



Kent Road Community Design Review Panel Report

For Moreland City Council

14 December 2021

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Executive Summary

This report provides an outline of the engagement outputs and process used by Max Hardy Consulting for engagement on six design options for the Kent Road Trial Bike Lane Project. This engagement process was held over roughly two months between late September and late November 2021 and included the following engagement activities:

- Interviews with seven key stakeholders to inform engagement questions on 12 October
- Open webinar outlining engagement approach and project information booklet that was held/launched on 28 October
- Development and implementation of a broad community survey on the six design options that was open from 29 October, following the webinar, until 10 November.
- A Community Design Review Panel, 2 x 2.5 hour sessions held on the morning of Sunday 14 and Sunday 21 November

This process was designed to meet the 'Involve' level on the IAP2 spectrum as well as seeking to provide transparent and relevant project information, begin the process of rebuilding trust with the community, understanding the views and opinions of community members and providing a range of options for the community to contribute to the process.

The process provided input from a broad range of community members, including the seven interviews with key stakeholders to inform the development of the question and webinar, 45 participants in the project webinar, 421 responses to the broad community survey and 21 Community Design Review Panel Members selected. Several limitations were noted with the process including the short time frames, impact of COVID-19 lockdowns and associated zoom fatigue and the inability to engage with or promote to those that were not 'online' or technologically competent. These impacts were largely unavoidable and are anticipated to have a limited-moderate impact on the outcomes of the process.

The stakeholder interviews were helpful in providing context to Max Hardy Consulting and identified a range of concerns that need to be addressed, including those around how the trial began, safety concerns and operational concerns regarding parking and putting bins out. There were also comments raised about the need to understand how Kent Road fits into the broader strategy, the detail of how cyclists get on and off this stretch of bike lane and the importance of separated cycling paths for cyclists.

This feedback was provided at the Webinar and used to inform the development of a project information booklet and key information contained within this booklet. This feedback was also used to help develop the remit for the Community Design Review panel, which included the following questions:

1. What conditions and or criteria (in addition to technical requirements) should be considered to create a functional and safe road design for Kent Road, that addresses the needs of residents, pedestrians, visitors, motorists, cyclists, and other users?
2. Considering the criteria, how supportive are you of each of the options identified by Council for Kent Road?
3. Are there any changes that would make you more supportive of each of the options identified?

Both the remit and project information history were presented at the Webinar as well as an overview of the engagement process and directions to the community survey on the six design options and expressions of interest to be involved in the Community Design Review Panel.

The outcomes of the survey identified that options 1, 3 and 6 had the highest levels of community support, though only options 3 and 6 had mixed levels of support from residents of Kent Road and the surrounding streets. The survey results also showed the divisive nature of this project, as all options received roughly half of the responses identifying they were unsupportive and the other half supportive of the project. The key themes raised in the survey comments were similar to those mentioned in the stakeholder interviews and included safety concerns, desires for the removal of the current trial and concrete barriers, retention of road space for cars to allow for parking, access and traffic flow, small design suggestions, a desire to retain the cycle lanes and support active transport and consideration of the wider network and location of this route.

A summary of the survey findings was provided to the Community Design Review Panel. This panel first reviewed Council's criteria where many comments and suggestions were made, which were assessed by the consulting team. Three changes were ultimately made to the evaluation criteria;

- Separation of 'Implementation and Operational criteria'. (This is because it was implementation criteria beyond the scope of this engagement process and implementation considerations should not prevent the right design option from being delivered. Council will consider implementation criteria at the February Council meeting).
- Change 'Tree removal and urban heat island' to 'Preserves existing trees and manages urban heat island'
- Add 'Cost' to Council's consideration of the implementation criteria.

Council's criteria were applied with these changes to the three design options that had the most mixed levels of support from the broader community survey - options 1, 3 and 6. Though the project was not seeking to identify a 'preferred option' it was clear from voting that Option 6 had the strongest level of support from the panel during this voting. The panel were neutral/unsupportive of Options 1 and 3 with scores less than 3/5 for all criteria across both options.

The panel also made several suggestions that could apply to all options and increase the level of support, the following suggestions were all moderately supported (3.5/5 or higher) by the panel:

- Shared zone/pedestrian crossing on Cornwall Road and Kent Road
- Added a pedestrian crossing
- Planting indigenous trees for pollen corridor
- Safety campaign and clear signage

This showed a slight increase in support if such measures were implemented, though the change was not substantial.

A follow up survey was also completed to confirm voting results and though it was completed by only 13/15 participants from session two, it showed limited variability in results and confirmed the findings of session two.

Overall, the feedback on the bike lane options was quite polarised. Although all panel members indicated they were willing to approach the option review process with an open mind it was evident throughout that most of the panel members had already decided what they wanted to achieve. It was also apparent that for some the scope of the process was far narrower than they could really accept, which resulted in the inclusion of an out of scope option for removing the bike lanes. For example, those opposed to the trial bike lane ranked cycling criteria higher without any cycling infrastructure in one of the exercises, which is hard to fathom. The same participants also voted in opposition to a pedestrian crossing (to improve access to the medical centre) despite expressing concern for pedestrians in general and patients of the medical centre as a reason for opposing the bike lane. These factors meant that the dynamics were different to a typical deliberative process.

For those opposed to the trial bike lane there was very little support for any of the options, though some were prepared to tolerate option 6. For those more supportive and open to the trial bike lanes option 1 was the more strongly supported approach.

Several lessons were identified with regards to the impact of the project's history, setting the scope of the project and panel recruitment and selection. It is recommended that future projects look at engaging the community earlier and consider a co-design approach where the design question is developed with both the community and key stakeholders.

Introduction

This report outlines the engagement outcomes and the process used by Max Hardy Consulting for the Kent Road Trial Bike Lane Project. This project focused on understanding community opinions regarding the six design options that Council identified for further exploration in a Council Meeting (September 2021) following feedback on the current trial design. This engagement process was held over two months between late September and late November 2021. This project included the following engagement activities:

- Interviews with key stakeholders to inform engagement questions
- Open webinar outlining engagement approach and project information booklet
- Development and implementation of a broad community survey on the six design options
- A Community Design Review Panel (2 x 2.5 hour sessions)

The following engagement objectives were identified for this project:

- Provide transparent and relevant information to the community regarding the Kent Road Trial Bike Lane project including the legislative and planning desires to increase active transport use at a local/state and national level
- Begin the process of rebuilding trust with the community who were dissatisfied with level of consultation prior to the commencement of the trial
- Deliver engagement at the 'Involve' level on the IAP2 spectrum
- Understand the views and opinions of the community in association with different delivery options
- Ensure community members see that their input has been valued, and their time and effort is worthwhile.
- Provide a range of opportunities for targeted groups and the community to contribute.

The remainder of this report will include the engagement method, summary of feedback received from engagement activities, recommendations for future actions, lessons learnt and conclusions.

Method

This section outlines the overall approach and key considerations for delivery. This project included the following engagement components:

- Interviews with key stakeholders and community members
- Webinar/online meeting to disseminate key information
- Broad community survey
- Deliberative panel with associated output reports.

The [International Association of Public Participation \(IAP2\)](#) is the peak body for the community engagement industry, both in Australia and globally. The accepted industry standard is to assess community engagement processes against the [IAP2 spectrum of participation](#). The spectrum of participation is a tool used by the industry to select the level of engagement that the process will achieve and outlines the goal and promise to the public at each level. This ensures project clarity for both stakeholders and the public that are participating and ensures that the process is explicit on the level of influence that the public can have over project outcomes.

The engagement method for this project has been developed to sit at the 'Involve' level on the IAP2 spectrum. This means that the goal of the project is 'to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.' The promise to the public is that 'we will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision'.

Interviews with Key Stakeholders

Objective/s addressed:

- *Begin the process of rebuilding trust with the community who were dissatisfied with level of consultation prior to the commencement of the trial*
- *Understand the views and opinions of the community in association with different delivery options*

To inform the development of engagement activities Max Hardy Consulting completed seven, 30-minute interviews with key stakeholders. These stakeholders included representatives from PVH Medical Centre, the Moreland Bicycle Users Group, past participants from the stage 1 engagement undertaken by RedRoad Consulting in July and August 2021, and several interviews with residents that lived on or near Kent Road who had previously participated in engagement or provided feedback to Council. Stakeholders were selected to represent a broad and diverse range of views on the

project and experiences with the project thus far. All interviews were completed on Tuesday 12 October.

Though these interviews were relatively informal, several prompt questions were designed and used throughout the interviews. These questions included:

- What has been your experience with the Kent Road Trial Separated Bike Lane to date?
 - Are there any key thoughts/ideas you would like us to know? What is your main interest in this project?
- Is there any information you think is most important to be shared in the webinar information session?
- For the review panel, what question(s) do you believe they should be considering?
 - What do you believe the scope of the process should be?
- How do you think the process and outcomes of this engagement process should be communicated?
- We have identified 6 - 8:30 pm on October 28 as the preferred time for a webinar, does this time suit you?
- We will be assembling a panel to deliberate on the details of the proposed design options. What do you think would be a fair composition for the panel? (e.g. age/location/interests)
- Do you have any recommendations for the best way to promote this engagement process including the webinar and survey? How would you like to be contacted about it?
- Is there anything else you want us to know or have a question about?

It is noted that not all interview participants were asked all questions above due to timing and where the information had already been identified previously in the interview.

All interviews were attended by Max Hardy and Prue Blake from Max Hardy Consulting and Timothy Benedict from Moreland City Council. Records of the interviews with key stakeholders will be kept in line with Moreland's Privacy Policy, 2019. A summary of the findings of these interviews is included in the 'Engagement outputs' section of this report.

Limitations

Several limitations with this component of the engagement plan are noted, including:

- Timing and project costs limited the number of interviews that could be conducted

- Interviews were conducted online and in English which may have limited access for participants.
- Interviews were limited to business hours during October 12.

These limitations are consistent with the timing and budget constraints of this engagement process. As there were several other opportunities for interested community members to provide feedback, these limitations are considered appropriate and of a minimal impact on the project outcomes.

Project Information Webinar and booklet

Objective/s addressed:

- *Provide transparent and relevant information to the community regarding the Kent Road Trial Bike Lane project including the legislative and planning desires to increase active transport use at a local/state and national level*

A 1.5 hour webinar was held on 28 October from 6:30 - 8pm to provide further information on the Bike Lane project, rationale, history and outline the engagement process for the community. This webinar was held over Zoom due to ongoing Covid-19 restrictions and was advertised via Council's social media, the Conversations Moreland Webpage and via emails to key stakeholders and past engagement participants. The ability to provide hard copy material with the details of the workshop was limited due to the Covid-19 restrictions in place at the time (particularly work from home orders).

The webinar was attended by 45 individuals, as well as key project staff from Moreland City Council. This attendance was consistent with the planning completed for this workshop, a recording of the webinar excluding the Q & A component was also uploaded to the Conversations Moreland Kent Road Trial project page for those that were interested but not able to attend at the designated time.

The webinar covered the following information:

- Introduction and Acknowledgement of Country
- A presentation from Moreland City Council on the project history, rationale and design options under consideration/criteria and where to find this information in a more detailed project information booklet online
- An outline of engagement approach
- Next steps including direction to complete the survey and register for the Community Design Review Panel

This information was followed by a 30-minute question and answer session, where attendees could ask further questions regarding the project details (Moreland City Council) and engagement approach.

A project information booklet was also uploaded to the Kent Road Conversations Moreland website that provided a detailed, written copy of the content presented at the webinar held on 28 October. In addition to English, the project information booklet was translated into Greek and Italian as the two most commonly spoken languages other than English in Pascoe Vale, and Moreland more broadly.

Limitations

Several limitations have been identified with this approach:

- Due to Covid-19 restrictions, hard copy invites were not able to be provided for this stage of the engagement process which may have excluded those who were not online or closely following the project from participation.
- This process was completed online and may have excluded interested participants that were not online or familiar with Zoom.
- The webinar was held between 6:30 - 8 pm which may have excluded those with young families or evening shift work, they were made aware of the project information booklet as another source for the information available.
- Participants may have been deterred due to general zoom fatigue created through work from home restrictions which is likely to have limited nominations to participate in the Community Design Review Panel.

These limitations are consistent with the timing and budget constraints of this engagement process, and as there were several other opportunities for interested community members to provide feedback are considered appropriate and of a limited impact on the project outcomes.

Community Survey on Options

Objective/s addressed:

- *Deliver engagement at the 'Involve' level on the IAP2 spectrum*
- *Understand the views and opinions of the community in association with different delivery options*
- *Provide a range of opportunities for targeted groups and the community to contribute.*

Max Hardy Consulting and Moreland City Council worked together to develop a survey to get general community feedback on the trial as well as gather opinions on the six design options being investigated by Council. This survey was hosted on the

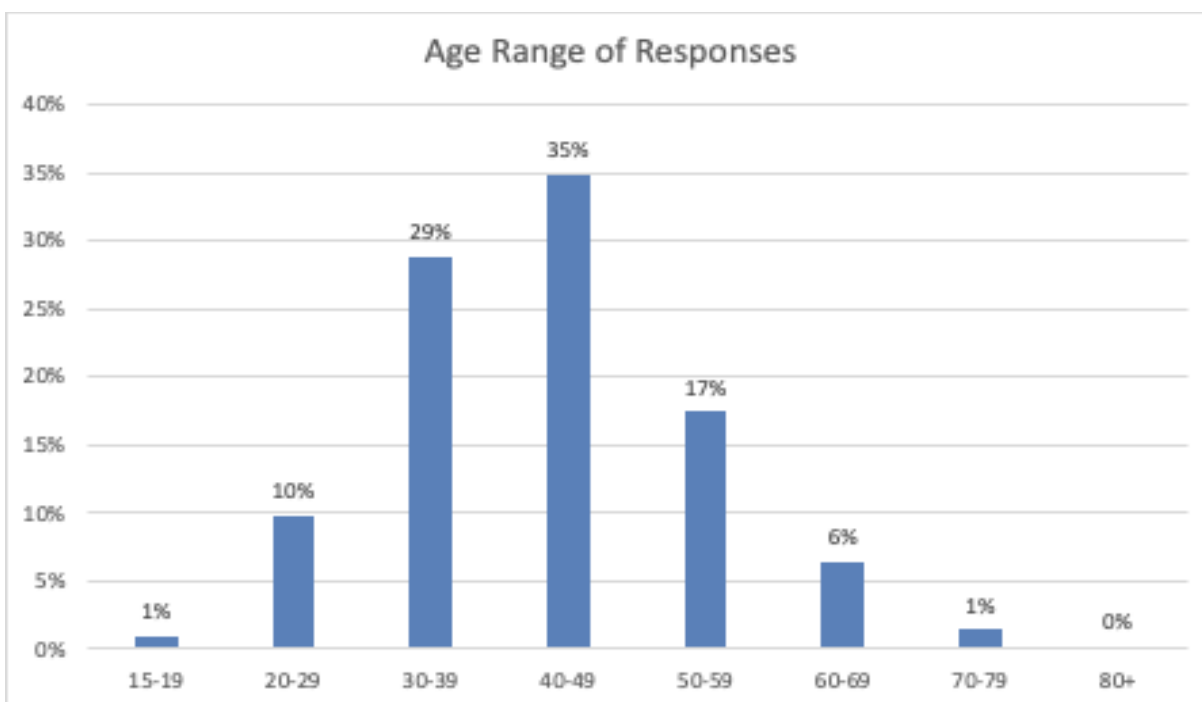
Conversations Moreland project page and was open from 29 October, following the webinar, until 10 November. All participants were advised to read the project information booklet available on Conversations Moreland prior to completing their survey response.

