

Future of Zig Zag Scenic Drive

Community Engagement Report – Executive Summary

The City of Kalamunda undertook community consultation to understand the level of interest in the future use of the Zig Zag Scenic Drive.

Consultation was conducted from 30 July to 7 September 2020 and was supported by an integrated marketing campaign; published on the City's online engagement platform, and website. Promoted via the City's social media channels, with advertisements in the local newspaper.

The closure received considerable attention on social media with heightened engagement across both Facebook and Instagram. The thread was redistributed by multiple news platforms including Perth is OK, The Bell Tower Times, ABC and the West Australian.

Engagement Statistics

TRAFFIC

Visitors Summary

Engage Kalamunda from 30 Jul'20 to 08 Sep'20

DAILY MONTHLY



TOTAL VISITS

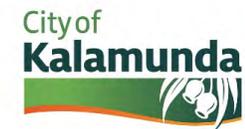
7.4 k

MAX VISITORS PER DAY

847

NEW REGISTRATIONS

1.2 k



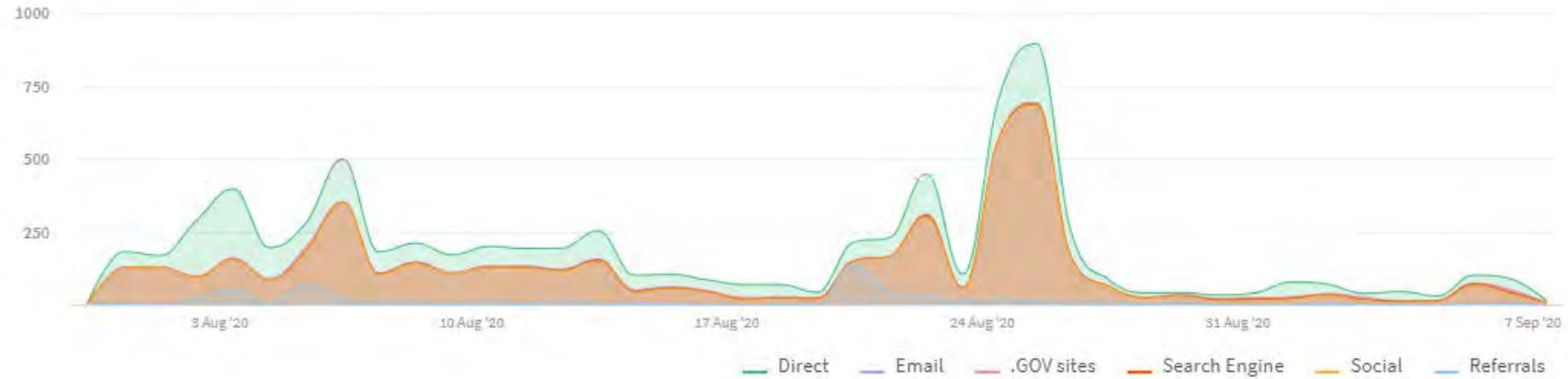
Engagement Statistics

SOURCES OF TRAFFIC

Visits by Channel

Engage Kalamunda from 30 Jul '20 to 08 Sep '20

DAILY MONTHLY



TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS(%)	ENGAGED VISITS(%)
DIRECT	2624	1394 (53.1%)	996 (38%)
SOCIAL	4017	1557 (38.8%)	184 (4.6%)
EMAIL	11	6 (54.5%)	4 (36.4%)
SEARCH ENGINE	138	84 (60.9%)	38 (27.5%)
.GOV SITES	121	84 (69.4%)	35 (28.9%)
REFERRALS	481	248 (51.6%)	88 (18.3%)



Social Media



Engagement across City of Kalamunda Facebook

Total number of posts	5
Lifetime Post Total Reach	27,4304
Lifetime Post Total Impressions	31,2069
Lifetime Engaged Users	1,9378

Engagement across City of Kalamunda Instagram

Total Number of posts	4
Likes	100
Comments	10

City of Kalamunda
Published by Buffer [?] · 31 July ·

Since May 30, 2020 the Zig Zag has operated as a shared path – Pedestrian and Cycling Friendly Zone

The City wants your feedback on the future use of this path be? What would be your preferred combination? What do you think? 🙌

<http://engage.kalamunda.wa.gov.au>

12,329 People Reached

Performance for your post
16,828 People Reached

297 Reactions, comments & shares

87 Like	28 On post	59 On shares
5 Love	0 On post	5 On shares
1 Wow	1 On post	0 On shares
6 Sad	3 On post	3 On shares
7 Angry	0 On post	7 On shares
167 Comments	63 On Post	104 On Shares
24 Shares	24 On Post	0 On Shares

City of Kalamunda
Published by Buffer [?] · 24 August ·

Have you been for a 🚶 or 🚲 on the Zig Zag Scenic Drive recently? Should this be made a permanent pedestrian and cycling shared zone? Should it be open to vehicles?

Have your say today at 🙌

<http://engage.kalamunda.wa.gov.au/zig-zag-road-closure>

🕒 Consultation CLOSES 5pm, Monday 7 Sept 2020

Post Details

Performance for your post
35,728 People Reached

736 Reactions, comments & shares

119 Like	37 On post	82 On shares
16 Love	1 On post	15 On shares
37 Haha	0 On post	37 On shares
10 Wow	1 On post	9 On shares
40 Sad	4 On post	36 On shares
55 Angry	36 On post	19 On shares
391 Comments	200 On Post	191 On Shares
69 Shares	62 On Post	7 On Shares

