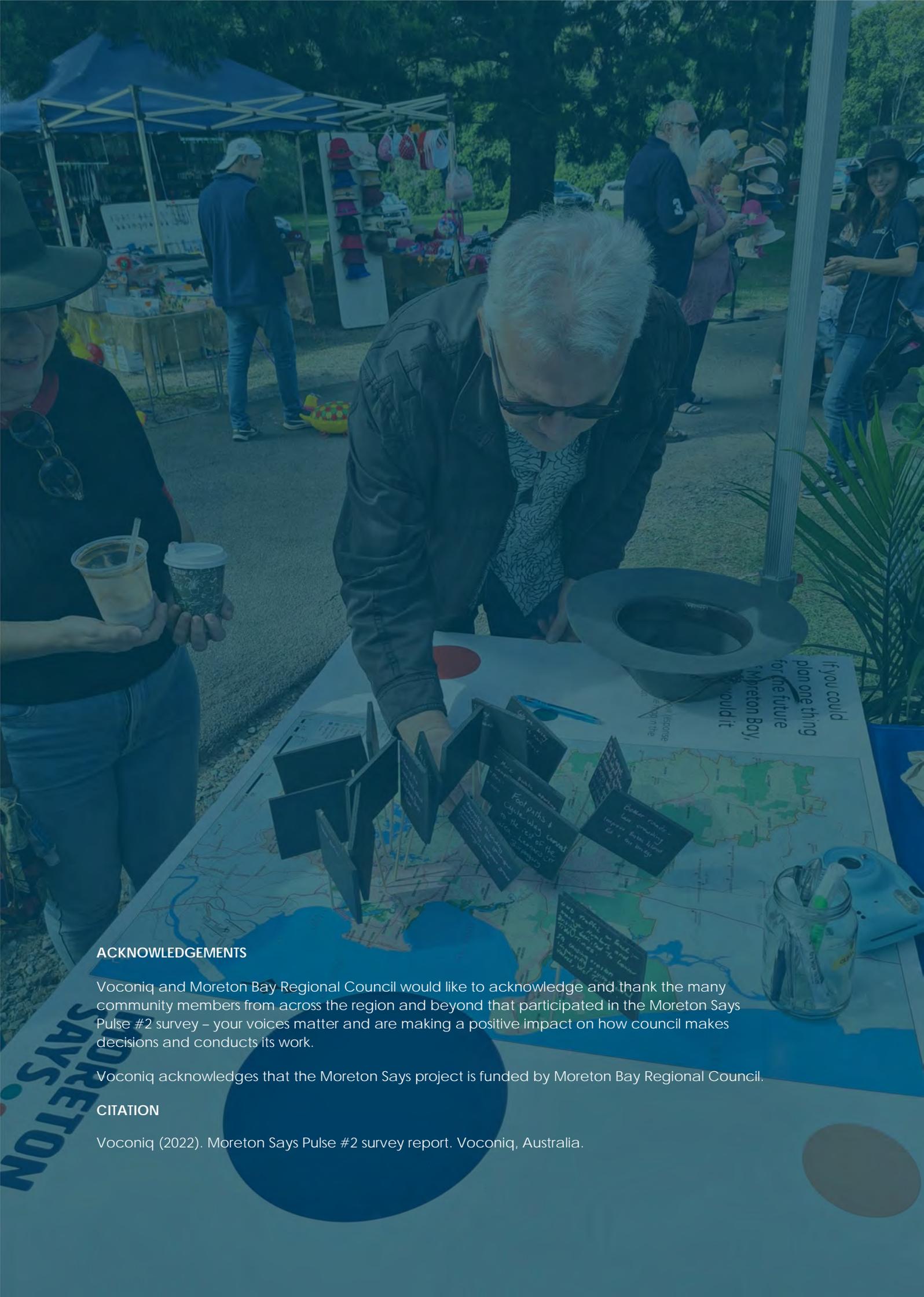


# Moreton Says Pulse #2 Survey Report

- Environment and Sustainability Strategy
- Growth Management Strategy
- Integrated Transport Strategy

**MORETON  
SAYS...**





### ACKNOWLEDGEMENTS

Voconiq and Moreton Bay Regional Council would like to acknowledge and thank the many community members from across the region and beyond that participated in the Moreton Says Pulse #2 survey – your voices matter and are making a positive impact on how council makes decisions and conducts its work.

Voconiq acknowledges that the Moreton Says project is funded by Moreton Bay Regional Council.

