

Future of Zig Zag Scenic Drive

Community Engagement Report – Executive Summary

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

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

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

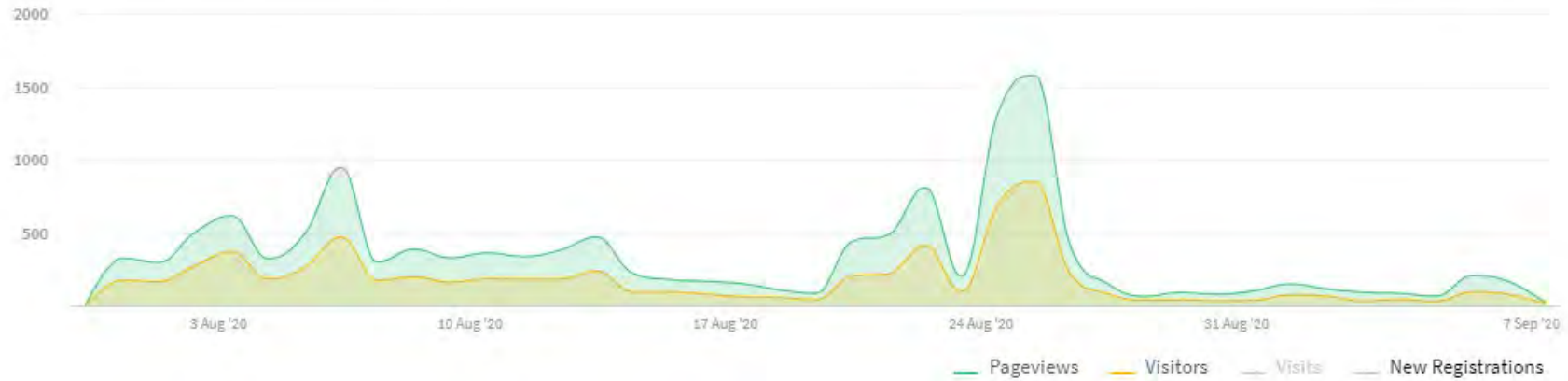
Engagement Statistics

TRAFFIC

Visitors Summary

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

DAILY MONTHLY



TOTAL VISITS

7.4 k

MAX VISITORS PER DAY

847

NEW REGISTRATIONS

1.2 k



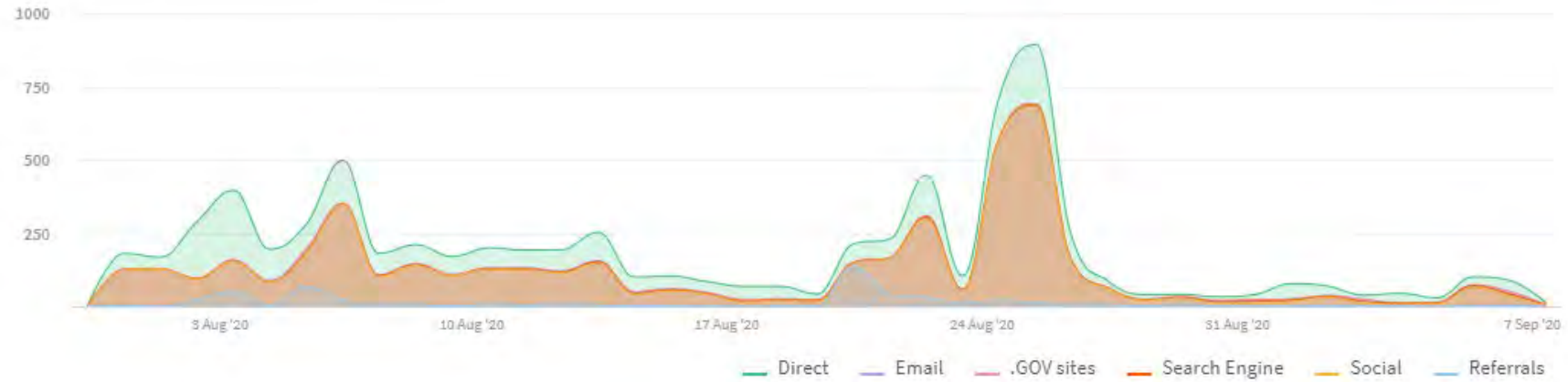
Engagement Statistics

SOURCES OF TRAFFIC

Visits by Channel

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

DAILY MONTHLY



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



Social Media



Engagement across City of Kalamunda Facebook

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

Engagement across City of Kalamunda Instagram

| | |
|-----------------------|-----|
| Total Number of posts | 4 |
| Likes | 100 |
| Comments | 10 |

