

Tomorrow Together

engagement summary



Introduction

Tomorrow Together is our call to action to the community, businesses and industry to work together to tackle the big challenges facing Launceston

In 2019, when we began this conversation with the community, we identified population, economic diversification, and climate change as some of the big challenges the City of Launceston was facing. About halfway through the Tomorrow Together campaign, we experienced a challenge unexpected and unprecedented. The COVID-19 global pandemic brought significant challenges that required us to adapt the way we live and organise ourselves quickly. While Launceston is showing positive signs in the management of the pandemic, we are likely to feel its effects for a long time to come. The campaign, while delayed by the pandemic, continued. What was planned as an 18-month program of engagement extended to two years.

Over the two years of engagement, we have delivered five of the big themes we set out to explore with the community:



1. A resilient city – to ensure we continue to thrive no matter what stresses or challenges our city experiences



2. A well-designed city – that cleverly plans for new residential and business development while preserving our character and liveability



3. A unique and prosperous city – to ensure we can attract and sustain a solid performing economy that builds on our city's uniqueness



4. A mobile and accessible city – where people and businesses have access to greater transport choices and can access the things they need



5. A social, inclusive and fair city – a Launceston that offers access to services and spaces for all community members and celebrates our diversity.

Throughout the campaign, around 3,000 contributions we made to the conversations. People contributed by completing online surveys, attending community pop-ups or major events.

This report summarises the engagement for each of the big themes, with a chapter for each big theme.

The outputs from the engagement will serve as a critical input into the final theme:



6. A focused and sustainable Council – to help us deliver on our commitment to continually improving our organisation's sustainability and drive a Launceston we can be proud of.

Resilient city

A well designed city

A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

A Resilient City



Resilient city

A well designed city

A unique and
prosperous city

A mobile accessible city

A social, inclusive
and fair city

4

How people participated



Online

115

people completed an online survey



Major event

Over **700**

people visited the Resilient City major event at QVMAG



Community pop-up

Approximately 50 people attended the community pop-up at Civic Square on 17 July 2019



Symposium

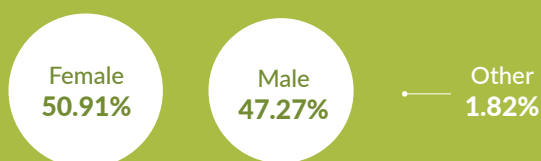
Across the four symposium sessions over 100 people attended. The symposium was hosted as part of the major event

Symposium sessions

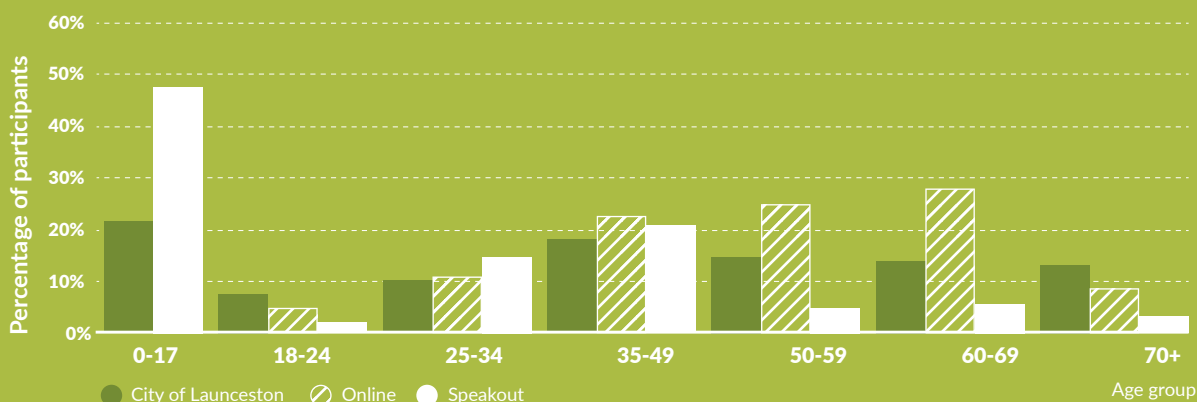
- 22-23** attendees
Introduction to resilience Panel Q&A with Council
- 25** attendees
Talking rubbish (and all things waste and recycling) Council and Just Waste Consulting
- 30** attendees
Flooding and Emergency Response Management Council and Tasmania Police
- 47** attendees
Planning for the future of the kanamaluka Tamar River Estuary Council and NRM

Who participated

Participant gender



Age of participants



Resilient city

A well designed city

A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

Relationship to the City of Launceston



Resilient city

A well designed city

A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

Engagement Findings

The following pages provide a summary of the engagement findings under the following themes:

- 1 Building our resilience
- 2 Preparing for our changing climate
- 3 Protecting the natural environment
- 4 Waste management
- 5 Natural hazards and emergency management



Roll over this icon to reveal additional information.

Resilient city

A well designed city

A unique and
prosperous city

A mobile accessible city

A social, inclusive
and fair city

Throughout the engagement there was mixed views expressed about the City of Launceston's level of preparedness for factors that influence city resilience, such as climate change, resource scarcity, exposure to natural hazards, and infrastructure pressures.

Almost half of online survey participants disagreed or strongly disagreed that the City of Launceston is well prepared (49 per cent), and few agreed that the City is well prepared (Figure 1). Most participants (66 per cent) agreed or strongly agreed that resilience should be the top priority for Council, though many (46 per cent) felt that Council is already proactively working to build the City's resilience.

LAUNCESTON'S PREPAREDNESS, PROACTIVENESS AND PRIORITISING OF RESILIENCE

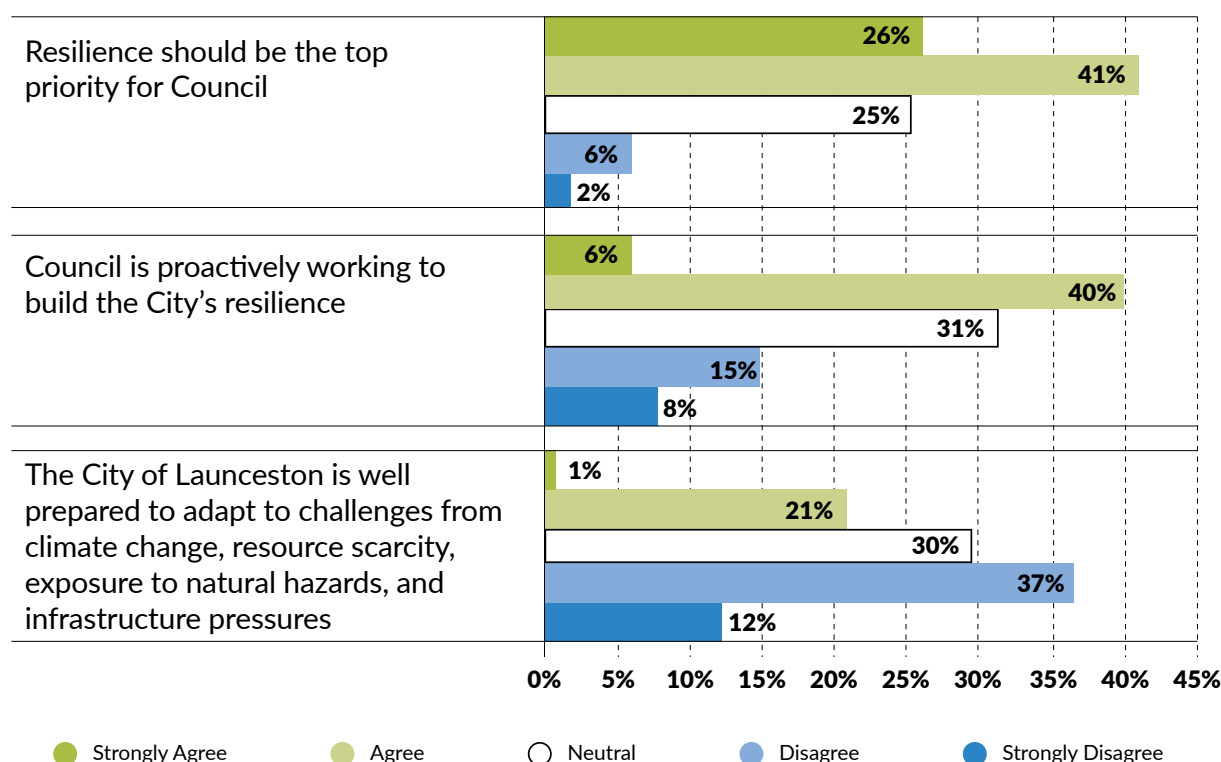


Figure 1:
Level of agreement regarding Launceston's preparedness, proactiveness and prioritising of resilience (n=115)

Online survey participants described the ways they think Launceston can come together to improve its resilience. Many of the ideas and strategies discussed were similar, and focused around the following themes:

Leadership, openness and political action:

being open to change, learning from other cities and showing genuine leadership. Some participants suggested declaring a Climate Emergency, recognising the extent and seriousness of problems, and creating a vision for the future of the city together with community.

Transport changes and good strategic planning:

reducing reliance on cars, improving traffic flows, and protecting land that is flood-prone from development.

Water management:

protecting the city from flood, and improving the health of the Estuary.

Community services, wellbeing and inclusion:

ensuring the entire community becomes resilient.

Participants also frequently made comments relating to the heritage and economic development of the city, such as ensuring vibrancy in the city centre, protecting heritage buildings, and attracting and retaining young people to the area.

“

Have strategies in place to address key areas of resilience and act to implement these. Don't be afraid to learn from regional cities in Australia and overseas. Ensure the community understands the need for resilience and plays its part in ensuring resilience is developed.

”

Working together

To come together and address the big challenges, participants overwhelmingly suggested community engagement that is face-to-face (focus groups, events, panels and festivals) and inclusive of the diverse Launceston community (across all ages, and social groups). When discussing Council and community working together, participants stressed the importance of meaningful and genuine engagement. Participants also discussed that strong decision making, transparency and policy will support the resilience of the city.

Preparing for our changing climate

2

Most participants said that they have felt the impacts of climate change at some stage (60 per cent of online participants).

COMMONLY CITED EFFECTS OF CLIMATE CHANGE FELT BY ONLINE SURVEY PARTICIPANTS

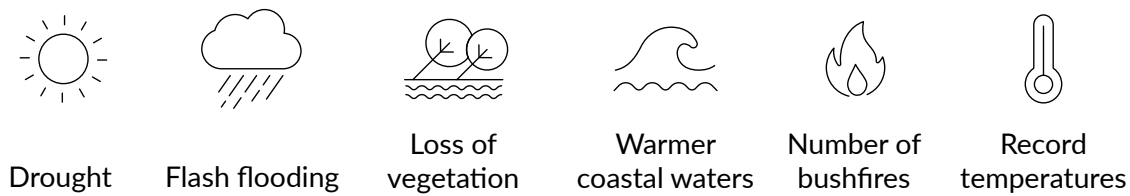


Figure 2:

Above shows the commonly cited effects of climate change felt by online survey participants

Participants shared why climate change is important to them and what Council can do to address climate change in their community. There was overwhelming concern about the impacts of climate change on the next generation. In total 24 participants shared their thoughts via the online survey and postcard. The ideas shared have been summarised in to the following themes:

Waste management improvements

such as recycling, reusing water, providing Food Organics and Gardening Organics (FOGO) bins to community facilities, and banning waste generation and littering.

Community education

and engagement to share knowledge and passion for the environment; suggestions also included events or 'community heroes' programs.

Political leaders

who make decisions based on science, and make and share difficult decisions with the community.

Infrastructure and transport planning

to encourage active and public transport, reduce hard-surfaces in developments, and improve water efficiency and security.

Revegetation and habitat rehabilitation

of native flora to create green coverage and improve air quality.

Local production

of food, water and energy.

Resilient city

A well designed city

A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

“

Climate change is an important issue for me because without action the world will become less hospitable and there will be an increase in conflict and inequality.

- participant postcard.

”

The role that individual and households have in preparing for climate change was considered important by participants (84 per cent of online survey participants). Participants were relatively neutral (very few strongly disagreed or strongly agreed) that Council is preparing for a changing climate (see Figure 3).

Participants shared ideas for how individuals and households can reduce their impact on climate change, included reducing car dependency, reducing waste and managing household waste appropriately, effective insulation, and using renewable energy.

PARTICIPANTS LEVELS OF AGREEMENT ABOUT CLIMATE CHANGE IMPACTS AND ACTIONS

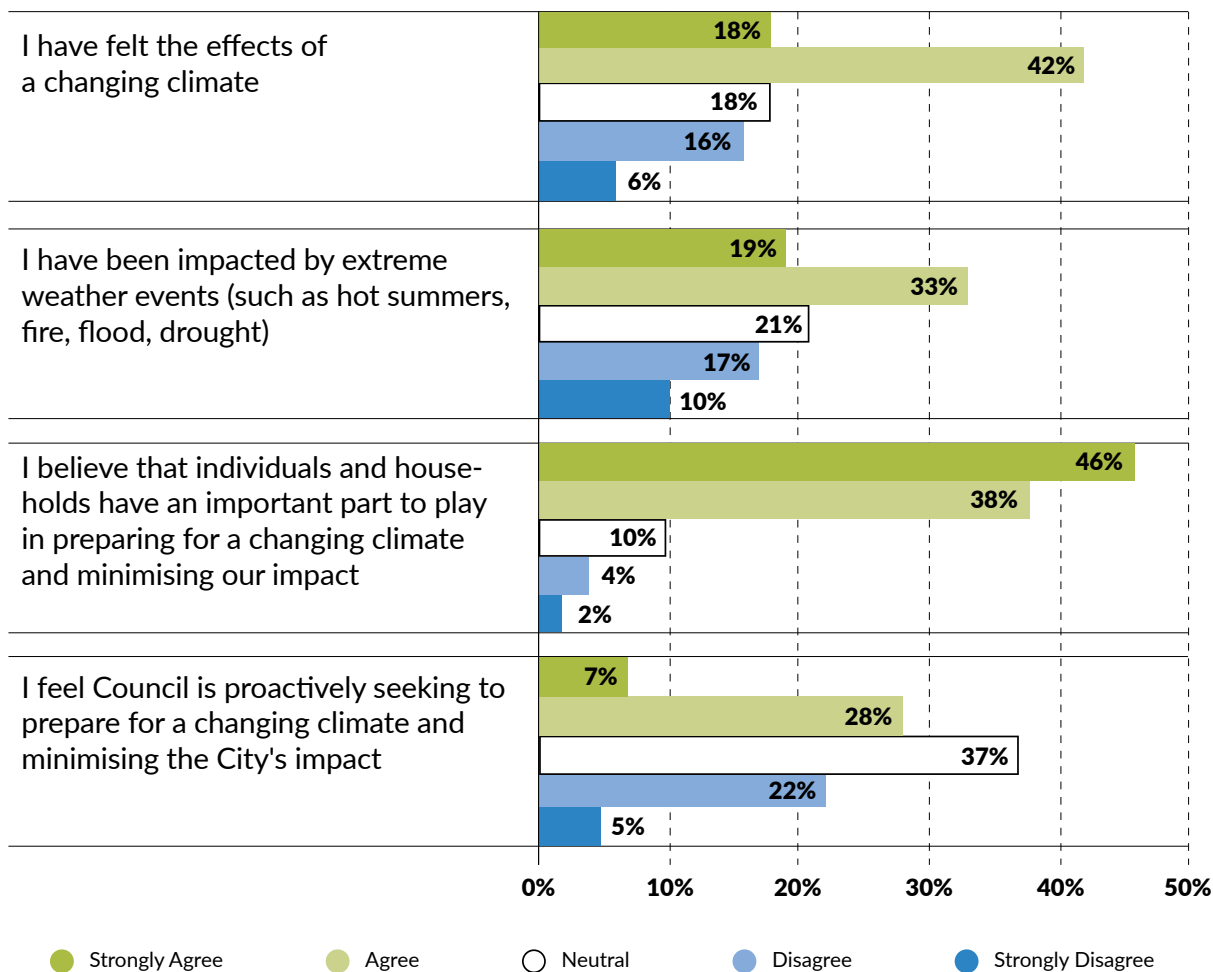


Figure 3:

Online survey participant levels of agreement about climate change impacts and actions (n=115)

Overall the natural environment is highly valued by the Launceston Community who completed the survey online. Most participants agreed (39 per cent) that Council is contributing to the improved protection and management of the natural environment, while quite a few participants were neutral (29 per cent).