The survey was promoted via Conversations Moreland, existing Council email lists, regular social media posts, Facebook events and local groups, EDM Thursdays and a hardcopy flyer was sent out to surrounding streets and left at PVH Medical Centre.

All of Council's survey designs make an effort not to ask for information from people unless it is crucial to answering the questions posed by the engagement. As such, only a small number of demographic and attitude-based questions were asked of participants.

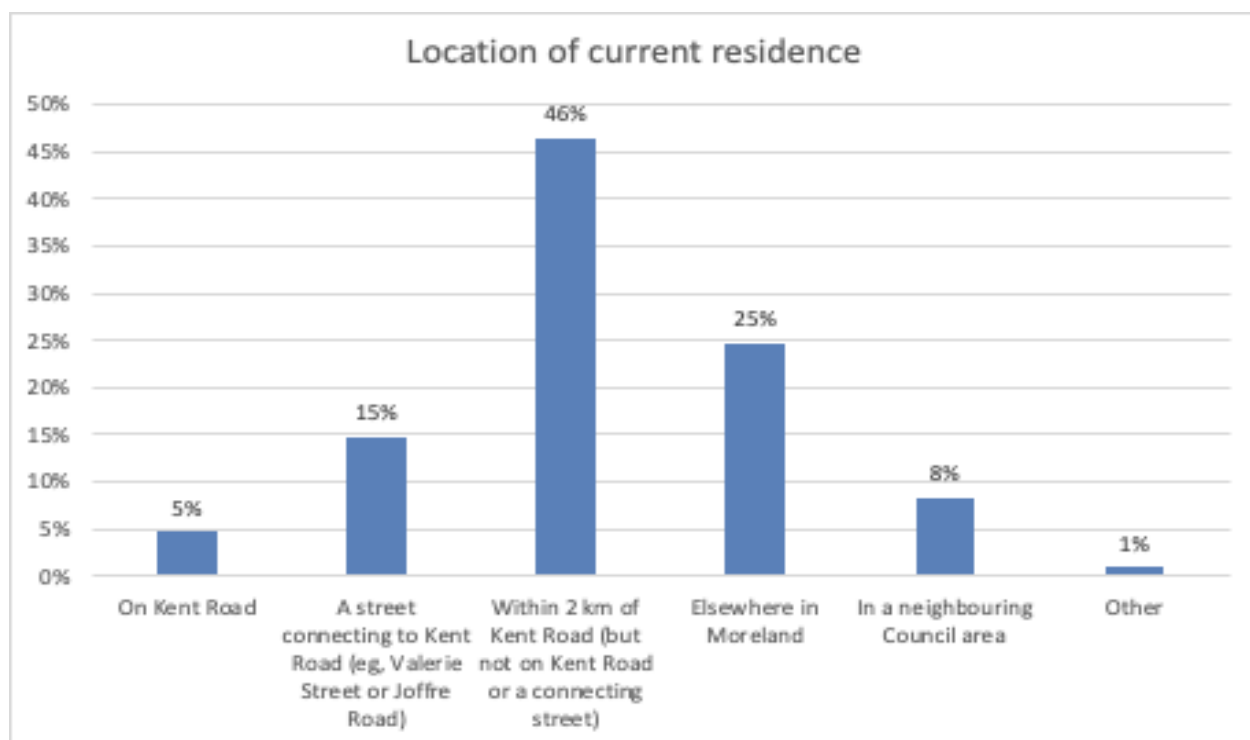
Council and Max Hardy Consulting assessed responses to the survey for their authenticity using a variety of methods where we can detect duplicates, this included checking IP addresses and responses for overlap. After the data was reviewed to remove testing entries and duplicates (>10 data points), 421 eligible responses were collected in response to this survey. It is worth noting that the collection of names would not have ensured further legitimacy of responses, and may have deterred those who wanted to respond anonymously. The results of these questions are now briefly summarised.

The survey had responses across a broad range of participant ages, with the age range of responses provided in the following graph.

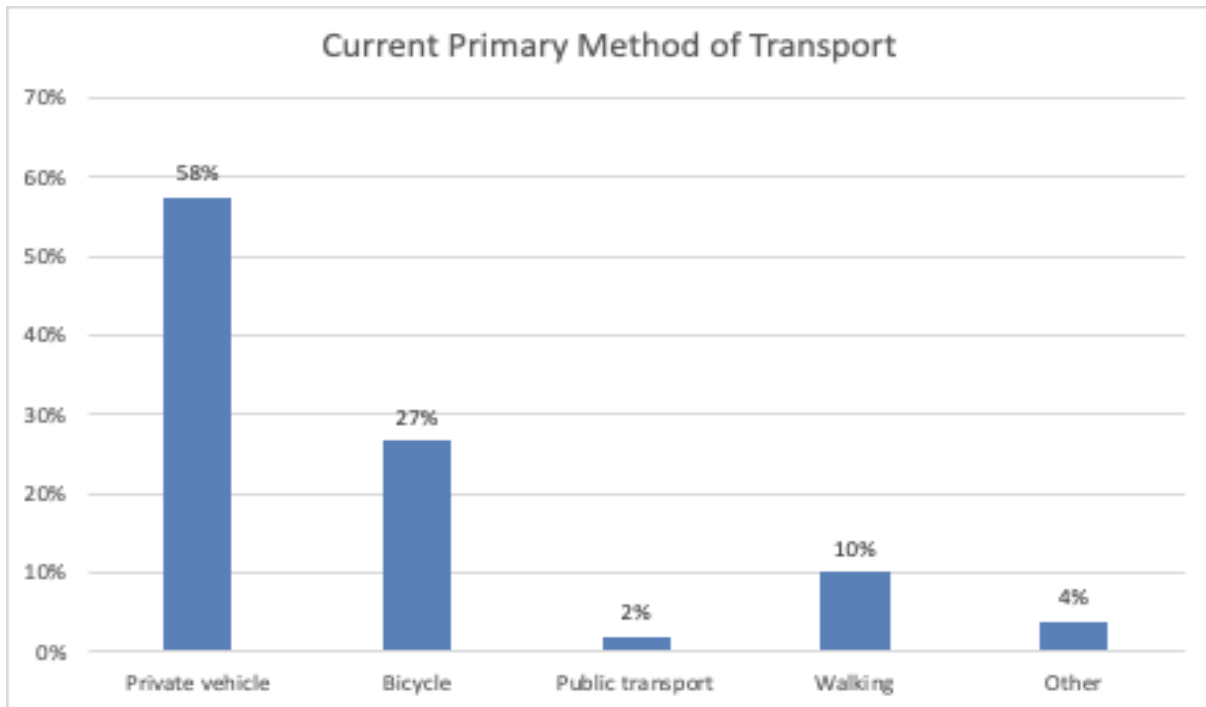


This graph indicates an over-representation of those aged 30-39 and 40-49 compared to the Australian Bureau of Statistics 2016 profile (19.5% and 13.4% of the population respectively) and an under-representation of those aged 15-19 (4.4%) and 20 - 29 (18.9%) and those aged 70+ (10.5%).

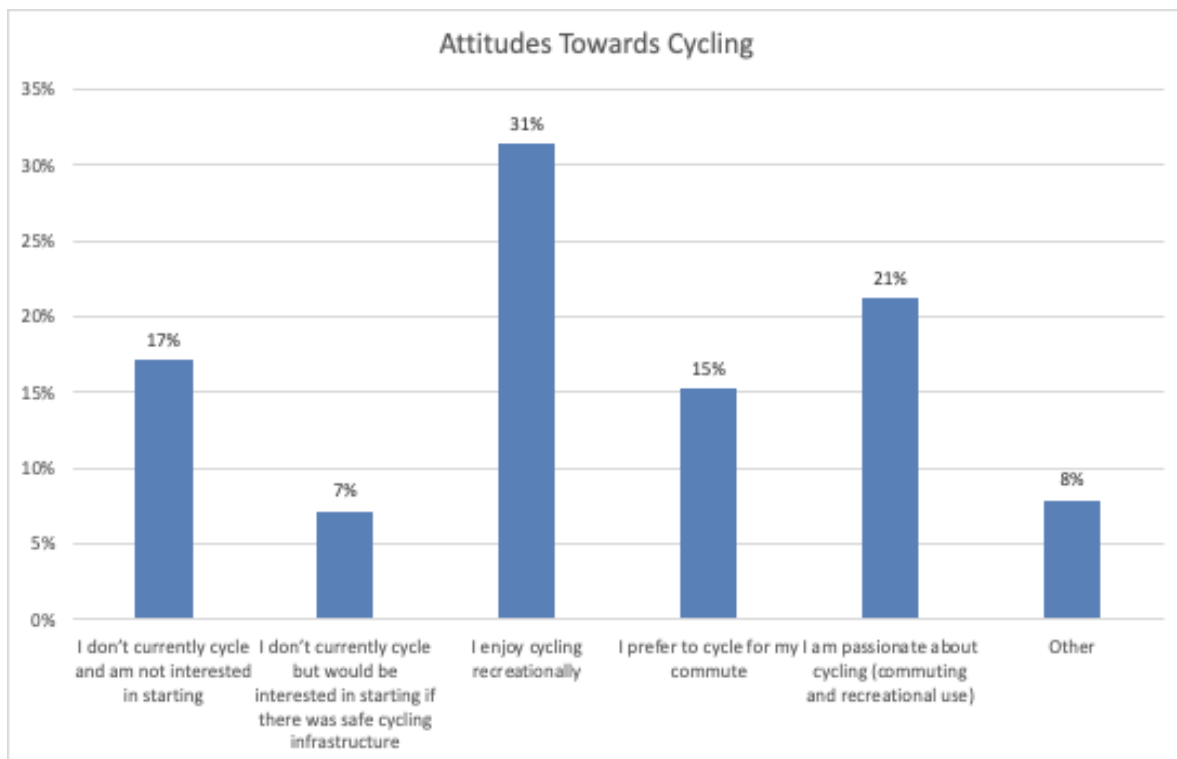
Respondents were asked the location of their current residence, which identified the majority of respondents were from within Moreland (91%). The person who was neither living in Moreland or in a neighbouring council area owned several properties on Kent Rd. The spread of respondents' location was considered appropriate given the size and impact of this bike lane trial.



More than half of the respondents used a private vehicle as their primary form of transportation (58%) with 27% primarily using a bicycle, 2% using public transport, 10% walking and 4% other. For those that responded 'other' the responses primarily identified that these users were multi-modal and could not identify a primary mode of transport.



Based on the following graph, we can also identify that there was an appropriate mix of attitudes towards cycling in general, with a relatively even spread. We can also see that there is a roughly similar proportion of respondents that were not interested in cycling and those that were passionate about cycling.



Finally, based on responses we noted that most respondents had either fully or partially read the project information booklet provided on Conversations Moreland with only 34 participants (8%) that had not read the booklet at all. It was identified that overall the responses to the survey were very considered, with 39 responses (9%) that were unsupportive of all options and 13 (3%) that were supportive of all options.

Limitations

- The duration of the survey was relatively short (13 days) due to project timeframes (completion of final report in December and allowing for Council work based on results before February Council Meeting).
- The design of the survey was altered due to the capabilities of the Conversations Moreland survey tool which did not allow for open responses at the end of the survey
- The survey included a summary of project information within the survey question and answer format. Detailed project information was available in an external information source which can be difficult for some users.
- The survey does not reflect a representative sample of the Moreland population. In particular those aged between 30 - 49 are over represented while younger residents are underrepresented. This may have skewed the results in favor of those that own and use a private vehicle rather than modes of active transport.
- The design of the survey is likely to have over-emphasised those that were not supportive of the trial bike lane designs as participants may only be supportive of 1 or 2 design options and unsupportive of all other options.

Most of these limitations are considered to have a limited impact on the results of the engagement and were accounted for when interpreting the survey data. The duration of the survey may have had a moderate impact on engagement with the survey, however the response rate of >400 is within the expected range for a project of this size and scope and allowed for a broad mix of opinions to be represented.

Community Design Review Panel

Objective/s addressed:

- *Provide transparent and relevant information to the community regarding the Kent Road Trial Bike Lane project including the legislative and planning desires to increase active transport use at a local/state and national level*
- *Begin the process of rebuilding trust with the community who were dissatisfied with level of consultation prior to the commencement of the trial*
- *Deliver engagement at the 'Involve' level on the IAP2 spectrum*
- *Understand the views and opinions of the community in association with different*

delivery options

- *Ensure community members see that their input has been valued, and their time and effort is worthwhile.*
- *Provide a range of opportunities for targeted groups and the community to contribute*

Recruitment

Recruitment for the 2 Community Design Review Panel sessions was completed through the registration of interest form. This form was left open, from 29 October until 10 November, an extension of two days from the original closing date of 8 November.

