Moreland City Council

Stage One engagement findings for Imagine Moreland
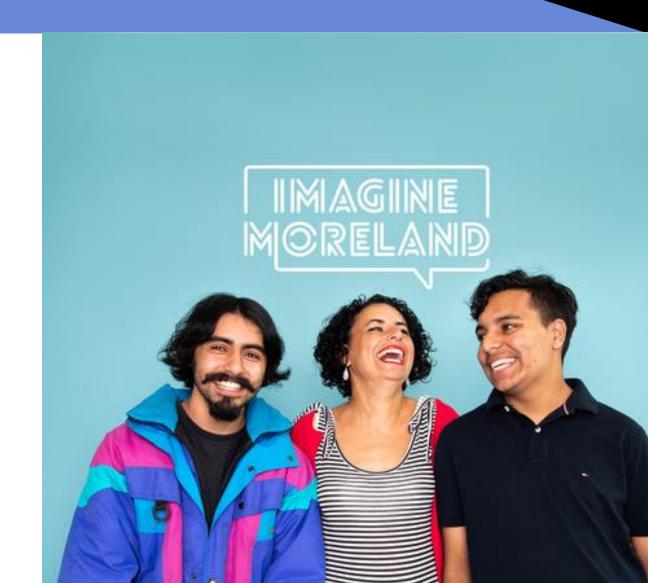
March 2021

Engagement Program overview

STAGE 1	STAGE 2	STAGE 3	STAGE 4
January – March	Late March – May	May – June	August – October
Wide engagement • Digital engagement. • Pop-up program • Stakeholder interviews • Postcard drawing competition. • Targeted focus group with CALD groups. • Surveys in other languages *All engagement includes a focus on involving non-English speaking communities and CALD groups in conversations.*	**Deliberative engagement** Community panel process (part 1) – Short form deliberation to develop the Community Vision.	**Deliberative engagement** Community panel process (part 2) – Targeted dilemma conversations to inform the Council Plan, 10-year Asset Plan and 10-year Financial Plan.	**Community ownership** • Public exhibition of documents (10 business days minimum) • Mayoral event to launch the Vision and plans. *Note that the long-term asset plan will go on public exhibition in 2022.*

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Presentation overview

1. Rates of participation.

2. Topics of interest by area

3. Snapshot of feedback on Imagine Moreland topics

4. Detailed feedback on Imagine Moreland topics

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Rates of participation

Rates of participation

Overview

- **We received a total of 3227 contributions in stage one across all methods**
- High attendance at pop ups held in 10 locations across all 3 Moreland Council wards
- 78 youth CALD participants in targeted activities
- 250+ postcards submitted
- 50 online surveys in Languages other than English
- 264 participants used the Conversations Moreland platform (gather tool and Q&A tool)
- 89 Stakeholder targeted interviews
- 9 participants in CALD women's focus group.

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Topics of interest by area

Topics of interest by area

Using responses from the broad ideation questions (value/proud) submitted via digital engagement and pop-ups, we can see issues that are front of mind for the community by area.

- Pascoe Vale, Glenroy, Oak Park

- Fawkner, Coburg

- Brunswick West, Brunswick, Brunswick East

What's needed to create a future Moreland you are proud of?

Topics of interest in Pascoe Vale, Glenroy, Oak Park

Includes pop-ups at Glenroy Skate Park, Sussex neighbourhood house

- Safe walking and cycling routes for children to travel to school.

- Active transport routes that connect destination like shops and parks.

- More green open space for the community

- More outdoor community festivals and events

- Residential development that preserves open space

- Glenroy residents feel like they could be left behind.

Topics of interest in Fawkner and Coburg

Including Bonwick Street, Fawkner Library, Coburg High School

– Value Fawkner's quiet streets (free of rat runs)

– Preserving existing neighbourhood density and character.

– More local youth mental health services and public spaces for young people.

– Reducing litter and dumped rubbish around neighbourhoods & Merri Creek

– More community gatherings, street parties and Council run events to improve social connections as we move out of lock down.

– Supporting an aging population through community services, social groups and accessible affordable housing and other provisions.

Topics of interest in Brunswick West, Brunswick, and Brunswick East

Including data from Brunswick South West PS, Fleming Park and Brunswick Town Hall

- Higher density development should be high quality and incorporate open and green spaces.

- Continued improvements to cycling infrastructure including East-West cycling routes.

- Developing Moreland's reputation as a creative capital by leveraging the abundance of highly skilled and professional musicians and other artists living and working in the area.

- Green nature strips and mature trees to provide shade for pedestrians.

- Vacancy rates along Sydney Road and 'greyness of the street'.