43%

said waterways is where Council should be focusing its efforts

With regards to the protection of the natural environment, waterways were identified as one of the most important natural features (43 per cent). Agricultural landscapes were ranked as the least important natural feature by 43 per cent of respondents. Responses were mixed on the importance attributed to the Gorge, urban greenery, natural areas, and parks and reserves.

PARTICIPANTS LEVELS OF AGREEMENT ABOUT VALUE AND PROTECTION OF THE NATURAL ENVIRONMENT

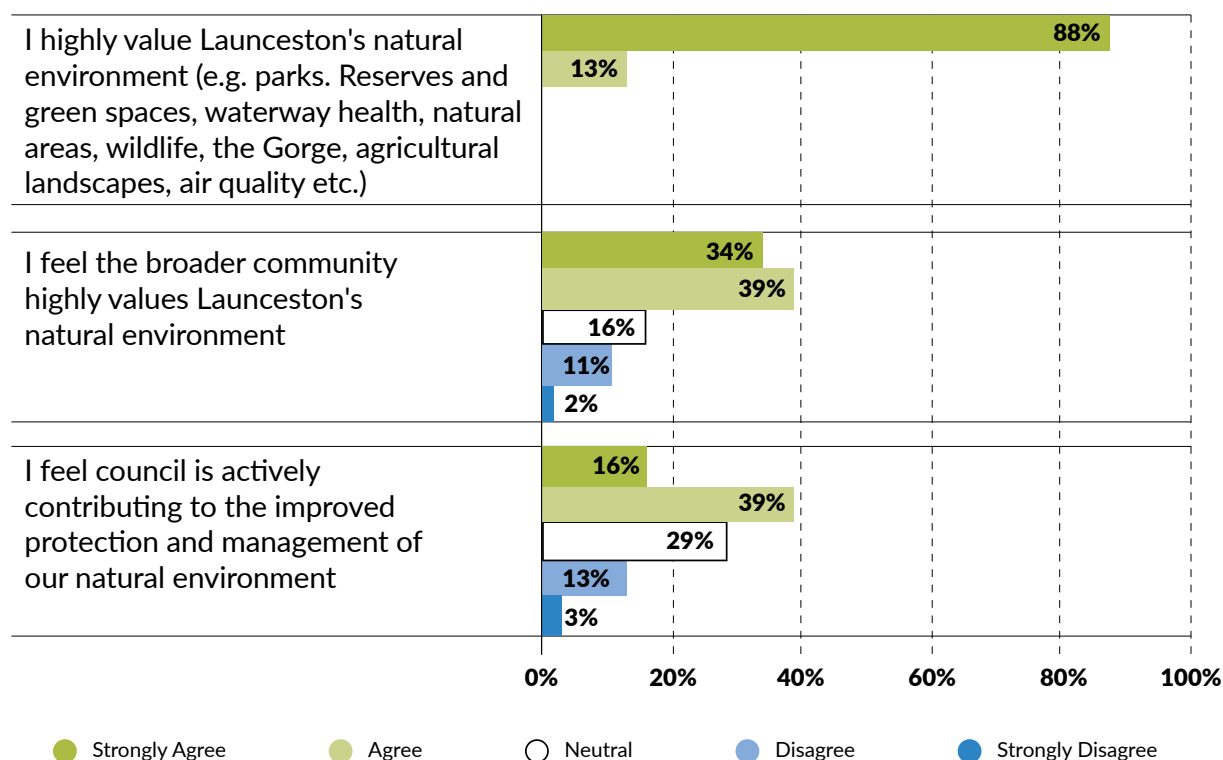


Figure 4:

Online survey participant levels of agreement about value and protection of the natural environment (n=114)

When asked how to better protect and manage the natural environment, the following themes emerged through the responses:

Improved vegetation management:

including planting and maintaining trees, developing urban gardens, controlling weeds with a consideration for future growth of greenery (for example being mindful of water needs, powerlines and allergies), and protect existing natural habitat and vegetation through planning controls.

Regulate:

ensuring that people and vandals who damage, litter, or pollute the environment face appropriate fines and penalties.

Development and planning:

ensure that sites of value are protected for appropriate use, and use the planning scheme to encourage greening at new developments and in strategic areas. Cataract Gorge was specifically mentioned as a space to be protected.

Clean up:

work to regularly clean and maintain parks, waterways and the Gorge from pollution (including litter, water pollution and air pollution).

Manage litter and waste:

through recycling programs and reducing waste.

kanamluka/Tamar River Estuary

The kanamluka/Tamar River Estuary was a dominant conversation topic across the natural environment discussions, with key engagement questions asked about participant's use of waterfront and kanamluka/Tamar River Estuary mudflats. The results show that the majority of participants use these areas for recreation and for enjoying the view. Recreation activities included walking, playing, bike riding, fishing, dog walking, rowing and bird watching.

HOW PARTICIPANTS USE THE WATERFRONT

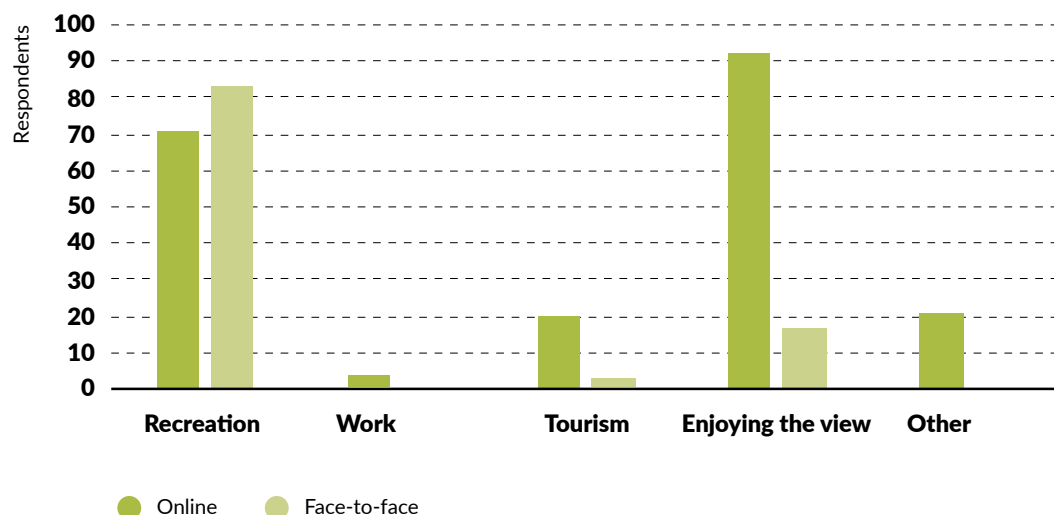


Figure 5:

Online and face-to-face summary of results for how participants use the waterfront (n=312)

With regards to what is considered most important for the management and protection of the kanamluka Tamar River Estuary, most participants ranked water quality first (33 per cent), followed by combined system management (29 per cent) and biodiversity (19 per cent). Visual amenity and navigation access were considered less important.



Flood

Participants gave feedback about flood risk, management and preparedness through the online survey.

Flood risk in Launceston was considered low to non-existent by 84 per cent of online survey respondents. Among respondents who had been impacted by flood events in the past, risk levels were perceived to be higher than those who have not been impacted before. All participants who said flood risk was high had been impacted by flooding in the past. Conversely, many (37 per cent) of those who were previously impacted by flood said it poses no risk.

There were varying levels of flood preparedness among survey respondents. The most common response was feeling *somewhat prepared* for a flood (35 per cent), followed by not feeling prepared at all (33 per cent). Half of those unprepared for flood were also people who said it was not a risk.

Participants also indicated the levels of acceptability for the frequency of flooding to different heights. The higher flood levels showed lower levels of acceptability. Responses showed that as flood levels increase, the frequency that respondents would accept it become closer to never (including a few times in my life, or once every 100 years). Some participants would never tolerate any type of flooding (20%).

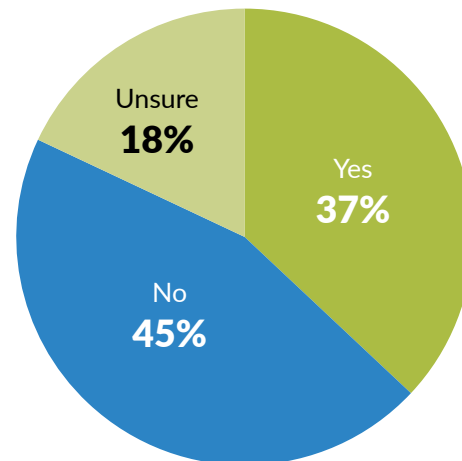


Figure 6:
participant responses to 'do you believe the flood levees reduce your home's risk of flooding?' (n=112)

Fire

Participants tended to feel that fire was a low risk (54 per cent); very few perceived that fire poses no risk (4 per cent). There was not a correlation between those who have been impacted by fire and their perceived level of threat; 85 per cent of respondents had not been impacted by a fire event.

Participants were most concerned about house fire, followed by bushfire; industrial fires were a low concern. Many did not know what Council does to manage fire risks; those who did know tended to be satisfied (42 per cent).

PARTICIPANT NOTIFICATION PREFERENCE FOR FUEL REDUCTION BURNS

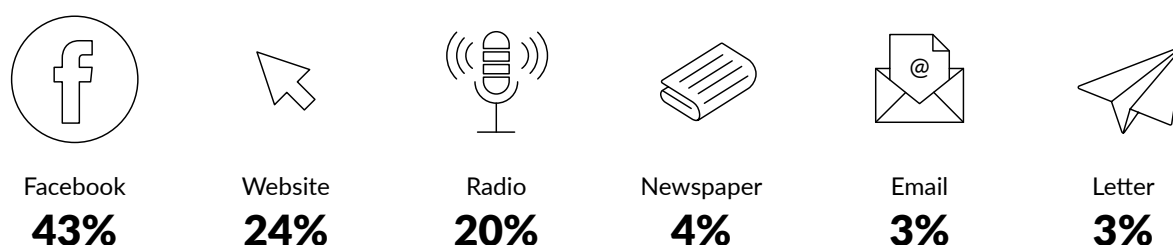


Figure 7:
participant notification preference for fuel reduction burns

Notifications

Participants gave feedback online about how they want to learn about emergency events. For fuel reduction burns, Facebook, website and radio communications were preferred (Figure 5). The following methods of contact were preferred by participants:

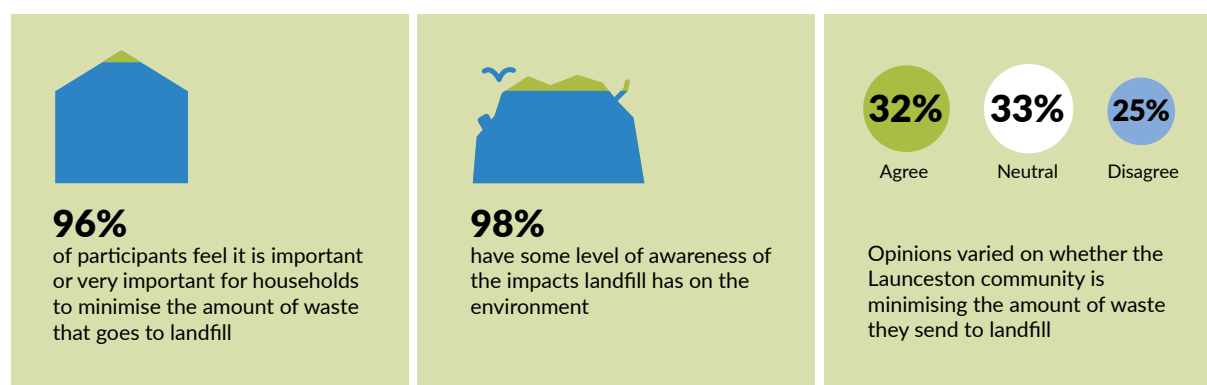
- **SMS**
for warning in emergency
- **social media updates**
for warning in emergency, flood and disaster preparedness information
- **mobile phone push notification**
flood and disaster preparedness information.



In the City of Launceston there are three bins available to residents FOGO (food organics and garden organics), general waste, and recycling. Council asked the community which bin was most important to them. Recycling was considered the most important bin (60 votes), followed by FOGO (28 votes) and then general waste (28 votes).

Participants were also asked about their understanding and experience of managing their waste effectively. The following provides summary of the results.

WITH REGARDS TO LANDFILL:



WITH REGARDS TO RECYCLING:



77%

of participants said they know where their waste goes and why it is or isn't recyclable



81%

of participants understood that recycling is an expense to the community



64%

would consider paying more, if needed, to keep recycling out of landfills while 20 per cent were unsure.



Almost **60 per cent** of participants think that kerbside recycling is used to make new products.

All participants think it is important that Council offers recycling services

Most participants (**43 per cent**) do not think that Council make money from recycling, however many are unsure (**35 per cent**).

WITH REGARDS TO HOUSEHOLD BEHAVIOURS:



Most participants (**79 per cent**) make decisions when purchasing products to reduce their waste that goes to landfill.



Most participants (**75 per cent**) find it easy to recycle at home, while the rest find it fairly easy.

When participants were for asked ideas on how to improve household recycling, the following key themes emerged:

Increased education and readily available resources

Larger recycling bins

Changing shopping habits

Increased education and resources to support education was the most dominant theme amongst the responses. Ideas included better labelling of recyclable and non-recyclable plastics, increased understanding of what to do with soft plastics, and providing regular up-to-date lists of what can and cannot be recycled.

A well designed city



A well designed city

A unique and
prosperous city

A mobile accessible city

A social, inclusive
and fair city

Engagement Summary, 2019



Overview

In 2018, the City of Launceston (Council) embarked on an 18-month program called Tomorrow Together. The program supports Council to engage with community and stakeholders on over 40 city-shaping and regionally significant projects.

Tomorrow Together is designed around six overarching themes. This report provides a summary of the conversations hosted as part of the second theme: A Well-Designed City. The engagement for this theme ran from 3 September to 31 October 2019.

Council hosted face-to-face events and used the online engagement platform Your Voice Your Launceston to explore with the community what it means for Launceston to be a Well-Designed City. This included identifying what people love about Launceston and how we can protect those values while planning for residential growth.

It also provided the opportunity for members of the community to meet Council officers and learn about the work Council is doing around building heights, heritage, residential growth, Smart City technology, and improving planning application processes.

This report provides a summary of participant comments and ideas gathered through the Well-Designed City engagement.

To learn more about the Tomorrow Together program visit yourvoiceyourlaunceston.com.au

Roll over this icon to reveal additional information.

