

Gold Coast Highway (Burleigh Heads to Tugun) Multi-modal corridor study

Community consultation summary – May 2020

The Department of Transport and Main Roads (TMR) conducted community consultation following the release of the Gold Coast Highway (Burleigh Heads to Tugun) Multi-modal corridor study. The following provides a summary of the results of the consultation program undertaken between 7 March and 30 April 2020.

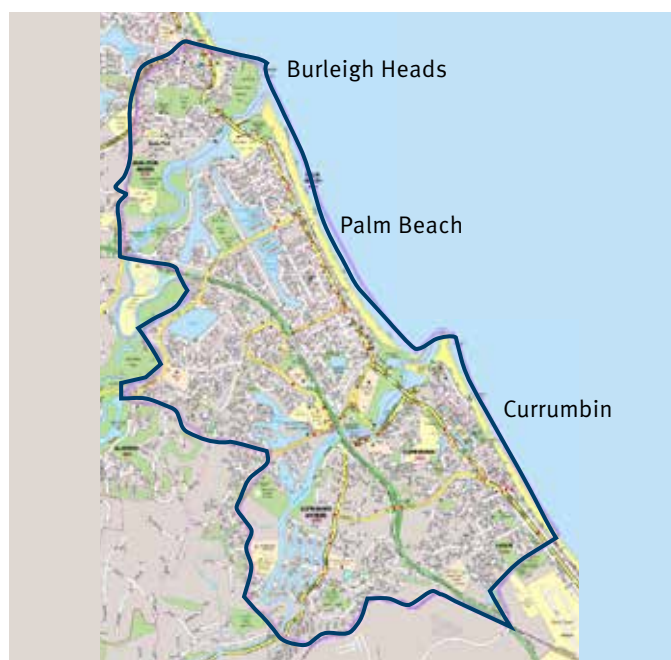
Situation

The multi-modal corridor study between Burleigh Heads and Tugun along the Gold Coast Highway provides for the future needs of all modes of transport. The study specifically considered how to accommodate for vehicle traffic, pedestrian movements, cyclists and the possible extension of light rail south of Burleigh Heads along the southern Gold Coast Highway to meet the projected community requirements.

Stakeholders and consultation

Stakeholders:

- Elected representatives
- Local businesses incl Greater Southern Gold Coast Chamber of Commerce
- Local residents
- Environmental groups / traditional owner groups
- City of Gold Coast



— Multi-modal survey boundary*

Community consultation included:

- Release of a media statement and media briefing with the Honourable Annastacia Palaszczuk MP, Premier and Minister for Trade and the Honourable Mark Bailey MP, Minister for Transport and Main Roads on Saturday 7 March 2020.
- Key stakeholder briefings.
- Release of Executive Summary of the study findings encouraging email and telephone feedback.
- A flyer letterbox dropped to 38,000 residents and businesses in the suburbs of Burleigh, Elanora, Palm Beach, Currumbin and Tugun.
- Independent community and social media sentiment market research

A series of community information sessions at local shopping centres and markets were planned for late March 2020, however, due to the implementation of COVID-19 social distancing measures these sessions were cancelled

Research process

Telephone interviews

500 x 15 minute interviews (450 residents and 50 business decision makers) undertaken between 25 March and 3 April 2020 by Colmar Brunton. Respondents were from the suburbs of Burleigh Heads, Palm Beach, Elanora, Currumbin, Currumbin Waters and Tugun.

Website

9151 webpage visits during the consultation period. Just over 2000 visitors spent an average of 30 minutes on the webpage and the remaining 7000 visitors spent approximately 10 minutes on the webpage therefore representing good engagement with the content.

Community feedback

52 written communication and nine telephone enquiries received regarding the multi-modal study between 7 March and 30 April 2020. A total of 33 enquiries were positive/neutral.

Analysis of community sentiment of posted content

An analysis of 1,342 posts and 1,718 mentions representing all sourced digital media posted on the topic for the period between 1 February to 24 April 2020 captured the sentiment before, during and after the consultation period. This analysis was undertaken by Rowland.



Consultation outcomes

Overall support for the Gold Coast Highway multi-modal corridor study as a potential solution to help improve the liveability and connectivity in and around the local communities between Burleigh Heads and Tugun is strong, with 68% of residents and business operators indicating a level of positive support.

