
- An Intergenerational Forum
- A special presentation by key interest groups

At these workshops, attendees participated in a series of activities that formed a structured discussion.

For each of these events, the major themes for each discussion topic are summarised, and any major outcomes are identified.

Other submissions

Sunshine Coast Council also received submissions outside of these engagement activities. These included submissions from:

- Business and Industry groups
- Community groups
- Environmental groups
- Action groups
- Political groups

These submissions were analysed by Sunshine Coast Council and the key issues raised through these submissions are summarised in Appendix 1.

7. Matters for consideration by Council and for finalising the Options Analysis

The comprehensive engagement program revealed important insights that may influence the finalisation of the Options Analysis. It is also understood that the insights will be used to inform ongoing land use planning and place making for the coastal corridor. This will support the preparation of a land use strategy that incorporates community feedback for the Detailed Business Case, as well as future planning and place making processes.

The key points that may influence the finalisation of the Options Analysis have been summarised below. These points are distilled from the outcomes of all engagement activities.

The majority of people believe a good mass transit system is important for the Sunshine Coast

- Most people believed that it is important to have a good mass transit system.
- There was a particular concern with the light rail with overhead wires option.

A mass transit system should provide convenient, frequent and reliable services on a predictable route

- Most elements of a good public transport system were considered important. However convenient services on a predictable route were considered the most important factor, followed by frequent and reliable.

Support greater public understanding of the Public Transport Master Plan

- Based on the commentary provided in the feedback, there appeared to be a poor understanding of the Public Transport Master Plan. For example, more survey respondents said they were dissatisfied than satisfied with the plan (49% versus 40%). However, in the survey's qualitative data and feedback gathered in deliberative activities, participants listed attributes such as East to West connections, feeder services and links to the heavy rail network that are already included in this Public Transport Master Plan.

Investigate additional heavy rail services

- Progress CAMCOS in parallel with mass transit
- Consideration of improved heavy rail to Brisbane as a high priority.
- The airport connection was considered a higher priority by some stakeholders and other engagement participants suggested additional mass transit connections such as Caloundra and the university.
- Investigate additional heavy rail services such as improving the North Coast rail line from Beerburrum to Nambour.

Investigate ways to seamlessly connect people from their home to mass transit stations and onto their destination and back.

- Consider rapid feeder services
- Consider park-and-ride locations and other 'last mile' infrastructure (bicycles, e-scooters, pedestrian pathways) along the route
- Investigate improved East-West public transport services
- Consider the use of Mobility as a Service (MaaS) technology to plan their entire PT journey

Safety will likely increase patronage

- Consider safe vehicles
- Prioritise safety in station design including lighting and visibility
- Design safe crossings
- Incorporate safe design into last mile links to stations
- Provide 24/7 monitoring on vehicles and at stations

Consider additional mass transit route options for stage 1, including extending it to additional locations

- There was a diverse response to the proposed route.
- Participants who were younger, and people who lived in stage 2 of the proposed route were more satisfied with the proposed route than those who were older or those who lived in stage 1 on the route.
- Engagement indicated concerns with the alignment of the mass transit route through Alexandra Headland and its impacts on foreshore amenity.
- Any route or stations located at Alexandra Headland should consider foreshore amenity, and additional 'place making' engagement should be considered to support the detailed planning of mass transit in this location.
- Some participants suggested additional mass transit connections to Caloundra, the airport, and the university.
- Other participants suggested using CAMCOS as an additional mass transit route for buses, with feeder buses connecting to the coastal corridor.
- Some participants said Council should investigate additional rail connections including CAMCOS to Maroochydore.

When considering progressing the five preferred mass transit options to Business Case phase

- Note that all 5 shortlisted options received varied feedback (both positive and negative) and therefore should only be progressed into the business case phase, on the understanding that additional community consultation will be progressed by the Queensland Government or Council. This is underpinned by survey results showing

45% of respondents were very satisfied or somewhat satisfied with all five options proceeding to the detailed business case. 46% of respondents were somewhat dissatisfied or very dissatisfied, however, a third of these respondents went on to express a positive sentiment to at least one of the mass transit options.

- Further, the most people under 50 support the five options, and most people over 50 do not support the five options.
- Fixed rail options with overhead wires received the least positive comments due to perceived amenity impacts, however those who liked this option supported it strongly.