### CITATION

Voconiq (2022). Moreton Says Pulse #2 survey report. Voconiq, Australia.

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## INTRODUCTION

Moreton Says is an engagement program designed to bring the voices of community members from across the Moreton Bay Region into Council's decision-making processes. It includes a series of region wide surveys Council is undertaking, starting with a detailed Anchor survey in mid-2021. This report provides a summary of data collected from the second of several brief Pulse surveys that will be undertaken over the next few years.

This second Pulse survey was open to Moreton Bay residents, visitors and those that work in the region, with data collected between the 1<sup>st</sup> of March and 14<sup>th</sup> of April 2022.

Council is developing a new Corporate Plan and suites of supporting strategies to provide a clear roadmap for the region as it grows and evolves over the next 20 years. In the Pulse #1 we focused on the Corporate Plan and Community Wellbeing Strategy. In Pulse #2, we took a deeper dive to inform the development of:

- Environment and Sustainability Strategy,
- Growth Management Strategy, and
- Integrated Transport Strategy



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## ENGAGEMENT AND PARTICIPATION

Council delivered a board communication and engagement campaign to encourage community members to participate in the Pulse #2 survey. This involved social media, paper copies of the survey positioned in Council libraries, and six community ‘pop-ups’ at events and markets across the region throughout the data collection period. In addition, flyers were distributed to community members, project banners and corflute signs were positioned around the region and community groups were encouraged to spread the word. All community members that registered with Voconiq for the Anchor and Pulse #1 surveys were invited back for the Pulse #2 survey via email.

After data was cleaned and prepared, 2,572 surveys were retained for analysis. This represents a large, statistically robust sample, where for most groups within the dataset (e.g. gender, geographic region, age categories) we collected more than 60 surveys, providing enough data to conduct statistically meaningful comparisons. The demographic profile of the sample closely mirrors that of the Anchor survey and Pulse #1 survey, providing confidence that we are ‘comparing apples with apples’ when looking at Pulse #2 scores relative to the previous Moreton Says surveys.

### Participation by location

12.0%	Bribie Island and surrounds
8.7%	Caboolture and surrounds
4.4%	Dayboro and surrounds
7.7%	Hills District
12.2%	Narangba and surrounds
10.7%	North Lakes and surrounds
19.1%	Redcliffe Peninsula
4.7%	Samford Valley
9.7%	Strathpine and surrounds
3.7%	Woodford-D’Aguilar and surrounds
5.7%	Live outside region

Table 1. Participation by location.

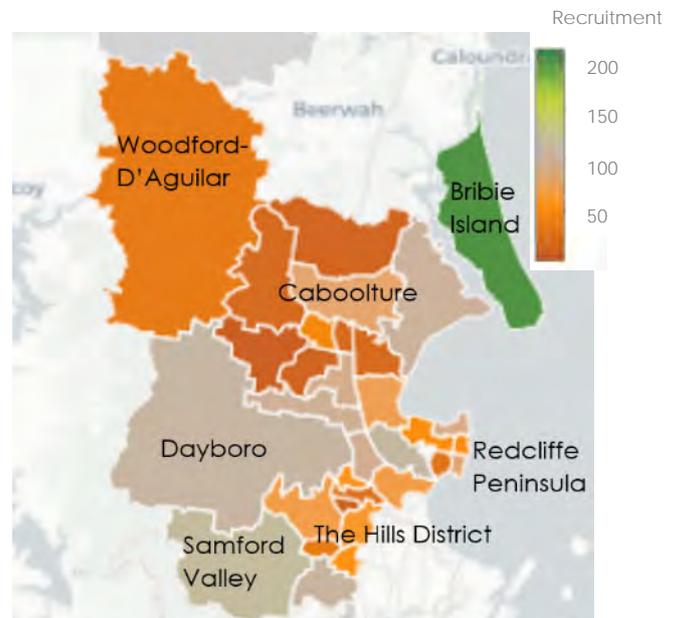


Figure 1. Participation in Pulse #2 by statistical area across the Moreton Bay Region, with selective reference point labels.