How people participated



Online

219 people completed an online survey

308 mapped comments



Community pop-up

Two community pop-ups were delivered:

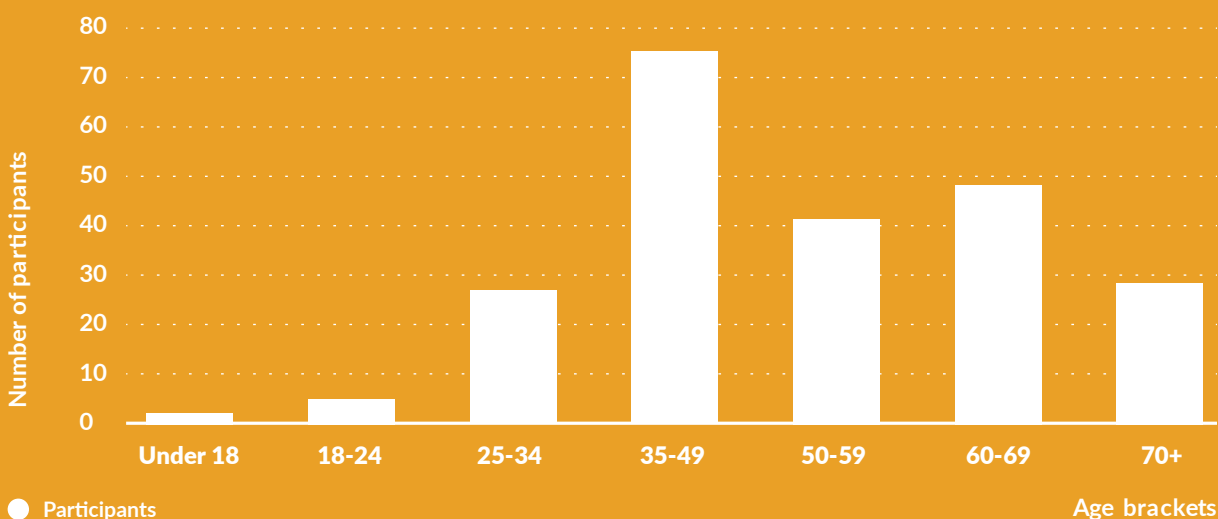
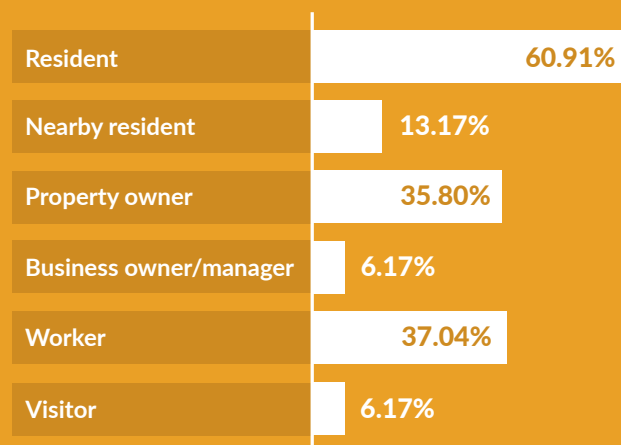
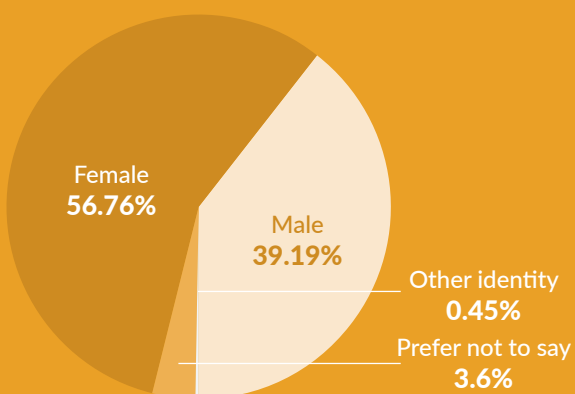
- 1 Harvest Market 31 August 2019
- 2 Mowbray Shopping Mall on 21 August 2019



Major event

179 people attended the Well-designed City community event held on Saturday 7 September 2019 at Seaport

Who participated



Resilient city

A well designed city

A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

A focused and sustainable council

Engagement findings

This section of the report contains a summary of the written responses provided during the Well-Designed City engagement. It includes information that was provided at the major event, community pop-ups and through online surveys. The summary shares overall feedback and common themes that were raised around:

- planning for a well-designed city
- what people love about Launceston
- the community's aspirations for the future of Launceston
- the planning application process
- how we manage growth
- becoming a Smart City
- the community's priorities for a well-designed city
- activation of public spaces.

“
87%
Felt that designing a liveable city should be the top priority for Council.
”

Planning for a Well-Designed City

Part of Council's role in city planning is to ensure the way we design the city provides affordable housing, locates housing where they have access to necessary services, education, transport and jobs, while preserving the character of our neighbourhoods and what people love about Launceston.

Participants shared their knowledge and views on urban planning in Launceston. As shown in Figure 1, most participants felt that designing a liveable city should be the top priority for Council (87%); and many also felt they understood Council's role in city planning and growth (67%).

In July 2019, Council adjusted their planning scheme to align with Tasmania-wide reforms. This impacted 7,500 residents in Launceston. Altogether, 42% of respondents were aware of this reform.

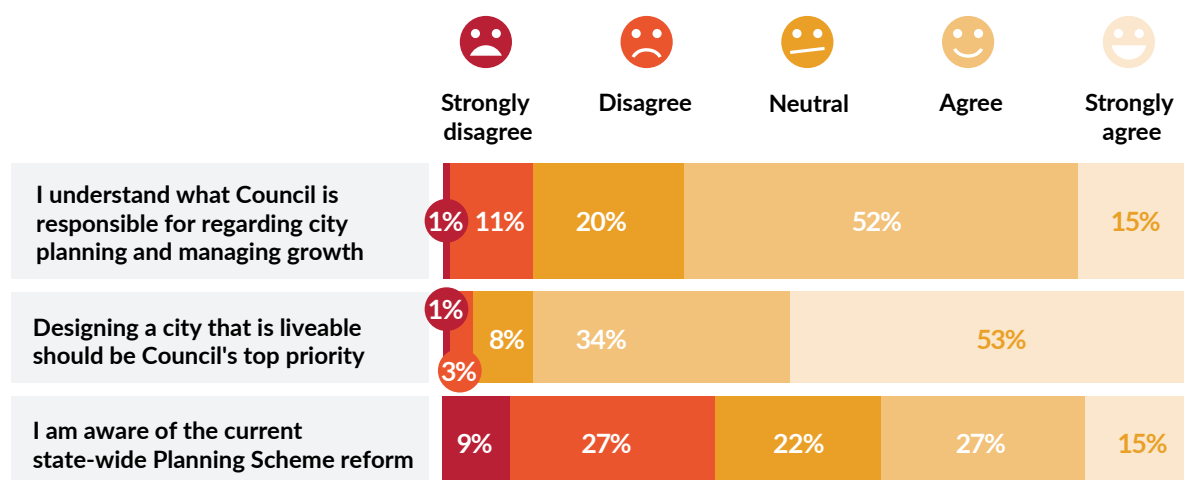


Figure 1:
Online survey participants level of agreement relating to planning in Launceston

What we love about Launceston

To understand the important values that need protecting when planning for a well-designed Launceston, Council asked participants to identify what they love about Launceston. Clear themes emerged in participant responses including accessibility, built form, the environment and the lifestyle. The overarching themes have been summarised below in order from most frequently mentioned to least frequently mentioned.

“

39%

said accessibility of Launceston was part of what they love about the city.

”

We are currently drafting an Access Framework and Action Plan. [Click here to provide feedback.](#)



- **Accessibility of the city** for work, services and recreation was consistently highlighted by participants as a strong aspect of what they love about Launceston. Many participants discussed loveable places and services in Launceston, as well as surrounding parks and natural landscapes as easily accessed by car, bike or by walking.
- Participants persistently expressed how they value having **beautiful and pristine natural environments** on the doorstep of Launceston, coupled with the excellent air quality.
- Participants indicated that access to **community events and high-quality parks and open spaces** means that there is always something to see and do where recreational spaces and activities are accessible to everyone.
- **Heritage buildings and the city's historical significance** as the third oldest settlement in Australia was highly valued by participants.
- Participants frequently noted the **'small-town' lifestyle** of Launceston as a unique quality that gives the city a slower pace and a calm and relaxing atmosphere.
- A **strong sense of community** and the friendly people contribute to a sense of inclusivity and belonging for people living in Launceston. Participants indicated that they feel the city is a safe place to live for individuals and families.
- Participants frequently noted that Launceston is enhanced by the **scale and design of the built form**, such as the attractive streetscapes and low building heights, as well as the cleanliness of the city.
- Participants sometimes indicated the **affordability** of Launceston as something that encourages people to live and stay in the city.

Most frequently mentioned



Least frequently mentioned

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A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

What do you love about where you live?

“

It's home! Friendly, Clean, Great facilities - we bat way above our average for a Regional City.

”

“

I love the beauty, the history and the community.

”

“

There are so many things to do here. We are so lucky to have so many amazing parks, the gorge which is free except for parking, we can attend events such as going to the AFL and Big Bash cricket.

”

“

The climate, pace of life, easy access to my workplace, fresh air, natural environment, the Gorge, access to facilities, great environment to bring up a family.

”

“

It's big enough to be interesting but small enough to feel like a real community.

”



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Aspirations for the future of Launceston

Council asked participants what their aspirations are for the future of Launceston. The most commonly mentioned words are captured in Figure 2 below. The words that were mentioned most are largest in size. As shown, many comments mentioned ideas about people, community, physical spaces, cleanliness and accessibility.

Participants had clear aspirations for the future of Launceston. They frequently advocated for maintaining and building on the strengths that make it the city they love already. Participants also identified new areas that could improve the city for future generations. The following provides a summary of the most commonly raised aspirations (in order of most frequently raised).



Figure 2:

Word cloud of the most commonly used words from participant responses on their aspirations for Launceston for future generations

“

A clean, sustainable and modern city we can be proud to call home.

”

Resilient city

A well designed city

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A sustainable and clean city that takes care of its green spaces:

Participants repeatedly envisioned a sustainable Launceston for future generations. Many participants discussed opportunities to make Launceston a leader in sustainability, striving for ambitious goals such as becoming carbon neutral, achieving zero waste, and transitioning to sustainable transport options. Participants regularly highlighted that Launceston should be a clean city, and one that preserves its greenery, natural landscapes, parks and open spaces.



A community that is welcoming, inclusive and safe:

Participants often envisioned a safe Launceston which retains its welcoming, 'small-town' community atmosphere. Some participants hoped to see a city that was fairer and gave equal opportunities to everyone in the community. Affordable housing was sometimes highlighted by participants, who advocated for more affordable housing options and programs for people to both combat homelessness and keep the city affordable for everyone.



A thriving, prosperous and affordable place to work and live:

Participants often imagined a city that encourages opportunities to develop, grow and progress, with new investments into jobs, high-quality and modern infrastructure and emphasis on improving essential services. Some participants cited a revitalised CBD as important for the future of the city. Participants understood that this requires a balanced approach, where heritage is celebrated and protected. Still, there is the flexibility to modernise and to continue to grow into a vibrant, prosperous and culturally active urban hub.



A unique city that has preserved and celebrates its heritage:

Participants frequently highlighted the importance of heritage to the future of Launceston. They envisioned a city that provides an interesting built environment which embraces its historical past and preserves it for future generations to benefit from the unique and important legacy of the city.



Improved transport and community services:

Participants often acknowledged the importance of the quality and accessibility of essential community services such as schools and healthcare services. They said this is integral to Launceston's future success. Participants regularly highlighted the need for improved transport infrastructure and services, such as cycling and walking paths, suggesting this would help Launceston be a more sustainable and accessible city.



Development was a topic of debate:

Participants were divided on what they thought the role development will play in the future of Launceston. Some participants asserted that encouraging development for the city, particularly the CBD, would bring more people to the city centre. Such development was perceived to create opportunities for a more vibrant city through increased activity, cultural experiences, and new job opportunities.

Other participants hoped Launceston would continue to embrace its small-town lifestyle, suggesting that the city should work to preserve this through a modest approach to development. Some participants argued for the retention of low height limits for any new developments and limited increases to residential density.

“

I want to leave a clean city, a city that is aware of its footprint and a city where everyone feels responsible for its future.

”

“

A bright, fun, lively city. A city that values art and music. A city that feels safe, and inclusive, where diversity is celebrated, and people have access to essential services. A city where people are happy and feel comfortable and love.

”

“

A safe city which is responsible and looks after all citizens from all walks of life and abilities. Has something for everyone to connect with. Looks after our environment - especially things like recycling. Keeps our lovely architecture and scenery, but still allows for development.

”



Resilient city

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The planning application process

Participants were asked if they had ever been involved in a development or building application and were invited to discuss what had helped and/or hindered this process for them. From 217 responses, 86 participants indicated that they had been involved in one of these processes. Participants described different experiences navigating these processes. Participants described both positive and negative experiences across a broad range of topics, including receiving advice, wait times, community involvement, cost and accessibility of information. The following summarises participant responses, organised by what helped and hindered their involvement in development or building application processes.

What helped:

- Ease of accessing advice from technical and planning staff around development applications during all stages of the process communicated in an accessible way
- accessibility of planning and building requirements online
- opportunity for community to have input into the strategic planning process develops knowledge and creates a sense of ownership over projects
- focus on safety in the development process.



What hindered:

- Lack of advice and support from Council to make amendments to applications to earn approval
- Difficulty in navigating bureaucracy and excessive permit requirements
- Lengthy application wait times, high fees and the perception of too much 'red tape' associated with simple developments
- Limited time for community to provide input and feedback on development applications, and perceptions that community objections are circumvented by developers highly experienced in the applications process.



How we manage growth

42%

of online survey participants were concerned about traffic and congestion

When discussing growth, participants often discussed the challenges and concerns around managing growth in a way that is appropriate for Launceston. A broad range of topics was raised, including the need for strategic planning, managing impacts on the environment, housing demand, protecting heritage and public infrastructure provision. The positive outcomes of growth were identified as the potential for more economic investment, job opportunities and increased vibrancy in activity centres.

The following summarises comments given about how growth might impact Launceston (in order of most frequently to least frequently raised).

Many participants suggested that **strategic planning and improvements to transport infrastructure** are essential to managing growth well. Participants regularly identified increased traffic and road congestion as a concern associated with growth.

The kanamaluka/Tamar River was identified as an important **environmental asset** that should be protected from further pollution that may occur as a result of growth. Proactive management of pollution was identified as critical to managing growth, including improved management of waste, car and truck pollutants and polluted water runoff.

Housing and how housing growth is managed was a key topic of discussion. Many participants were concerned about the effect growth would have on the demand for housing. Some participants were calling for affordable housing to be an area of focus when planning for future growth of Launceston.

Some participants discussed the **location of future residential growth**. There was some concern raised around the loss of environmental assets and biodiversity as a result of new greenfield developments. Some participants discussed the need for higher density development within existing urban areas to limit the spread of urban development, while also reducing reliance on cars. There was some contention around increasing density in existing urban areas. **Heritage** is highly valued by the Launceston community, and there was concern expressed around losing heritage as a result of increased development. Some participants discussed placing strong emphasis on creating satellite towns around Launceston to reduce development pressure on the city centre.

Close **management of essential infrastructure** (such as water, drainage and sewage) as Launceston grows was discussed by some participants. Comments discussed the need for regular upgrades and increased capacities of infrastructure as required to support growth.

“ There is the risk of losing our character and our natural environments. This needs to be protected. ”

“ Hopefully positively if the growth is controlled and well planned. Growth is important providing we can maintain the elements of Launceston that make it a good city. ”

Resilient city

A well designed city

A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

A 'Smart City'

68% of participants were excited about the future possibilities of a Smarter City

Part of this theme was educating the community on some of the ways Council is working to become a Smart City using new and innovative technologies. Participants were asked to provide their observations on how Council is using technological advances to become a smarter city. It was observed through the face-to-face events that for many community members the 'smart city' concept is still a relatively new concept. People were interested to learn about what Council has been working on but prior to the engagement were not necessarily aware of what Council has been working on. Majority of participants indicated that they were excited about the future possibilities of a smarter city.

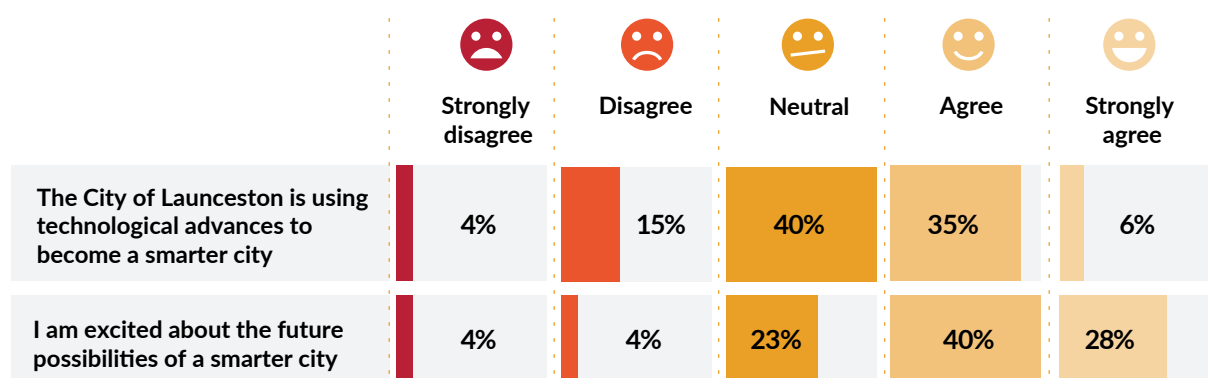


Figure 4:
Participants level of agreement relating to Launceston as a smart city (n=235)

We asked participants what a smart city meant to them. Participants described broad smart city concepts, including:

- enhancing efficiency and safety
- transitioning to a sustainable future
- improving service delivery and infrastructure
- gathering information to inform better decision making
- building on the capacity of essential service providers to better respond to challenges in the future.