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

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

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

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

12,329 People Reached

Performance for your post
16,828 People Reached
297 Reactions, comments & shares

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

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

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

Have your say today at 🙌

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

🕒 Consultation CLOSES 5pm, Monday 7 Sept 2020

Post Details

35,728 People Reached

Performance for your post
736 Reactions, comments & shares

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

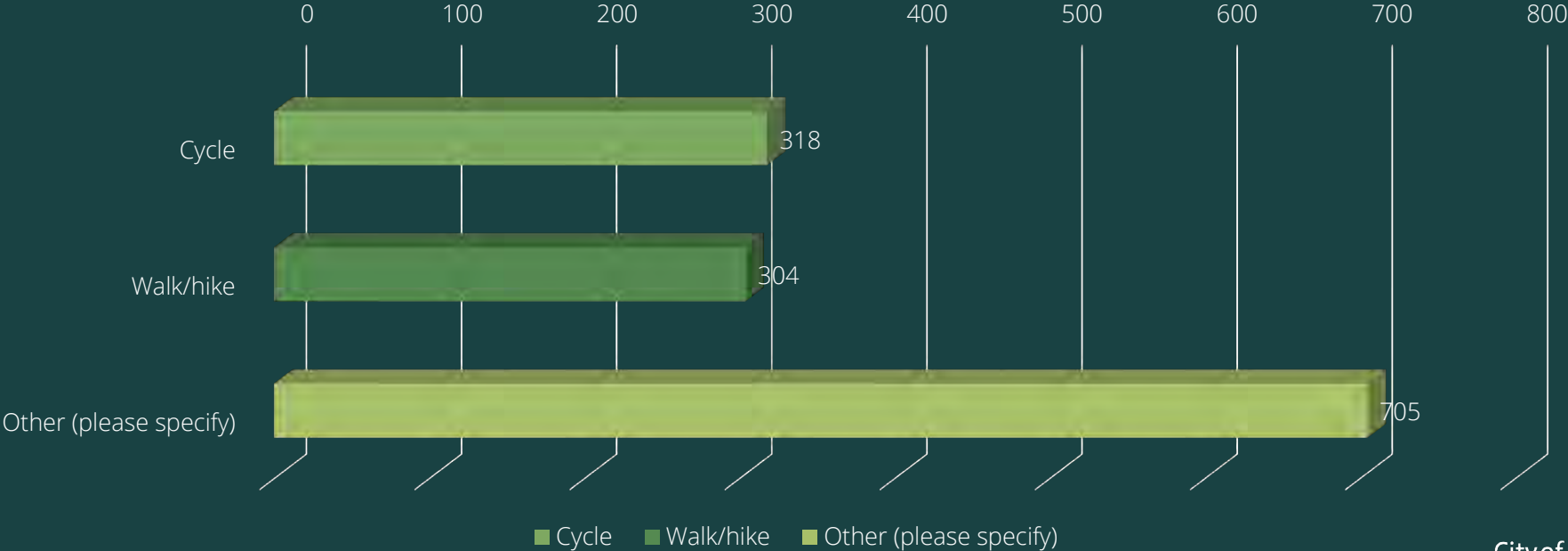
Community Survey

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

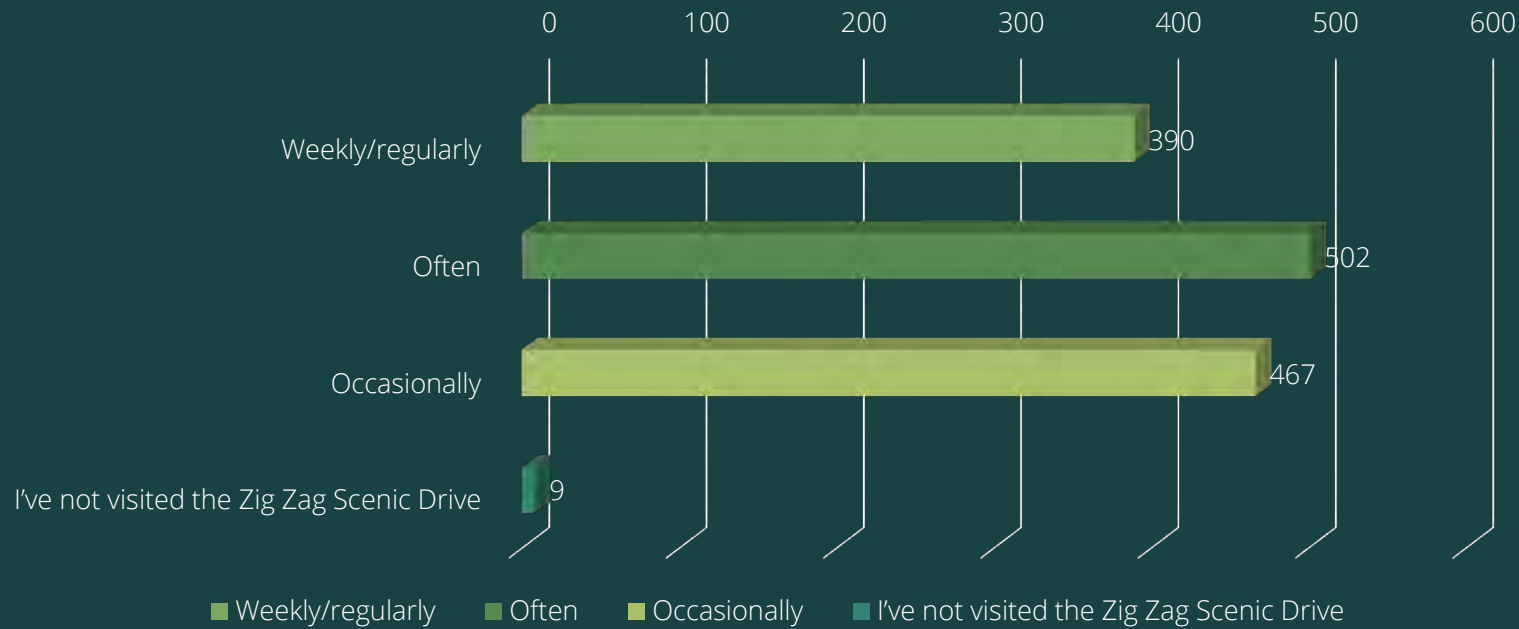
- Clearly one of the most topical issues in recent times
- Significant amount of commentary to synthesise into views
- Notable submissions and comments aligned to the Steam Train idea