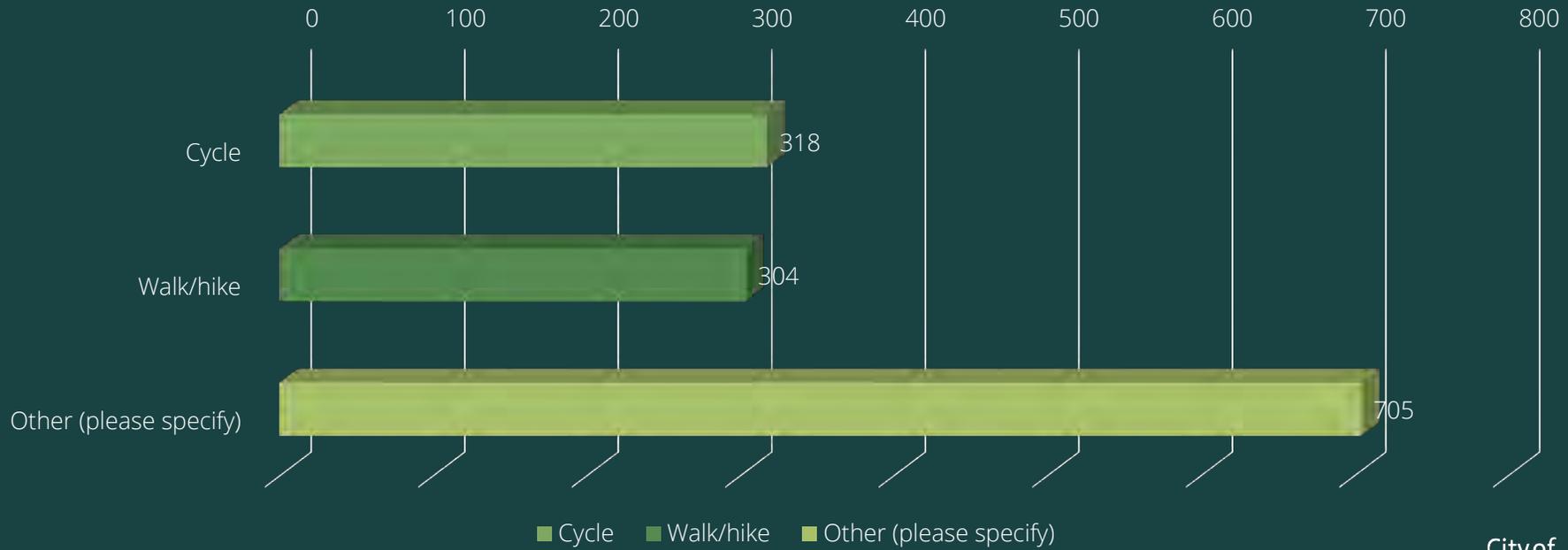
Community Survey

- 1,337 surveys returned to the City
- 36 separate submissions
- 743 page engagement report, with all submissions and survey data.

- Clearly one of the most topical issues in recent times
- Significant amount of commentary to synthesise into views
- Notable submissions and comments aligned to the Steam Train idea