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A selection of demographic information about the sample is included below:

- 58.2% of participants identified as female, 39.6% as male, 1.4% preferred not to say, 0.5% preferred to self-describe, and 0.3% identified as non-binary,
- Each age bracket was represented in the sample, however 15-24 and 25-34 were underrepresented by between 7-14% and age brackets from 45+ were overrepresented by between 4-7%, relative to the region's population,
- 8% indicated they were living with a disability, 2.1% that they were a carer/support worker, 3.2% indicated they preferred not to say if they had a disability, and 86.7% reported they did not have a disability,
- 1.7% of participants indicated they were of Aboriginal or Torres Strait heritage, and 98.3% indicated they were not,
- 93.7% indicated English as their first language, 5.5% reported that English was not their first language, and 0.8% preferred not to say,
- 93.8% said they were a resident of the Moreton Bay region, 5.5% lived somewhere else, and 0.7% that they preferred not to say.

## SUMMARY OF RESULTS

The Pulse #2 results are reported below in three sections:

1. Responses to questions about the Environment and Sustainability Strategy,
2. Responses to questions about the Growth Management Strategy,
3. Responses to questions about the Integrated Transport Strategy.



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# 1. Environment and Sustainability Strategy

Previous Moreton Says surveys have told us the environment is the Moreton Bay community's number one value, so questions in Pulse #2 focused on specific topics that will assist Council's new Environment and Sustainability Strategy to really hit the mark.

## Individual actions

Participants were asked:

- what actions they are taking in their day-to-date life towards a healthy environment and a sustainable region,
- whether they would like to do more to contribute to a healthier and more sustainable region; and
- what are the barriers they find make it harder to live a more environmentally sustainable lifestyle.

90% of participants recycle whenever possible, 69% said they had taken steps to reduce energy use in their home or business and, 67% reused and repurposed waste whenever possible.

## What action(s) are you taking in your day-to-day life towards a healthy environment and a sustainable Moreton Bay region? (choose as many as apply)

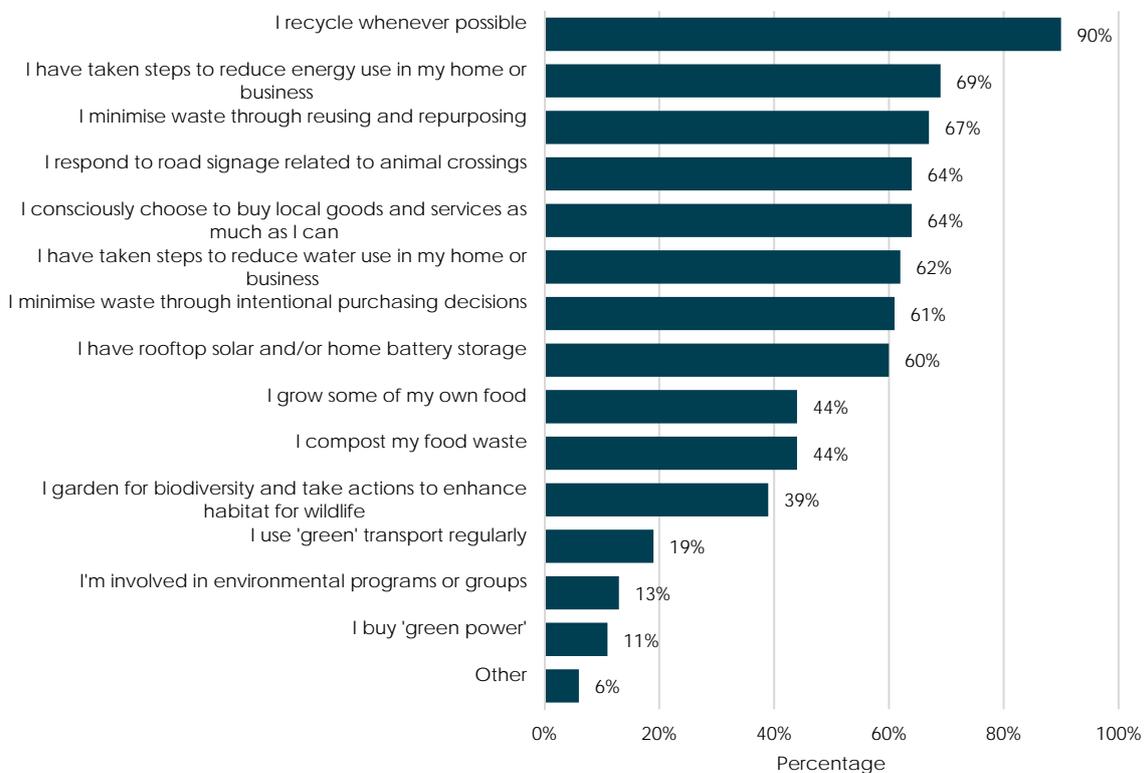


Figure 2. Actions the community are taking in their day-to-day life towards a healthy environment and sustainable Moreton Bay region.