Survey Question Responses

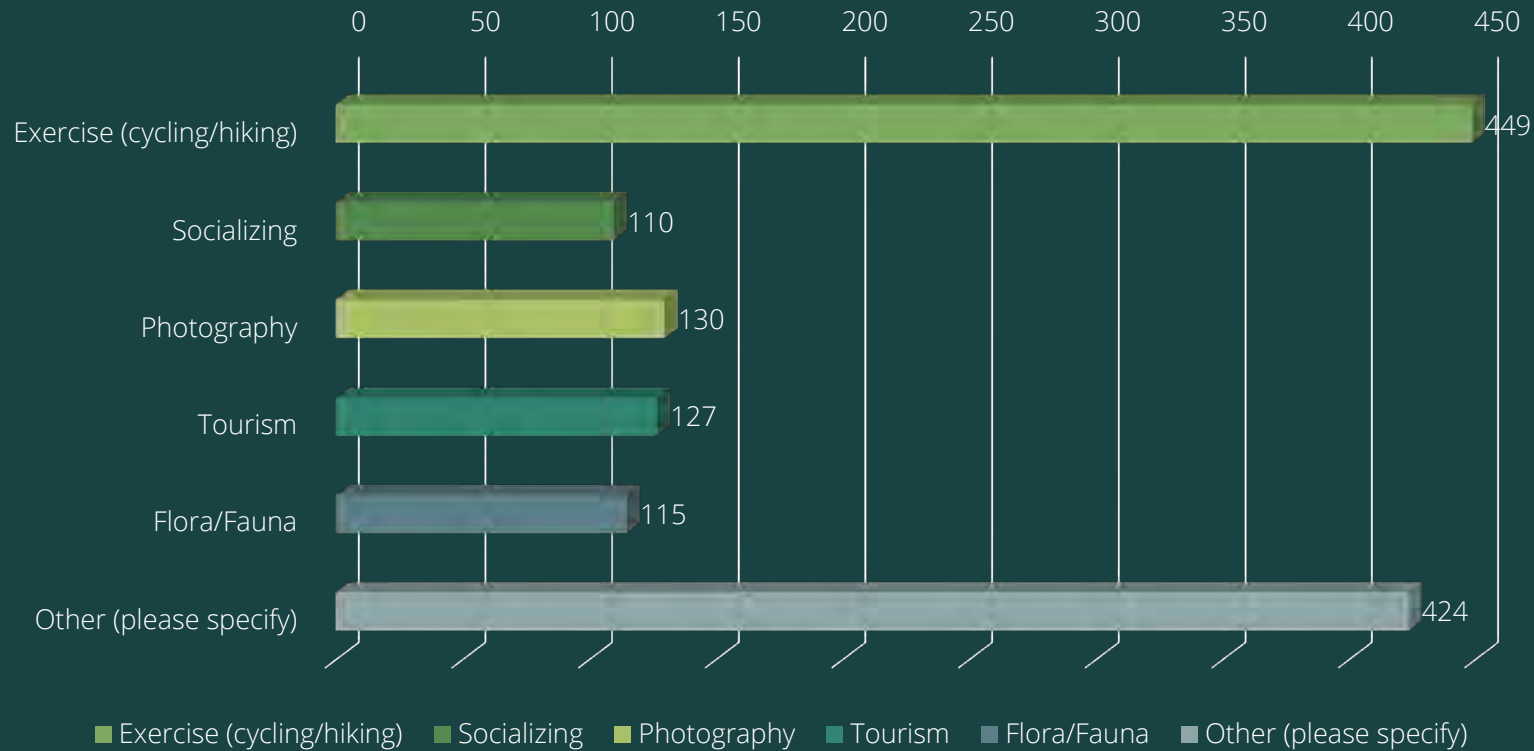
When you visit do you currently



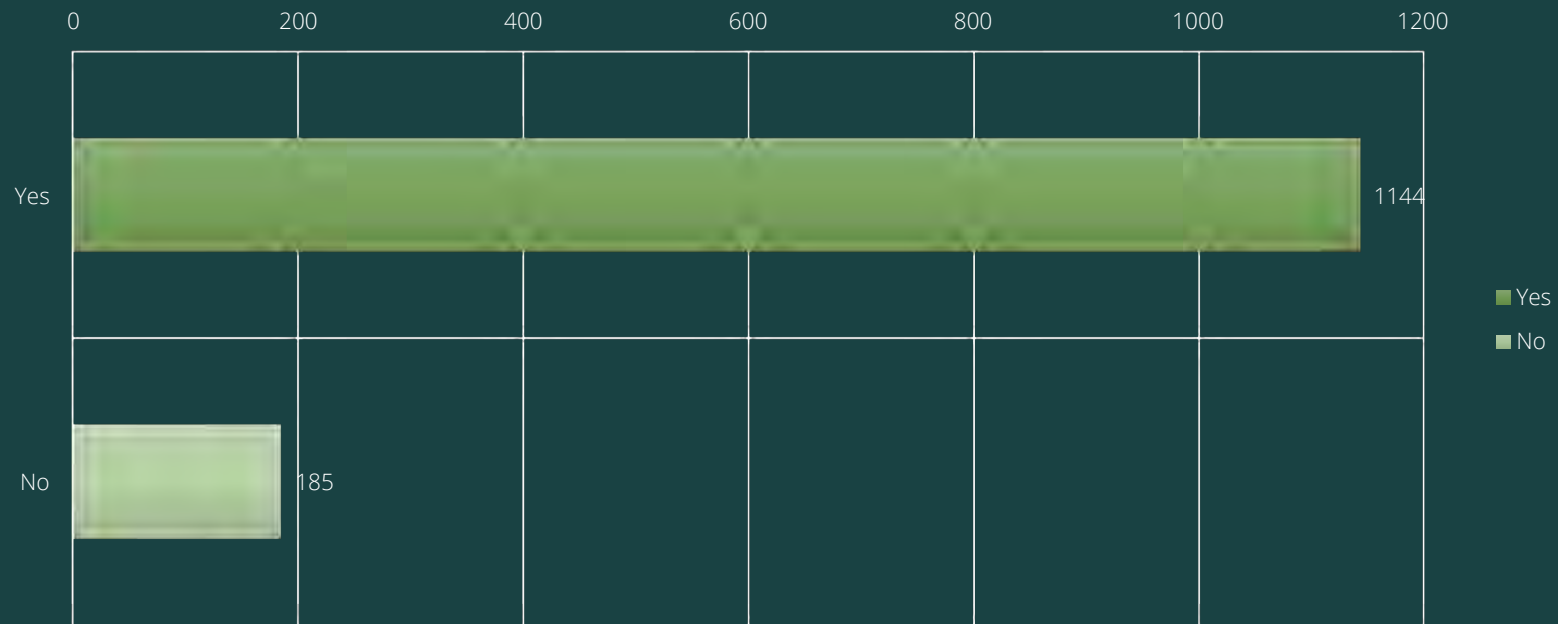
How often do you visit the Zig Zag Scenic Drive?



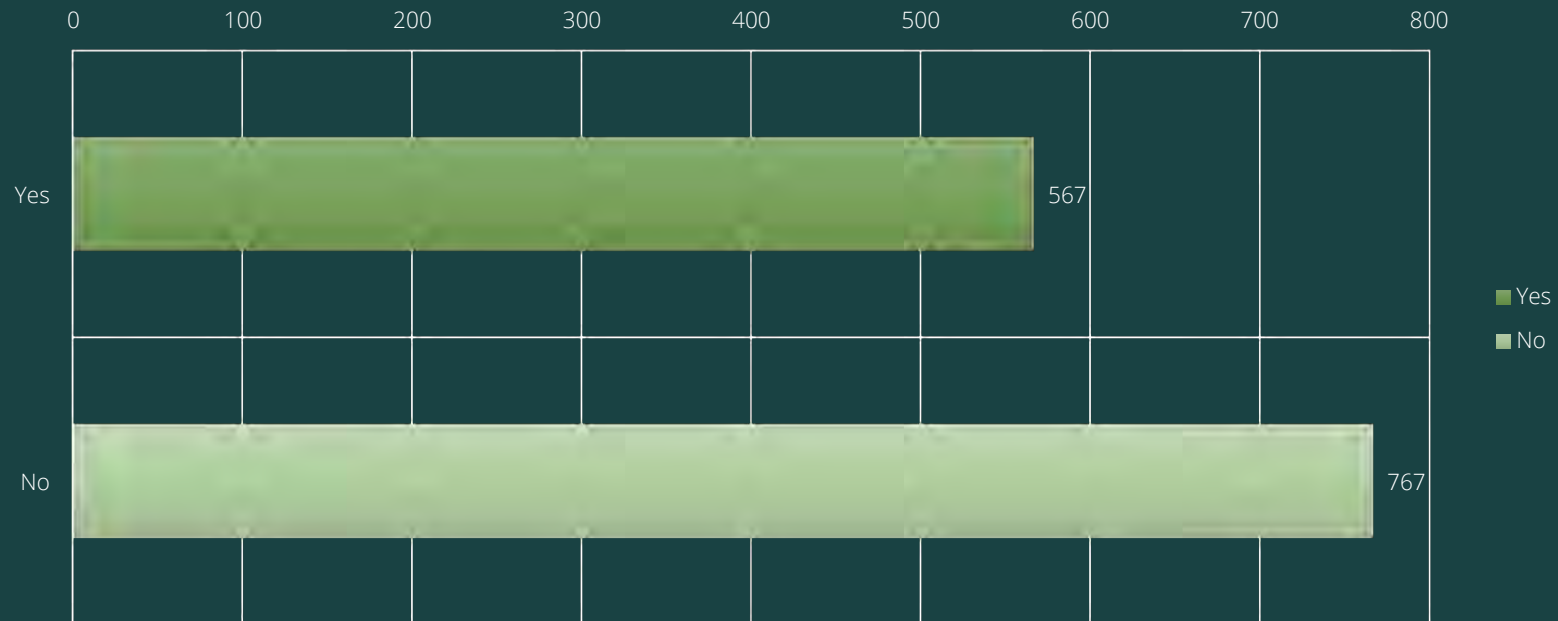
What is your reason(s) for visiting the Zig Zag Scenic Drive?



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

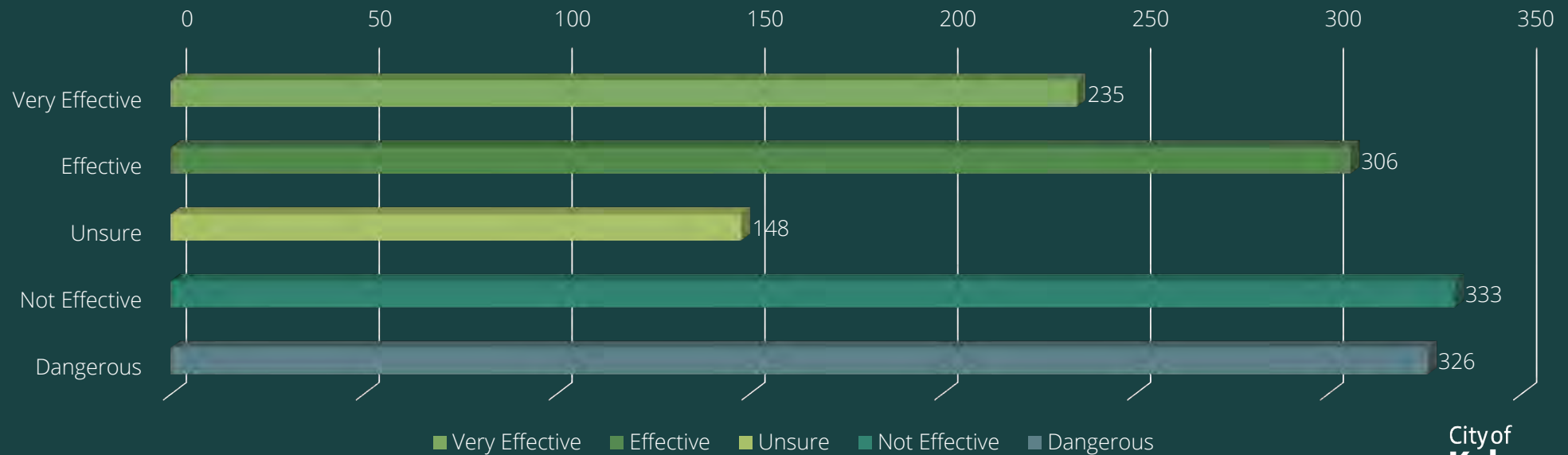


Would you be supportive of the site remaining closed to vehicles on the Zig Zag Scenic Drive?



