

# ROAD SAFETY STRATEGY

## COMMUNITY ENGAGEMENT FINDINGS REPORT







## PROJECT BACKGROUND:

**The purpose of the engagement was to seek community feedback regarding road safety in Wyndham.**

It is important to recognise that our City is one of the fastest growing municipalities in Australia. With this growth comes growing demand on our road network as people move about as part of their daily lives.

Wyndham's Road Safety Strategy proposes to align with the World leading

"Towards Zero" approach that aims to have no death or serious injury on our road network.

To help develop the strategy, we engaged our community members about road safety in Wyndham. The feedback period ran from 20 September till 15 October.

# METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.



**Project page on The Loop**

**740** total visitors to the page  
**992** page views

20/9 – 15/10



**Online survey**

**28** surveys completed

20/9 – 15/10



**Social mapping tool**

**114** pins dropped on the map

20/9 – 15/10

## Performance Summary

**992**  
Views

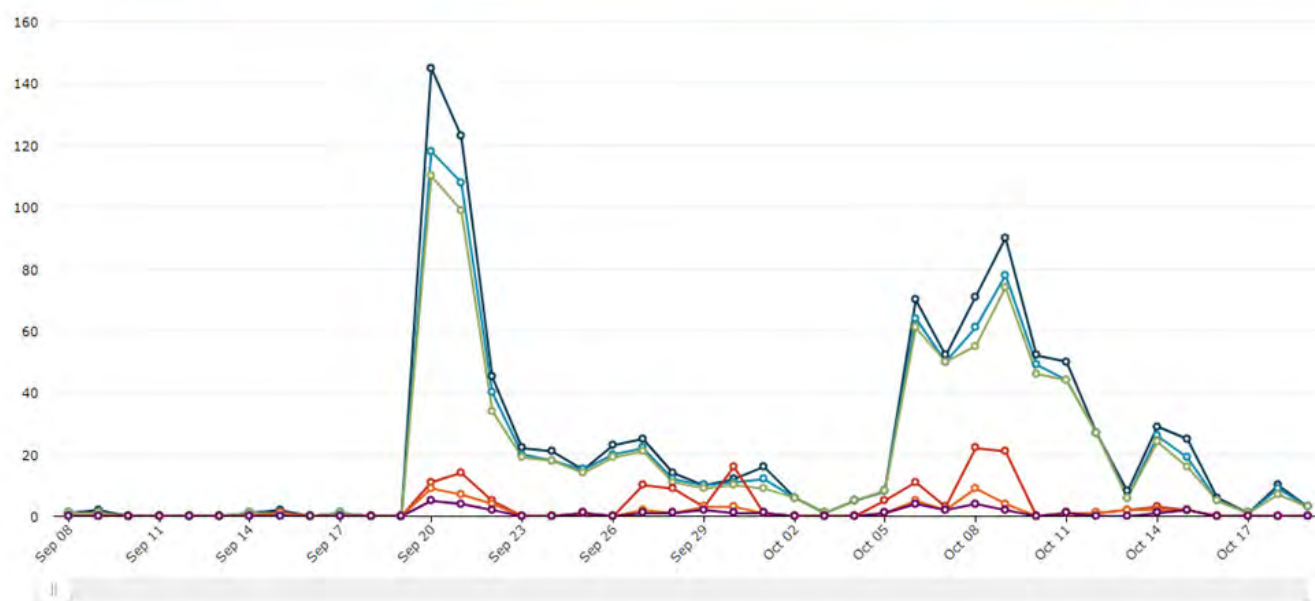
**873**  
Visits

**740**  
Visitors

**142**  
Contributions

**57**  
Contributors

**35**  
Followers



Communications / marketing activities		
Method / technique	Stakeholders engaged	Dates
Roadsafe Westgate share the community engagement news on their webpage.	Roadsafe Westgate	
Bicycle Network also shared the community engagement news on their webpage.	Bicycle Network	
The community engagement process was also promoted in the local newspaper.	Residents	Oct 2021
<p>The community engagement process was also promoted in social media (3 posts Facebook and LinkedIn).</p> <p><b>Post 1 – Social Media Ad</b>            Reach: 33,114            Link Clicks: 365            Engagement: 400</p> <p><b>Post 2 – Social Media Organic</b>            Reach: 3,515            Link Clicks: 16            Engagement: 36</p> <p><b>Post 3 – Social Media Organic</b>            Reach: 5,838            Link Clicks: 27            Engagement: 112</p>	Residents	Sep and Oct 2021



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# SUMMARY OF FEEDBACK:

## WE ASKED

### IMPROVEMENT OPPORTUNITIES

## YOU SAID

More enforcement is needed (police, red light cameras, etc).

## WE DID

The project team recognises enforcement is a critical element for road safety. As such, we are happy to investigate opportunities further with key partners and stakeholders.

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## WE ASKED

### ALTERNATIVE TRANSPORT MODES

## YOU SAID

Includes cyclist/pedestrians/motorcycles as part of the strategy's consideration.

## WE DID

We will consider the needs of alternative transport modes (walking/cycling and motorcycles).

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## WE ASKED

### SPEED LIMITS

## YOU SAID

Respondents made a number of suggestions regarding speed limits, including speed reduction.

## WE DID

The project team to look into feedback provided by residents regarding reduction of speed limits when finalising the road safety strategy.





**WE ASKED****THE LOCATIONS THAT YOU THINK CAN BE IMPROVED BY TRAFFIC/TRANSPORT MEASURES****YOU SAID**

Residents highlighted a number of locations along both State and Council managed roads.

**WE DID**

These locations will be reviewed and considered as part of the road safety strategy to look at the reasons why they are deemed to be unsafe and consider actions to address issues.

**WE ASKED****THE LOCATIONS THAT YOU THINK WE CAN IMPROVE FROM AN ACTIVE TRANSPORT PERSPECTIVE****YOU SAID**

Respondents identify a number of locations that they indicated safety improvements are needed to support active transport.

**WE DID**

Suggestions made will be considered as part of the active transport program. If warranted, we may consider including these improvement works as part of the active transport program.





## NEXT STEPS:

- Information collected in the community engagement to be considered in the development process for the road safety strategy.
- We are currently developing the draft Road Safety Strategy which is scheduled to be presented to Ordinary Council meeting in the first quarter of 2022.

### Contact details for further information

Please feel free to contact Council's Traffic & Transport Coordinator, **Peter Fung** to discuss further.

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