88% of respondents declared that they would like to do more in their own lives to contribute to a healthy environment and sustainable Moreton Bay region. When asked about the barriers they find make it harder to live a more environmentally sustainable lifestyle, 64% identified cost as the main barrier preventing them from acting on their intentions.

Of those people that selected 'other' on this measure, several more consistently mentioned reasons included:

- difficult when living in a rental property, apartment or managed retirement facility to do many of the activities on the list,
- contextual barriers (e.g. trees blocking the sun for solar on some residential blocks),
- encouraged Council support for activities like more frequent recycling bin collection and organic waste bins,
- ideological rejection of the premise.

### What are the barriers you find make it harder to live a more environmentally sustainable lifestyle? (choose as many as apply)

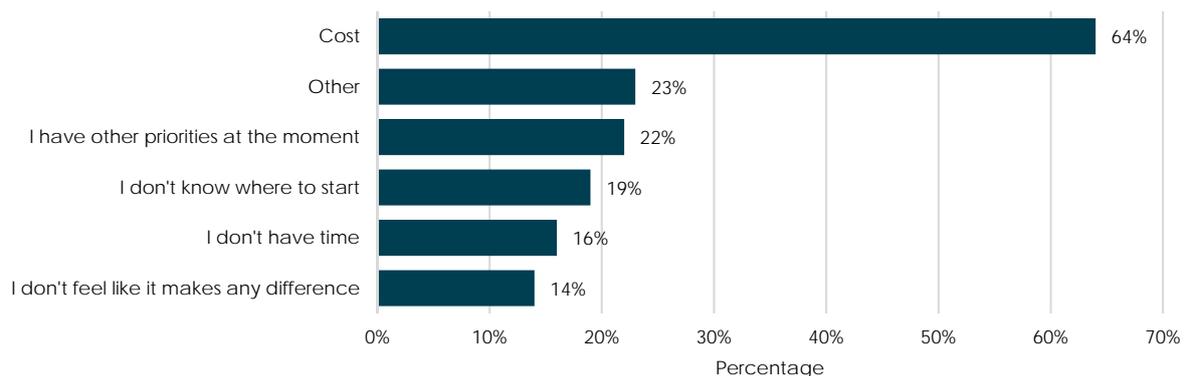


Figure 3. Barriers to living a more environmentally sustainable lifestyle.

### Demographic differences

Examining the data by demographic characteristics, personal actions taken in day-to-day life to support a healthy and sustainable region varied by age. People aged 55 years and over reported higher levels of personal action across almost all options available (e.g. recycling, buying local, reducing energy use, etc).

People in the Hills District and Samford and surrounds reported very high levels of recycling and higher levels of energy reduction behaviours relative to those in Caboolture, North Lakes, Strathpine and surrounds.

### Carbon footprint

Participants were asked to rate the extent to which they agree with two statements about using public funds to reduce the carbon footprint of the region.

**Please rate the extent to which you agree with the following statements:**



Figure 4. Community sentiment towards use of public money to reduce carbon footprint.

73% agreed or strongly agreed that reducing Council’s own footprint is a good use of public funds. Similarly, 76% of participants agreed or strongly agreed that helping community members reduce their carbon footprint was a good use of public money. The proportion of participants that disagreed were 11% and 10% respectively, suggesting a large majority agreement for the use of public funds to reduce carbon footprint of Council and the community.

The following quotes from the survey provide further detail on how community members are thinking about habitat protection, development, and environmental sustainability:

*“Planting native trees to protect local fauna.” – Narangba Resident*

*“Planting trees, creating, maintains native green spaces and reducing carbon emissions is very important.” – Kallangur Resident*

*“Wildlife and koala conservation is very important to me when considering growth in the MB region.” – Rothwell Resident*

*“Adding far more, and larger, wildlife corridors and providing incentives for small lots to plant/retain native trees as this supports native wildlife and insect species critical to our survival.” – Kallangur Resident*

*“My biggest concern is loss of wildlife habitat. Too many trees are sacrificed in developments (including road construction/widening) and we are seeing wildlife displaced and the inevitably negative results when wildlife encounters humans, their pets, and traffic.” – Ferny Hills Resident*

Figure 5. Example quotes regarding environment and sustainability.