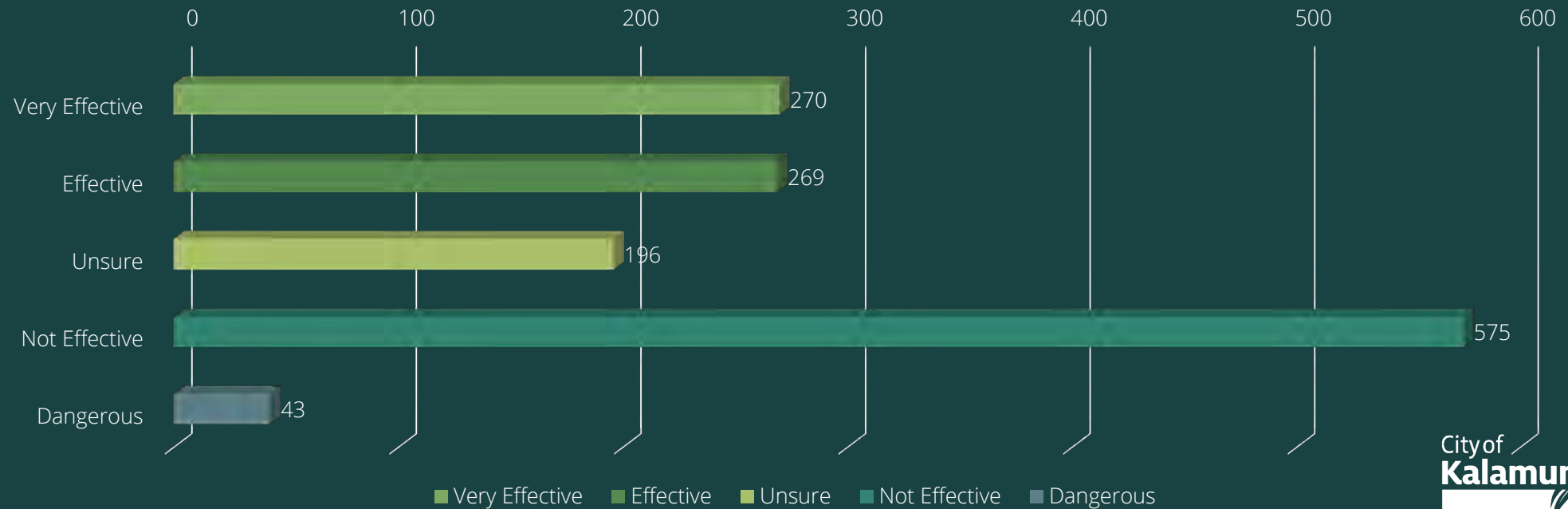
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

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



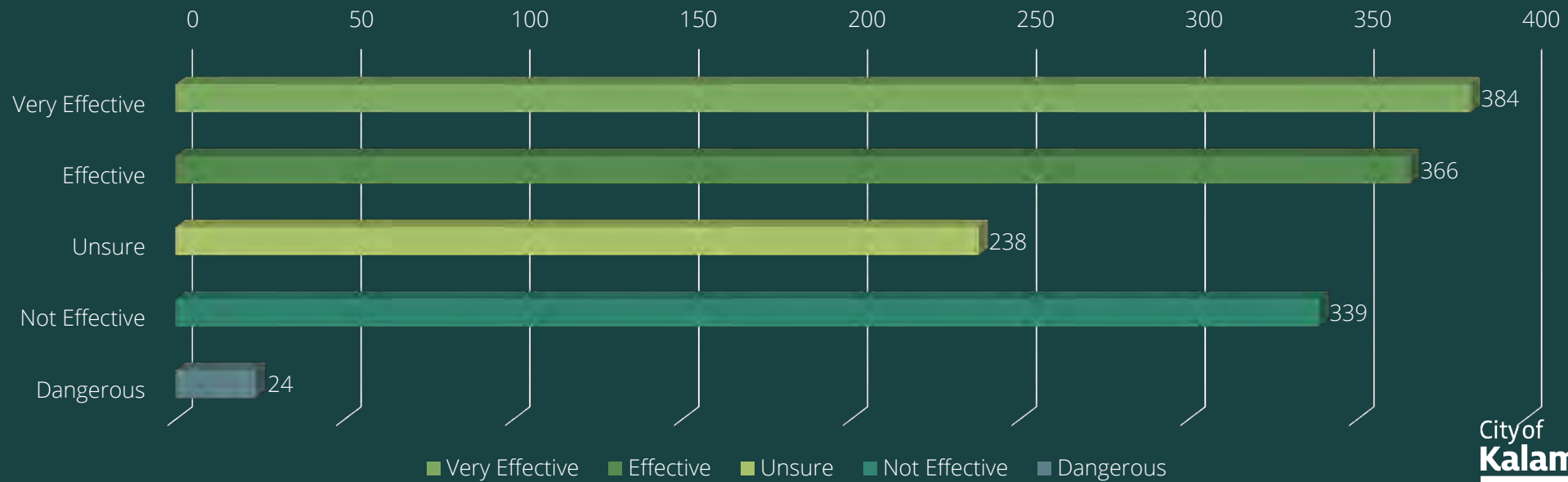
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

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



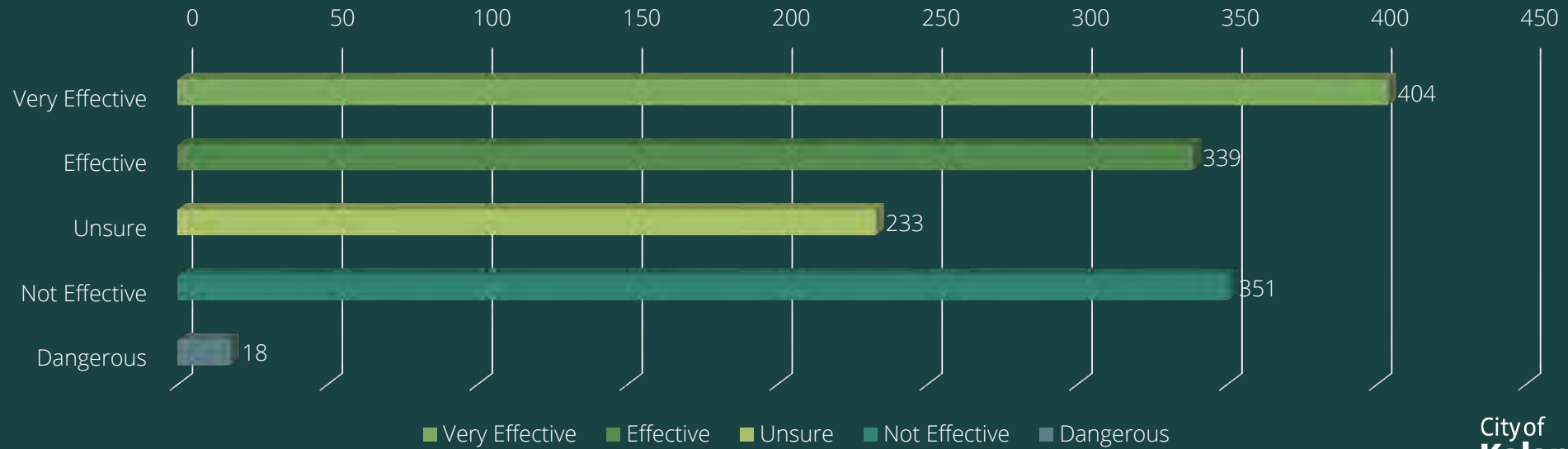
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ Regular police presence