To register for the panel, participants were asked to complete the following questions:

- Availability for the two-panel sessions on Sunday 14 November and 21 November
- Age
- Gender
- Where they currently reside (with the same options provided as a survey)
- Their current primary method of transport
- Description of their current attitude towards cycling

Due to the divided nature of this project, those that registered for the panel were also required to confirm they were able to do the following when participating in the panel:

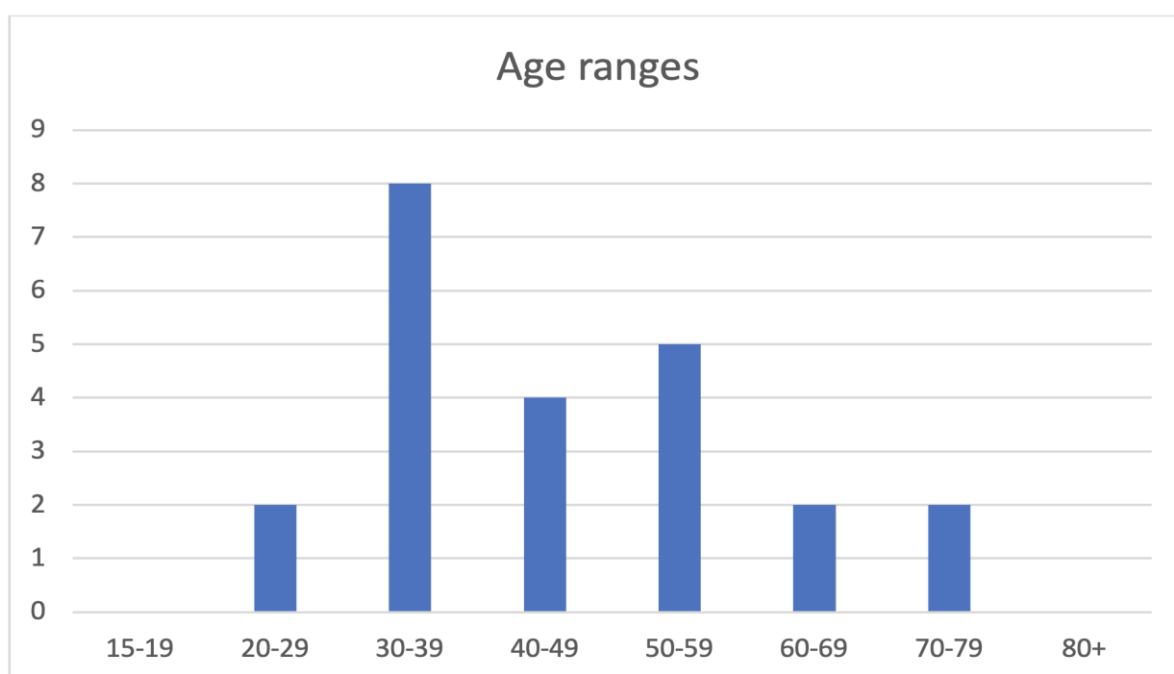
- Come with an open mind - the final solution may not be exactly what you want
- Learn about other perspectives and what matters to people
- Learn about technical considerations that may constrain the design options
- Acknowledge the policy framework that exists in relation to the project
- Consider how Kent Rd is part of a broader strategy
- Work with others toward providing some clear advice for Council about each of the options presented

Panellists were also asked if they had a specific point of view on the project and would be open to presenting to the panel instead of taking a panellist role.

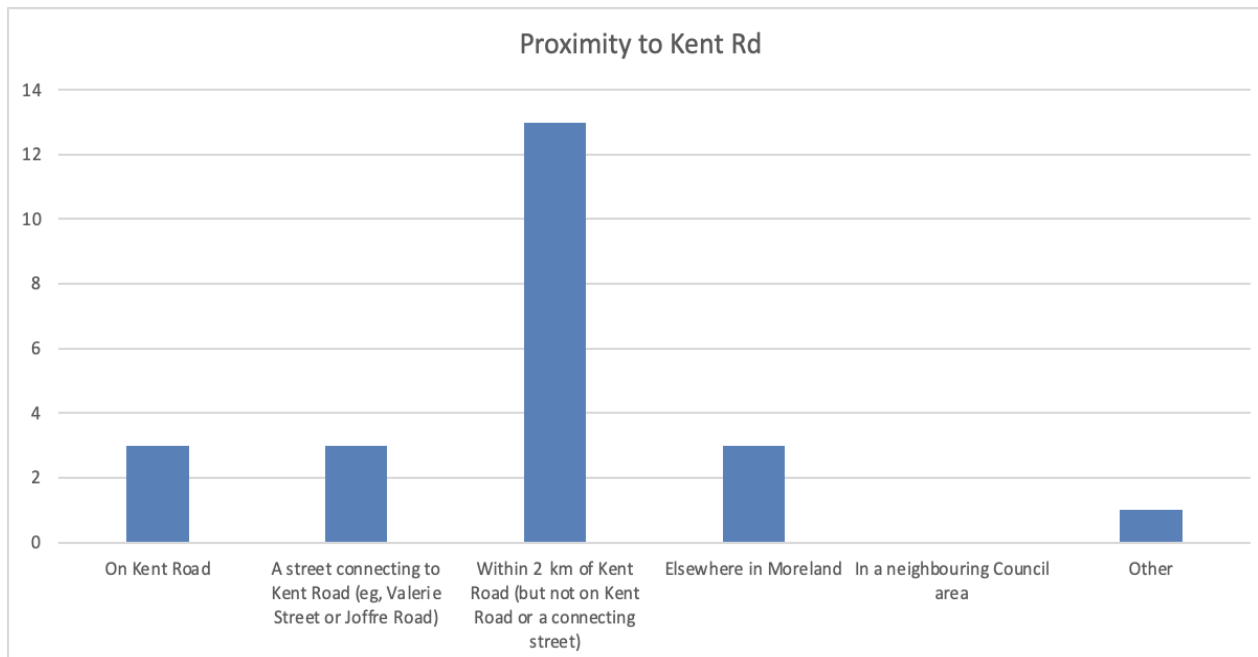
Max Hardy Consulting received 22 responses to the registration form by the close date. As the target for panel participants was between 20 - 25, nearly all those that registered were offered a place on a panel with a single exception. The person that did not receive a panel position was offered a presentation role which they had identified an interest in doing through their registration.

As nearly all participants who registered were offered a place on the panel, it is worth noting that the panel was not representative of the Moreland population (panel selected based on demographic proportions in broader population), but rather reflected those with a vested interest in the Kent Road Trial Bike Lane project. The panel was balanced in terms of those with views for, against and neutral towards the Kent Road Trial Bike Lane project.

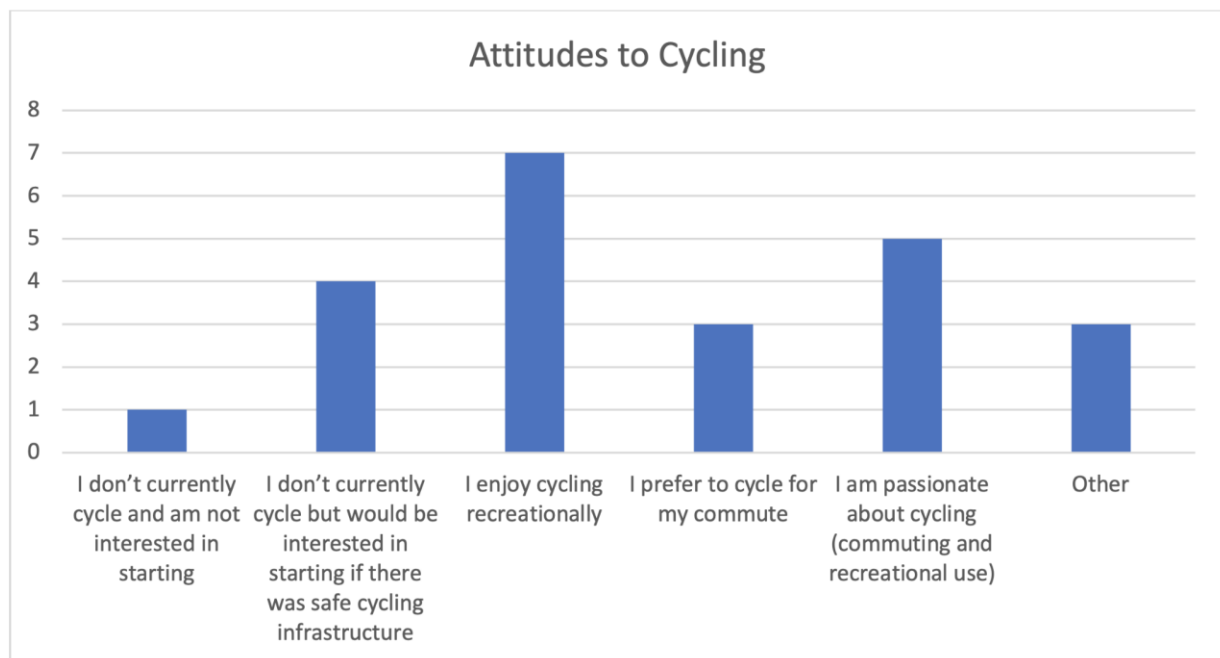
The following graph shows that most ages were represented by the panel, with an over-representation of those aged 30 - 39 and no representation of those aged 15 - 19 or 80+.



As with the survey, panel members also identified their proximity to Kent Road as shown on the graph below. This graph highlights that most panel participants lived within 2km of Kent Road with a small proportion living elsewhere in Moreland or in another location.



Panellists also used a mix of transport modes and were representative of varying attitudes towards cycling in general.



All panellists were contacted via email to confirm their selection and provided with the details required to access the session, including the time and zoom link. A reminder text was also sent to all participants on the Saturday before the first session and to those that had not arrived at the second session.

Structure of Sessions

This Community Design Review Panel process included two 2.5 hour sessions that were held on:

- Session 1 on Sunday 14 November from 10am to 12:30pm
- Session 2 on Sunday 21 November from 10am to 12:30pm

The length of these sessions was identified as the amount of time participants can contribute online before experiencing Zoom fatigue. The number of sessions was also decided based on the project scope and to avoid community engagement burn out or overly burdening community members.

Following the input from the survey and interviews as well as the scope identified by Moreland City Council, the remit for the panel component of the project was:

1. What conditions and or criteria (in addition to technical requirements) should be considered to create a functional and safe road design for Kent Road, that addresses the needs of residents, pedestrians, visitors, motorists, cyclists, and other users?
2. Considering the criteria, how supportive are you of each of the options identified by Council for Kent Road?
3. Are there any changes that would make you more supportive of each of the options identified?

The first session focused on reviewing the criteria and providing suggestions and the second session is where the panel applied that criteria to the six design options. The agendas for these sessions are available as Appendix 1.

Limitations

Several limitations have been identified with the Community Design Review Panel approach

- Recruitment was based on an expressions of interest approach which allowed panel members to self-nominate for involvement and a small honorarium was not offered to help participants attend. As it was self-nominated and unpaid, this approach attracted a panel with very tightly held and divided opinions in regard to the project.
- Recruitment was completed within a very short time frame and promoted widely online, and via letter box drop in the local area (the letterbox drop was delayed owing to covid restrictions). This resulted in a low response rate, and less EOIs to choose from when selecting the panel to allow for the selection of those that were open and willing to participate in the process that was available (existing scope).

- Recruitment was completed at the end of Melbourne's 6th lockdown, at a time where the community was generally burnt out and fatigued with online participation and the uncertainty that has come with living in a pandemic. This resulted in lower response rates to the EOI process and three dropouts between session 1 and 2. Max Hardy Consulting experienced lower rates of engagement across multiple engagement processes over this same period of time.
- Many panel members selected joined the process despite not being on board with the project scope and finding it too narrow. This made the process difficult and resulted in avenues being explored that were outside of the project scope and impacted the time required by the panel to provide their feedback.

These limitations are considered to have had a moderate impact on the outputs of this engagement. Though steps were taken to ensure the scope was clear and the process was conducted in a fair and equitable manner that reflected all views, the dynamics of the process were not representative of a typical deliberative process (where a randomly selected group are required to deliberate and achieve consensus around a final decision).

Engagement Outputs

This section provides a summary of the outputs from the engagement activities identified in this report. Comments from community members have been provided word for word, with some minor editing for spelling and clarity.

Stakeholder Interviews

The stakeholder interviews that were held on Tuesday 12 October were used to help inform the development of the Webinar and two panel sessions, as well as assisting Max Hardy Consulting to understand the history of the project.

The following summary of interviews was reported at the Webinar:

- Concerns expressed about how the trial began
- Safety concerns - for pedestrians and motorists
- Difficulty putting bins out - dragging them over the bike lane barriers
- Concerns about parking, especially during big sporting days and for those attending the medical centre
- Desire to see how Kent Rd connects to a broader strategy
- Keen to see the detail of cyclists getting on and off Kent Rd - seen as the trickiest part by some
- Importance of separating design options related to Kent Rd from broader policies and strategies that are in place
- Exhilaration experienced by cyclists riding on a separated cycle path

Where possible, these comments were integrated into the design of the following engagement activities, however, some comments were outside the scope of this engagement process or not able to be accommodated within the time frames available.