Survey Question Responses

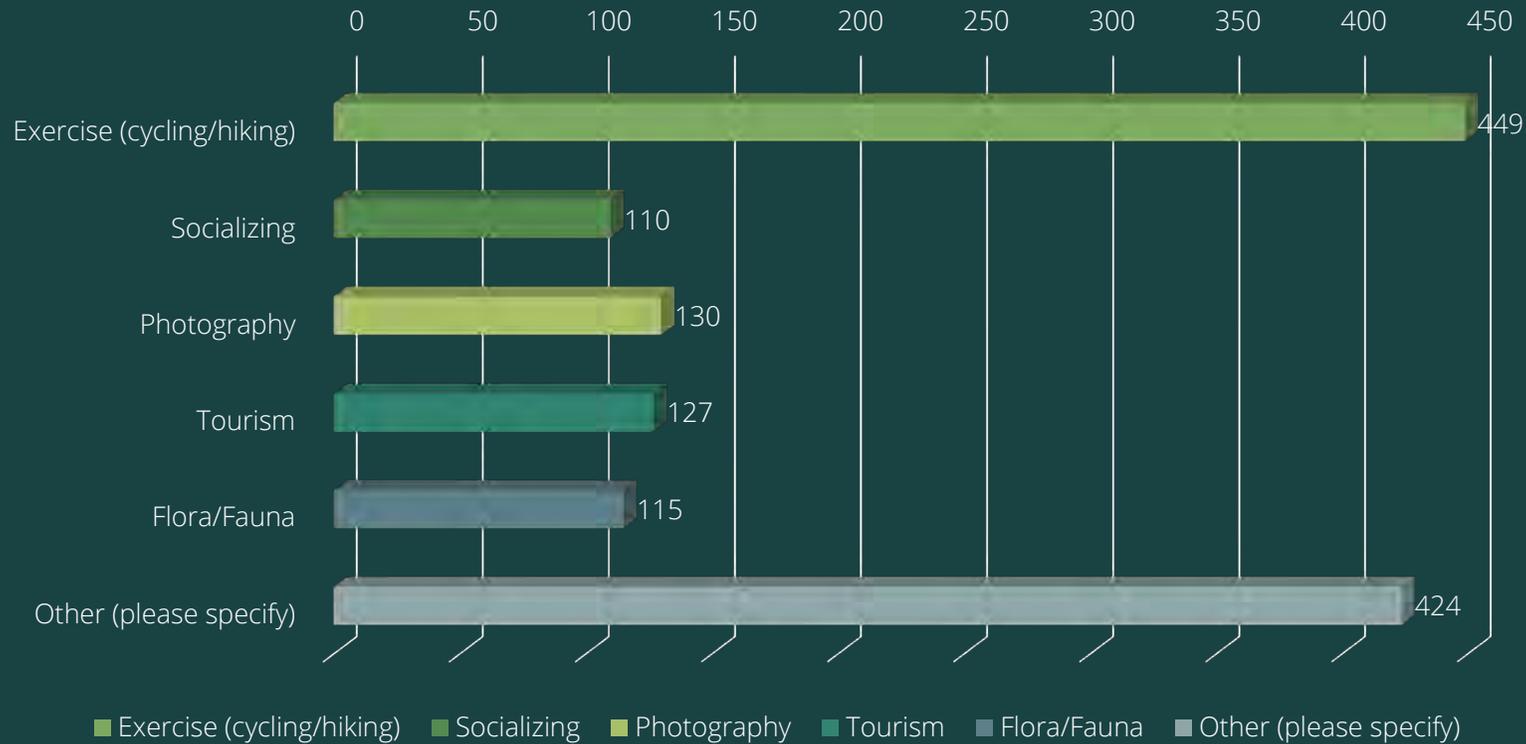
When you visit do you currently



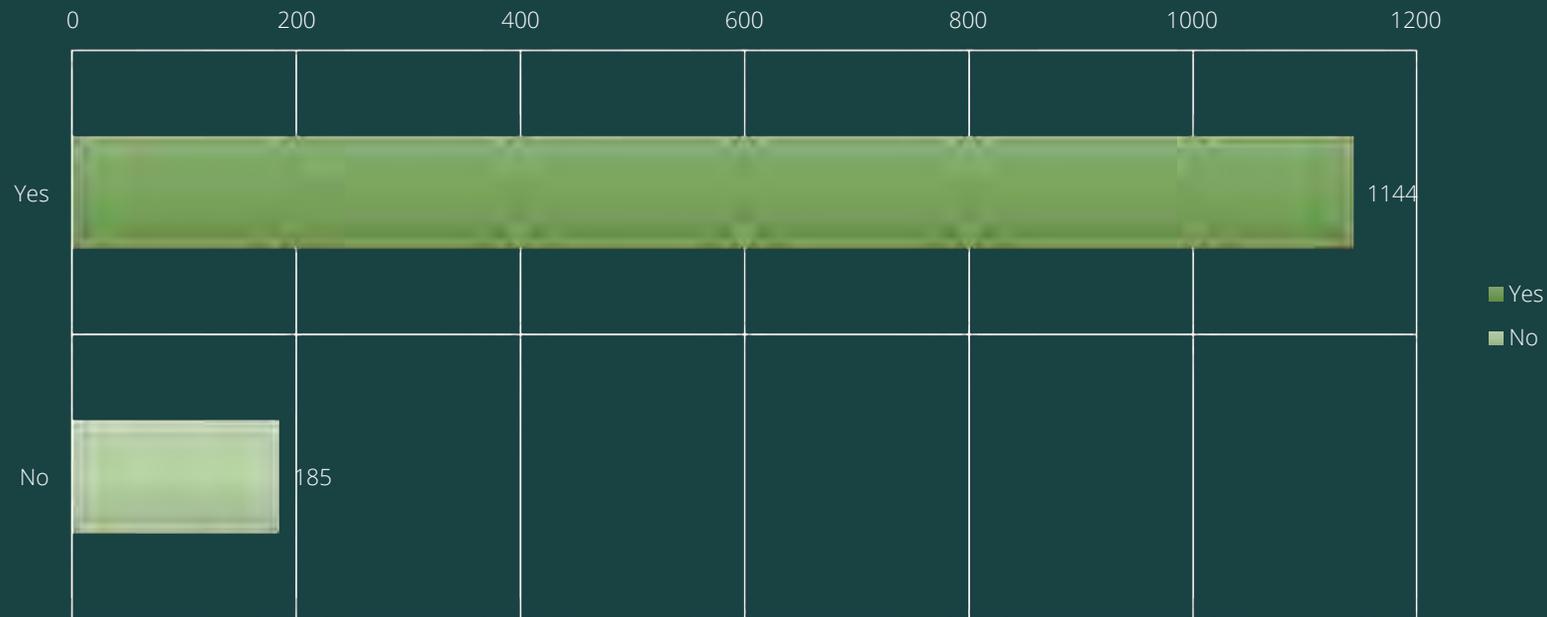
How often do you visit the Zig Zag Scenic Drive?



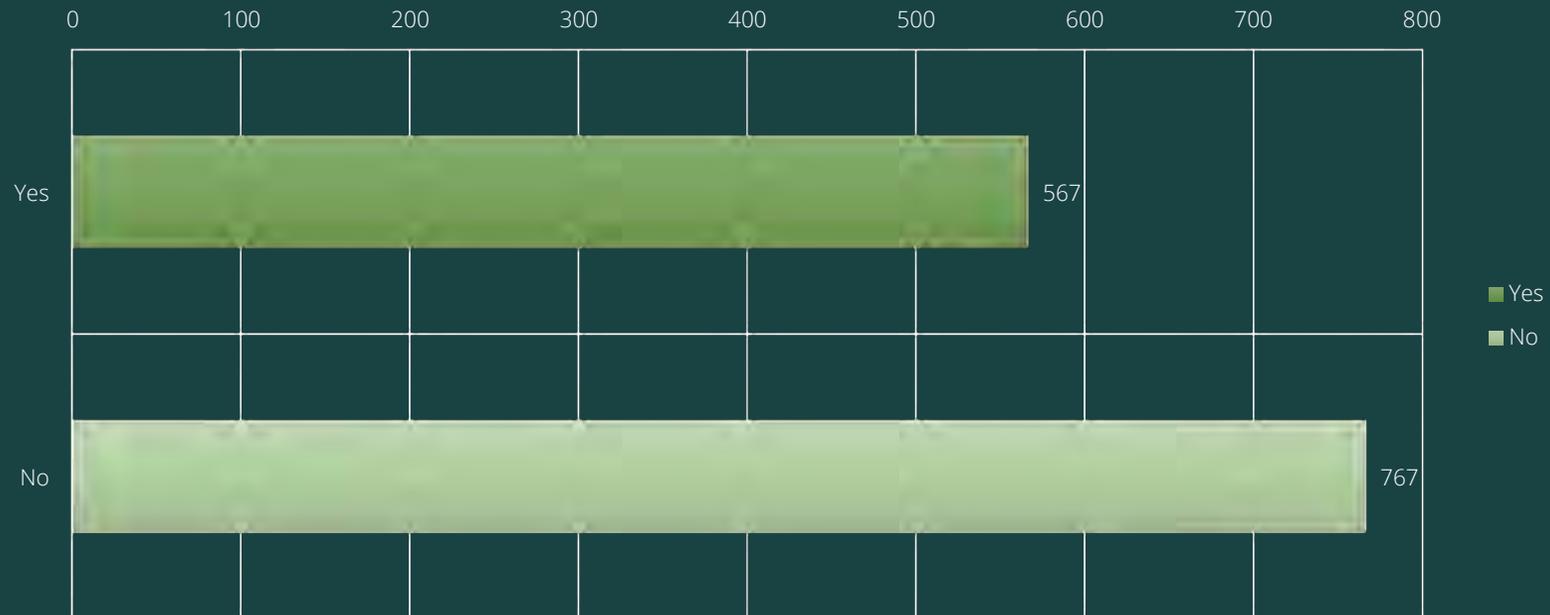
What is your reason(s) for visiting the Zig Zag Scenic Drive?