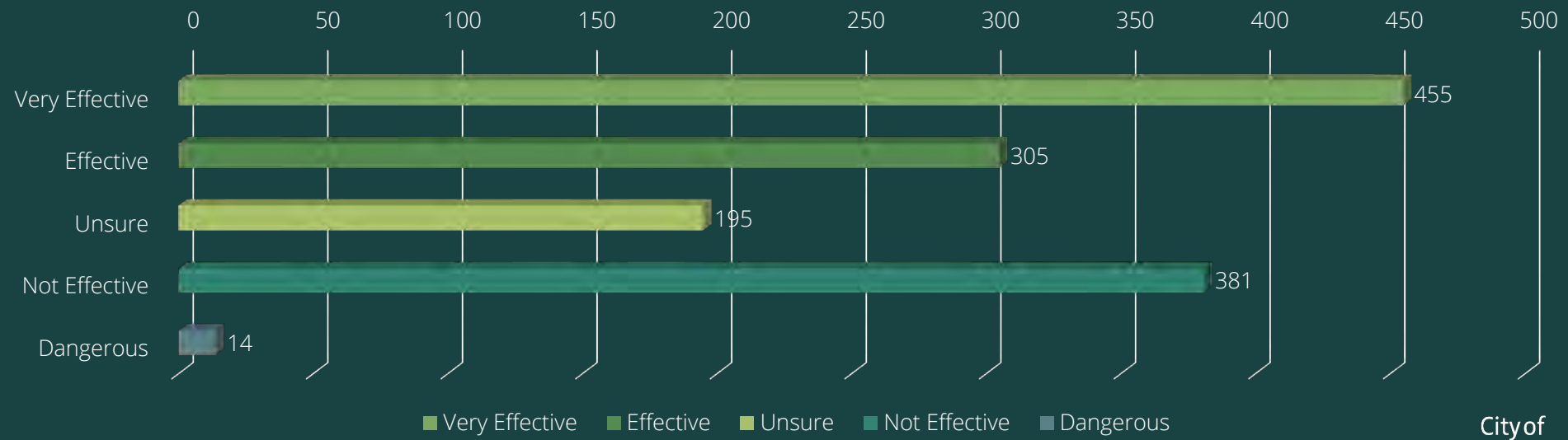
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ CCTV throughout the length of the drive



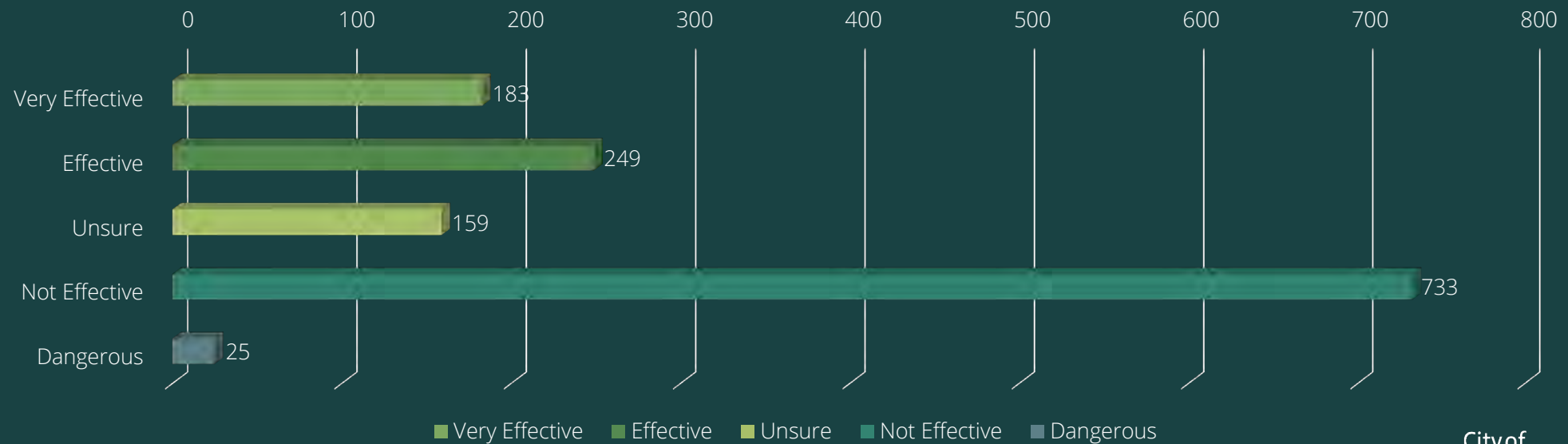
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ Increased deterrent and punishment for hooning



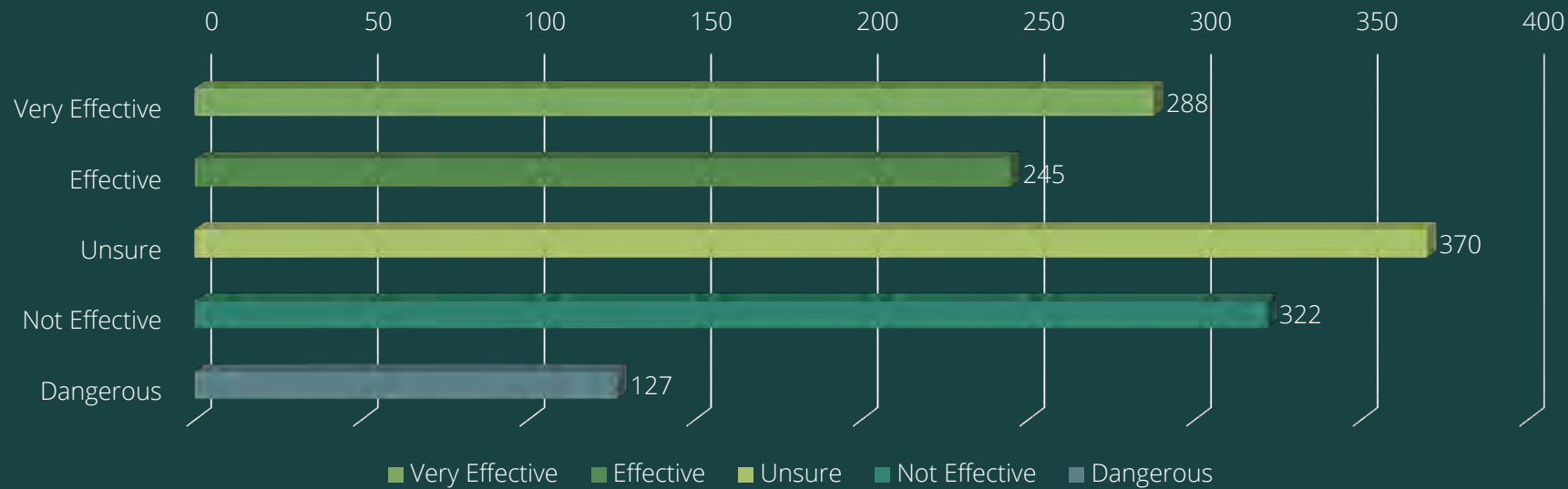
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

➤ Reduce speed limit



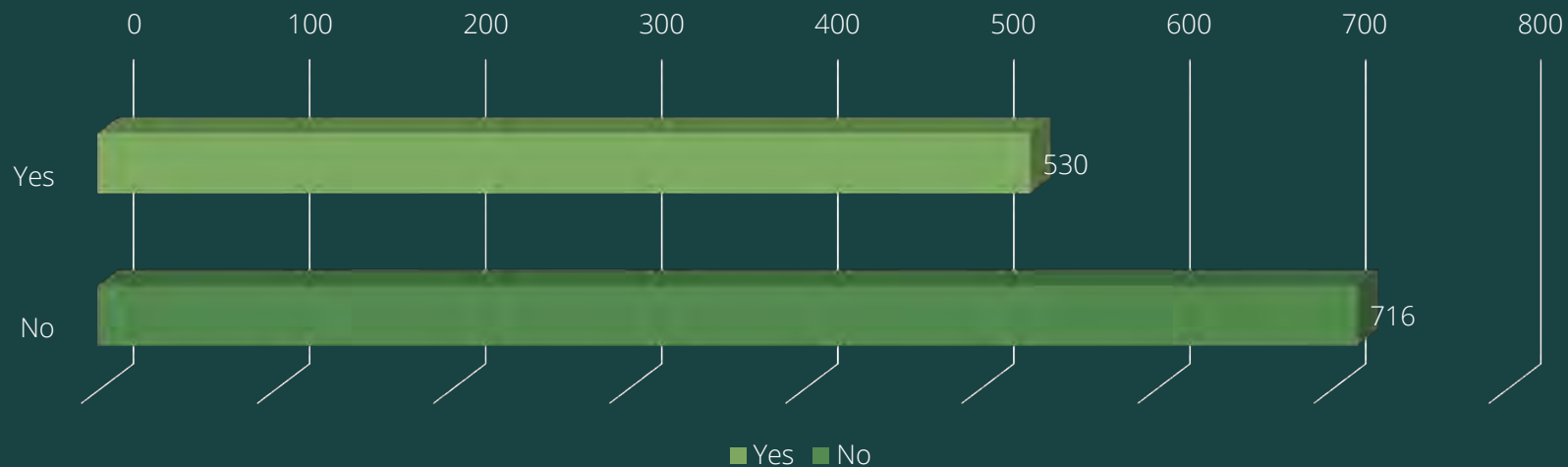
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