Further considerations for a mass transit system

- Consider themed green vehicles and free buses for school children.
- Consider smaller buses to service the suburbs and coastal areas.
- Ensure other associated planning/projects, in particular the planning scheme review, pedestrian, and cycle network planning and placemaking activities are informed by the feedback obtained through the engagement period.
- Integrated transport and land use master planning is undertaken for areas of concern (such as Alexandra Headland) and where any significant change is proposed to occur, in consultation with the community.
- Consider the impacts of mass transit on road capacity.
- Consider flexibility and the capacity to accommodate future technologies when considering modal choice.
- Consider staging the roll-out of a mass transit system

Retain coastal identity in future urban form

- Focus any proposed increase in density away from the beachfront, but close to mass transit stations and existing centres.
- Medium density housing/buildings in these locations are preferably only up to 8 storeys and are designed to retain the Sunshine Coast character
- Land use change in the corridor is opposed by some sections of the community, while others support land use changes. Meaningful engagement is needed when considering land use changes.
- The community wants the Sunshine Coast to retain its unique identity.

Design the mass transit experience to suit Sunshine Coast users

- Design carriages to store bikes, surfboards and beach equipment
- Include end-of-trip storage facilities for beach users, families, bicycle users, and e-scooter users
- Provide shade along access pathways using native Sunshine Coast trees
- Consider how to provide a public transport experience for residents without cars (by choice or because they cannot afford a car)

Place making features for a mass transit system

- Wide, shaded, well-lit cycle and pedestrian paths connecting areas within a 1-2 km radius from stations.
- Protect beach amenity.
- Protect green spaces.
- Recognise Aboriginal culture.
- Less concrete.
- Mass transit route should be iconic and designed to reflect the Sunshine Coast's places and spaces.

The engagement revealed genuine concern about maintaining greenspaces, beachside amenity, improving active transport networks and the sunshine coast lifestyle into the future.

Other considerations

- The Social Impact Evaluation should be updated to reflect the community's concerns and ensure they are further considered during the Detailed Business Case phase of the project
- Consider the impacts of climate change
- Consider the impacts of land resumptions of each option
- Weightings of the multi criteria assessment need to be reviewed in the context of the land use criteria being highly weighted and sustainability and liveability being comparatively low

KEY FINDINGS

8. Key findings

Key findings across all engagement activities

“Green everywhere.” “Our beach lifestyle.” Respondents wanted to reinforce the coast’s natural amenity through well designed green public spaces and shaded pathways that provided easy access to the beach.

Most people (68% of survey respondents) believe it is important to have a good mass transit system.

The majority of people under 50 years of age were satisfied that all five options should progress to a Detailed Business Case, while the majority of people aged 51 years and over were more dissatisfied.

In the survey results, options with tracks and wires received the lowest numbers of positive comments. However, these options were discussed more positively in the deliberative processes.

There is no majority (more than 50%) in support or opposition to the route but those who are unsatisfied did outnumber those who were satisfied with the proposed route. This included people who felt that the proposed route needed to be extended to connect to more places, as well as those who preferred to see an alternative route.

Of the suburbs with the highest response rate, 14 of the top 23 suburbs had half or more than half of respondents satisfied for the five options to proceed to a detailed business case.

Residents living in Stage 2 of the proposed mass transit corridor were more likely to say the route connects the right locations.

There are contrasting views on urban form. Survey participants under 50 years old were more likely to want development around mass transit nodes while survey respondents over 50 were more likely to want development spread throughout the urban corridor (building heights of 1-3 storeys dispersed throughout the urban corridor wherever and whenever redevelopment opportunities arise).

In the Enquiry by Design (EBD) workshop all participants developed land use scenarios that increased density and activity near mass transit stations. This workshop included members of key transit interest groups, young people, accessibility advocates, environmental interest groups and a wide range of other stakeholders. This was also observed at the Intergenerational Forum during the 'urban collage' activity.

Safety is important to increase patronage. Participants from the Intergenerational Forum & Enquiry by Design workshop discussed the importance of providing safety while on the mass transit vehicle, at stations and along the routes to stations. These participants included a significant number of high school and university students.