Has the temporary closure had an effect on your enjoyment and utilisation of the Zig Zag Scenic Drive?

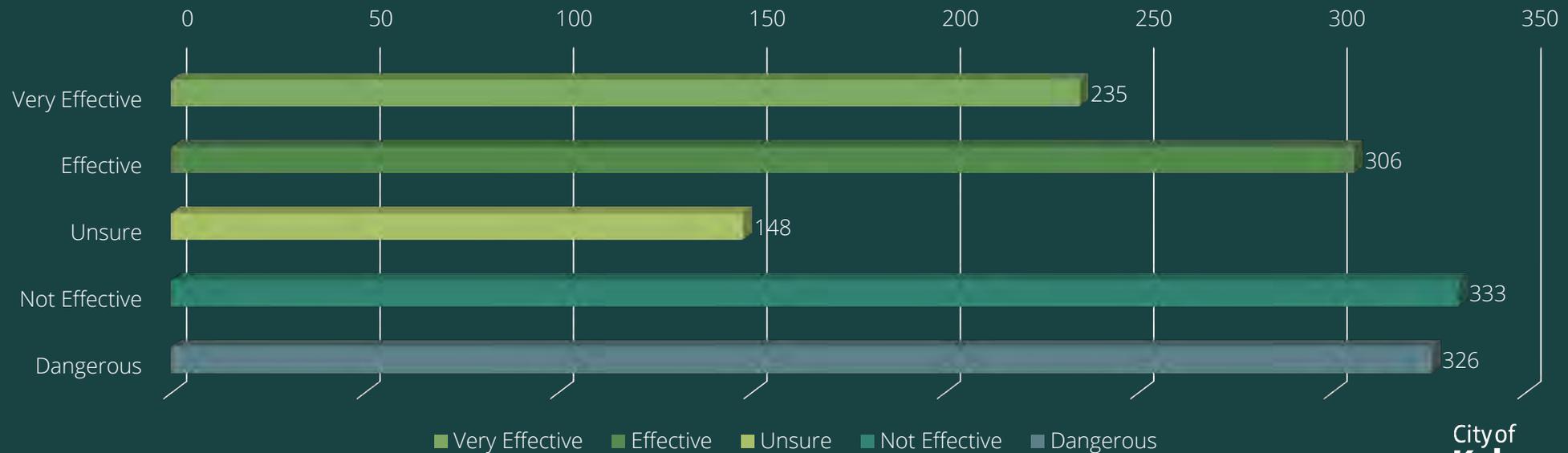


Would you be supportive of the site remaining closed to vehicles on the Zig Zag Scenic Drive?



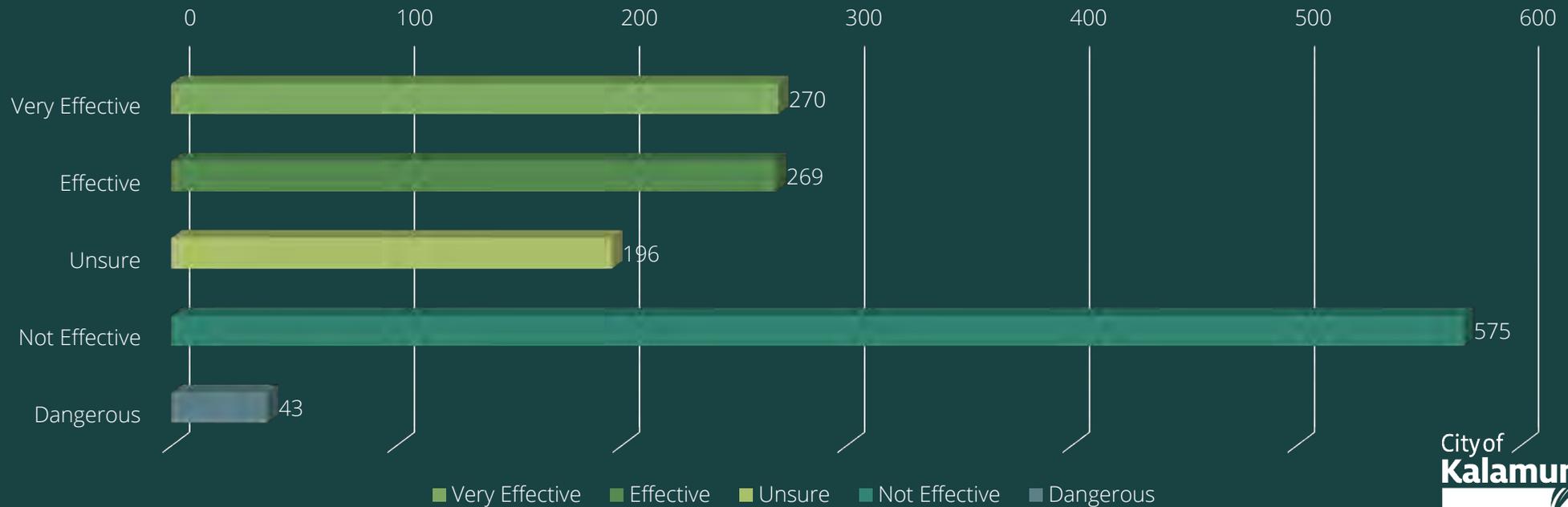
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ **Traffic slowing methods such as chicanes or speed humps:**