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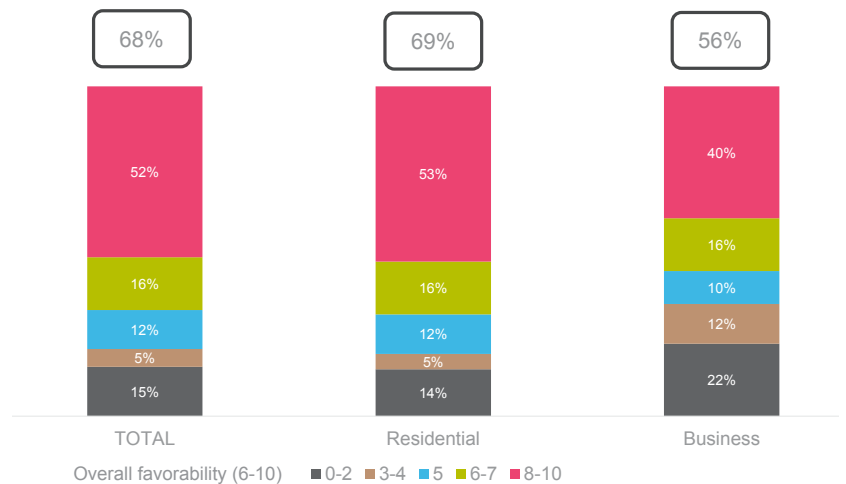


Figure 1: Support for the Gold Coast Highway multi-modal corridor study outcomes*

Other key outcomes from telephone interviews:

- The light rail extension along the Gold Coast Highway between Burleigh Heads and Tugun is a clear preference (58%) over bus lanes (25%), while a heavy rail extension to the airport from Varsity Lakes is highly regarded (87%).
- Wildlife protection between Burleigh Heads National Park and Burleigh Ridge Park was rated as of key importance (84% of the community), while M1 connectivity was noted as important by 82% of the community and is the biggest overall concern for business respondent (78%).
- Development of an Oceanway path is considered important by 81% of the community.
- The primary benefits of the multi-modal corridor noted by residents include improved walking and cycling paths, reduced traffic congestion and a faster and easier journey for commuters.



Artist impression: Palm Beach Avenue



Artist impression: Gold Coast Highway

There is a clear preference for light rail services over dedicated bus lanes (58% light rail, 24% bus lane option). The preference is mirrored across residents and businesses.

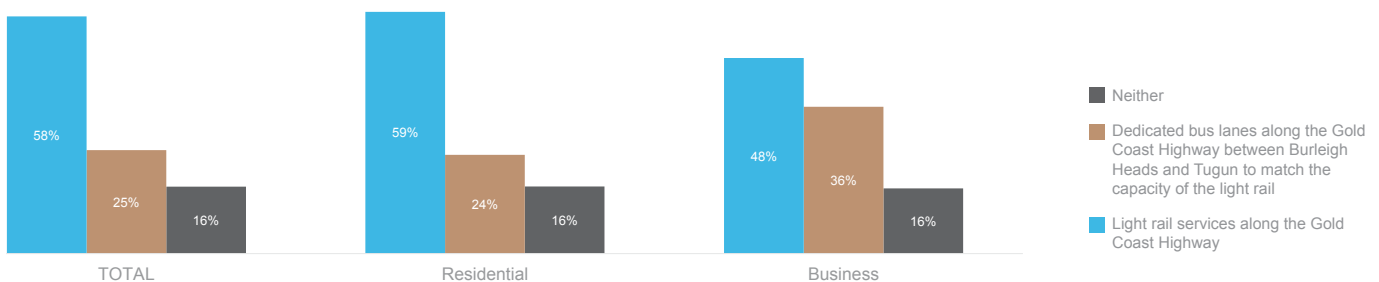


Figure 2: Preference for light rail vs dedicated bus lanes*

*Department of Transport and Main Roads – Gold Coast Multi-modal Corridor Strategy Study – Insights Report prepared by Colmar Brunton.

The most important aspects of the multi-modal corridor study includes protection of wildlife, connectivity to the M1 and development of an Oceanway.