- Conflicting views on fixing Sydney Road (pedestrianise, or make arterial).

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Snapshot of feedback on the Imagine Moreland topics

Topics

- Equity and Health
- Climate and Nature
- Neighbourhoods
- Getting Around
- Economy and the Arts
- Democracy and Governance
- Pandemic recovery

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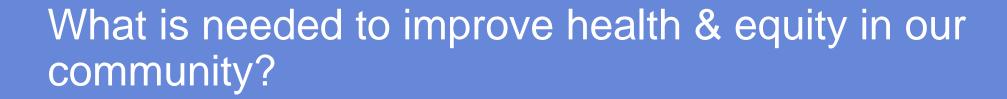City Council

High level overview of key insights

1. More quality green spaces and green streets.

2. Improve the presentation of the city.
   - **Clean places and precincts**
   - **Graffiti/litter removal**
   - **Create vibrant, connected neighbourhoods**
   - **Improve perceptions of public safety**

3. Concern about quality of development.
   - **Quality development connected to green space.**
   - **Advocate for better planning and design outcomes.**

4. Pandemic recovery.
   - **Support local businesses**
   - **More jobs for Moreland**
   - **Mental health focus in services and planning.**

5. Community building and opportunities for social interaction.
   - **Festivals events and the arts.**
   - **More opportunities for young people and older people to enjoy social life.**
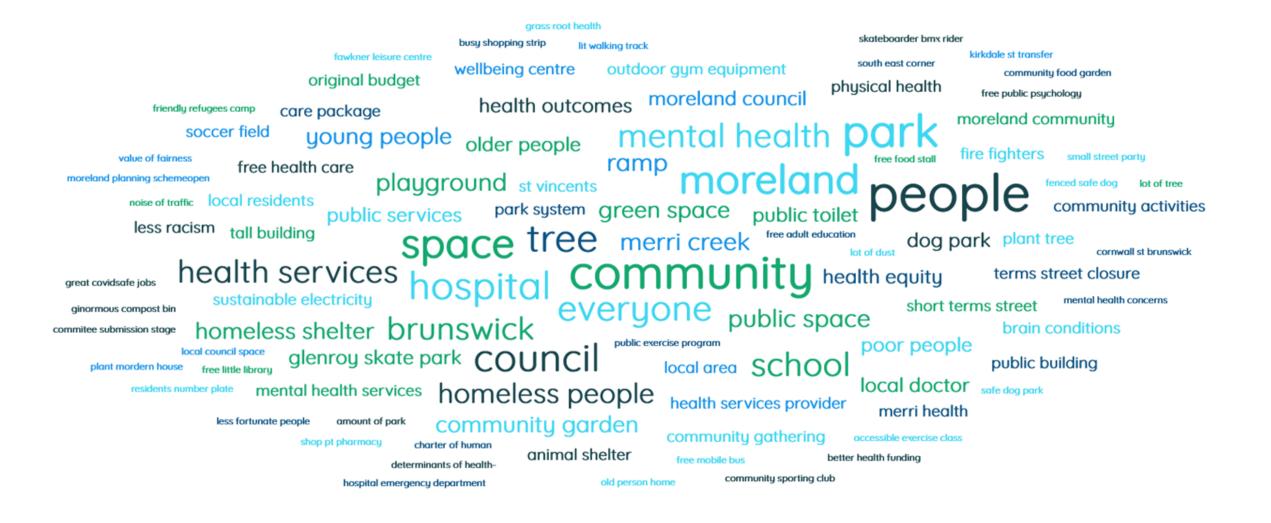
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Detailed feedback on the Imagine Moreland topics

What is needed to improve health & equity in our community?
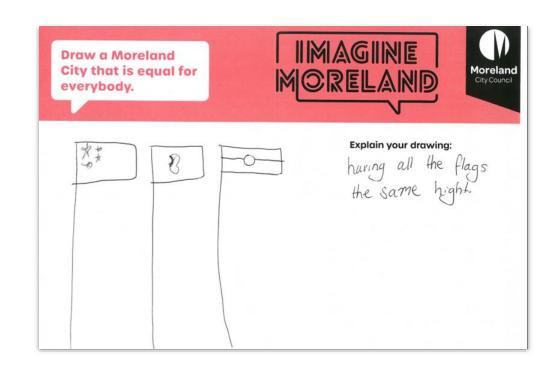
Health and equity

Community Aspirations

Address racism, affordable housing, public health, places to exercise, activities for all ages, natural spaces, LGBTQIA support & affordable healthcare.