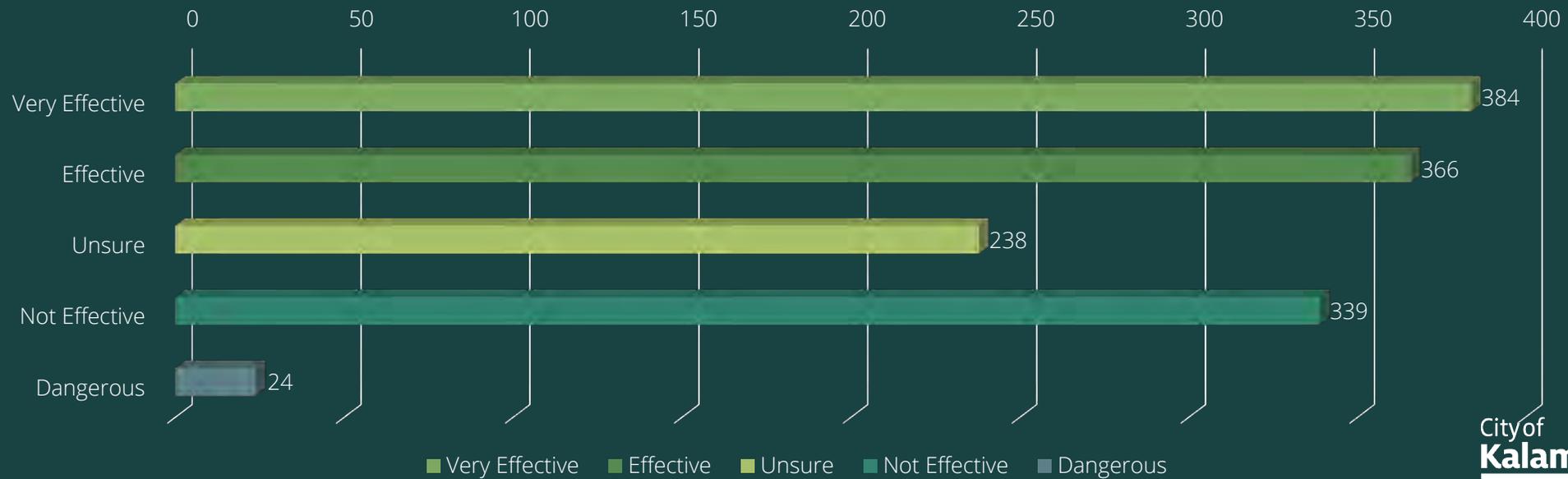
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ **Closing the roads during certain times, e.g. 6pm-7am**



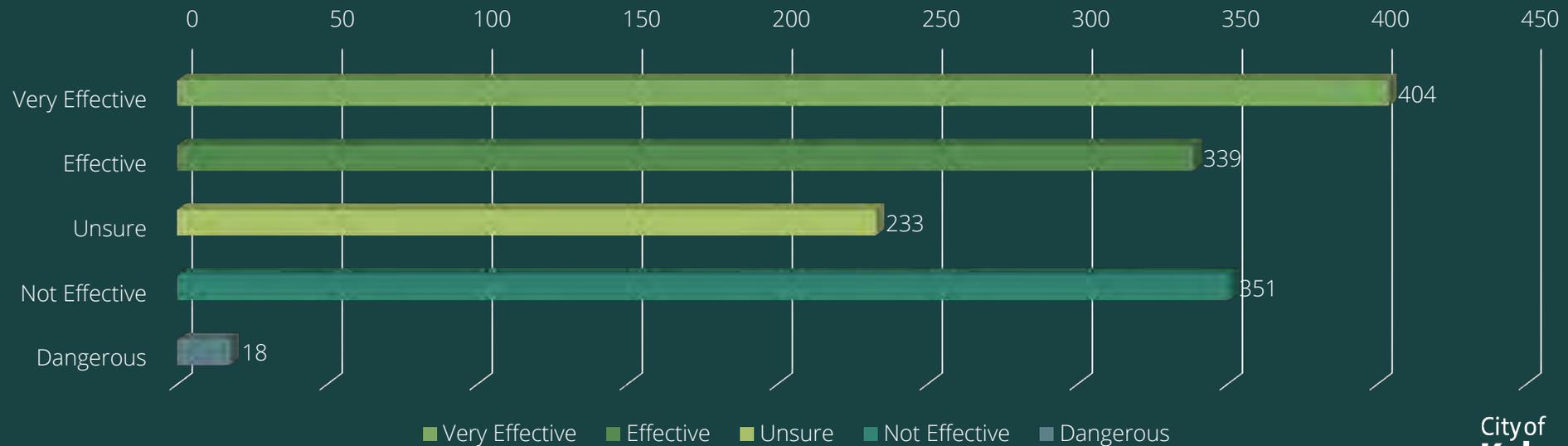
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ Regular police presence