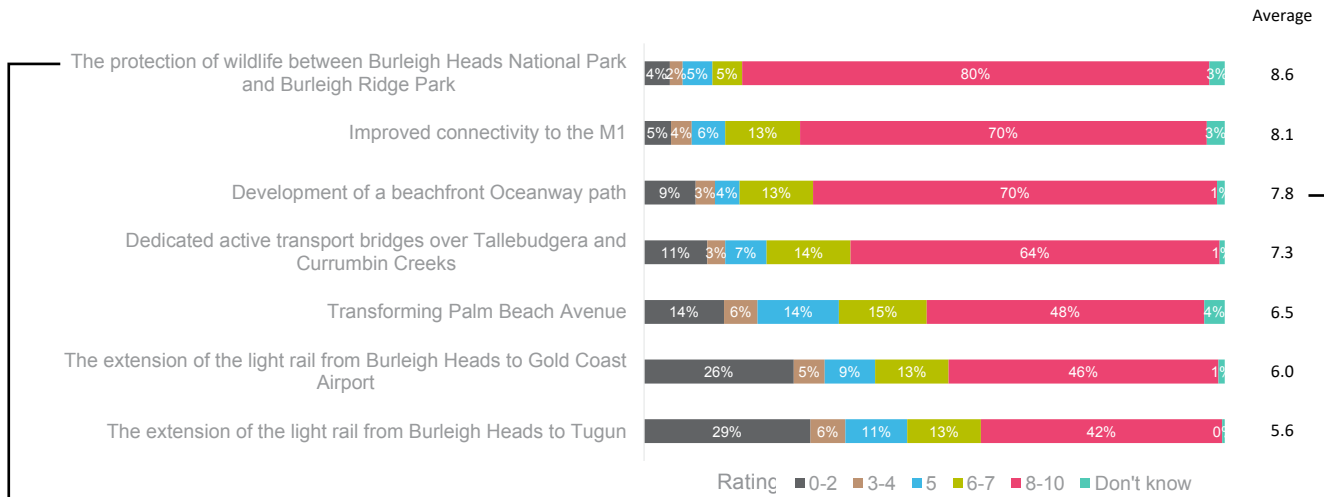


Figure 3: Importance of corridor components*



Artist impression: Burleigh Ridge Park land bridge



Artist impression: Oceanway at Palm Beach

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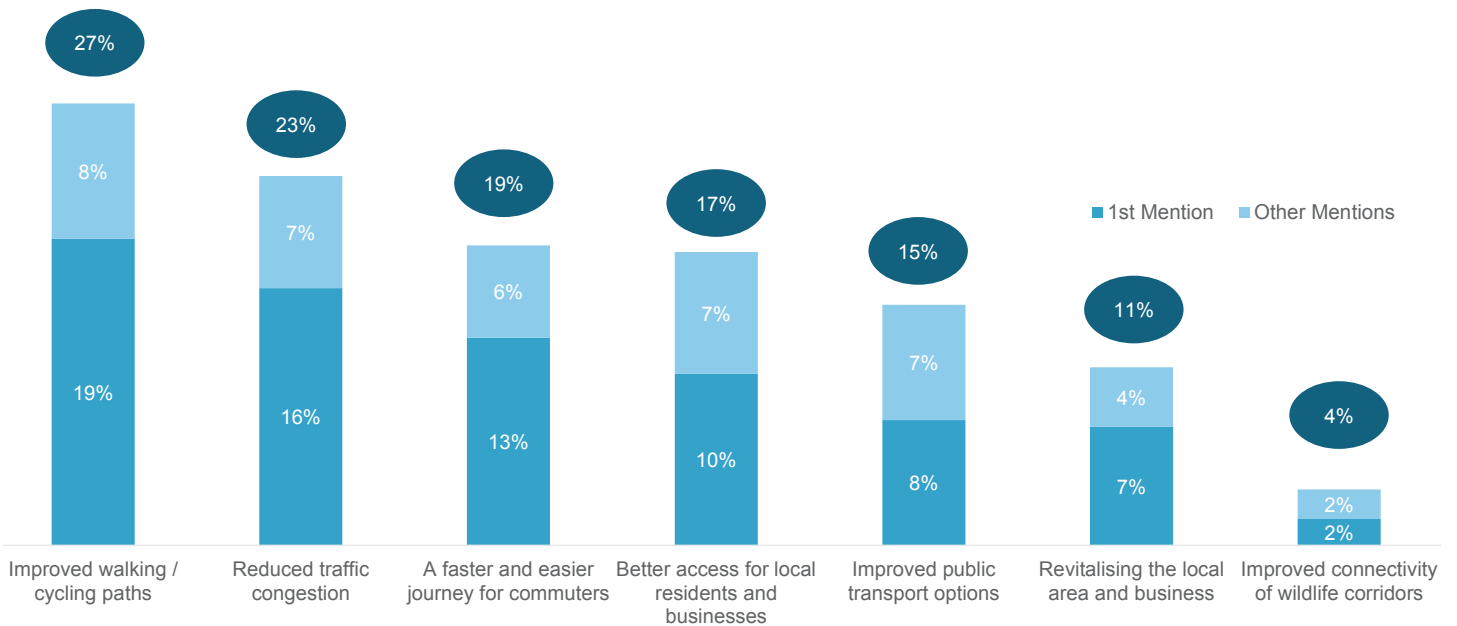


Figure 4: Benefits of the Gold Coast Highway multi modal corridors*

Community feedback

Telephone enquiries

9 in total received with 5 positive/neutral and 4 negative. General concerns were property and environmental impacts. Positive/neutral comments included the benefit of more transport options.