Community Survey on Options

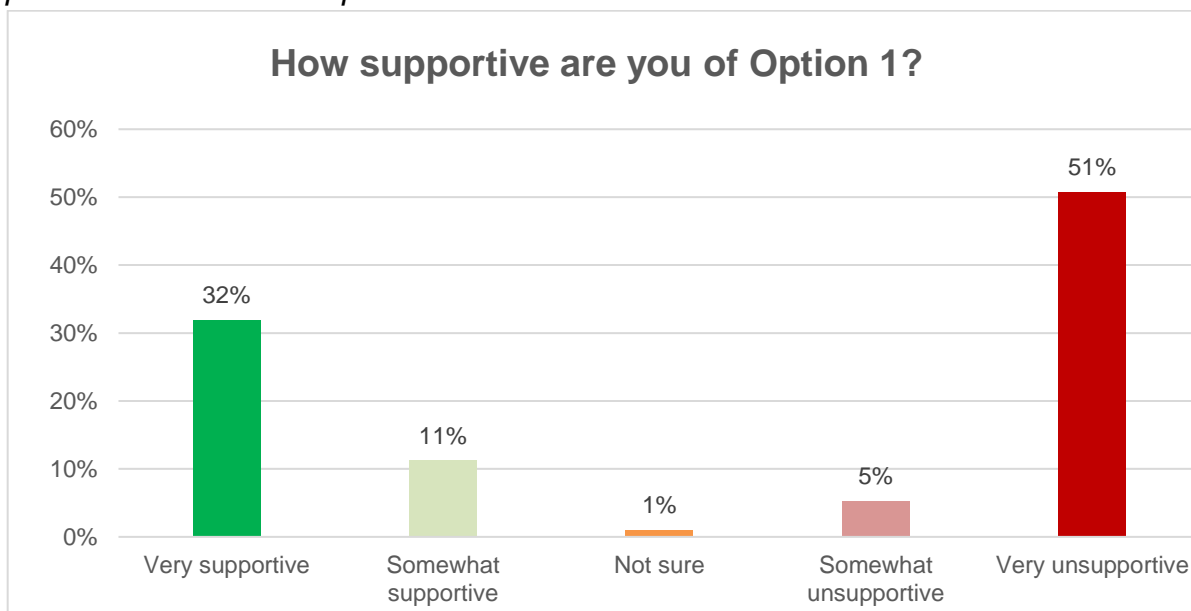
The Community Survey on the six design options provided all participants with the opportunity to provide any further comments on the process. These comments were all reviewed and assigned to one or more themes. The themes that arose the most frequently were:

- Safety concerns (for all users including vehicles, cyclists and pedestrians) - 69 comments
- Removal of the current trial and concrete bollards in particular - 49 comments

- Retention of road space for cars to allow for parking, access and traffic flow - 41 comments
- Design suggestions for the trial - 31 comments
- Retain the cycle lanes and support active transport in Moreland - 30 comments
- Consideration with wider network and location of this route - 26 comments
- Consideration of impacts on residents, neighbouring streets and businesses - 23 Comments
- Creating an accessible environment for all road users, including additional pedestrian crossings etc - 20 comments

The next section provides the level of support for each option, followed by a summary of the positive and negative comments received. There was clear evidence in this survey that options 1, 3 and 6 had the highest levels of community support. The survey results also showed the divisive nature of this project, as all options received roughly half of the responses identifying they were unsupportive or very unsupportive. This information was presented at the Community Panel as per the following:

Option 1 - Current Trial Option



Examples of positive feedback:

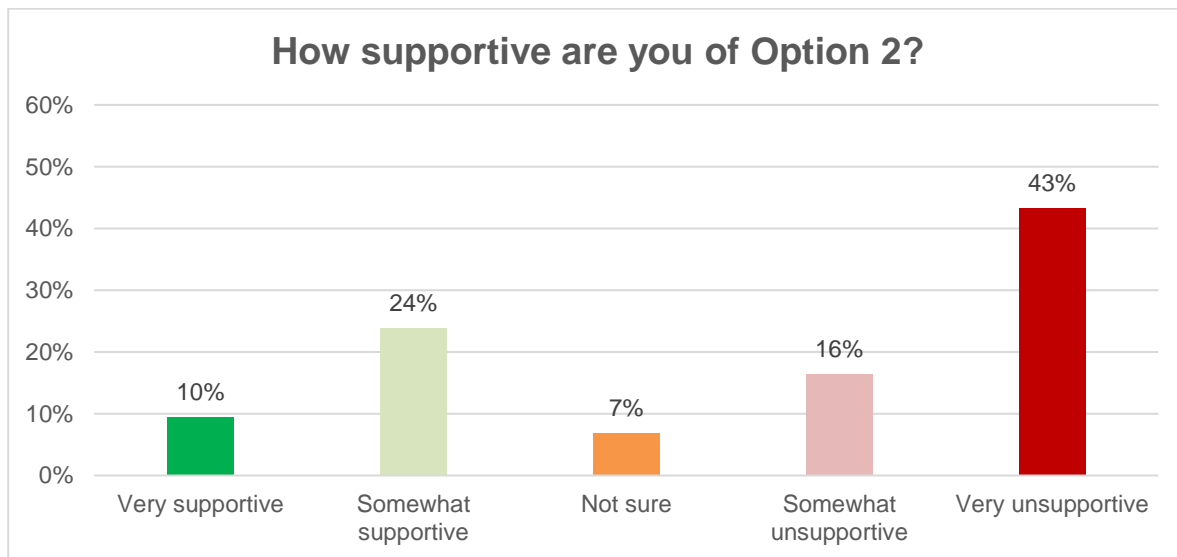
- “Cycling and walking needs to have as much space allocated to it as possible. Forcing cars to slow down to pass is precisely what will actually lower speed and keep everyone outside of a car safe. I.e. design the road for the speed you want, signage on a road that easily supports excessive speed will never work as well.”

- “The protection offered by parked cars makes this design feel much safer to cycle along. Having cars parked on this side of the bike lane also helps reduce opportunities for car-dooring or cars pulling out in front of cyclists.”
- “It prioritises pedestrians and cyclists, with the minimised road space slowing traffic and providing an incentive to leave the car at home.”

Examples of negative feedback:

- “This design is a complete disaster. The cars coming up the road only have one lane. I have witnessed two accidents and many near misses sure to the image design. Cars are having to park half on the road and half elevated on the partitions to simply avoid being side swiped.”
- “The most dangerous option which has stopped me from riding on this road. Full of debris from cars parking on the gravel strip, the intersections are low visibility and there is low hanging trees. Gutter also in poor condition.”
- “I would prefer that it wasn’t loose stones in the middle of the barricades as these are deliberately jettisoned onto the bike path by cars parking on top of them”
- “The barrier between bike lane and road is a wasted space. Would consider next designs to be narrowed”

Option 2 - Minimum width bi-directional separated bike lanes and physical separator



Examples of positive feedback:

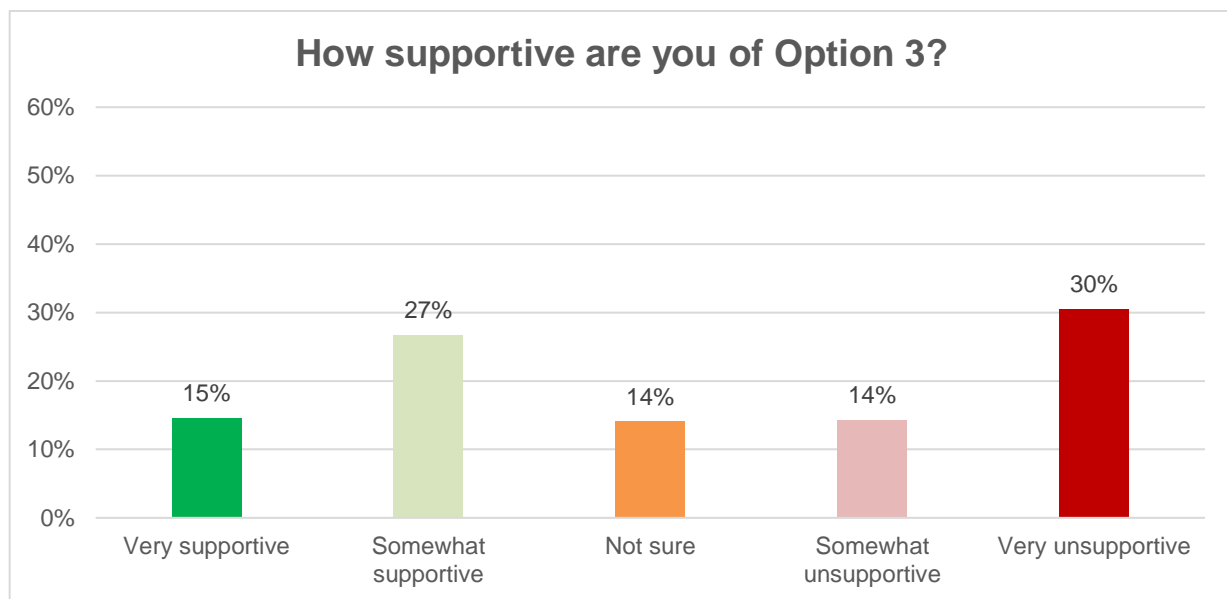
- “This creates a more effective use of space by joining the bicycle lanes together in both directions. This option works really well on Northumberland Road.”

- “I prefer option 1 because I'm not always a fan of bidirectional cycling lanes but it is still a good alternative that gives transport options to all people using the public space”
- “Reasonable allocation of road reserve between, pedestrians, cyclists, nature strip, parking and road. However, bi-directional cycle lane may confuse people unfamiliar with their use/function.”

Examples of negative feedback:

- “Has no benefits over option 1, the increased road space doesn't allow for bi-directional travel. So will just create further construction cost with zero gains for anyone.”
- “Less safe for cyclists entering/leaving the lane. Makes lanes narrower for motorists, trying to cram too much into the space.”
- “Only concern is for clear well sign posters transitions at intersections and roundabouts.”
- “This would not improve the nonexistent traffic flow at peak times. A little extra space would make people take more risks and increase danger”
- “The future merging with the east side of Cumberland Road is the sticking point - how could it be done?”

Option 3 - ‘Widening of the south side footpath to allow for bikes and footpath off-road’



Examples of positive feedback:

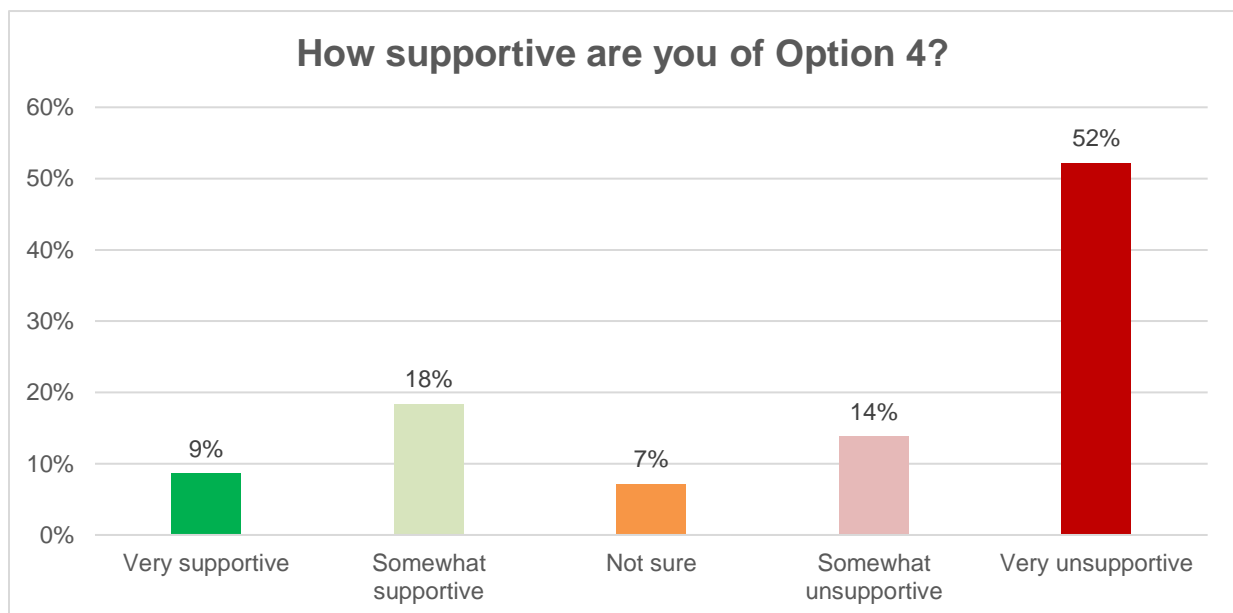
- “Improved traffic flow, elimination of visibility issue at corner”
- “Wider, safe parking and driving. This adds amenity.”

- “The road is usable and safe, as all other roads in the community. The cycle lane is wide enough and separated from pedestrians”
- “This option will keep the traffic flow on a busy street like Kent road even when someone is parking. Pedestrians will be able to clearly see cars when crossing the road, unlike the current trail option.”
- “Another good option with space for all and protected lanes. Hopefully the drainage considerations can be resolved”

Examples of negative feedback:

- “Again, two way cycle lane is too narrow to be comfortable (for children, less experienced people) and not very functional. Also less safe.”
- “This doesn't seem as safe as option 1. Especially given the bin situation - it's hard enough to walk down the street with a pram on bin days with existing advice on putting out a bin. And we are soon getting the extra purple bin.”
- “Future designs should not be constrained through this project”
- “Does not address issues to do with Medical Centre access OR Sports Spectors other the weekends. This section of Kent Rd is used by many people to get to the shops so it is busy.”

Option 4 - Similar to the current trial but removes physical concrete separator and replaces with 0.8m plastic bollard treatment



Examples of positive feedback:

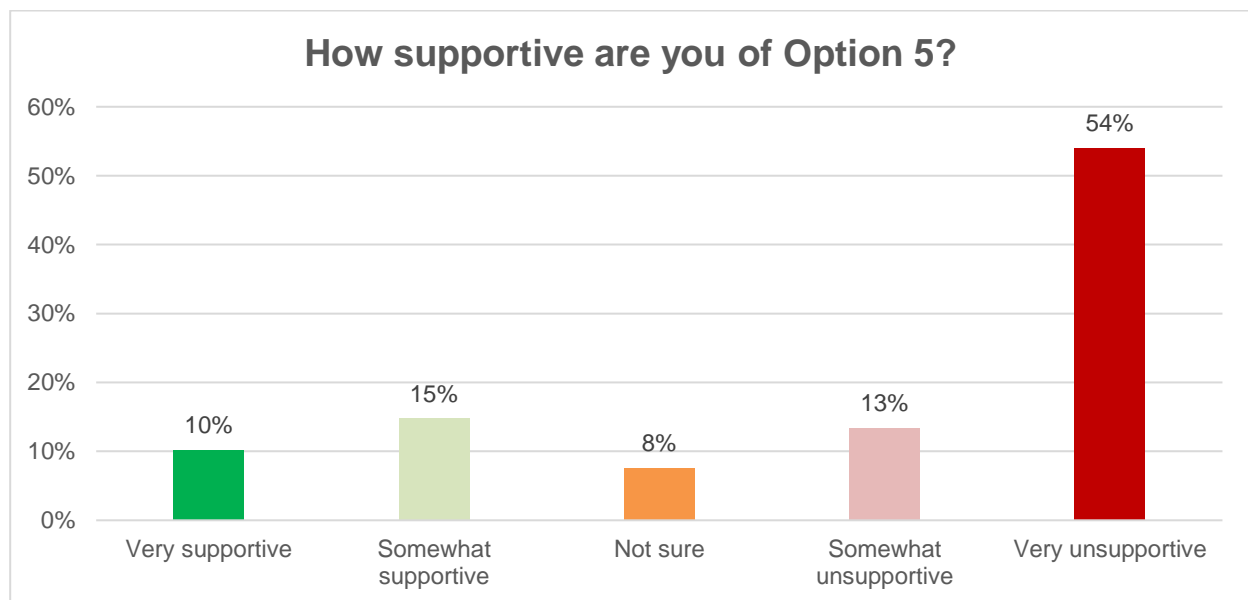
- “Good option as well. Like that it considers access for pedestrians”

- “Oooh I like these! Maybe even better than the concrete ones actually. I say that because there are a number of bike paths in Moreland like this and I don’t have any complaints”
- “Better visibility than other options. Nearly wide enough to for bike trailers and children to be overtaken”

Examples of negative feedback:

- “Physical barrier provides a degree of safety to cyclists from dangerous car drivers, but not enough: bollards must be solid, large and fixed to stop cars in the event of a car being driven into the bike lane.”
- “The waste of council money and time fixing and replacing the bollards as they break over time. Easier to step over but still a challenge for the mobility challenged”
- “hideous design. no real safety feature gained by adding plastic bollards to stop a moving 1.5 tonne object. What are you trying to gain here?”
- “Similar to option 1, doesn't really introduce any benefits, less space for greening”
- “I don't feel safe with just bollards. The Upfield bike path section with bollards is dreadful - some of the bollards are damaged and bent inwards into the path of cyclists.”