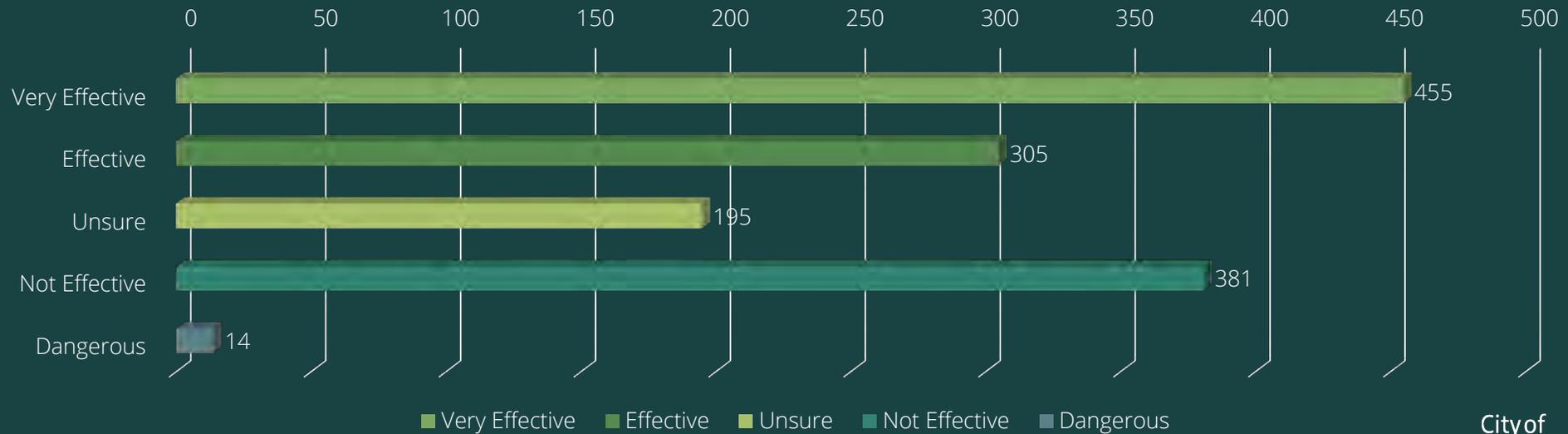
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ **CCTV throughout the length of the drive**



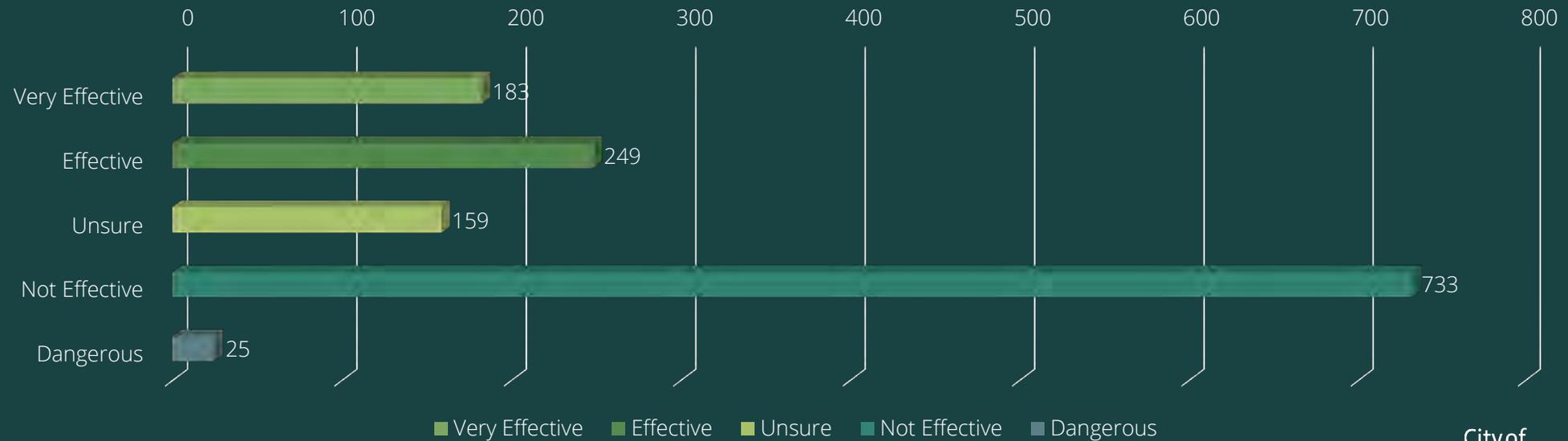
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ Increased deterrent and punishment for hooning



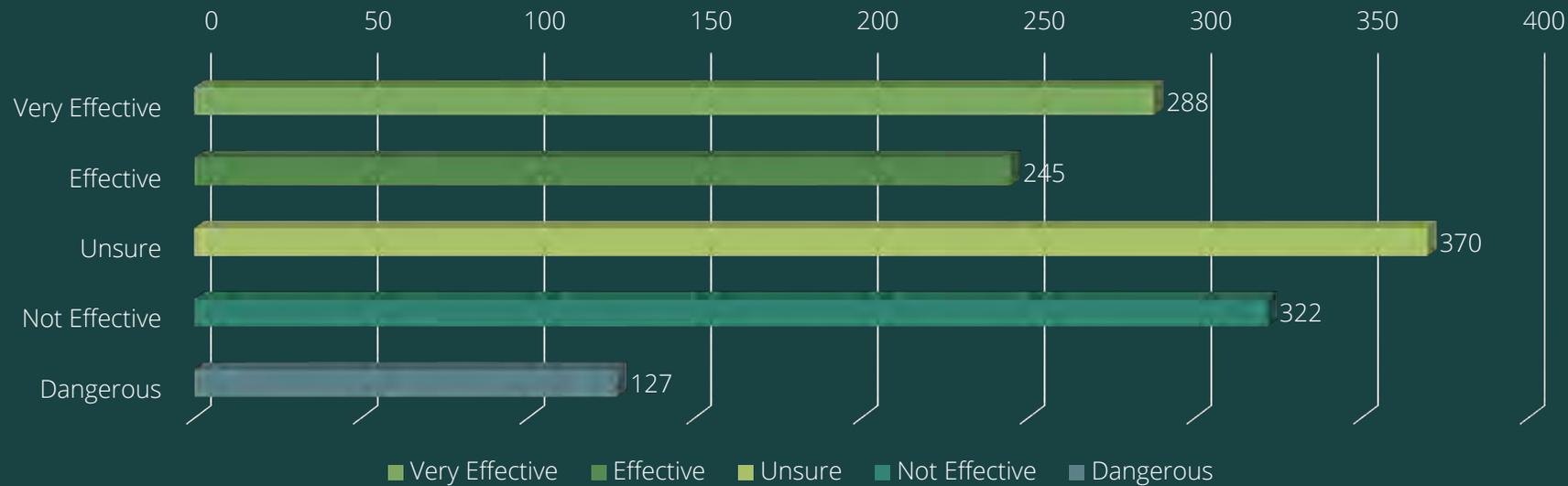
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ Reduce speed limit