### Ideas for actions by Council

The following were rated as the top ideas for actions Council could take to contribute towards a healthy environment and sustainable Moreton Bay region.

Additional ideas specified when 'other' was selected were diverse and sometimes contrasting, but the most frequently mentioned topics included:

- ensuring new residential developments are environmentally sustainable
- enabling better public transport, and
- managing housing density (with some strongly against increasing and other comments speaking to increasing density as a strategy to manage population growth and related environmental impacts).

### What are the most important ideas for actions you think Council could take that would contribute towards a healthy environment and sustainable Moreton Bay Region? (Choose your top 5 ideas)

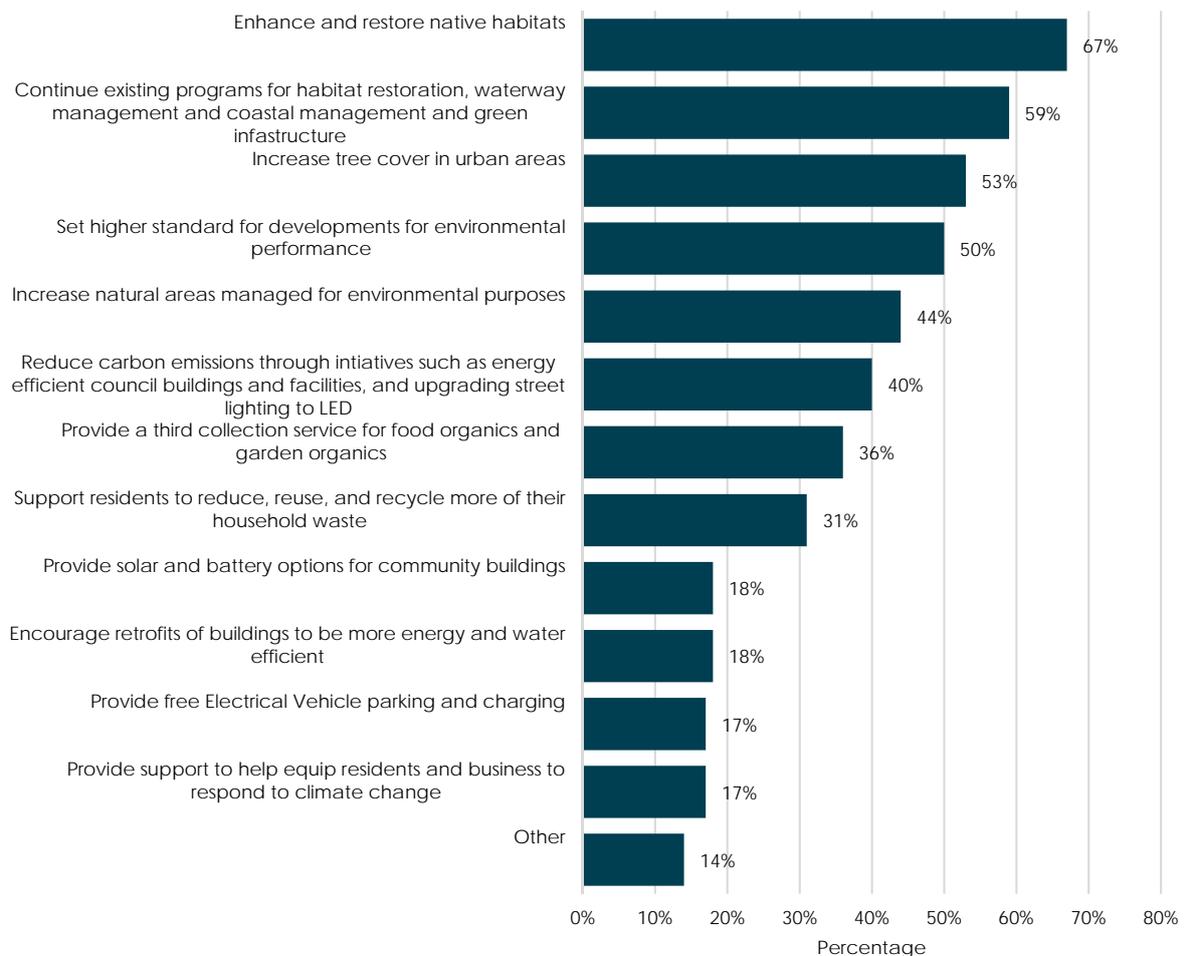


Figure 6. Ideas for actions the community think Council could take that would contribute towards a healthy environment and sustainable Moreton Bay Region.