Other participants reflected on what they thought a smart city could do to improve performance across key areas (such as planning, sustainability, service provision and innovation) and leverage technology to improve people's daily lives.

- The following points provide a summary of the opportunities and challenges identified through the engagement.

Opportunities

- ✓ Improved efficiency in resource usage, such as water and electricity
- ✓ More efficient and effective despatch of emergency services and improved response times
- ✓ Improved capacity to work towards the goal of a more sustainable and greener Launceston, using technologies to reduce reliance on fossil fuels

- ✓ Use of technology to improve traffic management and create greater efficiencies when moving around the city, such as programmed traffic lights

- ✓ General comments about improved lifestyle for residents and visitors

Challenges

- ✗ Some participants were apprehensive about the implications of increased public surveillance, suggesting that Launceston's use of a smart city approach should be informed by shared goals and aspirations for how to improve the city, not merely to keep tabs on citizens
- ✗ Some participants indicated that they did not fully understand the concept of a smart city enough to comment or were unsure of how a smart city approach could improve Launceston.

The community's priorities for a well-designed city

Participants were presented with seven essential elements of a well-designed city and asked to identify what they felt were the top two priorities. Trees and green space, and heritage were identified as the two highest priorities (see Figure 5). Each option attracted varying levels of support, but all were acknowledged as important and many of these elements were further reflected on by participants when describing what they love about Launceston and would like to see in the future.

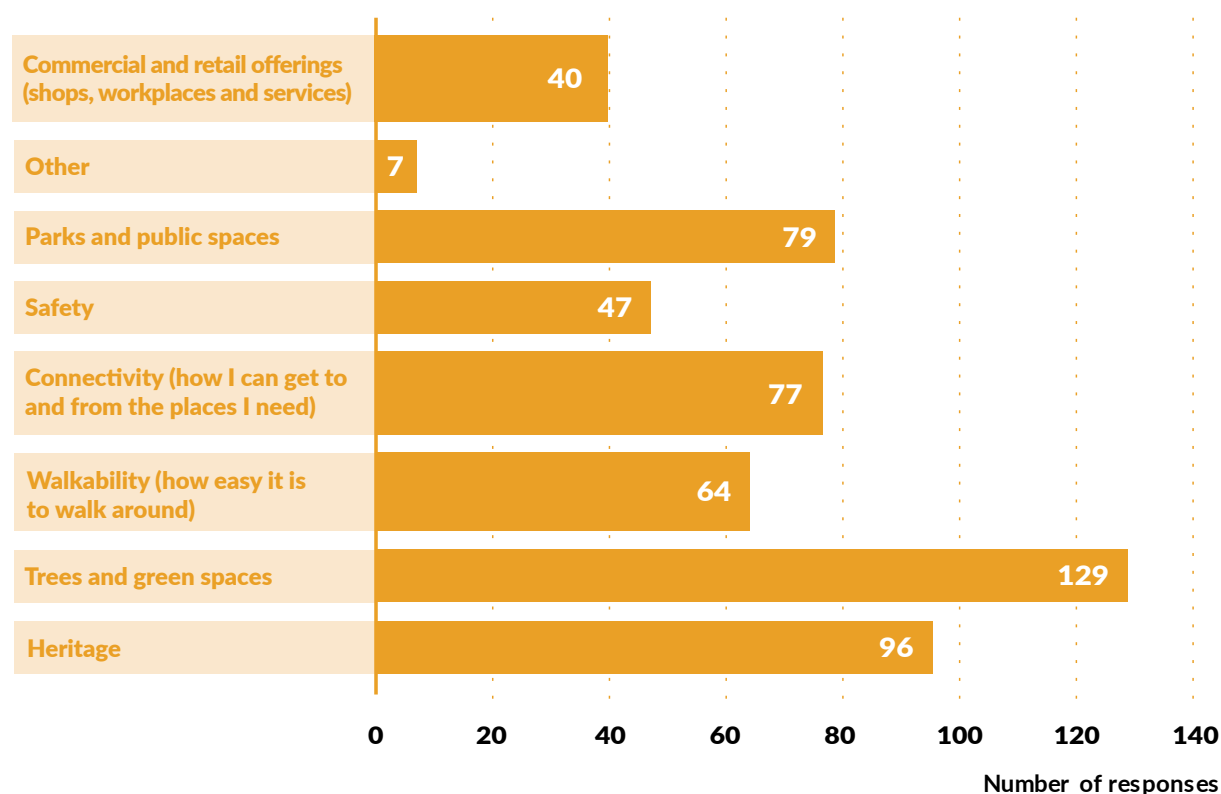


Figure 5:

Combined online and face-to-face participants' priorities for a well-designed city (529 responses)

Resilient city

A well designed city

A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

Activating our public spaces

Recognising that public spaces are critical to the success of a well-designed city, participants were asked to provide ideas for activating public spaces in Launceston. The following ideas were shared.

- Public sculptures
- Sporting facilities, such as basketball and soccer facilities
- Recognition of Aboriginal culture through Aboriginal public art and cultural installations
- Dog parks
- Bike lanes and footpaths
- Fewer empty shops in the CBD to increase activity and vibrancy
- Public water guns
- Urban greening, such as urban farms, laneway greening and rooftop gardens
- Food vans.

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A unique and
prosperous city

A mobile accessible city

A social, inclusive
and fair city

A unique and prosperous city



A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

Engagement Summary, 2019



Overview

In 2018, the City of Launceston embarked on an 18-month program called Tomorrow Together. The program supports Council to engage with community and stakeholders on over 40 city-shaping and regionally significant projects.

Tomorrow Together is designed around six overarching themes. This report provides a summary of the conversations hosted as part of the third theme: 'A Unique and Prosperous City'. This theme sought to understand not only the quantifiable aspects of a healthy economy for Launceston but the implications of this on the community, shown by qualities such as work opportunities, a vibrant city, diverse population, and creative and innovative solutions.

The engagement sought to bring the community together to learn about and discuss economic prosperity in Launceston, and for the community to learn more about what Council and its partners are doing to support the city to become more prosperous.

This report provides a summary of participants' comments and ideas gathered through the Unique and Prosperous City Engagement.

To learn more about the Tomorrow Together program visit yourvoicemyourlaunceston.com.au



Roll over this icon to reveal details about how your feedback will be used.

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A well designed city

A unique and prosperous city

A mobile accessible city

A social, inclusive and fair city

How people participated

Between the 18 November and 28 November 2019, the City of Launceston hosted five evening talks between 7-9pm at Macquarie House. They covered the following topics:



- 1 What does a University City look like?
– Professor Dom Geraghty (UTAS) (18 November)
<https://www.youtube.com/watch?v=7a4HQprjxC0&feature=youtu.be>
- 2 Talking Prosperity in our City – Bruce Williams (19 November)
<https://www.youtube.com/watch?v=Z1h1mVVYC8A&feature=youtu.be>
- 3 Population Growth - has the government lost the plot?
– Bruce Williams (25 November)
<https://www.youtube.com/watch?v=FIEWqJwLhwY&feature=youtu.be>
- 4 The kanamaluka/Tamar- where to from here?
– Kathryn Pugh (26 November)
<https://www.youtube.com/watch?v=3fEWcJ6oAzs&feature=youtu.be>
- 5 Place DNA- what makes Launceston, Launceston?
– Tracey Mallett (28 November)
<https://www.youtube.com/watch?v=QzXzDlhNlpg&feature=youtu.be>

A highlight reel of the evening talks is also available for viewing here <https://youtu.be/6tQkHg2QjTM>

An online survey was also hosted on Your Voice. Your Launceston. between 13 November and 17 December 2019.



Online

136

people completed an online survey



Evening Talks

Over 130

people attended a talk at Macquarie House between 13 November and 17 December

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A mobile accessible city

A social, inclusive and fair city

A focused and sustainable council

Engagement Findings

The following summary of the engagement findings shares overall feedback and common themes that were raised around:

- the lived experiences of living and working in Launceston
- the community's level of comfort with current population and economic trends, including:
 - overall rate of growth
 - population and migration trends
 - trends in employment opportunities
- growing Launceston's population, business and industry in the future.

“ **70%** of participants have found it difficult to find a job they want in Launceston, or know somebody else who has. ”

The lived experiences of living and working in Launceston

Learning about the lived experiences of people in Launceston helps Council understand some of the challenges and opportunities in driving Launceston to be a unique and prosperous city. Participants were asked to share their lived experience in relation to cost of living, ability to find employment, housing affordability, and the general opportunities available in Launceston. These questions helped socialise ideas relating to the economy and how the overall performance of the economy can impact on people's everyday lives.

As shown in Figure 1, many participants have found it difficult, or know somebody who has found it difficult to find a job they want in Launceston (70%). There were similarly high rates of people who find it difficult, or know somebody who finds it difficult, to both live on their current income or afford a home (60% and 61% respectively). In terms of access to opportunities, the experiences were varied.

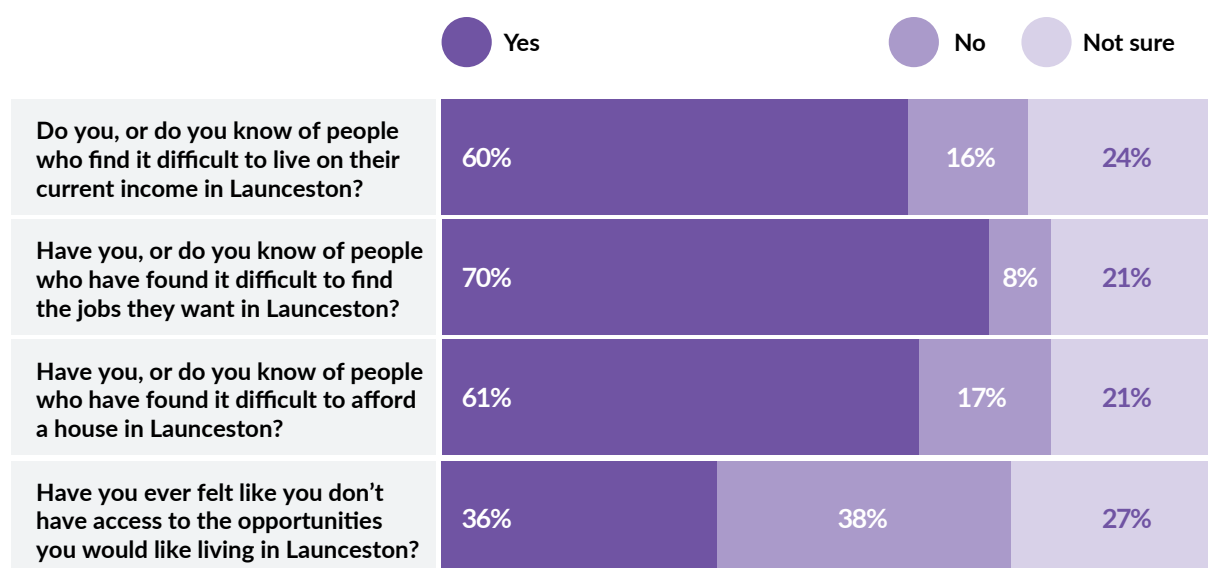


Figure 1:
Participants' experience of living and working in Launceston (n=114)



49%

are uncomfortable that Launceston's population and economy has grown very little over the past decade

The community's comfort with current population and economic trends

Participants were presented with the fact that right now in Launceston, there is very low population growth and a net loss of working-age people with young families. There are high levels of socio-economic disadvantage, poor economic performance regarding competitiveness, productivity, and new enterprise performance.

It was also shared with the public that the population is too small to sustain diverse and interesting industries and create jobs, so Launceston is struggling to keep and attract people. Just to maintain the current economy, the region needs to grow by 10,000 people by 2031. To be attractive to new investment, the city needs to grow even more than that.

After being presented with these facts, participants were asked to indicate their level of comfort in relation to a number of these important economic elements: overall rate of growth; population changes; and business and industry trends.

Overall rate of growth

Almost half of participants were very uncomfortable or uncomfortable (49%) with the knowledge that Launceston's population and economy has grown very little.

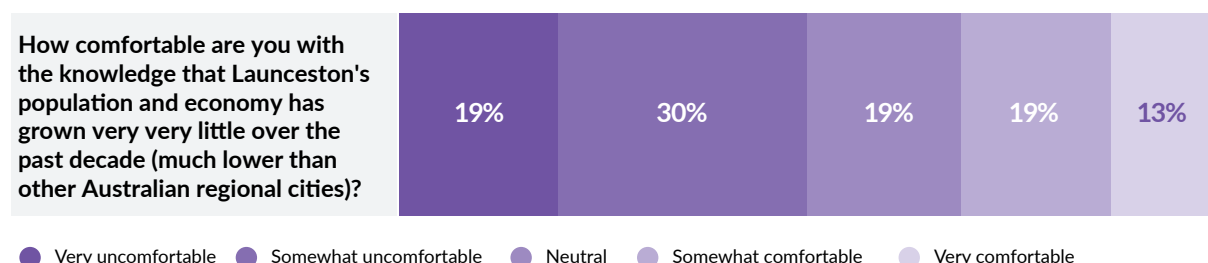


Figure 2:

Participant level of comfort with overall rate of growth (n=135)

Those that expressed discomfort were mostly concerned about the impact of these trends on liveability and employment opportunities in Launceston. The following points provide a summary of the concerns people raised:

- Launceston is not economically competitive which impacts both the attraction and retention of people.
- There are few job opportunities and wages are not competitive when compared to other cities.
- Young people often move away from home at the end of their schooling to seek other opportunities that Launceston cannot offer.
- There is a skills shortage that requires employers to spend additional resources on upskilling new employees at a cost to their businesses.

- Thriving businesses are required for good essential services, such as healthcare.

Of those participants that expressed comfort with this knowledge (32%) the following points provide a summary of their explanations:

- Not everyone supports population growth and economic growth. Some attributed growth to increased pressure on housing affordability, traffic, the environment, infrastructure and services.
- Limiting population growth supports retention of the current built form, heritage and the environment which in turn supports tourism.
- There is some concern that economic growth will compromise the 'small town feel' and uniqueness of areas.
- Slower economic growth provides an opportunity for more strategic consideration of how growth in Launceston should occur.

“

Communities with a measured inflow of new people, blood and ideas are happier, healthier than those in decline.

”

“

Because we risk becoming 'less than' we won't be able to retain nor attract new investors or even the services like health and education we need.

”

“

Tasmania in general is one of the few places that has not suffered from over population/ lack of infrastructure problems. Chasing only economics and profit at the expense of liveability and environment is a fools game.

”

“

Because although that means less jobs and wealth, it is what allows Launie to remain pleasant to live in. You have to go to Hobart just once to note the traffic issues and unaffordable housing they have. Also, to attract people for people, without worrying about maintaining a cultural balance might take away the city's community feel.

”

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Population and migration trends

Altogether, 71% of participants were very uncomfortable or uncomfortable with the knowledge that Launceston's population is aging at one of the fastest rates in Australia (faster than other Australian regional cities) and that they have a net loss of young families who migrate from the City (nearly 500 people in the past five years).

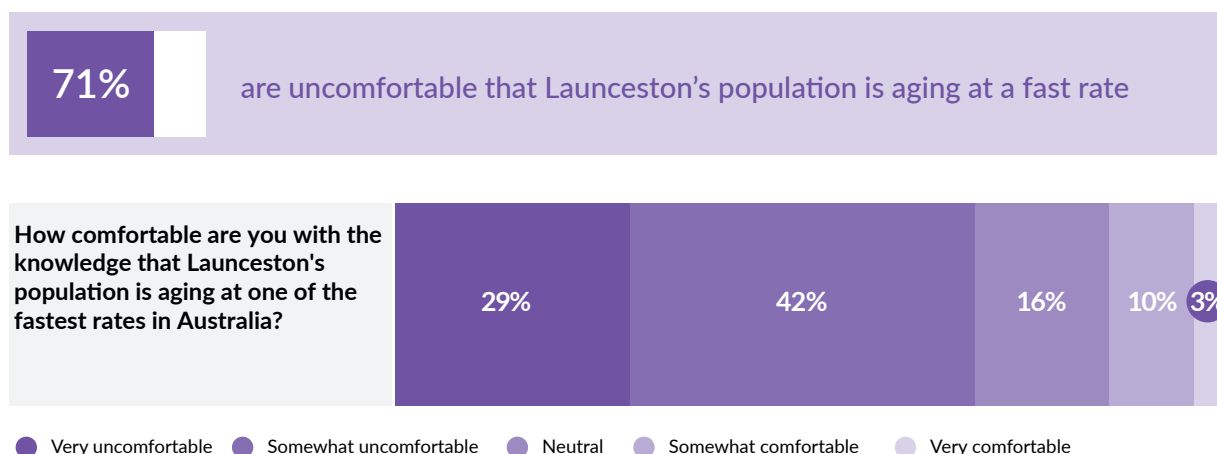


Figure 3:
Participant level of comfort with ageing population (n=136)

For those participants that are uncomfortable, concerns largely related to the pressures that an aging population puts on healthcare and social services and reduced investment in education. They also recognised that a younger working population is required to sustain and grow the economy and work in these service areas.