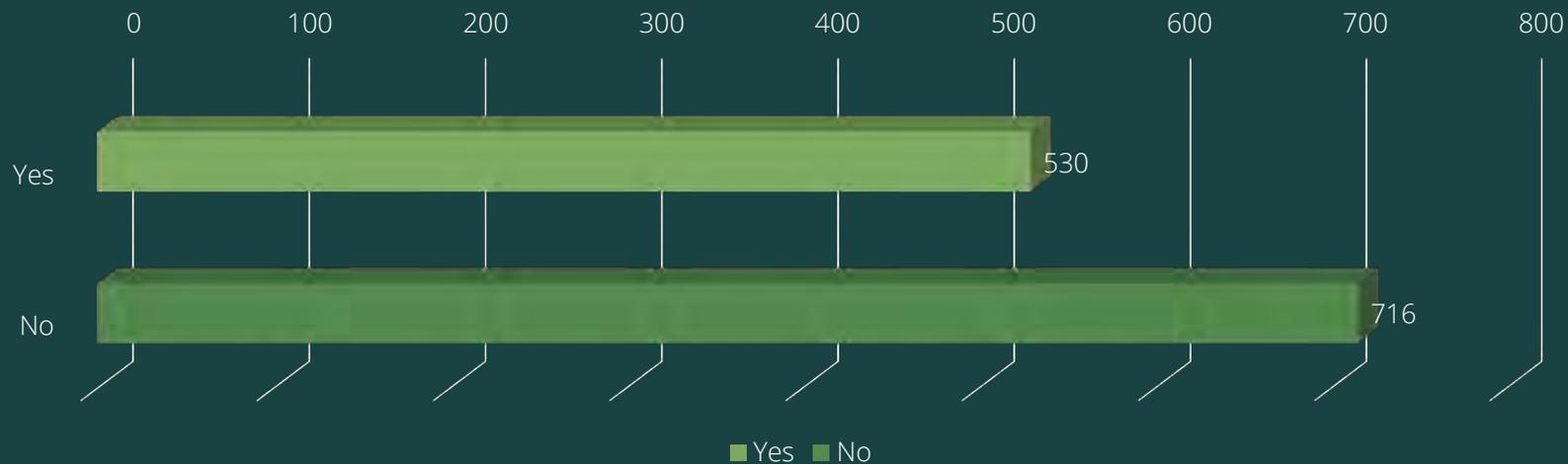
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ **Anti-burnout surface spray (a course spray seal)**



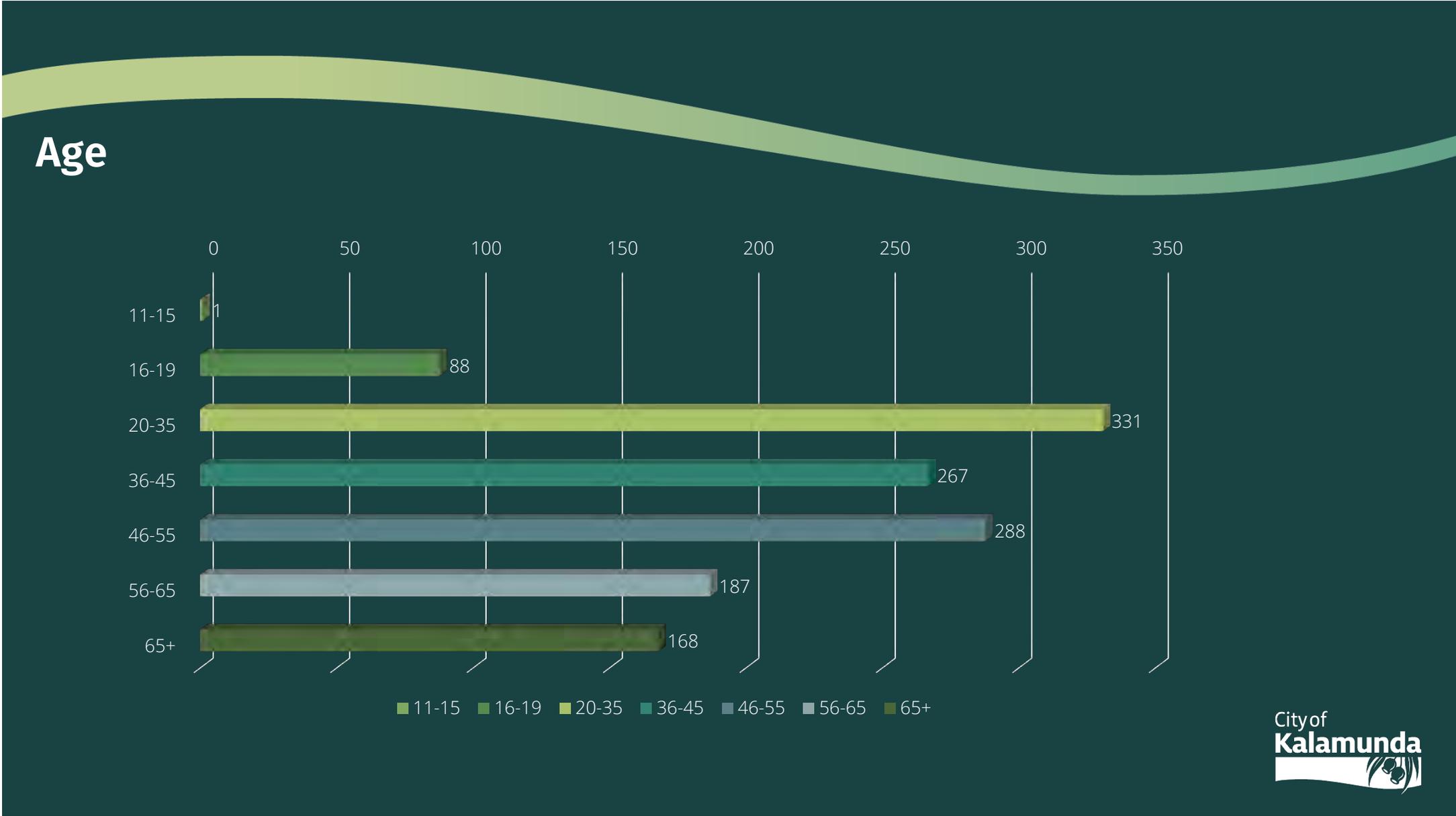
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ **If you have suggested additional measures above, would you be prepared to have increased rates to pay for these?**