## 2. Growth Management Strategy

Management of growth and planning is a complex space for Council and their communities to navigate. As such, Pulse #2 aimed to help Council understand the needs and preferences of community members more clearly. This focus topic was separated into two sections, one which focused on population growth and the other focusing on feelings about new developments in the region. These questions were designed to reveal and explore the tensions that exist between different factors that influence planning for growth.

### Population growth

Participants were invited to express how they feel about population growth within the region. 69% agreed or strongly agreed that population growth in the region was inevitable. 68% also agreed or strongly agreed that they were ok with population growth so long as things that were important to the community were preserved. Although, when asked about whether population growth brings more benefits than challenges, 53% saw more challenges than benefits.

### Please rate the extent to which you agree with the following statements:

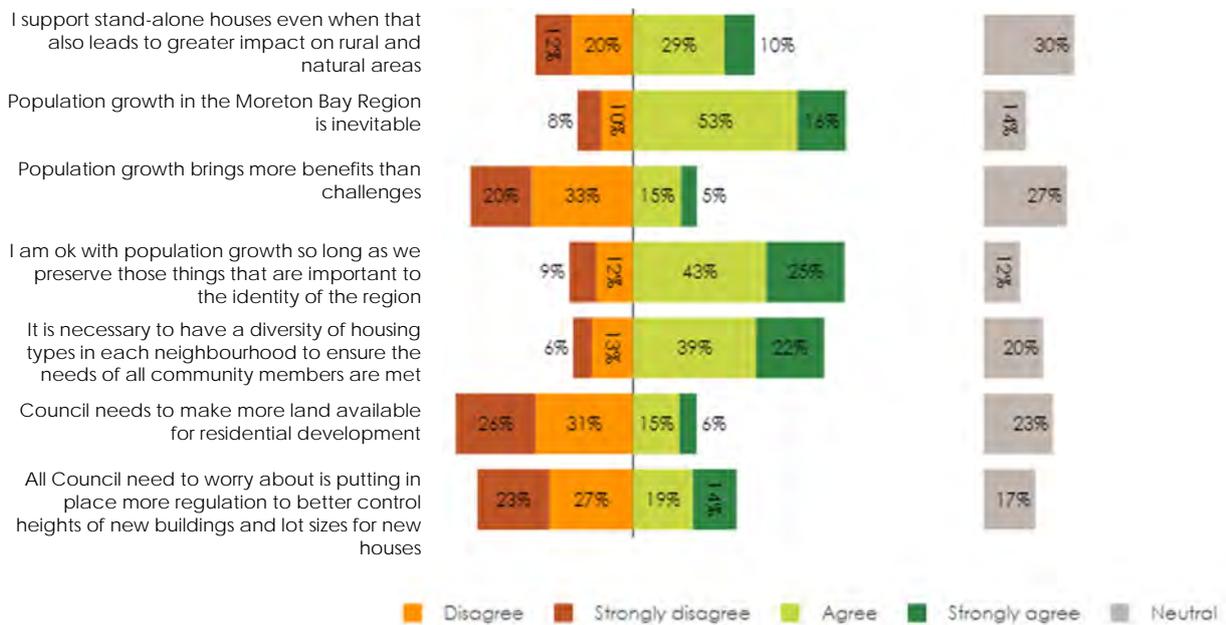


Figure 7. Level of agreement with statements regarding population growth and new developments (a).

When considering whether Council should make more land available for residential development, 21% of participants agreed while 87% either disagreed or were neutral in their response. 61% agreed or strongly agreed that it is necessary to have a diversity of housing types in each neighbourhood, with 19% disagreeing or strongly disagreeing. 39% were supportive of stand-alone houses even when this leads to greater impact on rural and natural areas, while 32% were not supportive and a further 30% of responses were neutral on this issue. 50% disagreed or strongly disagreed that all the Council needs to worry about is putting in place more regulation to better control heights of new buildings and lot sizes for new houses, while 33% agreed or strongly agreed with the statement.

These questions reveal new perspectives on the tensions that are inherent in complex planning decisions. While community members for the most part acknowledge that population growth is inevitable, they also revealed more about their preferred conditions for how this growth is managed. Higher density housing in areas already developed is acknowledged as one way to achieve this, but the things that make the region special need to be preserved in the process of growth. The data also suggests that within the context of inevitable population growth and housing options that include infill of existing developed areas, the answer to acceptable development is about more than building heights and lot sizes. Managing the challenge of growth is complex.