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

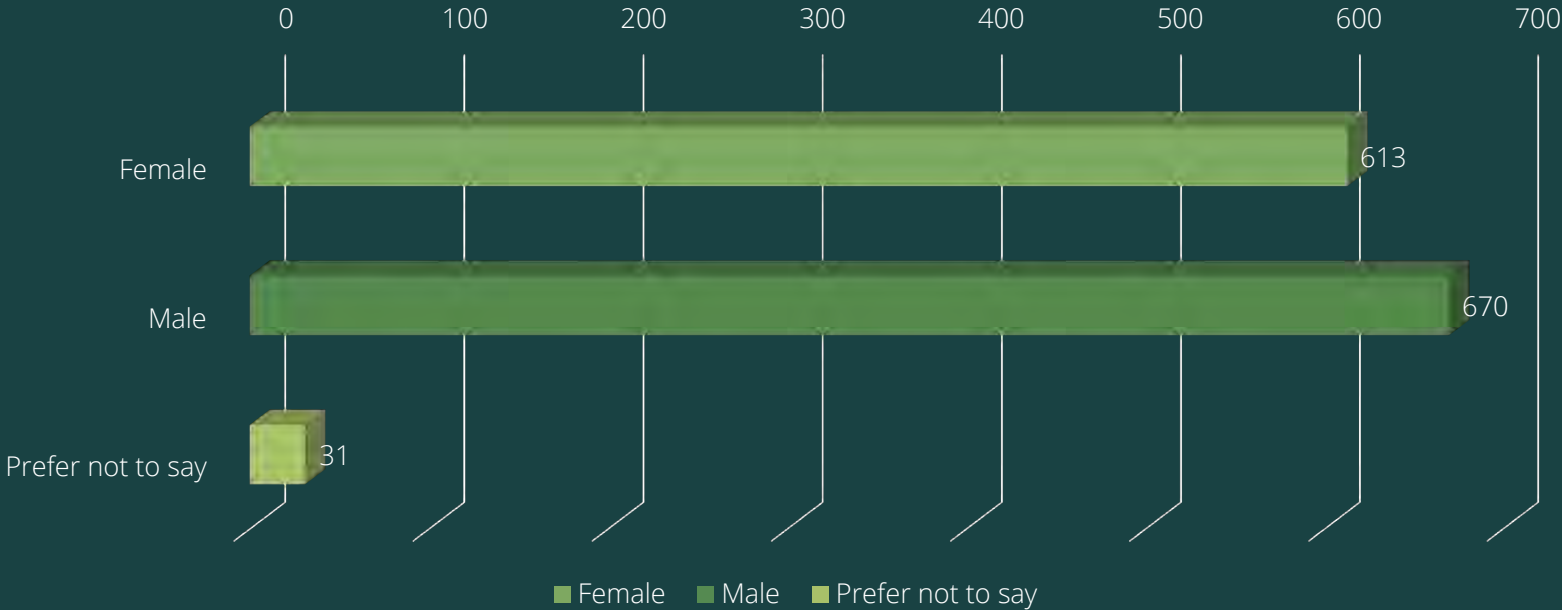


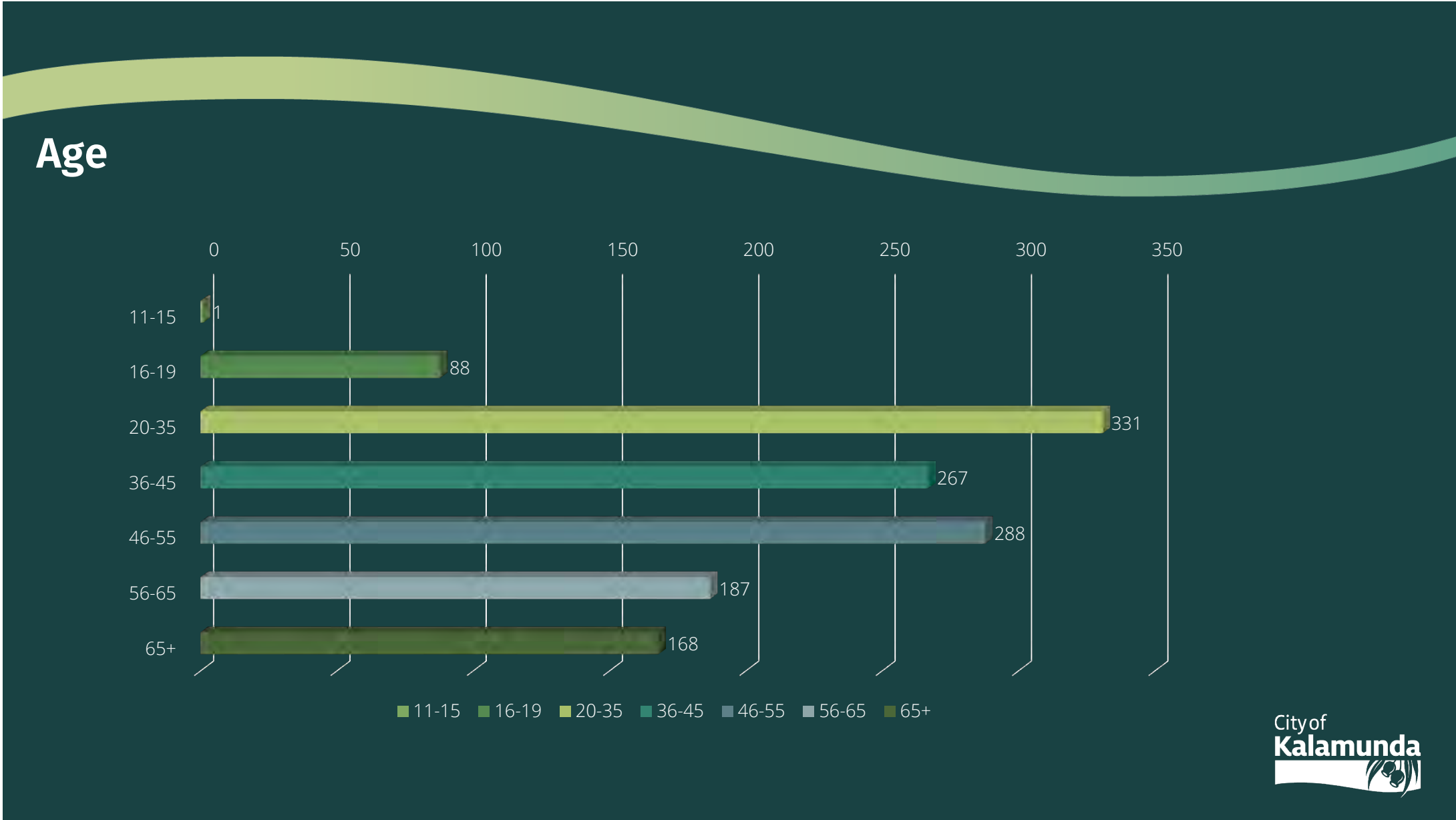
How effective do you believe the following measures would be at Zig Zag Scenic Drive if it was open for motor vehicles in providing a safe and community friendly option?

