

North-South Corridor Torrens Road to River Torrens



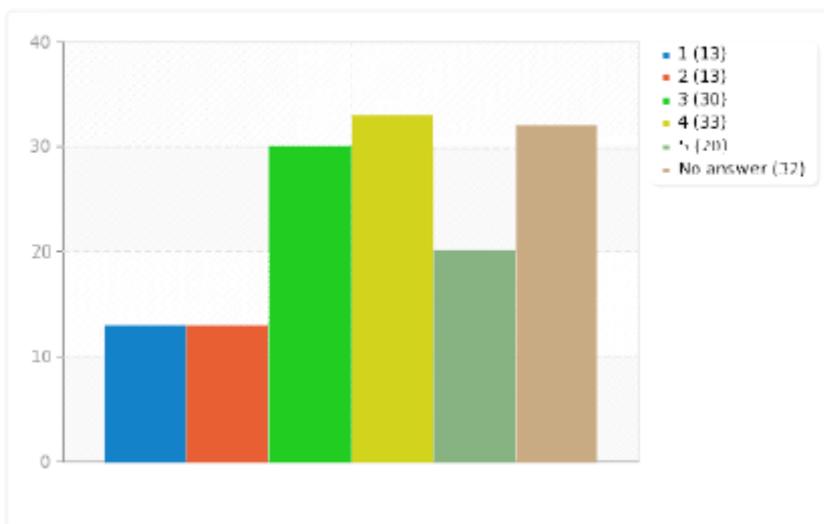
Communication Survey Results

A communication survey was included in the Community update, Torrens Road to River Torrens Project – October 2014, this was distributed to some 11,000 homes, the survey was also available on the project website. The survey sought feedback on current and previous communication methods and how people would like to be contacted in the future.

In total 182 surveys were returned, (not all respondents answered all the questions) a summary of the results are below.

When asked do you believe you have been well informed about the different elements of the Torrens Road to River Torrens project during the Planning Study (1 represents not informed and 5 represents very well informed) the average result was 3.3.

The graph below shows the results.