### **New developments**

To tease apart this complexity further, additional questions were included to investigate the conditions under which community members feel more confident that new development to support population growth is managed in line with community expectations.

69% agree or strongly agreed that they were ok with new developments so long as Council had a clear plan for necessary infrastructure to support it. Similarly, 87% of participants agreed or strongly agreed that knowing where a future development is going and what it looks like is important to them. 75% agreed or strongly agreed that they were ok with development so long as existing environmental features in the area were retained. The data shows that community members will be more confident in the management of growth if there is a clear plan for infrastructure, identified locations for future development and retention of existing environmental features and if these things are all clearly communicated. Having job options in the local region was also important.

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**Please rate the extent to which you agree with the following statements:**

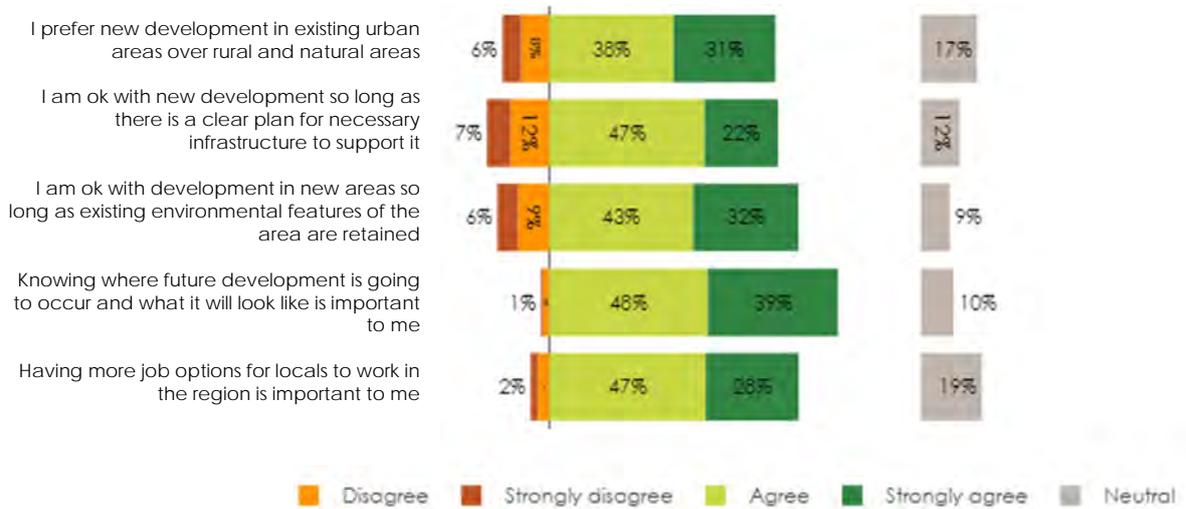


Figure 8. Level of agreement with statements regarding population growth and new developments (b).

The following quotes from the survey provide further detail on how community members are thinking about new development and population growth:

*“I am not keen on population growth but If we are to grow, we need to ensure we look after any wildlife and ensure we plan and have infrastructure in place” - Redcliffe Resident*

*“Planning scheme to reflect sustainable and appropriate development. Developments to not be cookie cutters but be smarter and more advanced showcasing environmental and latest urban design from across the world” – North Lakes Resident*

*“It is important to retain local character and identity whilst growing” - Bellara Resident*

*“We need more cheaper housing for low wage earners. Build up & have smaller units closer to public transport” – Cashmere Resident*