Gender





Key Themes

The Key Themes that emerged from the open-text survey questions are as follows:

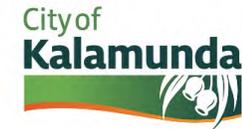
- Negative ▾
- Mixed
- Neutral ▾
- Positive ▾



Question: Has this usage stayed the same, reduced or increased since the end of May 2020 when the trial closure commenced?

Key Word Themes:

- Usage has reduced
- Usage has increased
- Usage has stayed the same
- Usage has stopped
- Walking usage has increased



Key Themes

The Key Themes that emerged from the open-text survey questions are as follows:

Multi theme question – Part 2 of 3: Demographic Breakdown of Negative Responses

Question: Would you be supportive of the site remaining closed to vehicles on the Zig Zag Scenic Drive?

Demographic breakdown of respondents:

62% of the responses who advised NO they would not be supportive of the site remaining closed to vehicles where local to the City of Kalamunda, leaving 38% of respondents as non-residents.

The top ten represented suburbs who indicated NO were, in order of frequency:

- | | |
|--------------------|------------------|
| 1. Kalamunda | 6. Maida Vale |
| 2. High Wycombe | 7. Helena Valley |
| 3. Gooseberry Hill | 8. Wattle Grove |
| 4. Forrestfield | 9. Darlington |
| 5. Lesmurdie | 10. Walliston |



Key Themes

The Key Themes that emerged from the open-text survey questions are as follows:

Multi theme question – Part 3 of 3: Demographic Breakdown of Positive Responses

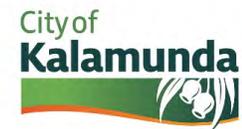
Question: Would you be supportive of the site remaining closed to vehicles on the Zig Zag Scenic Drive?

Demographic breakdown of respondents:

60% of the responses who advised YES they would be supportive of the site remaining closed to vehicles where local to the City of Kalamunda, leaving 40% of respondents as non-residents.

The top ten represented suburbs who indicated YES were, in order of frequency:

- | | |
|--------------------|------------------|
| 1. Gooseberry Hill | 6. Darlington |
| 2. Kalamunda | 7. Mount Lawley |
| 3. Lesmurdie | 8. Helena Valley |
| 4. Maida Vale | 9. Forrestfield |
| 5. High Wycombe | 10. Bayswater |



Community Survey

Suburb	Overall Preference	Number to Stay Closed	Number to Reopen
Gooseberry Hill	Close	144	54
Kalamunda	Open	62	116
Lesmurdie	Even	44	47
High Wycombe	Open	20	89
Forrestfield	Open	9	49
Maida Vale	Open	26	38
Helena Valley	Open	11	19
Darlington	Close	15	11



Community Survey

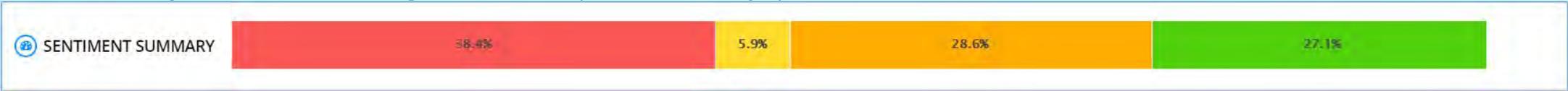
Measure	Overall Perception	Mostly Effective	Not effective or Dangerous
Traffic slowing devices	Not effective	541	659
Closing the road for certain times	Marginally not effective	539	618
Regular police presence	Effective	750	363
CCTV	Effective	743	369
Increased punishment	Effective	760	395
Decrease speed limit	Not effective	432	758
Anti-burnout surface	Even	533	449



Key Themes

The Key Themes that emerged from the open-text survey questions are as follows:

- Negative ▾
- Mixed
- Neutral ▾
- Positive ▾



Question: Any other comments?

Key Word Themes:

- Keep it closed
- Anti-social behaviour
- References to the 'Police'
- References to 'Hoons'
- References to 'Residence'
- References to the 'City' and 'Rates'



The “One Big Thing” people would like to see

1. Providing a walking, hiking and pedestrian environment
2. Preventing speeding, hooning and associated dangerous behaviours
3. Providing an unique place and promoting tourism
4. Making the most of the scenery
5. Managing or reducing litter and waste

NOTE: These desires come from both sides of the “Open” and “Closed” debate, very much guiding the preferred outcomes – perhaps this is the focus of our thinking