Many of the challenges were about retaining young people in Launceston. Participants communicated that young people need a reason to return to Launceston as young people 'energise the city', bringing diversity and new ideas.

Very few people (13%) were comfortable (or very comfortable) with the ageing population. Of those participants, some reflected on how valuable older people are to the economy through part-time work, teaching younger generations, and their financial independence. Some participants also viewed this trend as inevitable as people are now living longer.

“ Who will be left?
A dying population
plus a dying
community. ”

“ I don't think age is an issue. Provide opportunities for
everyone to be involved, employed and contribute,
not just a certain age group. No one's ever too old to
contribute, if given an opportunity. ”

Participants were asked to describe the changes that could be made to keep younger, skilled people living in Launceston. The themes that emerged through the participants responses have been summarised below.



Improve adult and tertiary education.

Suggestions included increasing opportunities for skill-development through both the University of Tasmania, local TAFE providers, and less formal programs such as adult community education and mentoring or cadetships. Participants discussed the need to focus training on current industry needs, and emerging industry. They said it is important to provide training to newly arrived migrants to fill gaps where there are skills shortages.



Provide more employment opportunities that are competitive with Hobart and the mainland.

Under this theme ideas included working with multi-national companies who would like to grow their regional offices; growing the mix of industries; tax reforms to support business to adopt new technologies; and funding universal basic income (where the government guarantees a minimum income for everyone).



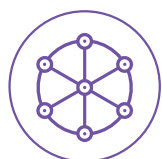
Improve services and infrastructure and the overall liveability of Launceston.

This theme included improving public transport services and connectivity, mitigating the impacts of traffic congestion, and delivering fast internet.



Activate and revitalise the CBD.

Participants discussed providing more residential living within the CBD; and hosting more cultural activities and 'things to do' such as street festivals, markets, nightlife, retail and leisure activities in the centre of town.



Deliver better social and community supports.

This included greater support for low income families such as housing and affordable education; more places for young people; greater tolerance and acceptance of cultural diversity; and involving young people in decision-making and community-led initiatives.



Greater support to help small to medium business thrive.

The kinds of support participants identified included providing grants, programs and incentives, particularly for the arts sector and entrepreneurship. Reducing 'red tape' and costs to attain permits, licences and other approvals from Council was also identified.

Some participants also felt that the challenges cannot be overcome because young people will always want to travel, particularly when presented with the opportunities that Hobart and mainland Australia can offer.

“

Stronger university offering at UTAS and/or more distance-based courses from other unis.

”

“

We need to find out what they want and to do and make available opportunities to make this happen. It will require funding and grants.

”

“

We can never compete with Hobart and the mainland because there will always be more opportunities there.

”

“

Meaningful work, entrepreneurship, social inclusiveness and fairness.

”



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and fair city

Trends in employment opportunities

Participants were generally uncomfortable or very uncomfortable (72%) with the knowledge that Launceston City has lost over 1,525 jobs in total (1,309 of which were manufacturing jobs) over the past decade. Participants were concerned about how access to employment impacts on the welfare and health of people. Concern about the historical reliance on manufacturing was shared along with the need for Launceston to become more resilient to industry changes by supporting more diverse industries.

72%

of participants are uncomfortable about Launceston's job loss in the past decade.

"Unemployment has a carry-on effect to lots of other businesses and causes mental health and social problems"

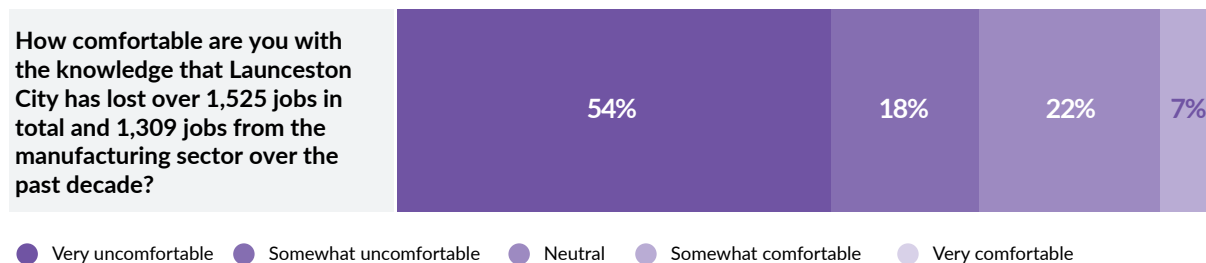


Figure 4:

Participant level of comfort with job loss in manufacturing (n=136)

Of those who were neutral or somewhat comfortable with the loss of jobs in manufacturing, some participants recognised it as national trend and that it cannot be helped because of international competition. Other comments suggested confidence that Launceston can transition its economy into new industries. No participants were very comfortable with this job loss.

"It gives me anxiety on whether I can find a job in Launceston after my degree in the future."

"This is representative of national and international changes and we need to be thinking of NEW industries and way of creating jobs."

"Unskilled labour job losses contributes to an ever growing class of people living well below the poverty line."

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To support greater employment opportunities participants were also asked to share their thoughts on how we can make Launceston more attractive to new businesses and industries. Clear themes emerged in participant responses. These themes have been summarised below.

- **Incentivise and support investment to attract new businesses and industries.**
Ideas under this theme included providing rebates and subsidies, mentoring and sponsorship for start-ups; and streamlining planning processes by reducing red tape.
- **Focus on attracting targeted industries and quality businesses.**
Ideas included diversifying industries, targeting businesses that produce quality products and have different operating models such as flexible working arrangements.
- **Encourage large multinational businesses to open regional offices.**
- **Promote both the Launceston lifestyle and the workforce.**
This included promoting low commute times, recreation opportunities and the environment, and an intelligent and innovative workforce.
- **Test different approaches and look at other places that have experienced something similar.**
This included looking at places such as Hobart and Newcastle to understand responses that are right for a Launceston context.
- **Have a strategic and long-term approach at all levels of government.**
- **Improve services and public spaces.**
This included improving public transport, public safety at night-time, a fast and secure internet service and activation of the CBD.
- **Improve the health, community services, arts and education sectors.**
This theme was further discussed in relation to providing confidence to business on the skill level of potential employees, and to tailor education to industry need.

“ Reduced start-up rates, mentors to guide them through the process, lift up the profile of the ‘Innovation Hub’, Enterprise in Macquarie House. ”

“ Have a one-stop business facilitation hub to aid the process of understanding state and local regulations, licenses etc and other resources to help people see what a great place it is to live and work here. ”

“ We need to focus on quality products, we are too small and isolated to win on lowest price/quantity. Need to upskill and promote new ideas. Need to try and diversify the workforce, as can be seen most of the job losses are from one area. ”

“ Government handouts & incentives, Training provider assistance with tailoring courses to their specific needs. The current myriad of job agencies appears to be assisting very few individuals and no employers. ”

Growing Launceston's population, business and industry in the future

Participants were also asked to share what makes them nervous or excited about growing Launceston's population, business and industry in the future. Altogether, 113 people provided comments.

"I am nervous that growth for its own sake will change our pretty little city into a bland, crowded, unpleasant place."

"(I'm) not very excited about growth, but I see it as a necessary evil to some extent. I just wish there was a way of doing it without losing quality of life and 'easy-goingness'."

There was an array of reasons that participants felt nervous about growth. A large source of nervousness stemmed from fears of losing the 'small town' charm of Launceston, including changes to heritage buildings and the active, sustainable and 'easy' lifestyle. Participants were also nervous about increased pressure on existing public infrastructure (roads, parking, sewage systems, public transport and health services) from population growth. This included fears about losing open space because of residential development and the flow-on environmental impacts of increased housing supply. Several participants raised concern about community and the environment such as economic benefits not being shared evenly across the community, the cost of living rising and human vulnerability to natural hazards increasing.

There was some nervousness expressed about attracting the wrong industries and losing local businesses (especially retail). There were also comments about how growth may impact the workforce such as casualisation of work, and whether community skills can match new industry jobs' needs.

Several people said they felt nervous about the political leadership required to facilitate the right kind of growth in relation to where growth should occur and what industries to attract. Some also said they were nervous about a lack of political appetite (local, state and Federal) to enable growth, change, and investment in regional areas.

There were many reasons that participants were excited about economic and population growth in Launceston. Some people were excited about new opportunities for an environmentally focused and sustainable business industry in the city. Some people were also excited by the prospect of a more diverse business industry that capitalises on (and improves) the unique brand of Launceston. Others were excited about greater opportunities to invest in creative and arts-related industries, having more local opportunities and events.

Some participants discussed the positive impact growing the economy and population can have on people and community. These positive impacts included better living standards for more people, and more networking and skills-sharing potential. There were some comments that reflected optimism that growth will create reasons for young people and families to remain in town.

"We have an opportunity to create a city that is sustainable and supports a creative community and be a place that provides a city for positive thinking."

"Launceston is a nice tourist destination, but our real value lies in our community. I am excited to embrace new ways to come together, to support each other, to make our lives better and not only leave a positive legacy, but also to work with the next generation. With our natural resources and our increasingly diverse cultural and education backgrounds, we can reimagine a better world in our own backyard."

A mobile accessible city



A mobile accessible city

A social, inclusive
and fair city

Summary



Engagement overview

In 2018, the City of Launceston (Council) embarked on an 18-month program called Tomorrow Together. The program supports Council to engage with community and stakeholders on over 40 city-shaping and regionally significant projects.

Tomorrow Together is designed around six overarching themes. This report provides a summary of the conversations hosted as part of the fourth theme - A Mobile and Accessible City. The engagement activities were designed to understand how people currently move around the city and the community's ideas and aspirations for how Launceston can be a more mobile and accessible city. This engagement focused on key topics including active and public transport, safety, parking, freight and street design.

Between December-2019 and March-2020 the community were provided with the opportunity to have their say both online and through face-to-face engagement activities.

Council, in collaboration with the Department of State Growth and the University of Tasmania, hosted the 'Open Streets' major event on Saturday 7 December 2019 in the Launceston CBD. This event was aligned with the annual Lions Club Christmas Parade, with a section of St John Street (between York Street and Paterson Street) and The Avenue closed, to traffic to allow the public to enjoy a pedestrian-only street experience in the centre of Launceston. The event brought in people from across Launceston and provided the opportunity for the public to have their say on the topic through fun and interactive activities. The event also gave the community access to information and representatives from Council's City Development team and the city's bus network operator MetroTas.

The community was also given the opportunity to have their say online through the 'Your Voice Your Launceston' online engagement platform. This platform included the opportunity to engage through a survey and mapping tool. The mapping tool allowed members of the community to map their experiences of travelling around Launceston as well as provide ideas for making Launceston a mobile and accessible city.

This report provides a summary of participant comments and ideas gathered through the engagement.

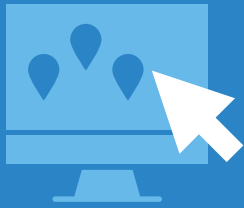


Roll over this icon to reveal details about how your feedback will be used.



CityDeal = The Launceston City Deal is a 10-year commitment between all three levels of government to unlock public and private sector investment in infrastructure, drive jobs and economic growth and position Launceston as one of Australia's most liveable regional cities.

How people participated



Online

Around 120 people shared their thoughts online by either completing a survey or dropping a pin on an interactive map to share their experiences.



Open Streets

Hundreds attended the 'Open Streets' major event on the 7 December 2019 in the Launceston CBD held as part of the Christmas Parade. Participants were able to choose which, and how many engagement activities they completed.

Who participated?

The following graph illustrates the age break down of who participated along side the age break down of the City of Launceston's population.

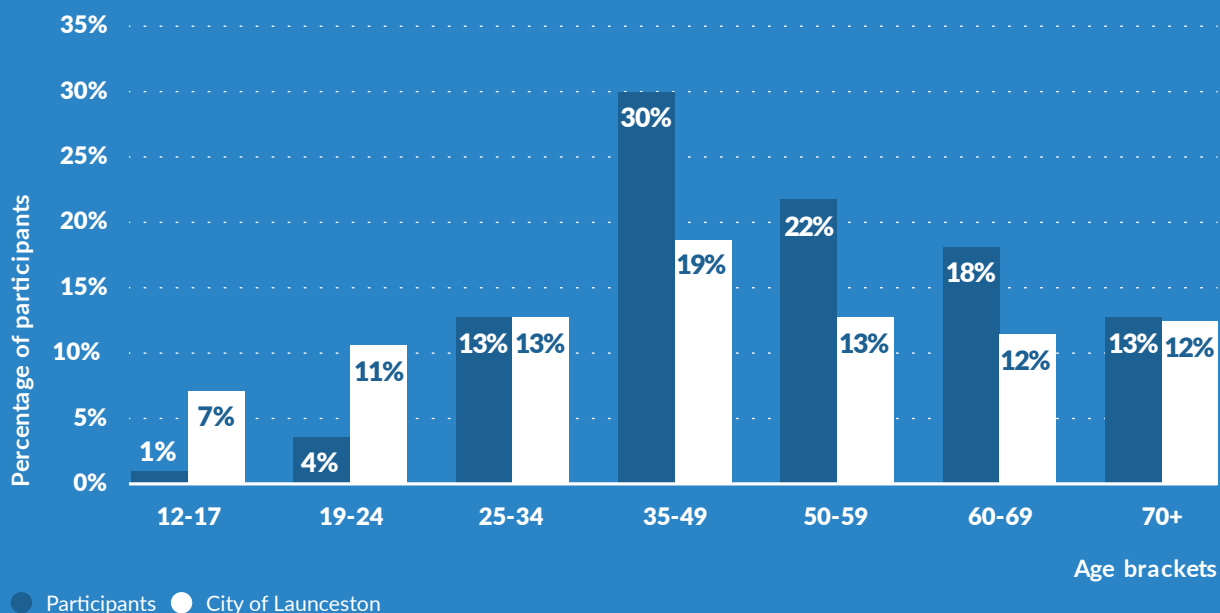


Figure 1:

Percentage of participants per age bracket compared to the age break down for the City of Launceston

Modes of transport

Participants were asked to indicate how frequently they use five common forms of transport (car, bike, walking, bus and taxi/Uber) to move around Launceston. Participants let us know whether they use each form of transport daily, weekly, monthly, yearly or never. Participants were then asked to identify what their preferred mode of transport was and how their transport options could be improved in Launceston.

Current practice

The City of Launceston Greater Transport plan shows that most people living in the City of Launceston are reliant on cars. This trend was further evidenced in the engagement where most participants indicated that they use a car daily to get around. Walking was the next most commonly identified mode, followed by bike, bus and then taxi/Uber.



Walking

Participants frequently walk in Launceston, with 79% of participants indicating they walk daily or weekly to move around the City.



Car

76% participants indicated that they use a car daily to get around.



Metro Bus

72% of participants indicated they never use the bus or use it at most once a year.



Cycling

42% of participants never ride a bike, with the remaining participant responses evenly distributed across the other frequency options.



Uber or taxi

There is a low frequency of usage of taxis and Ubers, with 69% of participants using a taxi or Uber yearly or not at all.

Preferred modes of transport

To understand participant transport preferences, online survey participants were asked to prioritise their preferred methods of getting around in an ideal world, where 1 was their most preferred mode and 5 their least preferred mode. The results showed that for many participants walking is a strong preference as either first or second choice for transport. Driving a car also received high number of first priority votes and cycling received a relatively even spread of votes across the levels of priority.