Option 5 - Removal of parking on southern side and reduction in width of physical separators



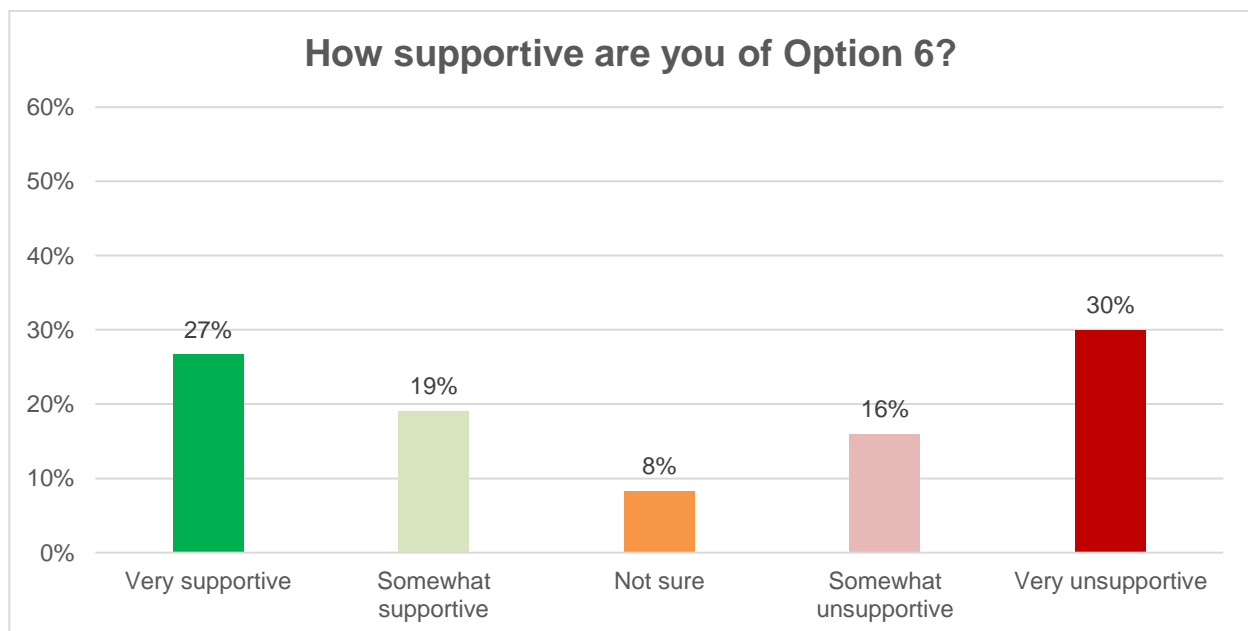
Examples of positive feedback:

- “This option poses minimal disruption to traffic flow and creates greater visibility to oncoming traffic, whilst providing for greater safety to all stakeholders of all the options presented. Moreover it requires minimal infrastructure changes and easy and quick to implement.”
- “This looks like the best option to choose from. The cycling lanes are safe and separated, from traffic and oncoming cyclists. The traffic flow is least disrupted. And pedestrians maintain safety and flow as well.”
- “YES! Removing parking is the only way to make this work, with safe traffic flow. Be bold. Do it!”

Examples of negative feedback:

- “The public shouldn't be expected to provide parking for private benefit at public cost, so in that way I am supportive. But allowing cars to travel faster with reduced care is proven to result in a less safe outcome.”
- “There's not enough parking as it stands. Removal of parking would be a ridiculous option.”
- “The high visibility coloured bollards are terrible amenity wise.”
- “Unnecessary for the volume of cyclist using the location.”
- “Room for cyclists should be sufficient for safe passing. This does not seem enough for safe and efficient cycle committing of number of users is high. If unable to cope with capacity this will force some cyclists back onto the road and aggravate tensions between motorists and cyclists”

Option 6 - Widening of the south side footpath to 3m to create a shared path



Examples of positive feedback:

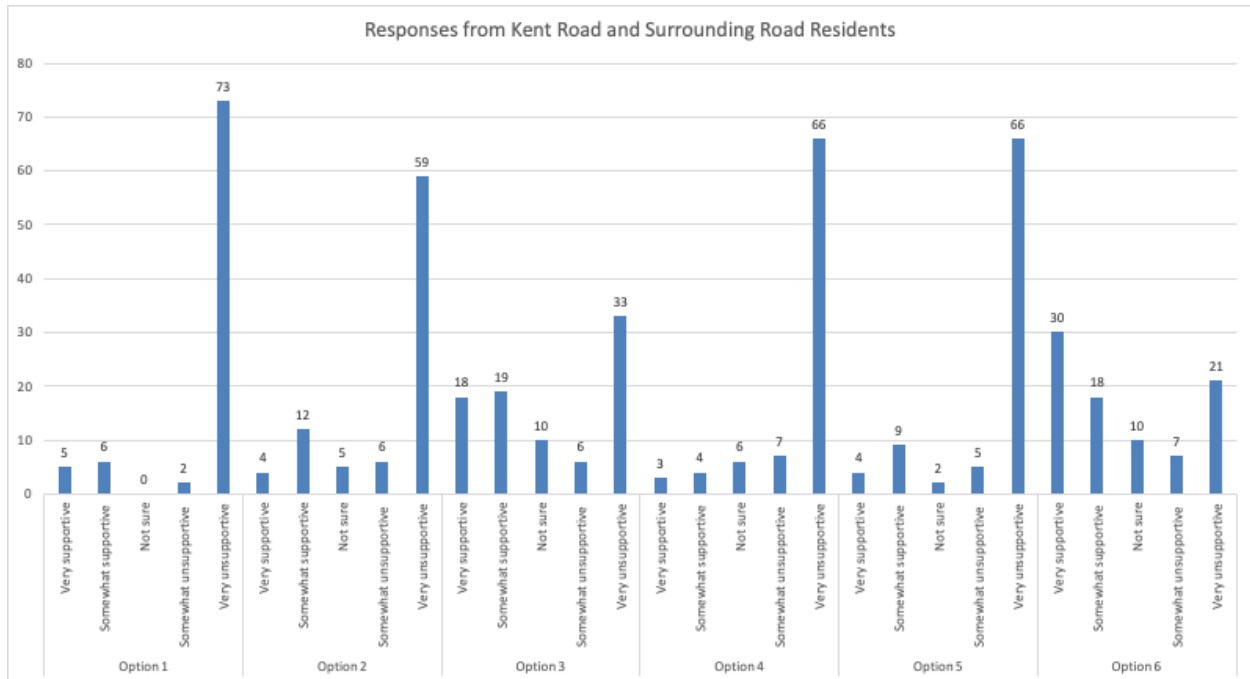
- “A nice compromise where we get to keep parking spaces whilst having safe bike lanes”
- “This is by far the best option. From living in this area majority of cyclists are not using the current bike lanes and are already using the footpath for cycling. Provided the bike lanes on the footpath have adequate signage for pedestrians, This would be the most safe and mutually beneficial option for all.”
- “Having completely separated paths for cyclists from cars is the safest option by far. It is also encouraging for cyclists carrying children as the path is separate from cars. Also safer for people on recumbent bikes. It is the safest option which is why it's the best option.”
- “Yeah I reckon this is not bad, kinda like the upfield bike lane which is a dedicated area. It looks safe. Maybe just relocate the trees to a park somewhere if you can, or plant some replacements nearby.”

Examples of negative feedback:

- “Very unsupportive of the removal of trees and open space to appease motorists”
- “Not practical to have all pedestrians on one side. This option will result in pedestrians sharing the bike path which causes conflict between pedestrians and cyclists.”
- “I’m not sure that this is the safest outcome for pedestrians - and is too costly for a trial. In terms of a permanent design, it doesn’t make sense to have this go along this wide section of Kent road and then have nothing along the rest of Kent Road. I do not support any changes being made to any other stretch of Kent Road bar speed bumps.”
- “Shared paths mean that conflict between cyclists and pedestrians are inevitable. This option is unsafe and means cyclists have to travel much more slowly”
- “It’s great for cars but no good for anyone else.”

Residents and surrounding streets

The feedback from Kent Road Residents and those located in surrounding streets (ie, streets that connect with Kent Road, such as Joffre Road and Valerie Street) is also of importance to this project and has been considered separately from the broader survey results. The feedback from this group included 82 total responses and the following graph shows the level of support for each option from this group of participants.



This graph clearly shows that Kent Road residents and residents of surrounding streets are very unsupportive of options 1, 2, 4 and 5, mainly due to safety concerns for pedestrians, adverse impact on street parking and a belief that better routes existed. Some also expressed the view the street has always been safe and should be left as it is. There were mixed levels of support for options 3 and 6 from this cohort.

It is noted that this analysis was completed after the Community Design Review Panel sessions were completed and thus was not able to be provided to the panel for consideration in their sessions, although the views of those opposed to the trial in the panel were aligned to what emerged from this survey.

Community Design Review Panel

Session 1 - Reviewing Criteria

During the first session, the core task of the panel was to review the criteria that had been developed by Council to assess the six design options. Panel members were invited to comment on Council's criteria and to suggest other criteria if they believed existing criteria was insufficient. The intent was for the panel to reach agreement on the criteria so they would be ready to use them to assess the six design options during the second session.

Though the activity was focused on participants identifying any missing criteria, the results identified a range of comments/questions and potential sub-criteria that could be considered within the existing criteria as outlined below. Consensus was not achieved at this session and consultants worked with council officers to present suggested revised criteria at the beginning of Session 2.

Cyclist Criteria

The comments and considerations provided for council's suggested cyclist criteria across all break out groups are summarised in the following table.

Council Cyclist criteria	Panel comments/questions and level of support for criteria	Suggestions to modify criteria
Cyclist perceived safety	<ul style="list-style-type: none"> • Essential aspect. • Whole reason for cycling infrastructure. • Limited room to manoeuvre for residents backing of driveways • Painted lanes are useless. • Is there evidence of need for separation? 	<ul style="list-style-type: none"> • Risks due to sport at Cole Reserve. • Linked to confidence to cycle. • Bike lanes separate to road. • Road and lanes need to be well-maintained. • Aligned to Austroads standards. • Clear enforceability/ directions for the use of bike lanes • Reduced liability to council
Level of cycling accessibility	<ul style="list-style-type: none"> • Is it safe for all ages to use? • Are we catering to confident riders or less confident? 	<ul style="list-style-type: none"> • Address flooding issues. • Need to cater for the under 18s (who don't answer surveys).
Quality of cycling infrastructure	<ul style="list-style-type: none"> • Very important. • Address uneven surfaces. • A nice wide lane is useful, but need to cater for other road users. Room for compromise 	<ul style="list-style-type: none"> • Consistent with Best Practice Standards. • Professional advice needed. • Width of lanes - wide enough for street sweepers.
Direction of travel and integration at intersections	<ul style="list-style-type: none"> • Continuity is important. • Protection for cyclists at intersections is essential. • Need to assess entry at Cumberland Road. 	<ul style="list-style-type: none"> • Infrastructure cannot create more safety concerns. • Don't support options that 'spit' cyclists out on the wrong side of the roundabout.

The panel also had the opportunity to suggest new criteria for each category. Following the session, Moreland City Council reviewed the panel suggestions for new or revised criteria for cyclists and provided the following assessment back to the panel (as summarised by Max Hardy Consulting).

Cyclist - Panel suggested criteria	Assessment of panel suggestions
Width of bike lanes (not shared paths)	A potential suggestion relating to quality of infrastructure and perceptions of safety.
Lanes are clean and not flooded at all times	Can be a suggestion for improving options. Also related to width of lanes to enable street sweepers to operate.
Clear enforceability/directions for the use of bike lanes	Signage will relate to all options. Traffic law is not something Council's are responsible for. Council can install signs to guide use of bike lanes.
Bike lanes separate to the road	This applies to all options.
Inclusive of different cycling ages and abilities	This relates to the level of accessibility criteria, and quality of infrastructure.
Maintenance of road conditions, to repair cracks and especially potholes.	Relates to perceptions of safety and quality of infrastructure.
Reduced liability to council.	Standards could be referred to as a suggestion to improve options.
Connectivity to other bike paths	Potential suggestion to improve design options
Cyclist priority at signals and crossings	Potential suggestion to improve design option
Access to local shopping centres.	Potential suggestion to improve design options

Vehicle Criteria

The comments and considerations provided for on council's vehicle criteria across all break out groups are summarised in the following table.

Council Vehicle criteria	Panel comments/questions and level of support for criteria	Suggestions to modify criteria
Vehicular perceived safety	<ul style="list-style-type: none"> This is moderately important. The infrastructure only creates danger for motorists if they don't drive to the conditions. 	<ul style="list-style-type: none"> Too many blind spots.
Continuous traffic flow	<ul style="list-style-type: none"> I don't think it's important for cars to drive down Kent Road, and turn in and out of Kent Road the way they used to. Very important. Reduction in road rage, less congestion impacting joining roads. 	<ul style="list-style-type: none"> Can be achieved by reducing parking of motor vehicles. Reduce speed limit of 40 km/h.
Vehicle sight lines to on-coming cyclists	<ul style="list-style-type: none"> Visibility is a major safety issue for motorists, pedestrians and cyclists. This is very important. It's the reason why the trial infrastructure is there. Very important. This will allow drivers to feel safer but also new riders knowing they are seen by drivers clearly. 	<ul style="list-style-type: none"> Made tricky when cyclists use both the bike lane and the main road Safe access and clear vision to the vehicular crossings of properties.
On street parking	<ul style="list-style-type: none"> Essential to this street with the community facilities along Kent road. Street parking is not for the long-term storage of private motor vehicles on its infrastructure. I'm tired of mixing it with the traffic while empty, stationary cars use road space that could make my cycling commute safer. 	<ul style="list-style-type: none"> Kent Road also has the sporting club, local shops and the medical centre so the street has many cars parked there daily. Adequate provision required.