Community Priorities

- Preserve and provide green outdoor spaces for passive and active recreation (development is encroaching on green spaces).
- Accessible and locality of health services including mental health
- Coordinated emergency relief (food, services referrals)
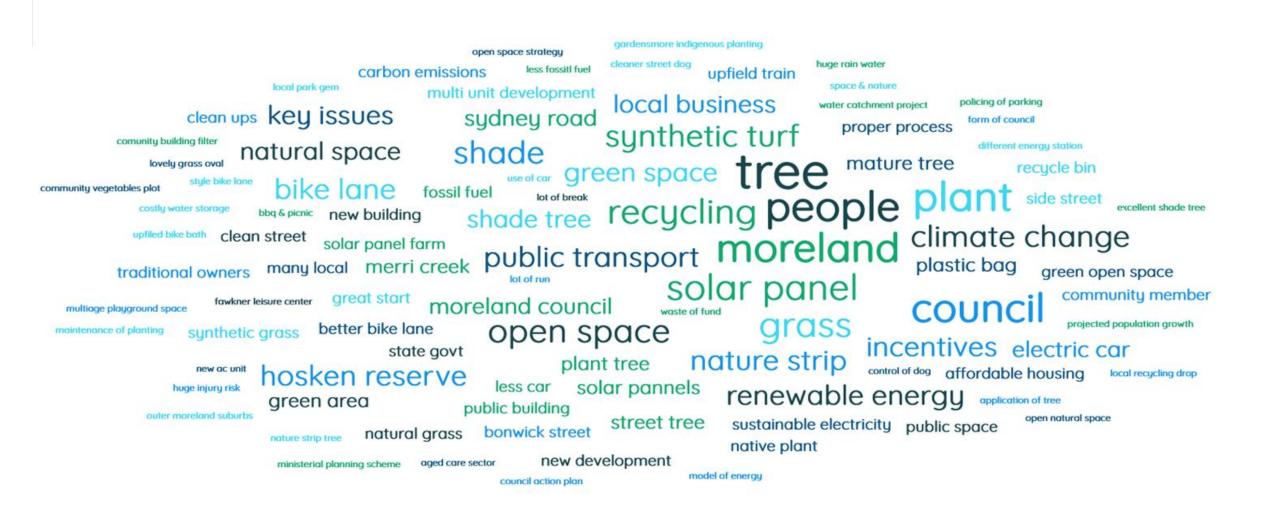- 123 comments about skateparks! (not just from youth engagement).

Gaps in community understanding

- Some participants perceived local government as playing a major role in COVID testing operations.

How should Moreland address climate change?

Climate and nature
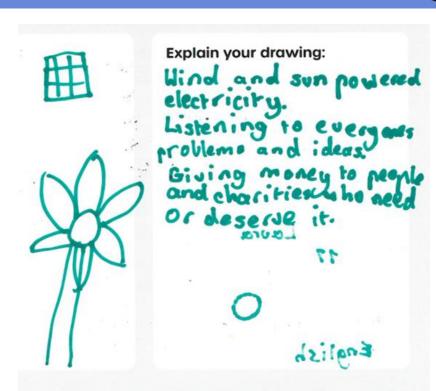
Community Aspirations

- A greener Moreland with mature tree cover to provide shade
- Clean streets, free from litter and dumped items
- Stewardship of natural spaces especially Merri Creek
- For Moreland to be a leader in sustainable neighborhoods 'climate emergency'

Community Priorities

- "Greening" Moreland and more planting
- More green and open spaces
- More sustainable practices e.g. recycling facilities
- Improving waste management e.g. addressing dumping and littering
- Cleaning/improving creeks
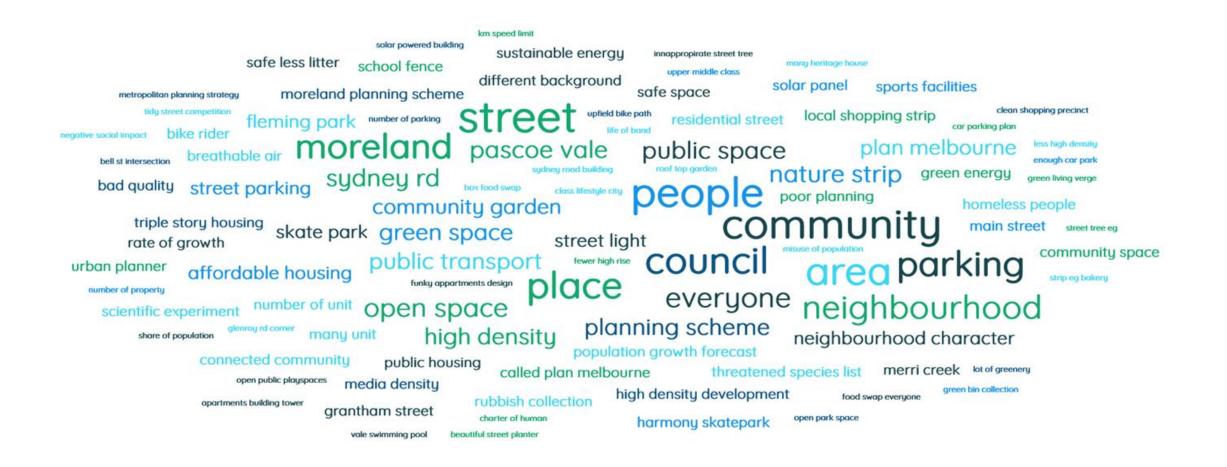- Strong desire for solar and electric vehicles.