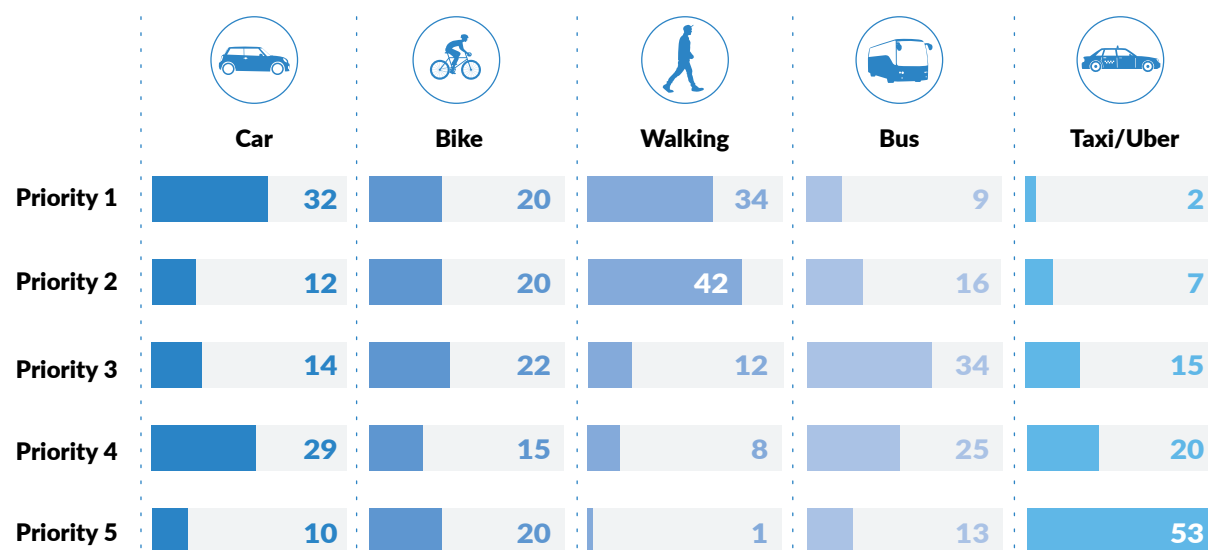


Figure 2:
Participants preferred modes of transport

Improving Active Transport

In Launceston many people choose travelling by car as their regular form of transport when moving around the city. However, we know that encouraging people to shift away from an overreliance on cars to active transport options can have positive impacts. If we choose more active forms of transport, such as cycling, walking and taking public transport, human health, road safety, air quality, the natural environment and the overall liveability of the city can be improved. Council is committed to promoting and enabling active transport in the city.

Online and face-to-face participants were invited to provide their ideas about what would help them choose to participate in active forms of transport. Participants were asked what would help them, their family and their friends to choose to walk and cycling more often.

Ideas and feedback to encourage more people to walk

Better accessibility

- Ensure well maintained footpaths, particularly with a focus on creating even, consistent surfaces to improve accessibility for people with a disability or those who use a wheelchair or walking aid.
- Participants indicated that an improved bus service would help enable them to choose to walk more often.
- The hilliness of Launceston was sometimes mentioned by participants as a barrier to walking.

Urban design improvements to enhance the walking experience

- More trees to provide shade and weather protection.
- Shorter wait times at well-used pedestrian crossings with longer crossing times.
- Better connected walking paths and trails with improved signage and wayfinding to help people identify walking tracks.
- Signage displaying estimated walking travel times to key destinations.

Infrastructure upgrades and maintenance

- More covered areas along high-traffic walking routes to provide protection from the weather.
- More dedicated and connected walking paths and trails separated from car traffic.
- De-cluttered footpaths to maximise footpath space for walking.

Other ideas

- Some participants mentioned providing more inclusive public spaces for dog owners, such as off-leash time periods in parks and dog-zones would encourage people to walk with their dogs more regularly



49%
said that improved cycling infrastructure, such as dedicated cycling paths and lanes, would help them choose to cycle more.



Safe bike storage and end of trip facilities at work. More supportive culture of cycling in the community.



Ideas and feedback to encourage more people to ride a bike

- Dedicated cycling paths separate from roads.
- Bike lanes separating cyclists from other traffic on existing roads.
- Focus on creating well-connected cycling corridors and networks to provide whole of journey cycling routes.
- Incentives to cycle and promotional activities, such as cycle to work or school programs.
- Better education and driver awareness promoting safe behaviours focused around sharing the road with cyclists.
- Making bike helmets optional.
- End of trip facilities (such as bike racks, bike lockups and work shower facilities).
- Less traffic and lower speed limits to create a friendlier road environment for cycling.
- Charging stations for new active transport technology such as e-bikes and e-scooters.

Nearly all participants that selected cycling as their preferred method of getting around in an ideal world indicated that better cycling infrastructure, such as dedicated bike lanes, was important to helping them choose to cycle more often.

Some participants stated that there were barriers such as age, physical fitness, mobility and the number of steep hills in Launceston which prevent them from cycling more often.

Improving Public Transport

Public transport is an important component of moving people around in a modern city, helping to ensure transport accessibility and relieve congestion. In Launceston, the public transport system is the bus service. Participants were asked to rate the quality of the bus service in Launceston on a 5-point Likert scale, from 1-unsatisfactory to 5-excellent.

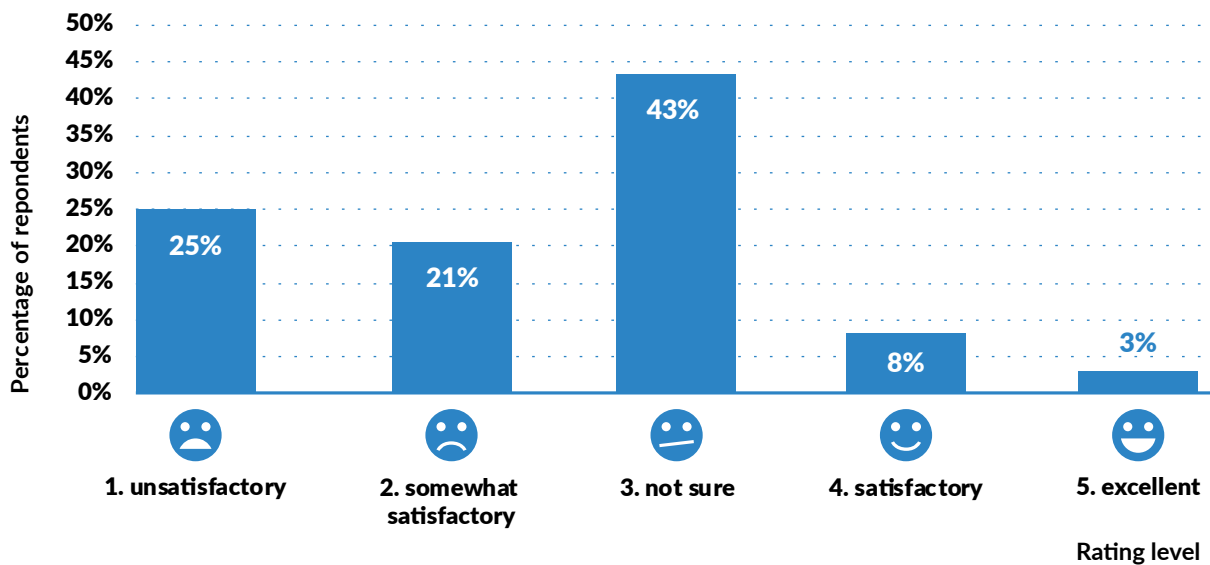


Figure 3:
Participant ratings of the quality of the Launceston bus service (n=97)

A total of 46% of participants gave the quality of the bus service a low rating, indicating that it is either unsatisfactory or somewhat satisfactory. Many (43%) participants indicated that they were not sure because they do not use the bus service. A total of 11% of participants gave the bus service an excellent or satisfactory rating.

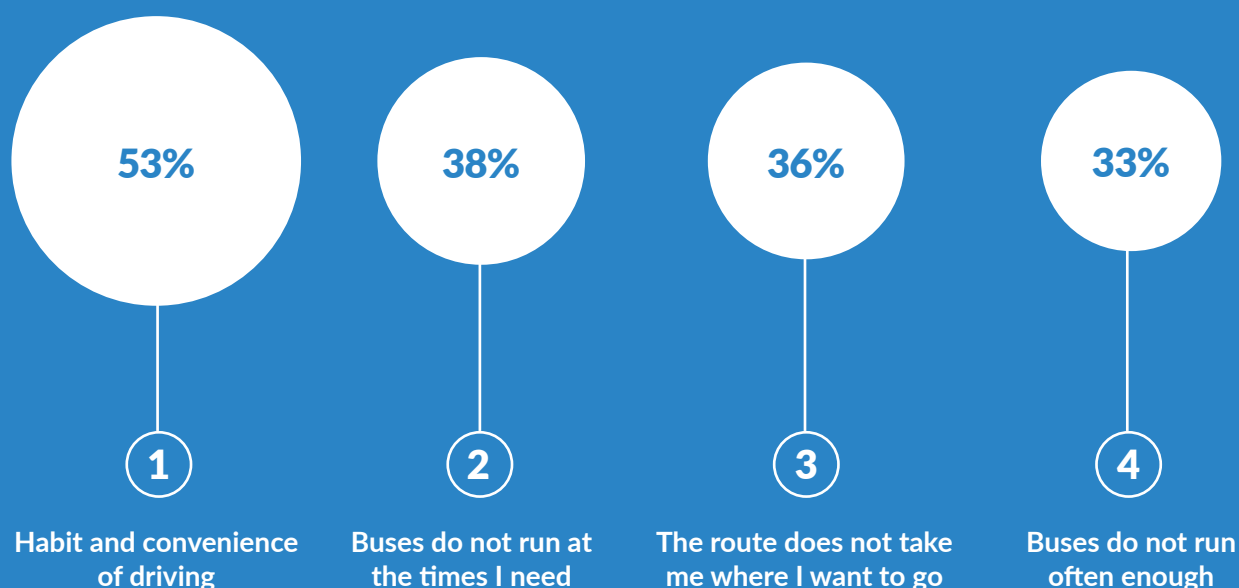


Participants were invited to select the reason/s that they do not use the bus service as often as they might like. Participants were presented with 13 options as well as 'other' where they could specify their own reason. Participants could select as many as were relevant to them. Below are the options provided to participants:

- Habit and the convenience of driving
- Service is unreliable e.g. runs late or is cancelled regularly
- Buses do not run often enough
- Buses do not run at the times I need
- It takes too long
- It's crowded
- I am concerned about the spread of germs
- It is too expensive
- The route does not take me where I need to go
- I don't feel safe on the bus or at the bus stop
- Buses don't meet my accessibility requirements
- I can't take my bike on the bus
- I don't know how to take the bus, where it goes, or how to pay
- Other

Participants' top 4 reasons they do not use the bus network as often as they would like (or at all):

Percentage of participants



Participants most commonly selected reasons that were focused around driving as the most convenient option in Launceston and the type of transport already a part of their daily schedule, and the options relating to shortcomings in the frequency and availability of the bus network.

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Participants provided ideas and suggestions on ways Launceston's bus service could be improved, including:

Improved frequency –

frequency of buses was the most common area of improvement identified by participants, with many suggesting increased frequency could allow the service to better fit into their day-to-day activities and scheduling.

Improved accessibility –

participants suggested the need to improve the accessibility of buses, particularly for people who use a wheelchair or need to move around with a pram.

Wider network coverage –

having a bus route and bus stop that is close to home was often mentioned by participants as an important factor in encouraging a higher rate of use.

More affordable –

participants sometimes indicated that cost was a barrier to using the bus, indicating that using a car was often the cheaper option compared to a bus ticket.

More sustainable and appropriate bus fleet –

participants often mentioned that Launceston would be better serviced by a bus fleet with more compact vehicles appropriate for the urban environment of Launceston and the usage and demand for the service. Participants sometimes mentioned that exhaust fumes from buses were a negative impact on Launceston, particularly in built up areas of the city.

Improve and maintain quality –

some participants indicated that the overall quality of the bus service had decreased over time which has meant their use of the bus service in Launceston had lapsed.

Twelve new Metro buses came into action in January 2020, which makes all Launceston buses accessible

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Safety

Council is committed to making sure all transport options are safe. Safe System thinking requires everyone to take responsibility for road safety and includes four essential elements:

Most important



Least important

- ① Safe road users
- ② Safe roads and roadsides
- ③ Safe speeds
- ④ Safe vehicles

Towards Zero Tasmania Road Safety Strategy 2017-2026 identified a large proportion of serious casualties occur on higher speed/high traffic volume roads

Participants were asked to prioritise the effectiveness of these four elements in creating a safer road environment for all road users. Most participants (55%) indicated that having safe road users on the road was the highest priority element. Most participants (61%) indicated that safe vehicles were the lowest priority element when creating safe roads for all users. Safe roads and roadsides and safe speeds were participants' second and third road safety priorities respectively.

When asked what types of road conditions and uses should be focused on when reviewing speed limits, participant feedback focused mainly on managing a balance between efficient traffic flow and safety for road users, particularly those that host a mix of cars and other road users, such as pedestrians and cyclists. Road conditions identified by participants that should be focused on when reviewing speed limits included:

- Incidents of speeding
- Levels of conflict between different road user types, such as drivers and cyclists
- Areas of high use with different types of road users, such as pedestrians
- The contribution to alleviating or contributing to traffic congestion a change in speed limit could result in versus the benefits to all types of road users
- The type of road should influence speeds, with examples provided such as wider roads primarily used by cars set at a higher speed compared with narrow or roads with a high rate of cars turning across traffic set at lower speed
- Consistent approach to types of roads and speed limit e.g. suburban roads consistently 50km/hr
- School zones

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Accessible streets

Accessible street design is important to ensuring everyone can use, move around and interact with the city. Participants were asked to provide ideas about how council can ensure streets in Launceston are accessible to all. Participant ideas included:

- Enforcement of road rules, particularly to prevent blocked access due to illegal parking
- Clearer signage
- Even walking surfaces with less cluttered, wider footpaths
- Street kerb ramps
- Less one-way streets
- Pedestrian-only streets
- Traffic calming measures, such as pedestrian crossings, cycling paths, and greater street space allocation to active transport uses
- Better designed disabled parking spaces to allow easy access from the road to path, particularly for those with walking aids and wheelchairs

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Parking

Council is committed to improving the way parking is managed in Launceston. To understand what people value in their parking experience in Launceston, participants were asked to prioritise from most important to least important the characteristics of their desired parking experience.

Participant prioritisation results were converted to an overall weighted score for each experience, with a higher score indicating an overall higher level of importance attributed to it by participants.