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



Gender





Key Themes

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

Negative ▾
Mixed ▾
Neutral ▾
Positive ▾



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

Key Word Themes:

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



Key Themes

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

Question: What is your reason(s) for visiting the Zig Zag Scenic Drive (Exercising, Socialising, Photography, Tourism, Flora/Fauna, Other):

Key Word Themes:

- Exercise: cycling & hiking
- Flora fauna & exercise
- Photography
- Tourism
- Socializing



Key Themes

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

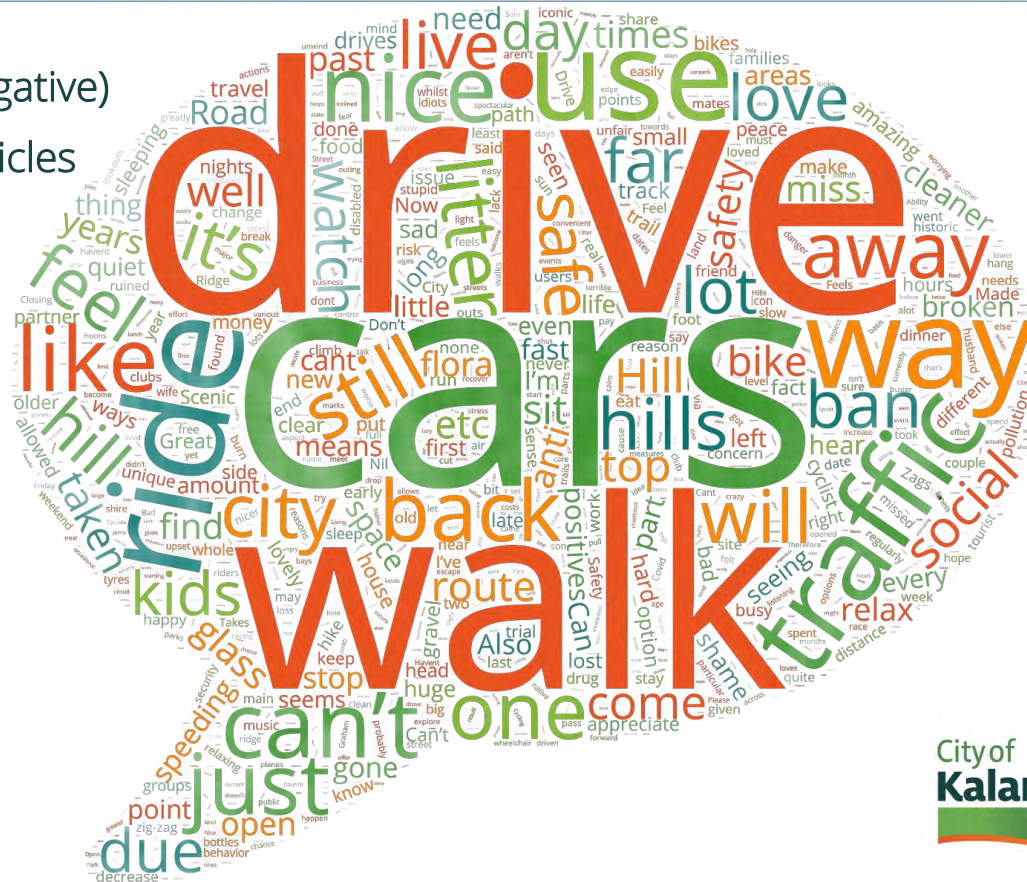
- Negative ▼
- Mixed ▼
- Neutral ▼
- Positive ▼



Question: What impacts (both positive and negative) has the temporary trial of a ban for motor vehicles on the Zig Zag Scenic Drive had for you?

Key Word Themes:

- Positive impacts
- Negative impacts
- Able-bodied access
- Impact on the enjoyment of the view
- Anti-social behaviour



Key Themes

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

- Negative ▾
- Mixed
- Neutral ▾
- Positive ▾



Question: Has the temporary closure improved your quality of life if you live near the Zig Zag Scenic Drive?

Key Word Themes:

- o I do live near the Zig Zag
- o Question is not applicable
- o I do not live near the Zig Zag
- o References to 'Hooning'
- o References to 'Noise'



Key Themes

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

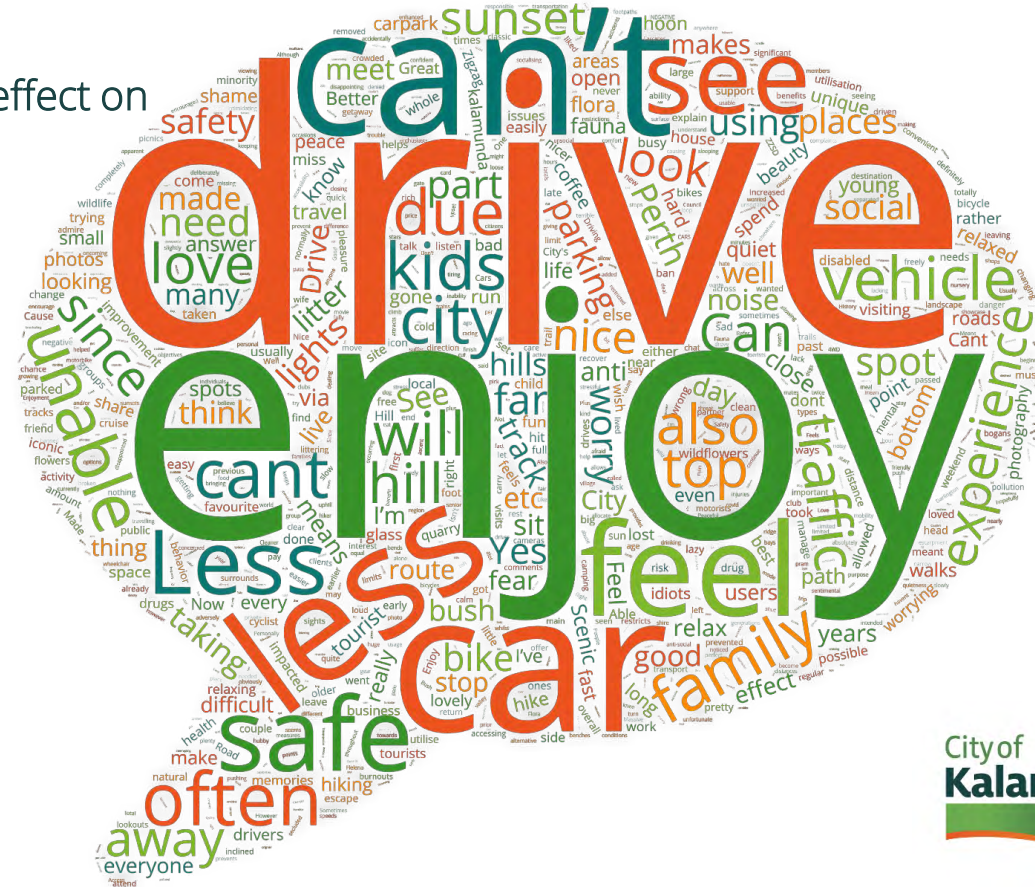
- Negative ▾
- Mixed
- Neutral ▾
- Positive ▾



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

Key Word Themes:

- o Enjoying driving down the Zig
- o Being able to drive
- o Enjoying the view
- o Feeling safe
- o Enjoying walking and cycling



Key Themes

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

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

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

Demographic breakdown of respondents:

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

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

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



Key Themes

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

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

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

Demographic breakdown of respondents:

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

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

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



Community Survey

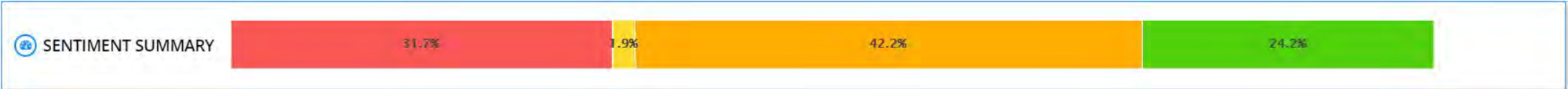
| Suburb | Overall Preference | Number to Stay Closed | Number to Reopen |
|-----------------|--------------------|-----------------------|------------------|
| Gooseberry Hill | Close | 144 | 54 |
| Kalamunda | Open | 62 | 116 |
| Lesmurdie | Even | 44 | 47 |
| High Wycombe | Open | 20 | 89 |
| Forrestfield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