Gaps in community understanding

- Some participants presumed that the level of enforcement was directly correlated with the amount of litter and dumped rubbish (seen as Council's role rather than individual behaviour).
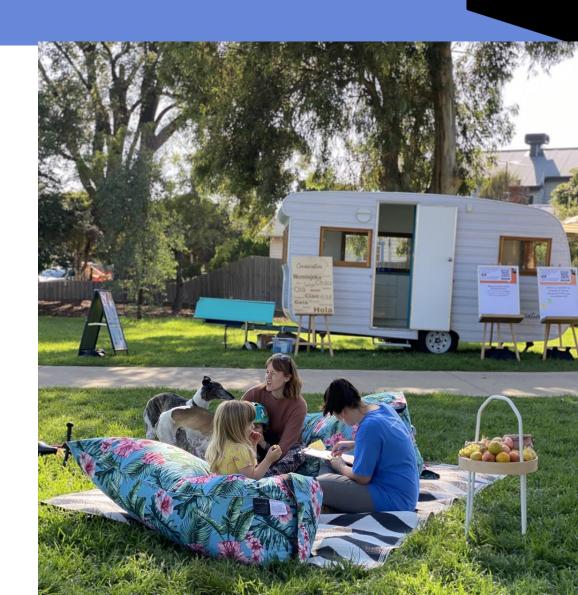
What does your future neighbourhood look & feel like?

Neighbourhoods

Community Aspirations

– Appropriate development that reflects the "feel of Moreland"
– Increased accessibility
– Well connected and safe locations
– Infrastructure available for different age groups

Community Priorities

– Facilities that are fit for purpose
– Improving planning outcomes (e.g. designs of new buildings, density)
– Managing population growth (associated concerns - traffic, massing on land)
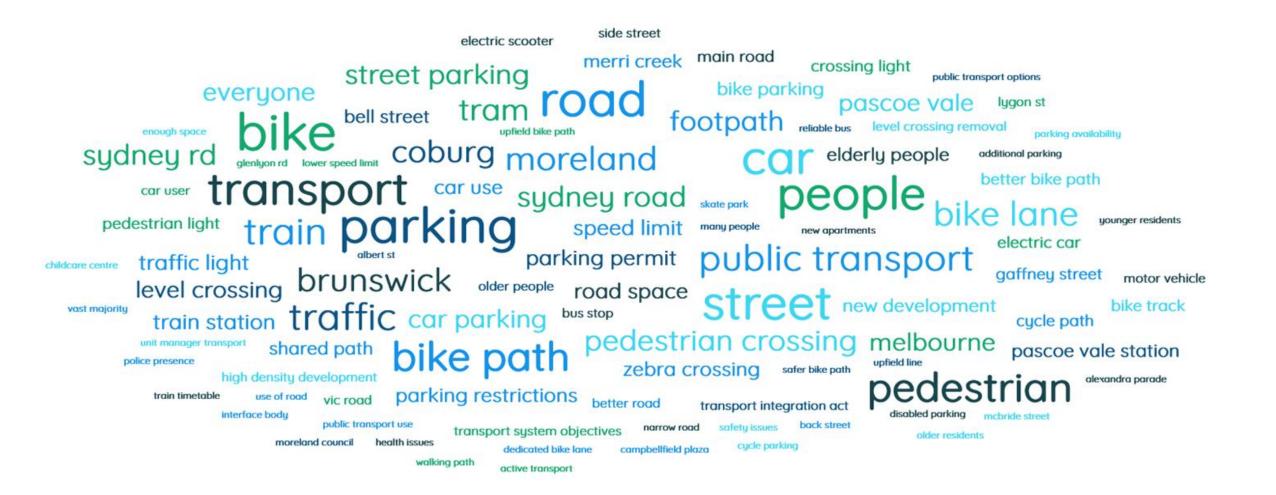– Community art and minimising graffiti

Gaps in community understanding

– Council's role in enforcing building codes (including design, sustainability).