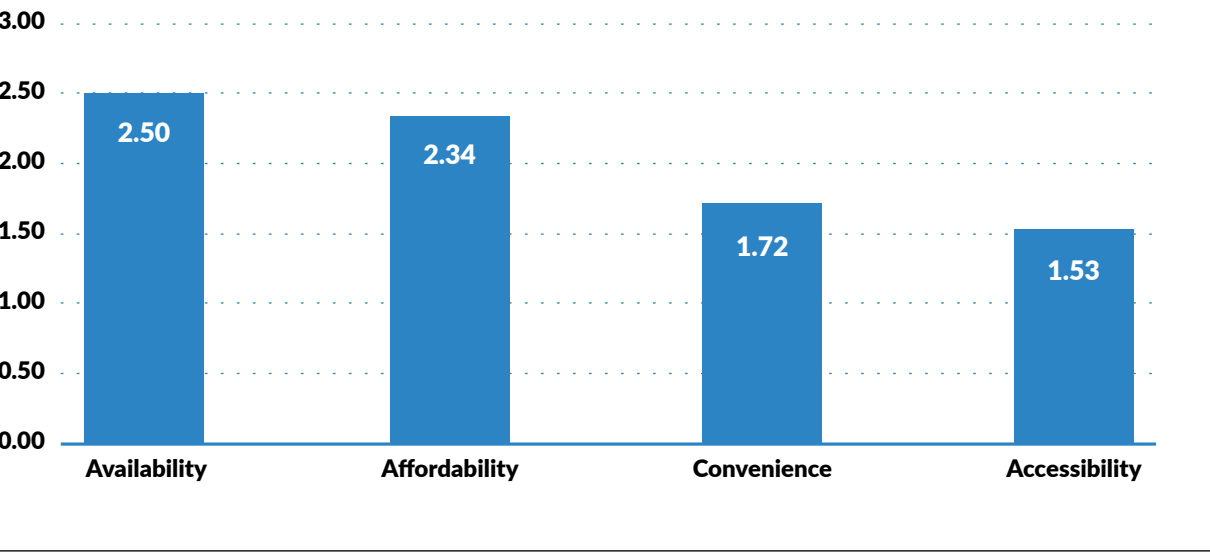


Figure 4:
Online participant prioritisation of their desired parking experience characteristic by weighted score (n=97)

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Freight

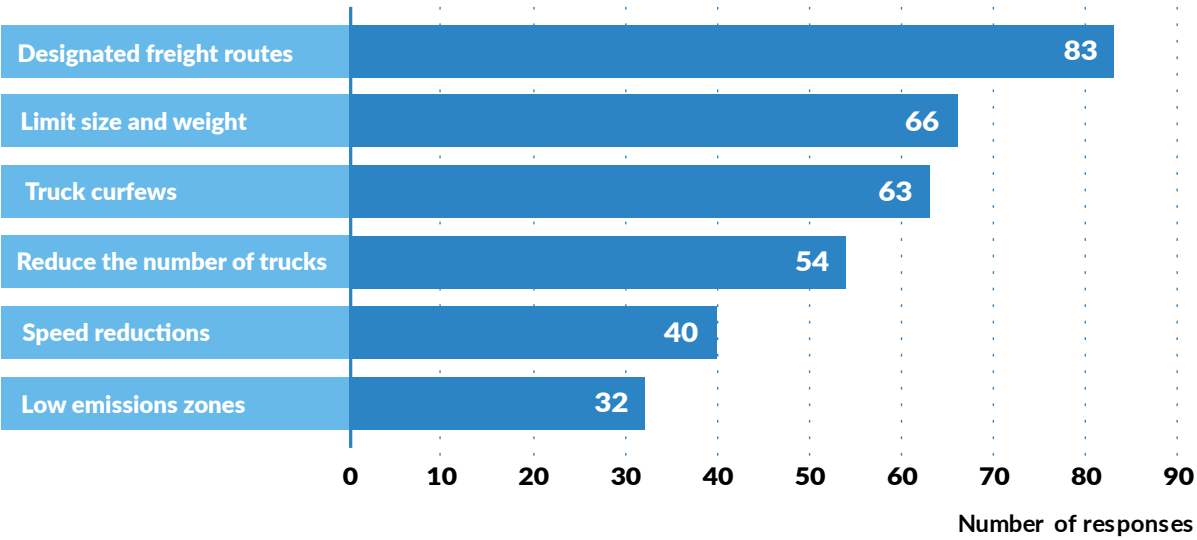


Figure 5:
Online and face-to-face participant responses indicating what they think would help reduce the impact of trucks through the city

Figure 5 shows designated freight routes was the most popular strategy selected by participants to reduce the impacts of trucks through the city. This was followed by limiting the size and weight of freight and establishing truck curfews to manage the time freight is allowed to pass through city areas.

Participants were invited to provide other ideas on reducing the impact of trucks. Many comments re-emphasised the ideas in Figure 5, such as designated freight routes like a city bypass, truck curfews and restrictions to truck size permitted in the CBD. Some participants suggested investigating the feasibility of freight trains to reduce reliance on trucks to transport goods to and around the city. Some participants also called for a cautious approach to managing trucks in Launceston, indicating that freight was an important economic activity of the city and any changes should thoroughly consider the impacts to economic productivity freight contributes to the city.

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Street design

Council is interested in understanding how street design and road space allocation can be improved or done differently to promote active transport and safer and more enjoyable road spaces. Participants were asked to provide ideas for how there can be a more equitable allocation of road space along council-owned roads to ensure these aspirations for the city can be achieved.

Participants ranked six different street design and road space allocation preferences from 1-most important to 6-least important.

Increasing active transport off-road recorded the highest weighted score by participants. This preference was reflected in other comments relating to what would help people choose active transport options over cars, with participants often suggesting the addition of dedicated walking and cycling trails around the city.

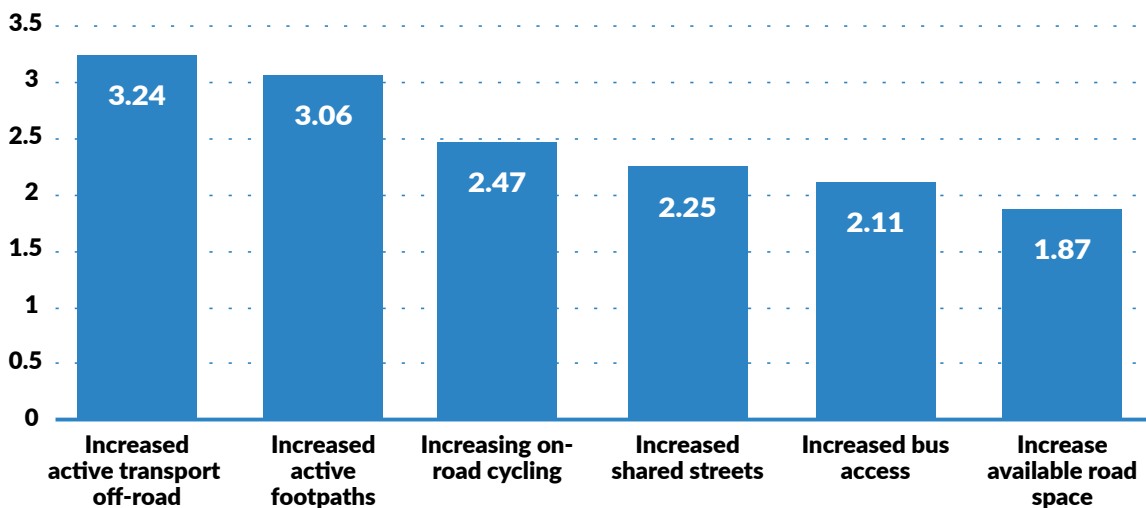


Figure 6:
Participant prioritisation of street design and road space allocation options by weighted score

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Engagement Summary, 2019



A City that provides access to services and spaces for all community members to promote healthy living and celebrate our diversity.

Overview

In 2018, the City of Launceston (Council) embarked upon an 18-month program called Tomorrow Together. The global COVID-19 pandemic did delay the program, and as a result, the program has been pushed out to two years.

The program supports Council to engage with community and stakeholders on over 40 city-shaping and regionally significant projects.

Tomorrow together is designed around six overarching themes. This report provides a summary of the conversations hosted as part of the second theme: A Social, Inclusive and Fair City. The engagement for this theme ran from [start date] 20 July 2020 to [end date]. Friday 4 September 2020.

Council hosted a series of community pop-ups and used the online engagement platform, Your Voice Your Launceston, to explore with the community what it means to be a Social, Inclusive and Fair City. This included understanding how people define their community; what makes a connected community; and how Council can support communities to thrive.

This report provides a summary of participant comments and ideas gathered through the Social, Inclusive and Fair City engagement.

To learn more about the Tomorrow Together program visit yourvoiceyourlaunceston.com.au

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How people participated



Online

Over **888** people shared their thoughts by completing an online survey.



Community pop-ups

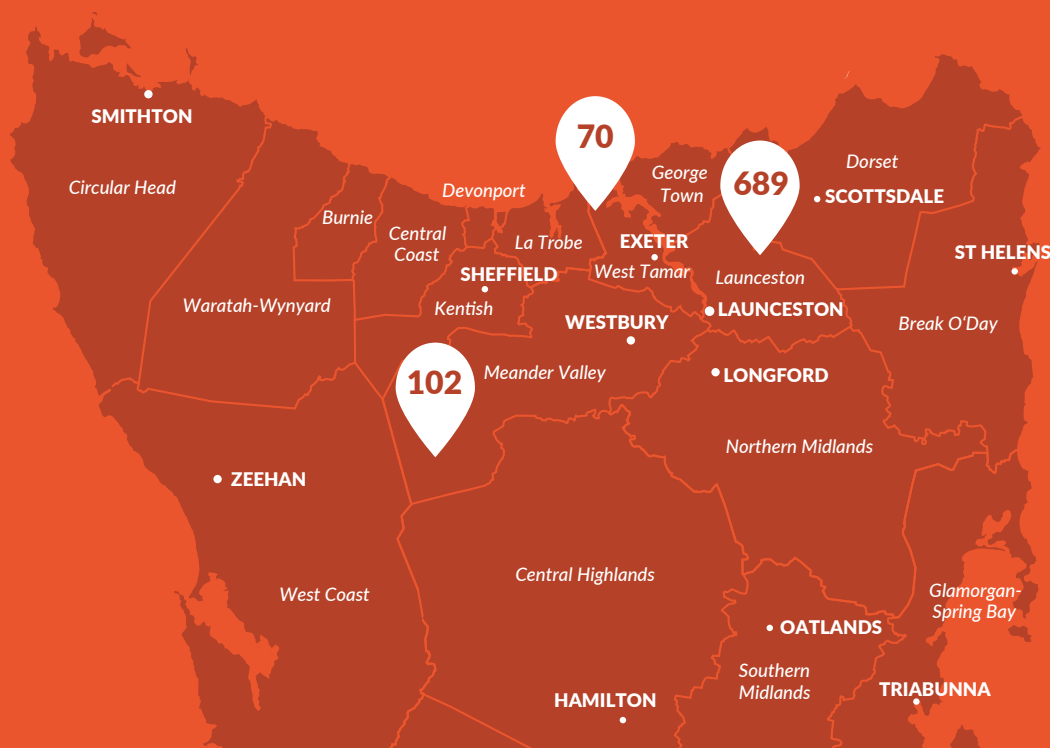
Five community pop-ups were held across the municipality:

- 1 Kings Meadows - Meadow Mews
- 2 Mowbray Market Place
- 3 Launceston Plaza
- 4 Prospect Vale Market Place
- 5 Launceston Aquatic which approximately xx people attended.

Who participated

The following section provides a snapshot of the people who participated in the engagement.

- The majority of participants were from the City of Launceston (**689**) followed by Meander Valley (**102**) and West Tamar (**70** participants).
- There was an even relatively good distribution of participants across key population centres around Launceston.
- When compared to the age break down of the City of Launceston, the age profile of participants was relatively similar (see Figure 1).
- Who participants share their home life with varied. The top three household types were: a couple with dependent children (**31%**); a couple without children (**16%**); and a one-person household (**14%**) (see Figure 2).
- Nearly a fifth (**18%** of participants) were born overseas.
- Most participants (**71%**) have lived in Launceston for over 10 years.



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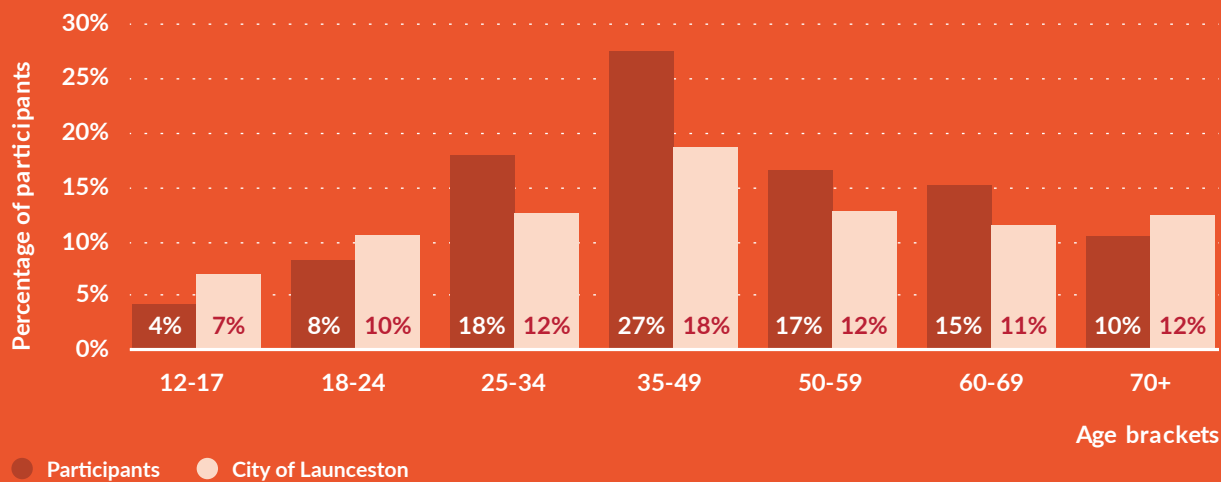


Figure 1:
Percentage of participants per age bracket compared to the population break down for the City of Launceston

Type of household

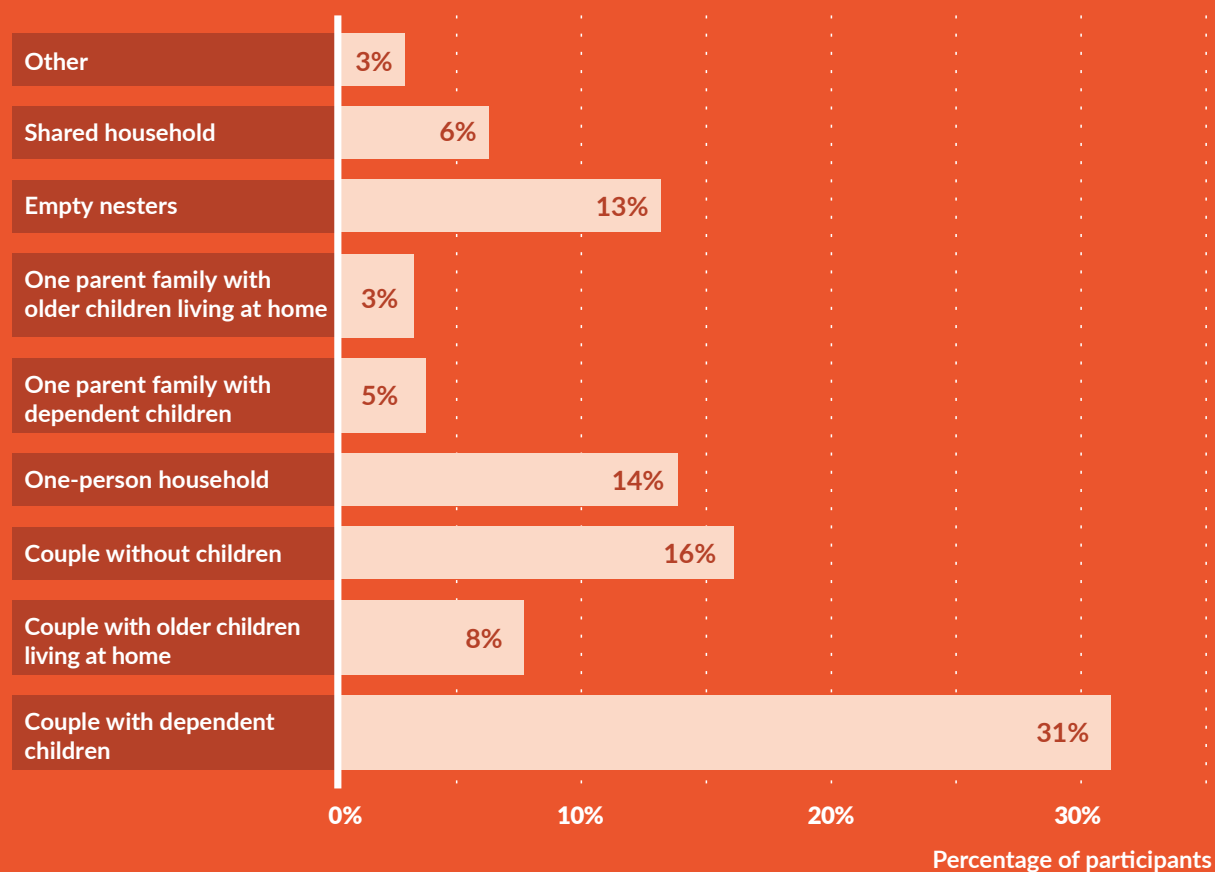


Figure 2:
Percentage of participants per type of household

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Engagement findings

This section of the report contains a summary of the participant's responses provided during the Social, Inclusive and Fair City engagement. It includes information that was provided during the community pop-ups and through the online survey.

The summary shares overall feedback and common themes that were raised around:

- building strong communities
- improving community connection
- supporting communities to thrive
- impacts of the COVID-19 pandemic.