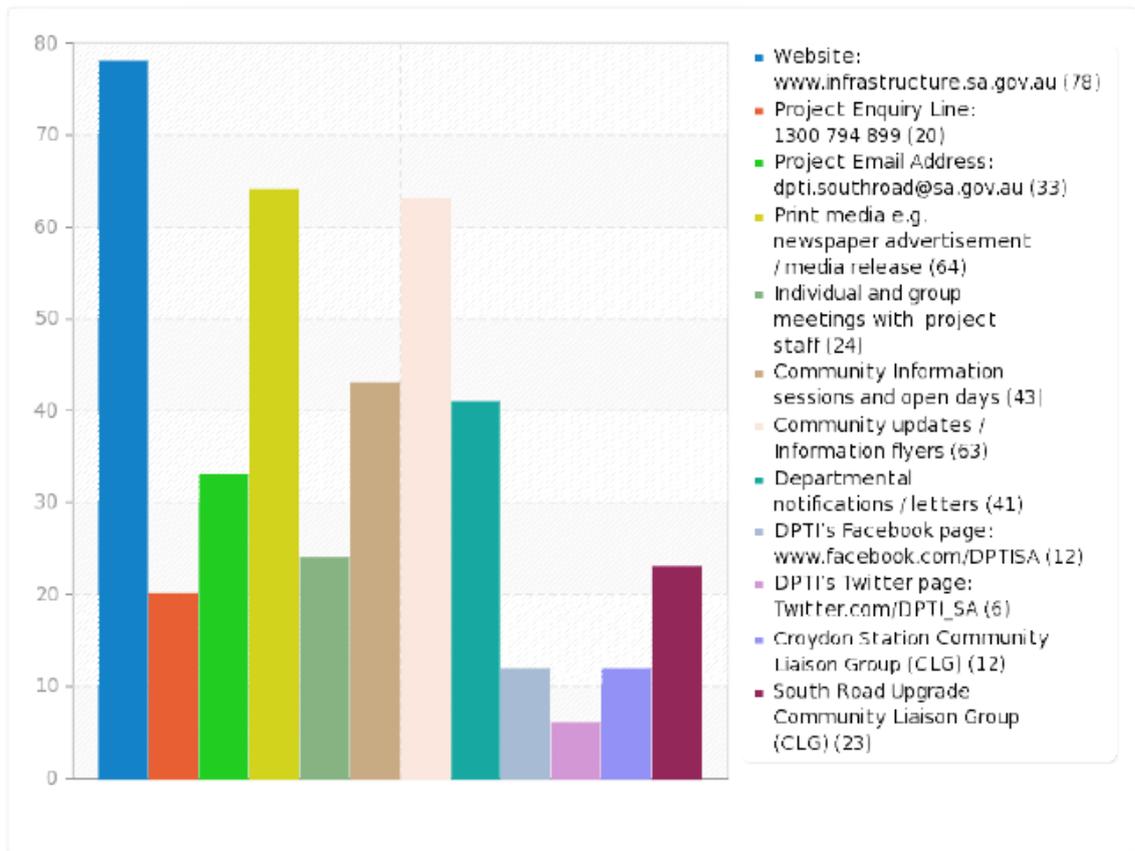


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The survey results also show that respondents are most aware of the project website, along with print media and individual and group meetings.

The graph below shows what communication methods respondents are aware of and/or use.



North-South Corridor

Torrens Road to River Torrens



Of these methods the most preferred methods were identified as the website/emails and letter drops/Community update. Some comments about the people's preferred method included:

- "Meeting notes from the two 'community reference groups. They show what is actually being talked about, what concerns have been raised."
- "information in newspapers and info accompanying survey"
- "The website because it showed proposals in a visually detailed way"

The results also showed that the least preferred methods for some were the street corner meetings as the times did not suit and social media as some respondents were not users. Some comments regarding the least preferred method of communication included:

- "Meetings have been difficult to get to."
- "Liaison groups they tend to pick on their own agenda and only talk to people that are of the same opinion as themselves."
- "Facebook, Twitter (not interested)"

When asked how respondents felt about the amount of information received about the project, 47% stated the amount was just the right, with 34% wanting more and 2% advised it was too much information. 40% of respondents felt the information addressed their query or concern most of the time, 13% said their query was addressed to a great extent and 26% of respondents said the information provided addressed their issues to not a great deal.

Respondents had numerous suggestions of other ways they would like to have been kept informed or consulted about the project, some of the suggestions include:

- "More emails informing up of progress and changes as they happen."
- "Perhaps a static display in a car park on Port Road and similar at each key site such as Grange road, Ashely St and Torrens Road."
- "Local businesses need timelines and exact plans. Send notifications and updates to businesses along south rd affected"

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Over half the respondents (64%) have viewed the visual simulation with many stating it is a useful overview of the project. Some respondents did state that they would have liked to see more detail.

36% of respondents have contacted the project team, of these, 15% via email, 8% via the 1300 project enquiry line, 4% via the website, 4% via the CLG and 17% through other means. When asked how satisfied respondents were with the response they received (scored on a 1-5 scale) the average response was 2.8.

Regarding the Community Liaison Group (CLG), 45% of respondents were not aware they could also contact the CLG with any local issues regarding the project.

Some suggestions/recommendations on how the Department could further improve its method of communication and consultation with the local community affected by the project work included:

- Put all the info in the local paper (The weekly messenger) which applies when people have no internet
- More direct contact via post, with continual updates (even if minor). Large bill boards or similar on roadside with reference points to look at e.g. website address etc. Greater advertising of upcoming corner meetings. I only stumbled across this on the website by accident. Direct mail could be distributed with the council rates notices
- Make personal regular contact with surrounding businesses to keep informed and discuss ways to minimise interruption

61% of respondents were residents on or nearby South Road between Torrens Road/River Torrens, 16% were Resident, business or community group within the local area, but not directly affected and 6.9% Business on or nearby South Road between Torrens Road/Torrens River