Following the session, Moreland City Council reviewed the revised or additional criteria suggested by the panel for vehicles and provided the following assessment back to the panel (as summarised by Max Hardy Consulting).

Vehicle - Panel suggested criteria	Assessment of panel suggestions
<p>Does the infrastructure slow down cars?</p> <p>Comments from different panel members</p> <ul style="list-style-type: none"> • “Kent Road is not a main road. Speed limit is 50 K/hour, and could be reduced.” • “Living on the street I can confirm that cars will speed regardless of the infrastructure in place.” 	<p>This is covered under criteria of traffic flow.</p>
<p>Medical centre operations</p> <p>Comments from different panel members</p> <ul style="list-style-type: none"> • “This is one of the major issues these bike lanes have created for many community members” • “The medical centre has the responsibility to provide off street parking for its staff and patients” • “The most vulnerable should be able to access the doctors.” 	<p>This is a factor related to parking criteria. Suggestions could be made for improving options.</p>
<p>Cole Reserve usage - Impacts on parking in neighbouring streets</p>	<p>This is covered by parking criteria</p>
<p>Safety of residents entering driveways</p>	<p>This is a factor related to safety criteria</p>
<p>Motorists become pedestrians when they leave their cars</p>	<p>This is a factor related to pedestrian criteria</p>
<p>Vehicle sight lines/clear and safe vision</p>	<p>Captured under existing criteria of ‘Vehicle sight lines to on-coming cyclists’</p>
<p>Turning circle - ability to get in and out of driveways</p>	<p>A potential suggestion for improving design options.</p>

Pedestrian Criteria

The comments and considerations provided for the pedestrian criteria across all break out groups is summarised in the following table.

Council Pedestrian criteria	Panel comments/questions and level of support for criteria	Suggestions to modify criteria
Pedestrian perceived safety	<ul style="list-style-type: none"> Concerns expressed about pedestrians. I don't want improved outcomes for cyclists which compromise the safety of other vulnerable road users. Crossing from the Cole reserve, pedestrians have many obstacles and surfaces to contend with. What infrastructure opportunities are there to improve pedestrians' access and experience within the upgrade? 	<ul style="list-style-type: none"> Current design impacts on pedestrians' ability to see oncoming cars until standing in the middle of the road. A Pedestrian Crossing is needed in Kent Road, opposite PVH. Pedestrian and cyclist priority at signals and crossings. Transition from vehicle to pedestrian impacts
Pedestrian network impact	<ul style="list-style-type: none"> Pedestrian facilities that cater for users of all abilities Very important. Pedestrians are rightly at the top of the council's road user hierarchy. High volume of pedestrians, a lot more than cyclists. 	<ul style="list-style-type: none"> A Pedestrian Crossing is needed in Kent Road, opposite PVH. Pedestrian and cyclist priority at signals and crossings.

Again, following the session, Moreland City Council reviewed the panel suggested revised or additional criteria for pedestrians and provided the following assessment back to the panel (as summarised by Max Hardy Consulting).

Pedestrian - Panel suggested criteria	Assessment of panel suggestions
Pedestrian ability to access services	This is covered under criteria of 'Pedestrian Network Impact.
Assessment against the Council's Living and Ageing Well in Moreland Framework	A potential suggestion for improving all design options.
Continuing design option beyond Cumberland Rd	Relates to cycling criteria
Value for money	Relates to implementation criteria
Use a different bike path	Outside of scope
Statistics of pedestrians with mobility aids	A suggestion relevant for all design options

Operations Criteria

Moreland City Council assessed the Kent Road Trial Bike Lanes against both Operations and Implementation Criteria as a single consideration, however, council officers determined that implementation criteria was outside the scope of this engagement process. Some feedback was provided to the panel on this matter as provided in the second table of this section.

The comments and considerations provided for the operations criteria across all break out groups is summarised in the following table.

Operations criteria	Panel comments/questions and level of support for criteria	Suggestions to modify criteria
Tree removal and urban heat island	<ul style="list-style-type: none"> • Tree removal is appropriate, as part of a solution. The urban heat island is irrelevant beside Cole Reserve, as replacement trees can be planted there. • One of the advantages of cycling is that it's a carbon neutral activity. Removing trees cancels this out. 	<ul style="list-style-type: none"> • If the best design requires them to be removed, replace them with suitable trees at a nearby location.
Street waste collection	<ul style="list-style-type: none"> • “Would we be happy if this was how we needed to put our bins out every week? Mounting multiple curbs and crossing a bike lane to have our bins emptied?” • Street waste collection can be arranged with no parking on the morning of collection, the same as in Alpine Grove. • Very important. As a rate payer it is our right to have our waste collected regularly and without issue. 	<ul style="list-style-type: none"> • While I would rate this as important, I believe that solutions exist to the waste collection issues that may not have been explored. Waste is collected all over Melbourne in highly challenging contexts (lanes, alleys, cut de sacs); surely Kent Road is not that problematic?

Council also provided comments on the implementation criteria and why panel feedback was not sought on these criteria as per the following table.

Criteria council will use for implementation	Council to assess
Temporary or permanent infrastructure	Determine preferred design first, then consider whether temporary or permanent infrastructure is required.
Cost	Council needs to consider construction cost, and cost to maintain. This is beyond scope of identifying preferred design.
Time to construct	Council priority is getting the design right.
External approvals required	Where this is required Council will need to seek approval - not really criteria for determining the community's preferred option.
Drainage adjustments	Council will need to consider ways to improve drainage for applicable options.

Overall, the panel was quite supportive of the criteria developed. Many comments and suggestions were made, which were assessed by the consulting team. Three changes were ultimately made to the evaluation criteria;

- Separation of 'Implementation and Operational criteria'. (This is because it was implementation criteria beyond the scope of this engagement process and implementation considerations should not prevent the right design option from being delivered. Council will consider implementation criteria at the February Council meeting).
- Change 'Tree removal and urban heat island' to 'Preserves existing trees and manages urban heat island'
- Add 'Cost' to Council's consideration of the implementation criteria.

The final criteria presented back to, and accepted by, the panel were as follows:

Cycling criteria

- Cyclist perceived safety
- Level of cycling accessibility
- Quality of cycling infrastructure
- Direction of travel and integration at intersections

Vehicle criteria

- Vehicular perceived safety
- Continuous traffic flow
- Vehicle sight lines to on-coming cyclists
- On street parking

Pedestrian criteria

- Pedestrian perceived safety
- Pedestrian network impact

Operations Criteria

- Preserves existing trees and manages urban heat island
- Street waste collection

All comments, questions and suggestions (assessed as being sub-criteria) were provided as additional information to assist with assessing options Session 2.

Session 2 - Assessing options against criteria

The second panel session provided opportunities for the panel to consider the design options that Council resolved to get further community feedback on. Based on the clear feedback from the Community Survey and the limited time available for deliberation, the panel were asked to provide detailed feedback on Options 1, 3 and 6 which had the highest levels of community support. Options 2, 4 and 5 were also provided as part of a working document and all panellists were invited to leave comments on these options if desired.

The next sections of this report provide an overview of the group feedback provided for each option and the outcomes of individual voting on how well each option addresses the criteria reviewed in Session 1. During the group activity, the panel were asked to review each of the options and identify any suggested changes or improvements that would make them more supportive. All suggestions were to consider the remit 'What

would create a functional and safe road design for Kent Road, that addresses the needs of residents, pedestrians, visitors, motorists, cyclists, and other users?’

It is noted that there were 15 panel members that attended session 2. All voting was completed on the following Likert scale:

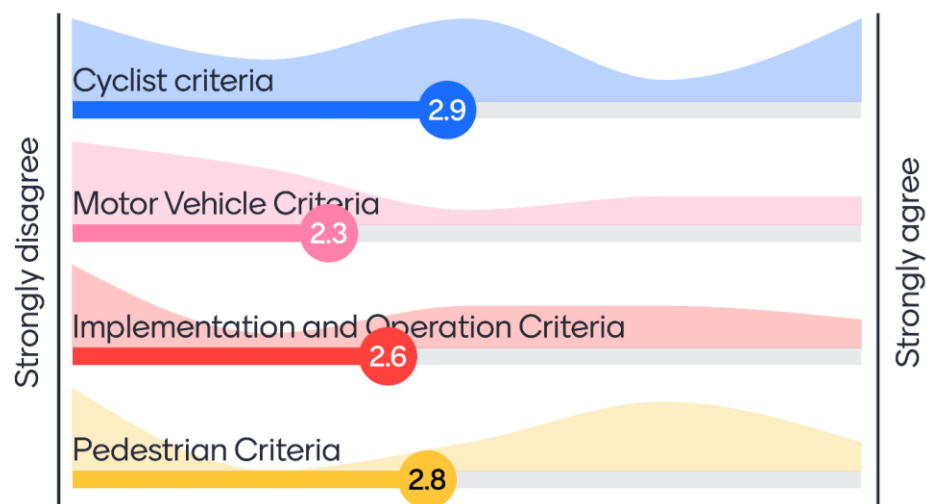
1	2	3	4	5
Strongly disagree	Somewhat disagree	Neutral/not sure	Somewhat agree	Strongly agree

The results, shown in the graphs below using Mentimeter, also show the range of responses. For example an average score of 2.5 may reflect similar numbers of panel members strongly disagreeing or strongly agreeing, or it could show that most panel members are somewhere in the middle.

Option 1 - ‘Current Trial’

For Option 1 - ‘Current Trial’ in its current form, panel voting indicated that the option is slightly positive/neutral for cycling, operations and pedestrian criteria (all >2.5) but does not perform as well when assessed against motor vehicle criteria (2.3).

Option 1 ‘current trial’ - Council Version

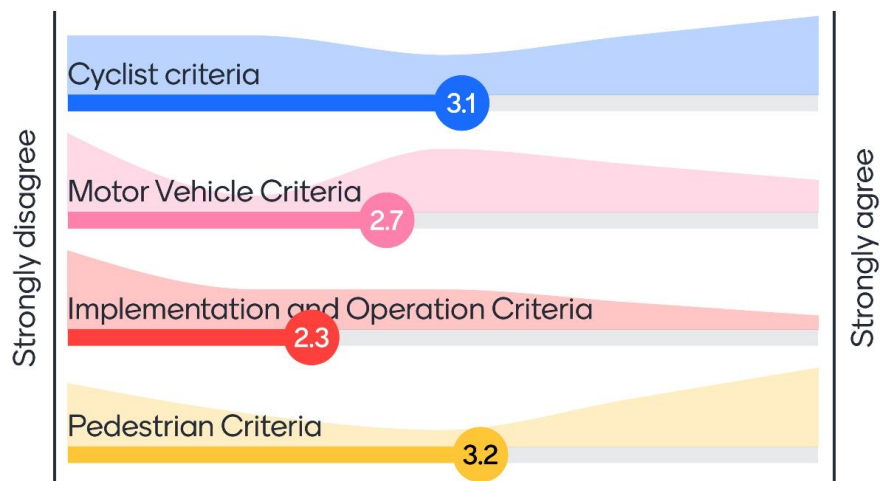


In small groups, the panel provided the following suggestions that could be implemented to improve and increase the level of support for Option 1. These suggestions included:

- Group 1 safety changes
 - These changes include a shared zone/pedestrian crossing at the corner of Cornwell Road and Kent Road, Additional safety measures to adjoining streets (additional stop signs, speed humps, pedestrian crossing mid-way to service health service) and education and enforcement of parking regulations
- Group 2 suggestions of additional trees/plants pollen (inclusion of aspects to improve lifestyle of community) and road resurfacing
 - This option was not voted on for a single option, as it was identified it would apply to all three options being voted on.
- Group 3 suggestion to remove this option (though outside of scope, this was submitted for voting) This is discussed on page 50.

For option 1 with the addition of group one's suggested safety changes, there was a slight improvement in agreement in relation to cycling, vehicle and pedestrian criteria though a reduction in support for the operations criteria.

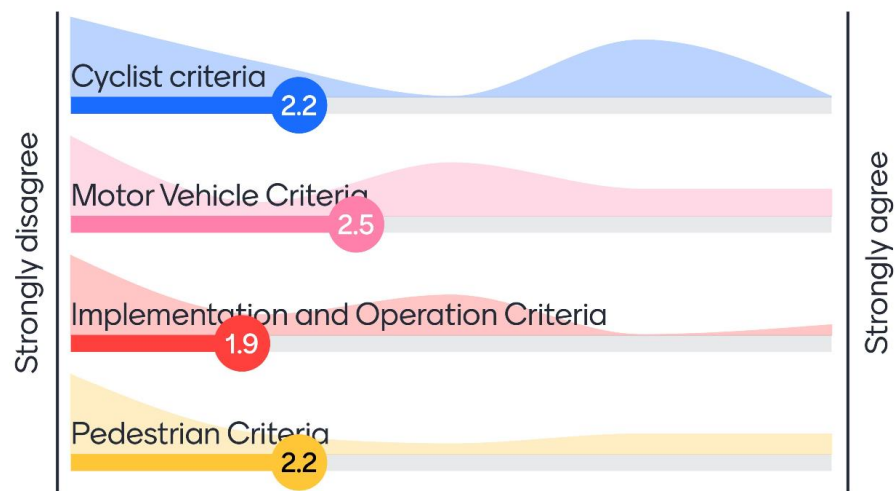
Option 1 'current trial' - with group 1 safety changes



Option 3 - 'Widening with bidirectional bike lane'

For Option 3 as proposed by Council, the panel voting indicated that the panel disagreed that this option met the criteria. These results indicate that the panel did not feel that this option met the identified criteria as well as Option 1.

