

Streets for People “Kōrero Mai - Let’s Talk CHB” online consultation site results

Key findings

Referrals to feedback

Almost 70% (525 visitors) were prompted to feedback on the project as a result of proactive social media project communications or updates.

Almost 16% (120 visitors) went directly to Kōrero Mai – Let’s Talk CHB address to leave feedback. It is unknown whether this was a result of the QR code stickers present on the main street or interventions since end of July OR by visitors entering the URL directly, www.letstalkchb.co.nz.

Takeaway: Social media was the key method of inviting or prompting community feedback on the project and so generated the most visits to Streets for People’s Kōrero Mai page. However, the referral results show Council’s Kōrero Mai consultation platform is gaining momentum among the community independent of other communications referral methods as the place to feedback to Council.

Most downloaded content

The project resources most downloaded by visitors were the *Final Streets for People Designs April 2024* (32), followed by the *Streets for People Design Stage Safety Audit, April 2023* (31).

Takeaway: Visitors to the site were most interested in gaining an understanding of the signed-off designs taking shape on the main street and the subsequent safety assessments of the interventions.

Q&A Results

There were 41 questions asked on the Kōrero Mai site.

The majority of questions asked recorded a *Negative* sentiment (68.29%; 28). Only one question asked/comment left (2.44%) was *Positive*.

The majority of questions were asked in reference to:

- the planter boxes (53.66%; 22 (19 *Negative* + 2 *Mixed* + 1 *Neutral*)),
- the BP crossing (24.39%; 10 (8 *Negative* + 2 *Mixed*)).

See questions/comments in full: please refer to attachments

The least number of questions were asked about:

- the consultation process,
- library crossing and
- suggestion of an overpass (2.44% each; 1 question each),

Followed by those asking:

- to change the speed limit on Waipawa’s main street and
- spending concerns (4.88% each; 2 questions each).

In more than 75% of the questions asked, *Safety* was the biggest concern (*Negative, Mixed* and *Neutral* sentiment) in relation to the Streets for People project, followed by the *Process/Cost* of the project.

Social Map Results – 150 contributions

The pedestrian crossing near BP attracted the majority of interest and feedback (35%; 53 comments), followed by the roundabout (25%; 38 comments).

Those interventions that attracted the least feedback were the bollards at the intersection of Waverly (referred to in 1 comment) and the number of crossings in general on the main street (6 comments).

NOTE: Some comments left at map markers included commentary on other interventions. To sum up:

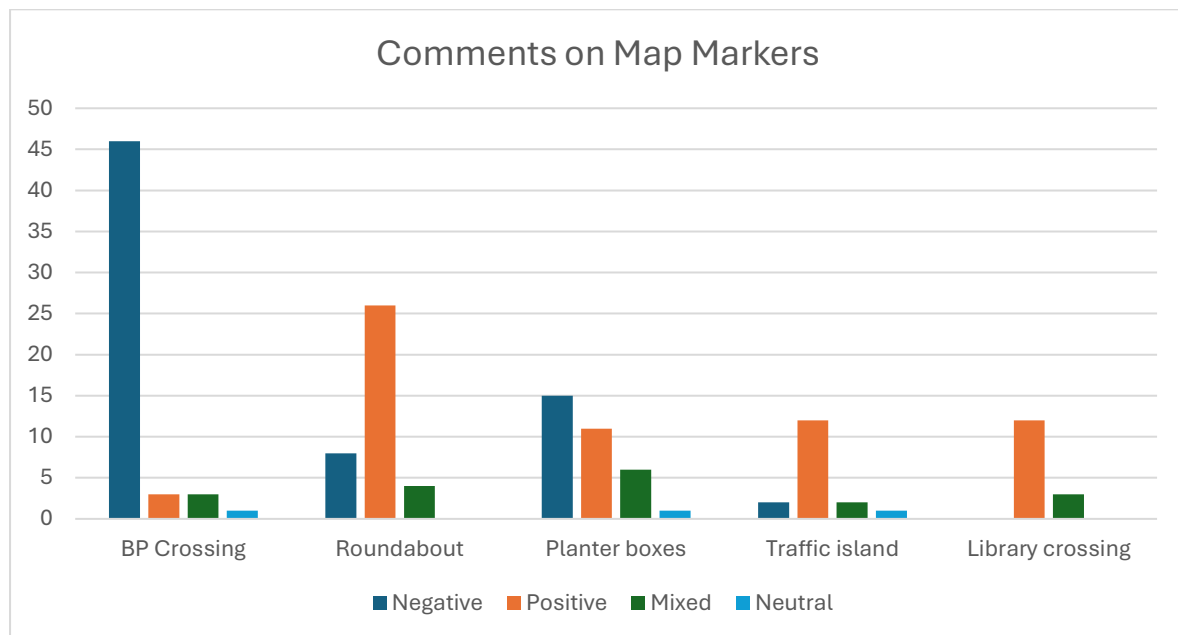
The **BP crossing** was mentioned in 53 comments: 3 *Positive*; 3 *Mixed*; 1 *Neutral*; 46 *Negative*

The **roundabout** was mentioned in 38 comments: 26 *Positive*; 4 *Mixed*; 8 *Negative*

The **planter boxes** were mentioned in 33 comments: 11 *Positive*; 6 *Mixed*; 1 *Neutral*; 15 *Negative*

The **traffic island** was mentioned in 17 comments: 12 *Positive*; 2 *Mixed*; 1 *Neutral*; 2 *Negative*

The **library crossing** was mentioned in 5 comments: 12 *Positive*; 3 *Mixed*



On examining the sentiment of comments left at the social map markers:

Pedestrian crossings: 66% (44) *Negative* versus 24% (16) *Positive*

Roundabout: 75% (24) *Positive* versus 16% (5) *Negative*

Traffic Island: 81% (13) *Positive* versus 6% (1) *Negative*

Traffic calming interventions, including planter boxes and bollards: 46% (16) *Negative* versus 31% (11) *Positive*