Perceived benefits and impacts of mass transit

The most common perceived benefits of the mass transit options were:

- Provides alternative to private vehicle use
- Carries more people
- Is a rapid and efficient system
- Supports business activity and development near public transport stations

Some respondents wanted the mass transit system to service additional locations. These included Caloundra, the airport, and the university.

The most common perceived impacts and concerns were:

- Impacts on foreshore and coastal areas
- A mass transit system could be inflexible
- Mass transit may decrease road capacity and increase congestion.

Some who expressed these impacts also said they would like to see an upgraded bus system and/or a demand responsive bus service.

Please note that more benefits and impact themes are listed in detailed survey results in Appendix 2.

Other submissions

Sunshine Coast Council also analysed submissions made directly to Council and reported these conclusions:

- There was strong support for better public and active transport systems across the region
- Many of the submissions did not directly address the draft Options Analysis or engagement materials, whilst a few provided very detailed feedback, and other feedback had already been addressed in the draft Options Analysis
- Positions within submissions were often inconsistent
- Many submissions misunderstood the land use component of the Options Analysis, believing mass transit is driving densification, as opposed to mass transit options being investigated as a means to sustainably support growth that is anticipated to occur (with or without mass transit) to retain and enhance liveability.

Participation

Participation from the following demographic cohorts was underrepresented in the survey response:

- Younger people
- Families with children
- People living by themselves

Multi-person households without children are over-represented in the survey sample.

Residents more than 50 years old are over-represented in the survey sample.

This demographic skew in the survey response was balanced through the deliberative activities such as the 'Enquiry by Design' workshop and the Intergenerational Forum. These activities specifically targeted younger participants and those with accessibility issues, other interest groups such as environmental and business interest groups who were less likely to become involved in the wider public discourse surrounding this project as well as key interest groups who actively participated in the public discourse.

Key statistics

Headline statistics:

- 15,500 website visits
- 1,478 people engaged face-to-face
- 3,894 unique completed surveys
- 1 million+ words contributed

Survey statistics:

- 3,894 unique completed surveys
- More than half of the survey responses came from residents who live in the urban corridor
- 7.3% of respondents were under 30 (Australian Bureau of Statistics (ABS) reports 34.6% of Sunshine Coast population is under 30)
- 33% of respondents were aged between 30 and 50 (compared to ABS 25.2%)
- 46.6% of respondents were residents aged between 50 and 70 (compared to ABS 26.5%)
- 5% of respondents identified as having a disability (consistent to ABS)
- 2% said they have a traditional connection with Country (consistent to ABS)

Community reach through Council's mass transit project website:

- 15.5k visits
- 748 video views
- 145 photo views
- 2.6k document downloads

Other key statistics:

- Over 700 interactions at 19 pop-up events
- 54 participants at Intergenerational Forum
- 23 participants Community Roundtable discussion
- 28 participants at Enquiry by Design Workshop
- 19 community and stakeholder group meetings (527 people)

- 5 school briefings (146 students and teachers)

Community led engagement activities

Mass Transit Action Group (MTAG)

MTAG is a community group interested in mass transit, light rail, and urban transformation on the Sunshine Coast.

This community group conducted a separate survey on mass transit options. MTAG gave hard copies of each response to Sunshine Council on 17 June 2021. The methodology and outcomes of this survey were submitted to Sunshine Coast Council as part of a formal submission on 22 June 2021. A copy of this submission is available in Appendix 5.

Beach Matters

The Beach Matters is a group who aims to protect the beachfront along the Maroochydore, Alexandra Headland, Mooloolaba and Kawana beach stretch. This community group conducted a parliamentary petition. A copy of this petition and the response from the Minister is available in Appendix 5.

Conclusion

This report makes 14 suggestions for the Options Analysis and presents 11 key findings.

The engagement process employed best-practice methods to engage both broadly and deeply with the Sunshine Coast's diverse community.

Suggested next steps

Further communicate the need for sustainable transport solutions on the Sunshine Coast.

Promote the Public Transport Master Plan and the role of CAMCOS.

Educate the community on other underpinning policies and frameworks for sustainable planning.

Further engage the community on how the Sunshine Coast can sustainably accommodate its future population needs.

Engage community on the detailed business case (should it progress), including both broad community engagement activities and deep deliberative engagement activities.