Option 3 'widening with bidirectional bike lane' - Council Version

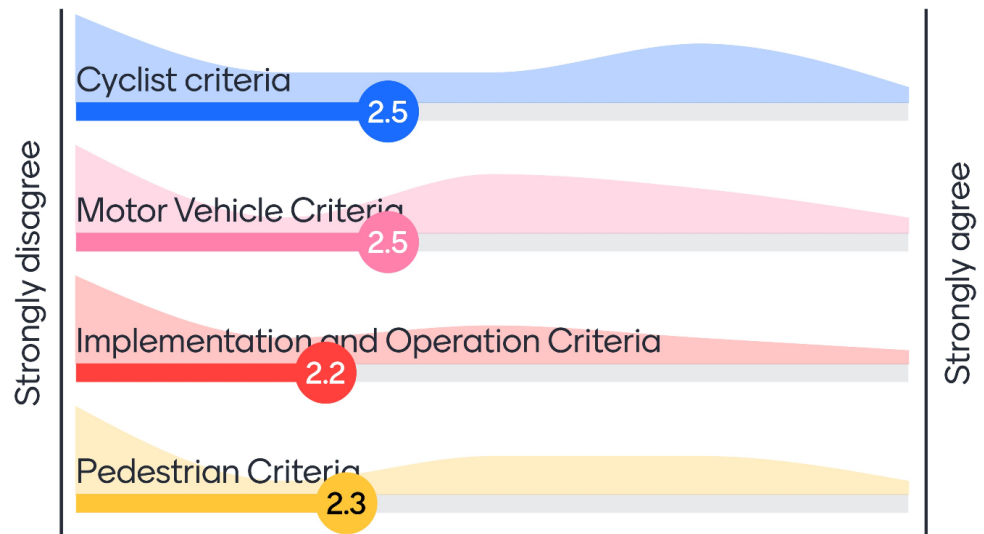


In groups, the panel also identified additional suggestions that would improve their assessment of this option against the criteria. These suggestions included:

- A shared zone/pedestrian crossing at the corner of Cornwell Road and Kent Road
- Putting trees/plants in the concrete divider/pollen corridor
- Reflectors/reflective paint to improve visibility at night (considered with general safety measures)
- Reduce bollard from 0.8 to 0.4 to give more space to bikes (this option was identified as not feasible in line with safe design standards)
- Avoiding any associated tree loss

As most of these suggestions were identified as being applicable to all options or not feasible, the panel were only asked to vote on Option 3 specifically if avoiding any tree loss. This voting identified a slight increase in support against cycling criteria, operations criteria and pedestrian criteria, though the change appears to be minimal.

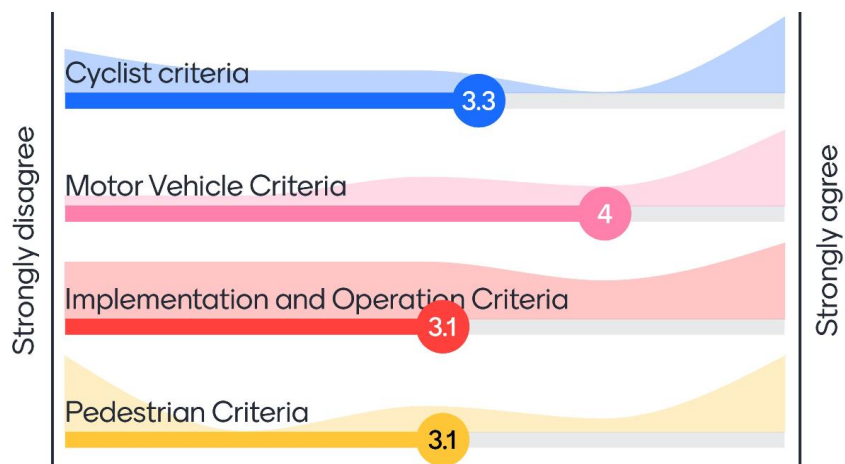
Option 3 - with avoiding tree loss



Option 6 - 'Off road shared path'

For Option 6 as proposed by Council, the panel voted that this was a significant improvement for all criteria, though in particular for motor vehicles when compared to the Current Trial option.

Option 6 'off road shared path' - Council Version

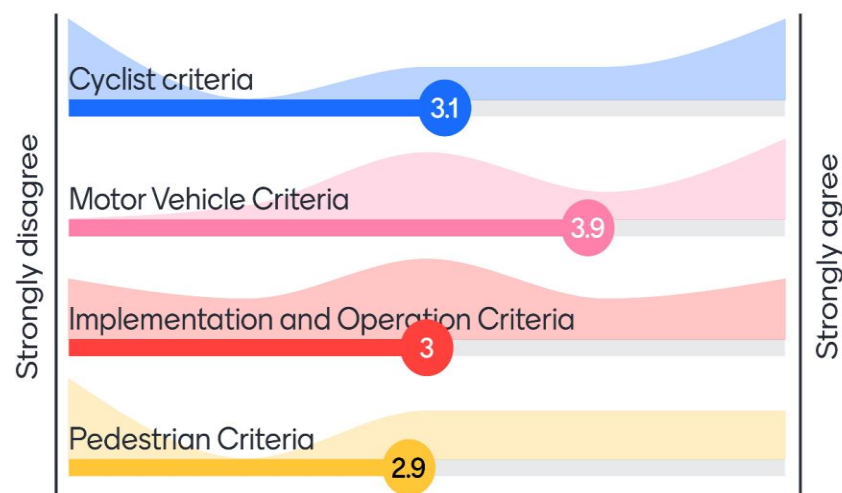


In groups, the panel also identified additional suggestions that would improve their assessment of this option against the criteria. These suggestions included:

- Avoid tree loss or encourage tree replacement
- Traffic humps to slow down cyclists
- Speed limits for cyclists.
- Increased signage(Clever) that explains why cyclists need to slow down.
- Separation of pedestrians and cyclists - own lanes
- Off road implement more separated with trees and shrubs in the middle

A version of option 6 with the potentially viable suggestions (tree replanting, speed humps and cycling speed limits) was undertaken, however, this indicated that the panel were overall less supportive across all criteria with the implementation of these changes.

Option 6 'off road shared path' with tree replanting, speed humps and cyclist speed limits

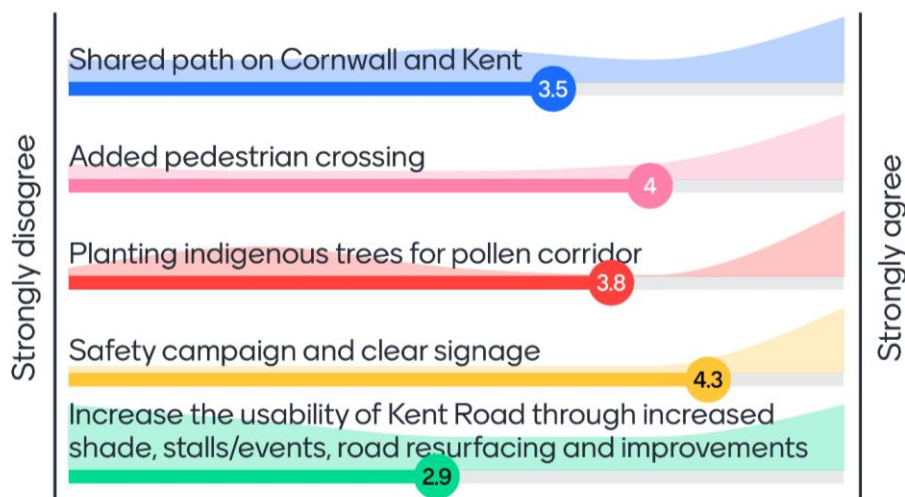


As there were several suggestions that could apply to all options, the panel were asked to vote across all criteria for any option with the following changes:

- Shared zone (mistakenly referred to as path in the graph but was verbally corrected to Zone)/pedestrian crossing on Cornwall Road and Kent Road
- Added pedestrian crossing
- Planting indigenous trees for pollen corridor
- Safety campaign and clear signage
- Increase the usability of Kent Road with increased shade, stalls/events, road resurfacing and improvements.

As per the below graphic, voting showed that there was moderate support for all changes in line with the criteria, with the exception of the 'increase the usability of Kent Road' that had a mix of opinions and neutral responses.

Any option with the following change:



Follow up Survey

Concerns were raised that the in-session voting lacked the clarity to ensure that all participants were voting as they intended to. This is partly due to the limitations of the menti software. A follow-up survey was sent out to all participants following the last session to confirm voting results, using the same Likert scale for voting.

13 of the 15 participants that attended the second panel session responded to this survey, so the results can only be used to generally confirm in session polling results and do not provide a direct comparison.

However, the following table identifies the results for the three council options polled were largely consistent with the exception of the operations criteria result for Option 3. These results indicate that the first round of voting was conducted with limited voting errors and it is recommended that those votes be taken over those of the follow up survey, as more panel members were present.

The overall votes for each option for the in-session voting and survey voting from the design review panel is available in the following table:

	Option 1		Option 3		Option 6	
	In session n=15	Follow up Survey n=13	In session n=15	Follow up Survey n=13	In session n=15	Follow up Survey n=13
Cyclist Criteria	3.1	3	2.2	2.6	3.3	3
Vehicle Criteria	2.7	2.4	2.5	2.9	4	3.5
Operations Criteria	2.3	2.6	1.9	2.7	3.1	3.1
Pedestrian Criteria	3.2	3	2.2	2.7	3.1	2.7
<i>Note: All scores are out of 5 and based on the same Likert scale as in session voting with a score of 1 being not supportive at all and a score of 5 being very supportive.</i>						

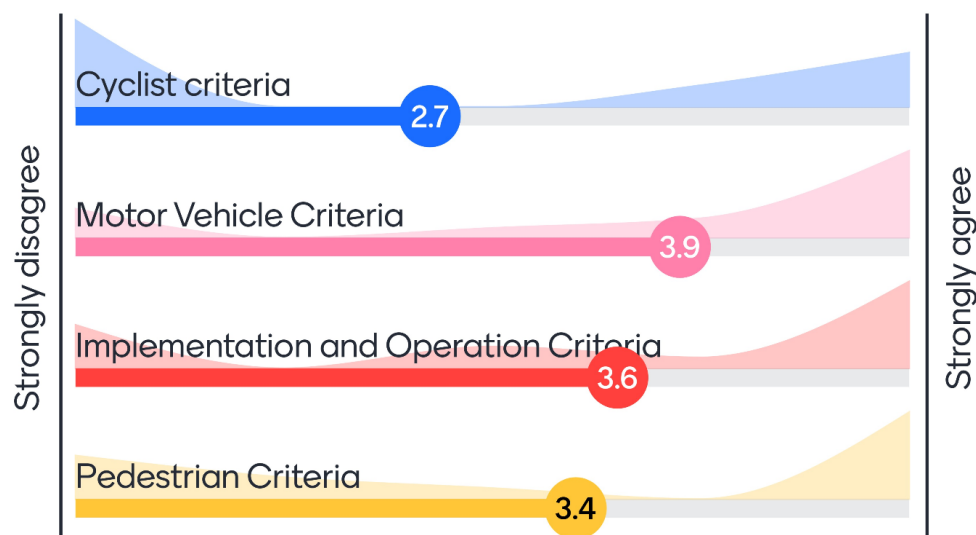
Participants were also re-pollled on their suggested changes, as could be applied to any option that Council proceeded with. These were also split out into individual suggestions to provide more detailed feedback, where available the in session comparison has been provided.

Suggested Changes	In Session n=15	Survey n=13
To what extent would you support changing the corner of Cornwell Road and Kent Road to a shared zone?	3.5	4.2
To what extent would you support additional stop signs along Kent Rd?	-	3.2
To what extent would you support additional speed humps on Kent Rd to slow traffic?	-	3.4
To what extent would you support a pedestrian crossing close to the medical centre?	4	3.3
To what extent would you support additional planting along Kent Rd/planting indigenous trees for the pollen corridor?	3.8	3
To what extent would you support road resurfacing along Kent Rd?	-	3.7
To what extent would you support increased shade, stalls/events, and other improvements?	2.9	2.6
To what extent would you support replacing gravel with concrete in the barriers?	-	2.6
To what extent would you support installing reflective paint on line markings?	-	3.9
<i>Note: All scores are out of 5 and based on the same likert scale as in session voting with a score of 1 being not supportive at all and a score of 5 being very supportive</i>		

Survey question to remove bike lane infrastructure

During the second panel session, one of the groups put forward a suggestion to remove the bike lane infrastructure altogether. This was outside the scope set by Council however was still polled in session. The results identified improved agreement for motor vehicle, operation and pedestrian criteria when compared to the current trial option. However, a review of the voting for this scenario identified that there were eight votes received that were strongly for or against all criteria for this option. (There was some concern expressed afterwards that this variation should not have been voted upon as it was outside of the scope set by Council).

Option 1 'current trial' - removal



A follow up survey of the 'removal of bike lane infrastructure option' was also required, as the double negative made this difficult to answer in the original session. This retest found results were varied similarly and consistently had six participants voting in complete support and 5 participants voting they were very unsupportive against all criteria.

As mentioned above, it is considered that a significant portion of this voting was completed based on how much they wanted or didn't want a trial bike lane, and not a consideration of how the criteria were being met. For example, those opposed to the trial bike lane ranked cycling criteria higher without any cycling infrastructure, which is hard to fathom. The same participants also voted in opposition to a pedestrian crossing (to improve access to the medical centre) despite expressing concern for pedestrians in general and patients of the medical centre as a reason for opposing the bike lane.

	Removal of the trial bike lanes	
	In session n=15	Survey n=13
Cyclist Criteria	2.7	3
Vehicle Criteria	3.9	3.3
Operations Criteria	3.6	3.3
Pedestrian Criteria	3.4	3
<i>Note: All scores are out of 5 and based on the same likert scale as in session voting with a score of 1 being not supportive at all and a score of 5 being very supportive</i>		

Though the results of the survey read as largely neutral/not sure regarding the removal of the bike lane, as mentioned above this is more related to the fact that the panel were divided between strong levels of opposition and support regarding the project.

Outcome

In summary, the feedback on the bike lane options was quite polarised. Although all panel members indicated they were willing to approach the option review process with an open mind it was evident throughout that most of the panel members had already decided what they wanted to achieve. It was also apparent that for some the scope of the process was far narrower than they could really accept which is evident by the insistence on including an out of scope option to remove bike lanes. These factors meant that the panel dynamics were different to a typical deliberative process.

For those opposed to the trial bike lane there was very little support for any of the options, though some were prepared to tolerate option 6. For those more supportive and open to the trial bike lanes option 1 was the more strongly supported. Despite the invitation to use the criteria as a basis for assessing the merit of each of the trial bike lane options a cohort of the panel did not appear to do so. Rather they wanted to make sure at every opportunity they conveyed their disapproval of the trial or desire to retain any cycling infrastructure.

It is worth mentioning that the objective for this process was not to identify a preferred option, but rather to gather a range of feedback and understand the level of support for each of the six options presented. Even if the objective was to identify the most preferred option it is unlikely a clear winner would emerge given that a cohort of the panel did not like any of the options.

Lessons Learnt

Based on the experience of Max Hardy Consulting, there are a number of lessons that can be learnt from this process, these are primarily related to scope, panel selection and panel experience. Each of these elements is now briefly detailed.

Project history

It was evident that those opposing the trial were not satisfied with how the trial commenced, believing there had been no warning or prior communication. Advocates for improved cycling infrastructure saw the project quite differently, viewing this trial as a modest though important initiative toward safer streets for cyclists in Moreland.