What is needed to make getting around Moreland safer and easier for everyone?
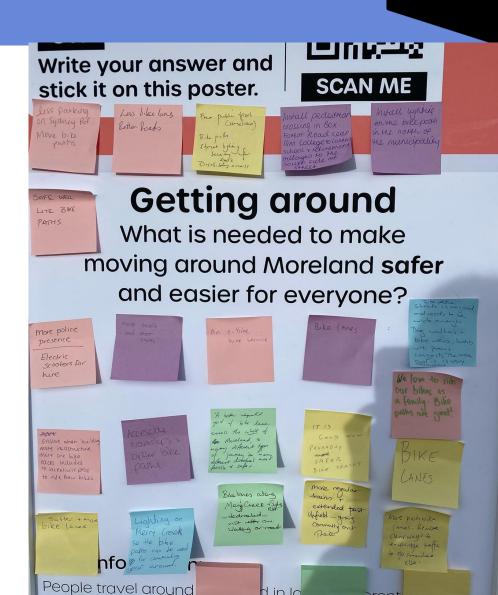
Getting around

Community Aspirations

- An easy and enjoyable walk or ride to your destination
- Well connected public transport
- Respecting those that need to drive

Community Priorities

- 402 responses re: public and active transport
- Encourage active transport
- Parking around public transport
- Parking around private residence (e.g. permits, developments with parking)
- Improved bicycle and walking infrastructure (e.g. paths/lanes)
- Planting and art along paths

Gaps in understanding

- Council's role in road crossing removal
- Council's role in providing public transport and its associated infrastructure

What is needed to create a thriving arts industry and local economy?

Economy and the arts

Community Aspirations

– Increase local employment

– Support the arts culture of Moreland and build on its reputation

Community Priorities

– Venues for artists to work in

– Activation of public spaces with events such as festivals and live music

– Ensuring artists are paid fairly for their work

– Supporting local businesses (infrastructure, grants)

– Employment opportunities- particularly for youth

Gaps in community understanding
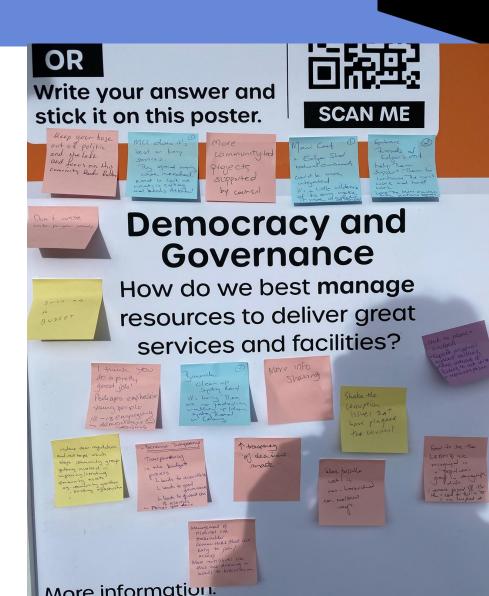
– Community needs vs grant funding available

How do we best manage resources to deliver great services and facilities?

Democracy and Governance

Community Aspirations

- A transparent and trusted Council
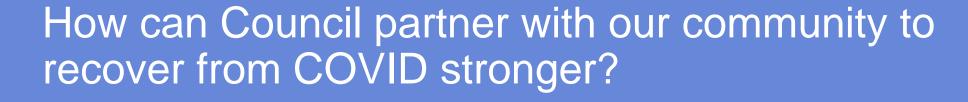- Rapport and positive relationships with Council staff

Community Priorities

- Building a trusted relationship with Council through increased communication and engagement
- Fast and helpful responses when contacting the council
- Visible improvements in neighbourhoods
- Continued support for libraries and increased support for community groups and services
- Mixed communication methods. Printed and digital.

Gaps in community understanding

- What to expect from Council
- What else to seek support, funding

How can Council partner with our community to recover from COVID stronger?

Pandemic Recovery

Community Aspirations

– To reconnect with neighbours and social groups
– Prioritising support for the most vulnerable people in their communities
– Importance of working together and helping one another

Community Priorities

– Mental health support
– Community events and social groups to re-connect
– Support for businesses
– Employment & job opportunities
– Continued safe infection control practices
– Provision of free masks and PPE

Gaps in understanding

– A need for increased communication about COVID
– Clarity around who provides testing and vaccinations in the local community