Posted content

The sentiment analysis of all sourced digital media posts on the topic of the multi-modal corridor study for the period February to April 2020 was +33%, which is a weak positive result.

Facebook is the primary channel for messaging related to light rail, also having the highest engagement of any channel.

While detractors are vocal, they have a comparatively low engagement rate and have very few highly active members.

News channels provided the highest sentiment for the study, both in their reporting and by user comments (+47%).

Written communication

52 in total with 28 positive/neutral and 24 negative.

General concerns were:

- Reduction of lanes (2-lane traffic boulevard).
- Increased traffic along the Gold Coast Highway due to development.
- Preference for buses/current bus service sufficient.
- Impacts on local community (aligned with high-rise development).

Positive sentiment (33%) across all sourced digital media posts

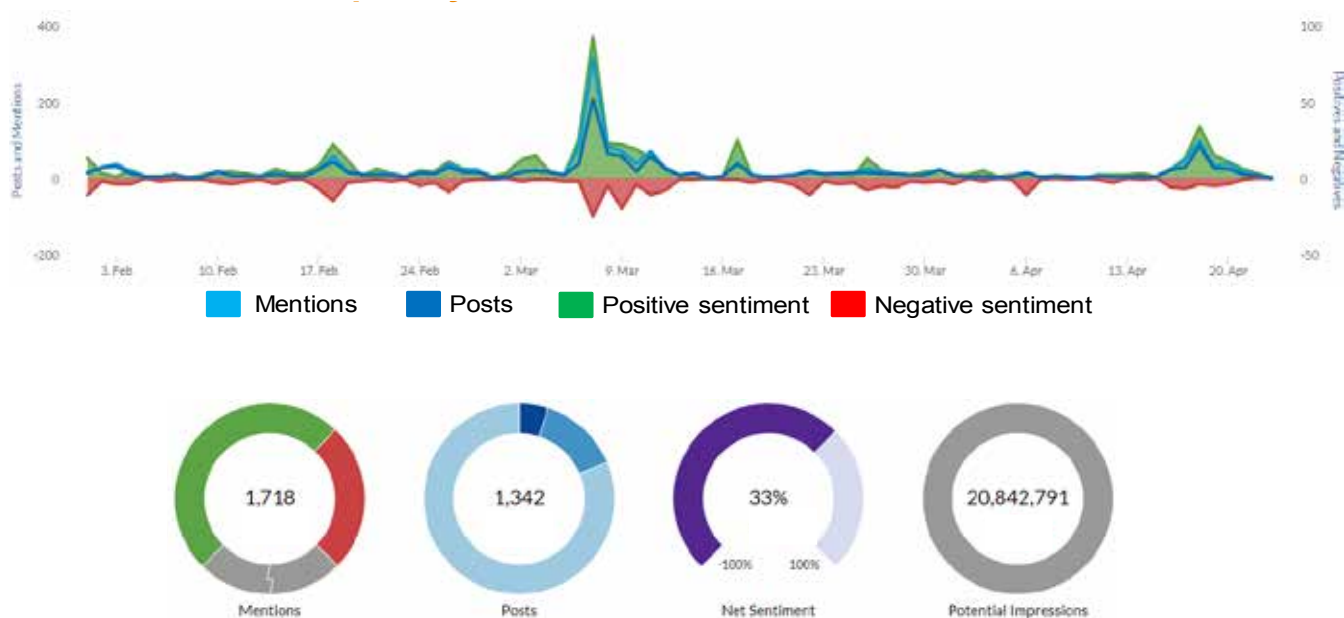


Figure 5: General sentiment overview – February-April 2020**

** Department of Transport and Main Roads – Multimodal sentiment report 1 February 2020 – 24 April 2020 prepared by Rowland.

Next steps

The purpose of this corridor study was to confirm the long-term strategic direction for the Gold Coast Highway between Burleigh Heads and Tugun. All feedback received during community consultation will be considered in future transport planning for the corridor. More detail about planning for this section of the Gold Coast Highway will be published as it becomes available.

Any funding decision on a light rail extension would be the subject of a feasibility study and a Business Case. There is currently no funding allocated to progress to a Business Case for the extension of light rail south of Burleigh Heads through Palm Beach and Tugun.

If you would like further information about the study please contact the project team:

Phone: 07 5563 6600 (select option 3)

8:30am – 5pm, Monday – Friday

Email: southcoast@tmr.qld.gov.au