Building strong communities together

The term community refers to a group of people that has something in common such as identity, behaviours, interests or values. A community often share a sense of place in a given geographical area (e.g. a country, city, town or neighbourhood) or in a virtual space through communication platforms. You may belong to many communities. When you think of your community, you may think of your suburb, a neighbourhood house that you go to or a sporting club you belong to.

How people define their community

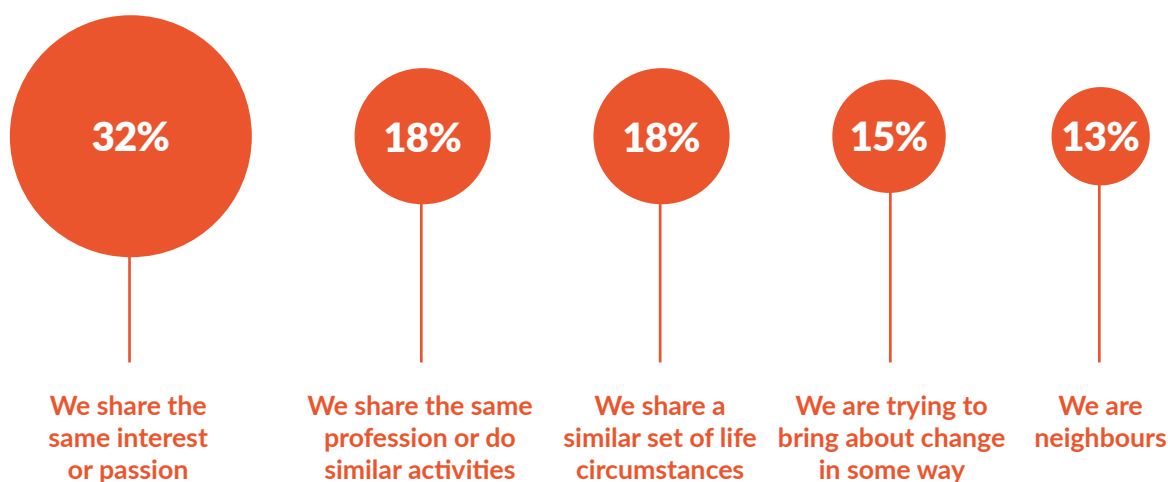
We asked participants to describe the community that they feel the strongest connection to.

Participants commonly described their community as one with a shared interest, such as social clubs, sports clubs, religious groups or people participating in arts or cultural activities.

Workplaces, educational places, local businesses, libraries or neighbourhood centres were mentioned often as creating a strong connection to a community. This was followed by a geographic connection, whether to the Tasmanian, Launceston or their local neighbourhood community.

Social connections through family members, friendship groups and pets were also seen to create strong communities. People experiencing a shared experience also created strong communities. Some were connected through health conditions, being a carer for someone with special needs, multicultural links, being a member of the LGBTQ+ community or by being a similar age to peers.

When describing their communities, participants used words like sharing, helping, participation, involvement, social, acceptance, trust and friendship.



How strong are Launceston communities?

We recognise the following qualities as important when creating strong communities:

- communities celebrate and recognise the things that make them unique
- individuals feel empowered to contribute to positive change in their community
- communities have the resources and individuals to lead positive change
- communities are well supported by the City of Launceston
- communities have a good amount of community-based activities and events.

Participants were asked to what extent they agree that their community has these qualities.

7 out of 10 people



feel what makes their communities unique is well recognised and celebrated

7 out of 10 people



feel empowered to contribute towards positive change within their community

6 out of 10 people



feel they have the resources and individuals available to lead positive change within their community

5 out of 10 people



feel their community has a good amount of community-based activities and events

2 out of 10 people



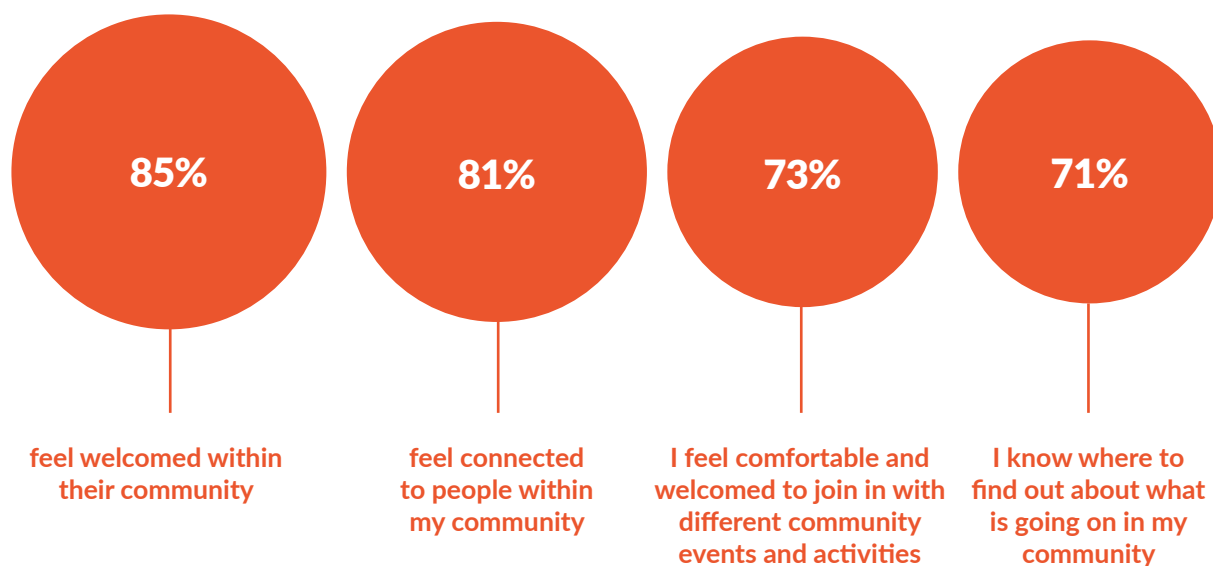
feel their community is well supported by the City of Launceston.

Supporting communities to be more connected

It is important that everyone feels they can be themselves, accepted and connected within their own community. We wanted to learn about people's experiences within their own community or communities in Launceston and ideas for creating more connected communities.

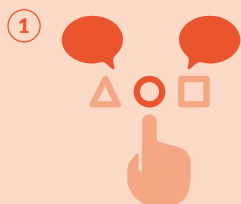
How connected people currently feel

Participants were asked to consider how connected they feel to their community.



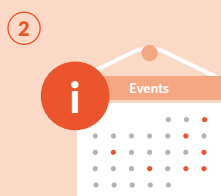
What would help people to feel more connected

Participants were asked to share the three main things that help (or would help) them feel connected to their communities.

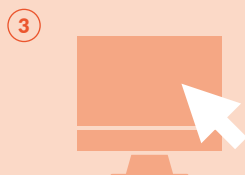


We heard that participants want to be better connected to Launceston City Council. Some would like Council to more actively lead change and advocate for communities interests. Other participants would like more opportunities to provide their input into Council decisions and to be more informed about the decisions that are made. Some mentioned having a wider variety of voices being with within their communities was important.

“It's growing very quickly without really openly listening to what people want/ need. The opportunities are there for people to express opinions, but I don't feel they are really heard.”



A large number of participants indicated knowing where to find information about events happening in Launceston would help them connect to their community. People indicated they like finding out information through local newspapers, radio, social media, newsletters, telephone, emails and noticeboards. An online Council portal with all information in one place was also identified.



More opportunities to engage with their communities through online meetings, face-to-face meetings, education activities, community activities are local markets were ideas raised by participants. While access to the internet and keeping up with changing technology was identified as a challenge by some older participants.

Supporting communities to thrive

We want to ensure that we are building and supporting communities that thrive. This includes providing people with safe access to the places, spaces and services they need to lead happy and healthy lives within their community.

We wanted to hear from the community about community safety, the important community spaces and places and how we can support communities to thrive.

Public Safety

Most participants feel safe in Launceston's public places, with 69% saying they often or always feel safe. Nearly a quarter of participants (24%) feel safe sometimes.

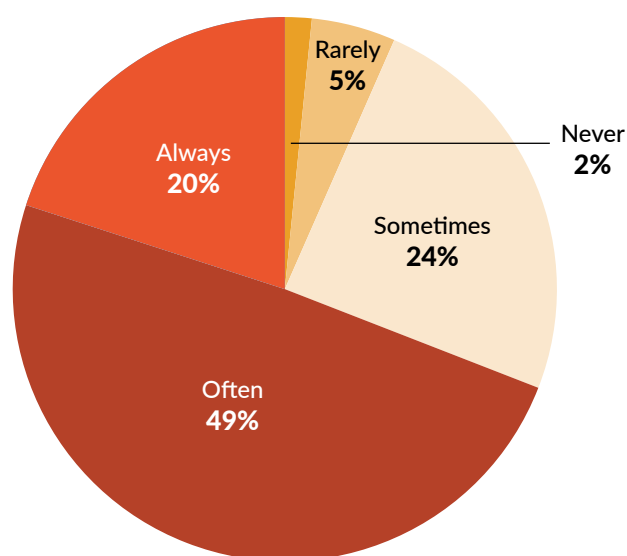


Figure 6:
Perceptions of public safety in Launceston

The most common reasons people identified as feeling unsafe at times were:

- where there is little light, particularly at night and during winter
- in the central business district due to:
 - feeling alone because of quiet streets, poor lighting, shops being closed and tight alleyways
 - experiencing antisocial behaviours relating to people under the influence of drugs or alcohol or rowdy young people in groups.

Other areas where people felt unsafe included car parks, in parks or reserves and in some suburban locations. Unsafe drivers on the road and instances of unknown people entering their cars unwantedly impacted people feeling safe.

“

Evenings in Launceston, any day, not just weekends. Young kids in small groups with too much attitude.

”

Access to important spaces and places

Over half of participants (63%) told us the physical design of their suburb helps to keep them active. A similar amount noted that they have access to the community services and facilities near where they live (62%).

Less than half of participants (44%) thought the places and spaces near where they live help them to connect and get to know each other.

Suggestions for improving access to important spaces and places are summarised below.

- Making engaging and free to access public spaces was a solution mentioned by some. These spaces should be engaging for youth and provide spaces for young children to play safely.
- More green spaces, including community gardens, for informal recreational activities.
- Social clubs, sports clubs, volunteer groups and men's sheds are all important ways people connect with each other. Some clubs are seeking support to run more activities, more people to help run the club or support for new infrastructure.

“

The sporting community I relate to strongly encourages the participants and rewards achievements. It is an integral part of the Launceston landscape and has strong community values and pride.

”

Creating Liveable communities

The City of Launceston's vision for a liveable city is to be easy and comfortable to carry out day-to-day life, for a range of different people, now and into the future.

Participants were asked to identify the two things that are most important to making a liveability community. Convenient services and facilities received the highest response (24%), followed by connected walking or cycling tracks (19%) and a variety of public spaces (17%).

Attributes of a liveable community

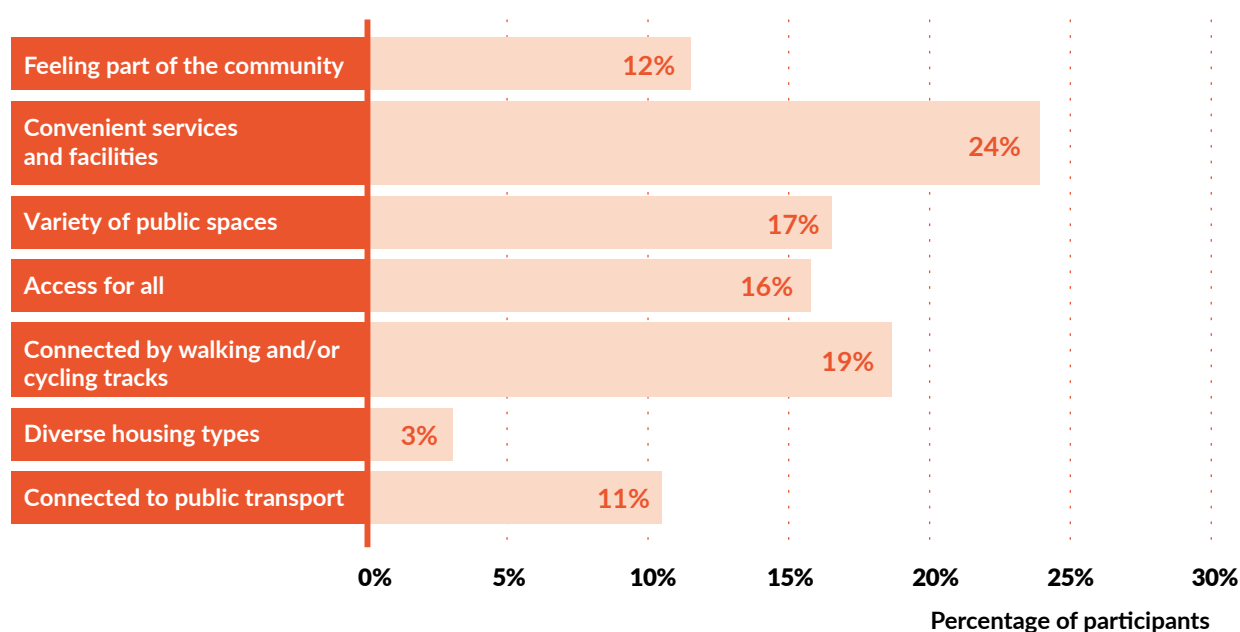


Figure 7:

Attributes of a liveable community

Some of the ideas participants shared around supporting more liveable communities are summarised below.

- Wider acceptance of people's differences. This was related to LGBTQ+, Traditional Owners, multicultural communities, people with a disability and people requiring mental support.
- More opportunities for new residents to the City of Launceston to become part of the community, whether moving from the mainland of Australia or from overseas.
- Better transport connections for buses, bikes and pedestrians to help people connect to their communities and social activities.
- Hosting public events and activities that support the arts, music, and cultural industries of Launceston. Suggestions for free events for children of all socio-economic background and varying physical abilities was seen to be important. The arts industry was also seen as a good way to include diverse multicultural and LGBTQ+ communities.
- Affordable community activities, events and lifestyle, in general, were mentioned by many participants. Likewise, organisations who organise events were seeking support to fund more local events.

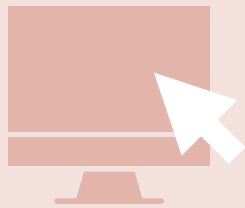
Strengthening communities after a global pandemic

The challenges people experience from social isolation

- ① Coronavirus has had a significant impact on our City and the day-to-day lives of every resident. We asked participants to share some of the challenges they faced during social isolation.
- ② The vast majority missed social contact and the feeling of community. However, many respondents felt that they had not experienced any challenges. Participants found not being able to travel locally, interstate or overseas a challenge and having fewer community events such as markets, sports and concerts. Participants discussed how minimal human contact led to increased mental health issues such as loneliness, anxiety and isolation or just boredom. The change in routine was also noted as a challenge. This was due to reductions in work; difficulties balancing working from home and online education; increased work pressures; the need to use delivery services; and difficulty in changing to the lack of routine.
- ③ The closure, reduction or online format of medical services, therapy, public facilities, shops and public transport impacted the accessibility, social interaction, enjoyment and inclusion of these provisions. The risk of COVID-19 has made some people feel insecure in public. This relates to shops being too busy, the need to support others and insufficient infrastructure, including footpaths and internet access creating challenges.

What provided relief and supporting during those times

- ① The majority of respondents referred to getting support from their social connections such as work colleagues, family, partners, friends and faith communities in supporting them. This support was received through the use of video conferencing and social media or practical help.
- ② A high proportion of respondents were also thankful for technology and easing restrictions, which enabled regular activities, facilities, events and Tasmanian travel to open and occur. Whilst others were thankful for less noise and people around, home delivery services, access to nature, their pets, cars, being at home and alcohol.
- ③ Hearing feel-good stories, knowing everyone is experiencing similar limitations, closure of borders, limited COVID-19 cases in Tasmania, Job Keeper and other private or public funding and support also helped people during those times.



The best way to get involved is to sign-up for Tomorrow Together project updates. Register online at yourvoicemyourlaunceston.com.au

Don't have a computer?

Come in and use the free computers at the Customer Service Centre to get involved.