Community Survey

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

Key Themes

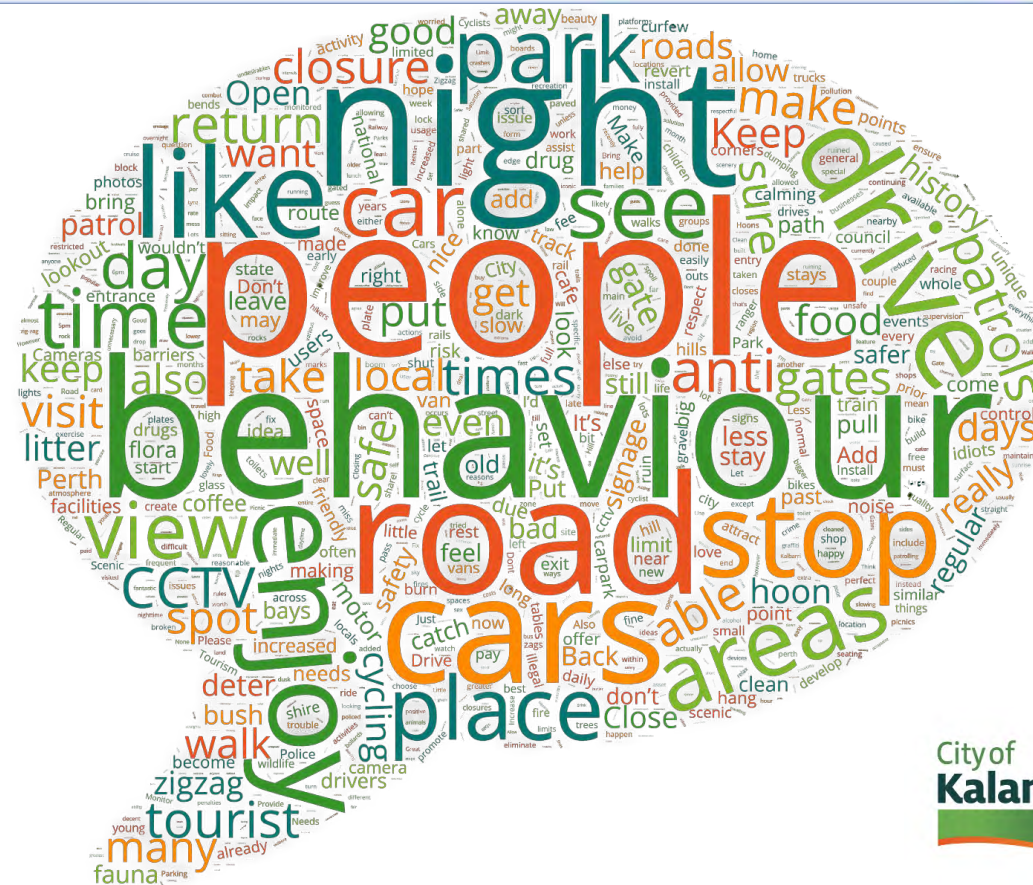
The Key Themes that emerged from the open-text survey questions are as follows:



Question: If the Zig Zag Scenic Drive was to be reopened what is your vision for the immediate area?

Key Word Themes:

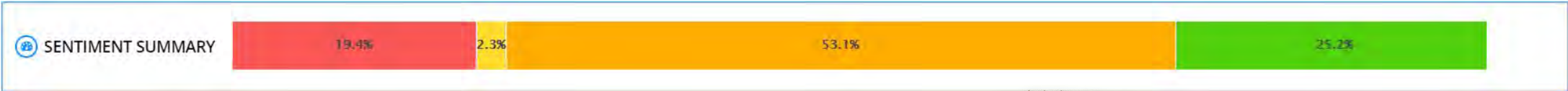
- Anti-social behaviour
- Go back to as it was before
- Open the Zig Zag during the day
- References to 'Speed'
- References to 'Hooning'



Key Themes

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

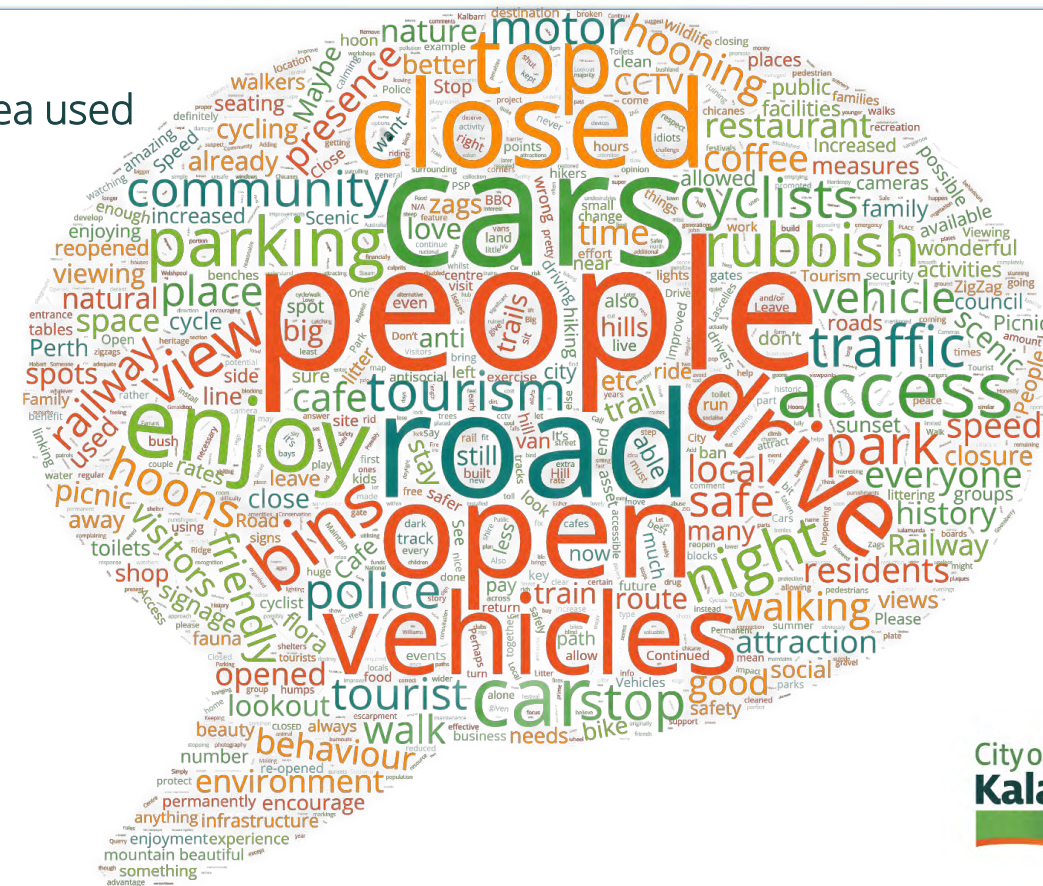
- Negative ▾
- Mixed
- Neutral ▾
- Positive ▾



Question: What would you like to see the area used for in the future?

Key Word Themes:

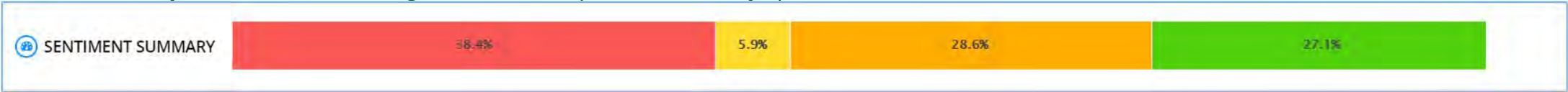
- Keep it closed
- Railway
- Cafe
- Cyclists
- Tourism



Key Themes

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

- Negative ▾
- Mixed
- Neutral ▾
- Positive ▾



Question: Any other comments?

Key Word Themes:

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



The “One Big Thing” people would like to see

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

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