Council's new Community Engagement Policy, when applied, would help to achieve a more positive start to future projects.

Scope

This project had a very defined scope (providing feedback on the six options) that was inconsistent with the scope desired by some of the community as identified through stakeholder interviews and panel feedback. There were a number of calls for the scope of this engagement process to include the broader network of bike paths and re-examination of whether Kent Road was the right route. Information was provided to address the selection of Kent Road and that an alternative route was not up for consideration at this time, however, the level of information did not appear to satisfy those who are opposed to the Kent Road cycling infrastructure. Additional time spent reviewing information (for example with up to date maps of the broader cycling network) or an annotated map of surrounding streets, may have helped to improve understanding of why these routes would not be appropriate.

Nevertheless, the scope was kept consistent with Council's request to receive feedback only on the six options for Kent Rd, and it would have been disingenuous to have broadened the scope beyond what Council was committed to considering.

Panel Selection and Recruitment

The panel were selected through an expression of interest, targeted at those that had been following the process with the Kent Road Trial Bike Lane so far. Due to the limited amount of time for this expression of interest, as well as the easing of the COVID-19 restrictions, the response rate for the process was low. This was likely due to ongoing Zoom fatigue, general pandemic burnout as well as a lack of monetary incentive to entice users not directly impacted to join the process.

This resulted in a panel that was very divided in opinion and less open to exploring a range of views in line with the project scope. This could be improved by using a random recruitment process, where invitations are distributed broadly by an independent party, and a panel is selected based on a stratified demographic sample. People with very strong views could be invited to share their views, and leave an open-minded panel with the task of working toward a consensus view to put to council. Such a process would be more consistent with a citizens' jury or deliberative panel process.

An alternative to a more classical citizens' jury approach would be a more comprehensive codesign process (see below for recommendations for future projects).

Max Hardy Consulting noted that although the scope of this project was made clear during the webinar and panel registration forms, there were a small number of panel members selected that were not able to accept and work within the remit of the project. This may be addressed in the future through a random recruitment process rather than

an invited EOI, which would allow for a broader range of views to be involved in the process. Other scope issues that were similar to that detailed above included the lack of information in regard to the roundabout and that the removal of the bike lanes was not up for consideration, these issues were partly driven by the divisive nature of this project and fear that those against the trial were not being provided with a fair opportunity to provide their feedback. Though part of selecting this scope was intended to ensure that panel participants entered the process with an open mind regarding the project, potentially another engagement avenue could have been provided for those with firm negative views toward the trial bike lanes (such as presenting their views to randomly selected panel, or participating in a codesign process; see section on Recommendations for Future Projects) .

Panel Experience

As previously mentioned, the panel was divided on this issue and there was, at times, a level of tension in the room. This was more challenging to navigate over Zoom and at times could create an uncomfortable environment. Though efforts were made to keep the chat questions focused and the space inclusive, we may have been able to better facilitate this process in an in-person rather than online setting.

It was also clear with the inclusion of a 'remove it' option and through the comments on the survey that many panel members had agreed to be on the panel despite not being movable in their positions. Further, it was interesting to note that although pedestrian safety was raised as a key issue, particularly for those trying to access Pascoe Vale Health, many of the participants who championed this voted against the inclusion of a pedestrian crossing to access this service. This strongly suggests that other unresolved, underlying issues may have been behind stated opposition to the separated cycle lane.

Another example of a lack of preparedness of some to even assess the merit of options against criteria they had even helped to generate. For instance, those opposing the cycle lane on Kent Rd went as far as conveying they felt cycling infrastructure could be improved by having no infrastructure in place. By contrast, those who were more supportive of a separated cycling lane were willing to acknowledge, for instance, those vehicle criteria which would be less well met with Option 1, and remarked that the design needed to consider the interest of pedestrians, and other users, as well as improving safety for cyclists.

It became evident at the completion of the process that an additional session may have been of value. However, as the panel had only registered their availability for two sessions it was identified that holding an additional session would risk reducing panel numbers and retaining only those most divided on the issue.

A better engagement approach to help with healing community relationships may have been a Community Dialogue Process, where those close to the project are invited to share their experiences and provide feedback over a period of months through regular group meetings; not for the purpose of reaching consensus, but simply to foster greater mutual respect for different interests. It is not clear whether members of the community would be willing to commit to such a process.

Recommendations for Future Projects

Council's Community Engagement Policy should be applied to all future projects and will prove to be useful for potentially controversial initiatives.

We know that projects are more likely to be supported when the process has broader scope; that is, the elements of a project that can be influenced by the process are substantial. If we could wind this project back 12 months it would have been more substantial if the scope was more similar to the following:

“How can we best achieve safer streets for cycling between Glenroy and Coburg, while taking into account the safety of pedestrians and potential impacts for local residents?”

The parameters would be broader and would include Council's objectives of supporting infrastructure for active transport and decreasing motor vehicle reliance. Other considerations would include the requirements of water and energy authorities, and alignment with state-level strategic plans.

What could have been beneficial is a co-design approach, where the participants would help to frame the 'design question' and identify the parameters and criteria to be applied at the beginning of the project. The participants of a co-design approach would not only be local residents; it would involve other key stakeholders such as water and energy authorities, police, relevant state public servants and council officers (even some councillors). Residents would be paid for their time and include those who do not hold strong views on the initiative.

A co-design approach may be regarded as expensive; though a business case to consider the merit would also need to consider the cost of a 'business as usual' approach, when Council invites feedback on a plan they have developed with the help of an Advisory Group who have a particular interest. The Kent Road Trial Bike Lane project has been very expensive for Council in terms of the amount of time it takes responding to complaints about the process and application of retroactive community engagement.

Deliberative processes are extremely useful for weighing up options; arriving at a judgment over a period of time. Co-design processes also involve deliberation; they differ in that co-design processes involve people in shaping the design question, given fewer parameters (but there are always some - for instance the do-nothing option would

not be acceptable given the strategic objective), and also involving a wider range of stakeholders in the process of developing a solution.

A co-design process would probably have helped all participants to accept why roads other than Kent Rd were less viable. People would learn about technical limitations together, rather than this information simply being conveyed to residents.

Although co-design processes don't always leave everyone satisfied with the outcome, they do invariably result in a less polarised debate, shared appreciation of the complexity of the task, and a better understanding of what really matters to all participants.

Overall, it is recommended that Council engages the community early on any project and provides opportunities for community feedback prior to implementation.

Next Steps and Conclusion

This report has provided a summary of the process followed and outputs for the engagement completed on the Kent Road, Pascoe Vale Trial Bike Lane Project between September and December 2021.

Council will receive a report in February 2022 on the Kent Road separated bike lanes trial. The report will consider the technical investigations, research and data analysis and the outcomes of the community engagement to inform a Council decision on next steps for the Kent Road trial. Council may decide to continue the trial as is, continue the trial with alterations, or implement a permanent solution.

In doing so, Council will consider and respond to the community review panel's recommendations and findings from the broader community engagement activities, including reasons for their decision, in early 2022.

Appendix 1: Agendas

Webinar

Date and time:	Wednesday 28 October, 6:30pm - 8:00pm
Venue:	Online - Zoom
Purpose of the session:	<ul style="list-style-type: none"> • Provide transparent and relevant information to the community regarding the Kent Road Trial Bike Lane project including the legislative and planning desires to increase active transport use at a local/state and national level • Deliver engagement at the 'Involve' level on the IAP2 spectrum

Time	Item	Detail	Presented by
6:30pm (5 mins)	Acknowledgement of Country	Moreland City Council to do an acknowledgement of country and introduce officers present and Max Hardy Consulting and	MCC
6:35pm (5 mins)	Introduction to Session and Overview	Introduction <ul style="list-style-type: none"> • Purpose • Will review the background information, followed by the engagement process and then opportunities for Q & A • Guide for participation e.g. in chat • Top of mind questions menti • Identification that webinar will be recorded 	MHC
6:40pm (30 mins)	Project Presentation	Presentation from 1 or more Moreland staff members on: <ul style="list-style-type: none"> • project history and rationale • Criteria being used • Design options under consideration • Where to find the information booklet 	MCC

7:10 (15 mins)	Outline of Engagement Approach	<p>Max Hardy to review next steps:</p> <ul style="list-style-type: none"> • Survey and registration for the Deliberative Panel on Conversations Moreland • Overview of the deliberative panel and what it is <p>Council to provide:</p> <ul style="list-style-type: none"> • Overall project timeline and how you can hear about the project 	MHC
7:25 (5 mins)	Next Steps	<ul style="list-style-type: none"> • Project timelines • Invitation to stay for optional Q and A • Reminder you can use menti to ask questions • Where to find webinar recording 	MHC & MCC
7:30 (30 mins)	Optional Q & A	<p>Opportunity to ask questions to Council Staff</p> <ul style="list-style-type: none"> • Project details • Engagement details 	MCC
8:00pm	Close and Thank You		MHC

Community Review Panel Session 1

Date and time:	Sunday 14 November, 10:00am - 12:30pm
Venue:	Online - Zoom
Purpose of the session:	<ul style="list-style-type: none"> • Understand Role and negotiables and non-negotiables • First review of six design options • What conditions and or criteria (in addition to technical requirements) should be considered to create a functional and safe road design for Kent Road, that addresses the needs of residents, pedestrians, visitors, motorists, cyclists, and other users? • Deliver engagement at the 'Involve' level on the IAP2 spectrum

Time	Item	Detail	Presented by
10:00am (5 mins)	Acknowledgement of Traditional Owners	Moreland City Council to do an acknowledgement of country and introduce officers present and Max Hardy Consulting and	MCC
10:05am (5 mins)	Introductions and tips for deliberating	Introduction <ul style="list-style-type: none"> • Introductions around the room (Team and panel) • Tips for deliberating 	MHC
10:10am (10 mins)	Objectives and Remit	Menti: What's most important for you from this process? Overview of Panel Objectives Remit <ol style="list-style-type: none"> 1. What conditions and or criteria (in addition to technical requirements) should be considered to create a functional and safe road design for Kent Road, that addresses the needs of residents, pedestrians, visitors, motorists, cyclists, and other users? 2. Considering the criteria, how supportive are you of each of the options identified by Council for Kent Road? 3. Are there any changes that would make you more supportive of each of the options 	MHC

		identified?	
10:20am (10 mins)	State Gov Presentation	Presentation from David Teague and/or Nataniel Wolfson, Department of Transport on broader state government context.	DoT
10:30am (10 mins)	Council Presentation	Presentation from Tim on: <ul style="list-style-type: none"> Assessment Criteria 	MCC
10:40 (50 mins)	Panel - Q and A on design options	<p>Max Hardy to facilitate a panel with a mix of council representatives, community representatives and state gov/police reps.</p> <p>Each person to give a 3 - 5 minute presentation of who they are and their key points before the panel are invited to ask questions. Order:</p> <ul style="list-style-type: none"> Victoria Police Moreland BUG Walk on Moreland Moreland Resident who nominated to present to the panel <p>Council staff will also join the panel.</p>	MHC
11:30 (5 mins)	Break	Quick break	
11:35 (45 mins)	Deliberation - Criteria for assessing designs	<p>Panel to review Council's existing assessment criteria</p> <ul style="list-style-type: none"> Is anything missing? How important is each criteria? Any user groups to add? 	Breakout rooms - small groups
12:20 (10 mins)	Report back and voting on criteria	<p>Groups to report back their criteria</p> <p>Voting on revised criteria</p>	MHC
12:30	Close and Thank You		MHC

Community Review Panel Session 2

Date and time:	Sunday 21 November, 10:00am - 12:30pm
Venue:	Online - Zoom
Purpose of the session:	<ul style="list-style-type: none"> • Key information on option development and broader engagement • Review of the design options using criteria from previous weeks • Identification of rationale for the level of support for each design option • Deliver engagement at the 'Involve' level on the IAP2 spectrum

Time	Item	Detail	Presented by
10:00am (5 mins)	Acknowledgement of Traditional Owners	Moreland City Council to do an acknowledgement of country and introduce officers present and Max Hardy Consulting and	MCC
10:05am (5 mins)	Break out rooms	Participants to go into small break out rooms and ask each other: <ul style="list-style-type: none"> • How are you feeling about today • What have you learned so far 	Break out rooms
10:10 (5 mins)	Overview of the day and any questions from last week	Overview of the day <ul style="list-style-type: none"> • What we are doing today • Any questions from last week? • Menti: Reflections from last weeks session 	MHC
10.15am (10 mins)	PVH presentation and questions	Speaking to issues of concern for PVH and their patients.	PVH
10:25am (5 mins)	Remit	Reminder about the questions to answer today Remit <ol style="list-style-type: none"> 1. What conditions and or criteria (in addition to technical requirements) should be considered to create a functional and safe road design for Kent Road, that addresses the needs of residents, pedestrians, 	MHC

		<p>visitors, motorists, cyclists, and other users?</p> <ol style="list-style-type: none"> 2. Considering the criteria, how supportive are you of each of the options identified by Council for Kent Road? 3. Are there any changes that would make you more supportive of each of the options identified? 	
10.30am (15 mins)	Assessment of criteria suggestions	<p>Quite strong endorsement of criteria. Summary of key points.</p> <ul style="list-style-type: none"> • Some not happy with scope • Most points were some additional detail under criteria already listed. • Obvious disagreement about the importance of PVH Centre • Interest in how the trial will be evaluated. • Some unhappy as to why Kent Rd has been identified as the preferred route - especially given the lack of cycling infrastructure at either end of this stretch of Kent rd. • Ideological differences are very apparent • What people have in common is a great deal of passion. The issue and what is at stake is extremely important - and for a range of reasons. • We don't have time to debate the criteria. We will get you to rate the extent to which you believe each option meets the criteria using Menti 	
10.45am (5 mins)	Survey results	Shared previously. Any comments?	MHC
10.50am (5 mins)	Data from trial	Patterns in cycling numbers	MCC
10:55 (5 mins)	Break	Quick break	
11:00 (30 mins)	Reviewing 6 Design Options	<p>Breakout rooms - 3 groups each looking at 2 options</p> <ul style="list-style-type: none"> - Identifying pros and cons for each with consideration of criteria (numbered criteria so comments can easily be related) 	Breakout rooms - small groups

		Also - what could be done to make this option better meet the criteria Google slides	
11.30 (15 mins)	Report back	Groups to report back on key areas of agreement and disagreement	MHC
11.45 (15 mins)	Individual Polling	Polling on level of support for all options	MHC
12:30	What happens next? Thanks and close		MHC