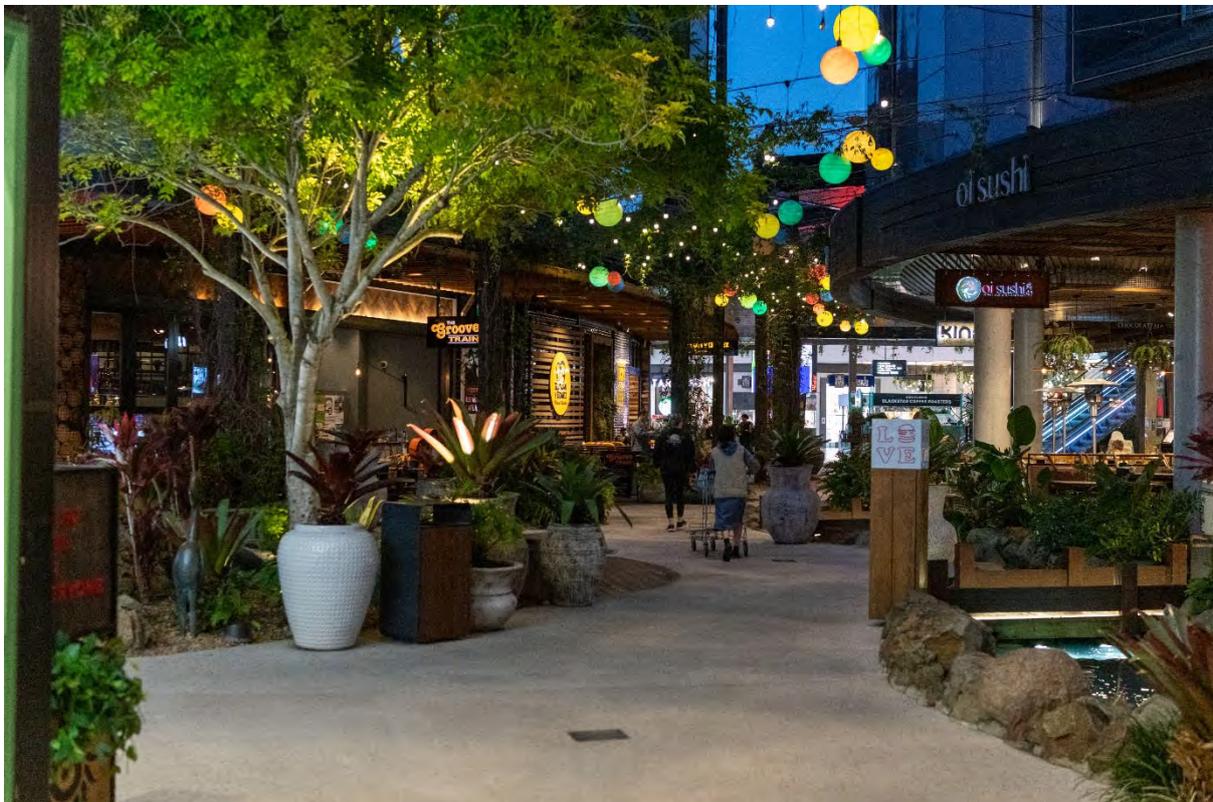
Figure 9. Example quotes regarding residential development and population growth.

## Demographic differences

Looking at the data by geographic area, people in Upper Caboolture, Caboolture, Caboolture South, Morayfield, Burpengary East and Deception Bay were more supportive of growth when important identity features of the region are preserved than most other suburbs (although ratings in all suburbs were in positive territory on the scale used). For the most part, people in these suburbs also felt that population growth is inevitable to a greater extent than other locations.

Participants from suburbs located closer to the coastline indicated a higher level of agreement that Council just needs to focus on more regulation to control building heights and lot sizes, than participants located further west. However, there was mixed support for stand-alone houses where it leads to greater impacts on "rural and natural areas". Community members in Woodford-D'Aguiar were significantly more supportive of stand a-alone houses even where that has impacts on natural areas than people in Dayboro, with people in Samford less supportive still. Smaller sample sizes in these areas mean caution should be taken in interpreting these differences.

Again, these results speak to the complex and nuanced task Council faces in building a strategy for growth management in the region, and why Moreton Says is so important to help Council to tease apart community perspectives on these important issues.



### 3. Integrated Transport Strategy

Transportation is central and important to any council, city, or region. The way communities can move around, to and from an area is a key part of what makes a place liveable. Managing public transport, traffic congestion and improving current infrastructure is important to any transport strategy. Pulse survey #2 asked questions to enable the council to develop a sustainable transport strategy which also reflects the preferences, needs and priorities of the community.

Pulse #2 asked three key questions to identify the wants and needs of the community. The questions focused on transport issues of concern, the barriers to using public transport, and the top 3 ideas Council could take to improving transport within the region.

#### Transport issues of most concern

In previous surveys, community members have told Council that transport within the region can be challenging. To support the development of the Council's Integrated Transport Strategy, in Pulse #2 we included a question to seek more specific information about these challenges. Participants were invited to pick transport issues that were of most concern to them. Participants could choose up to three challenges.

#### Help us understand which issues about transport are of most concern to you (choose up to three):

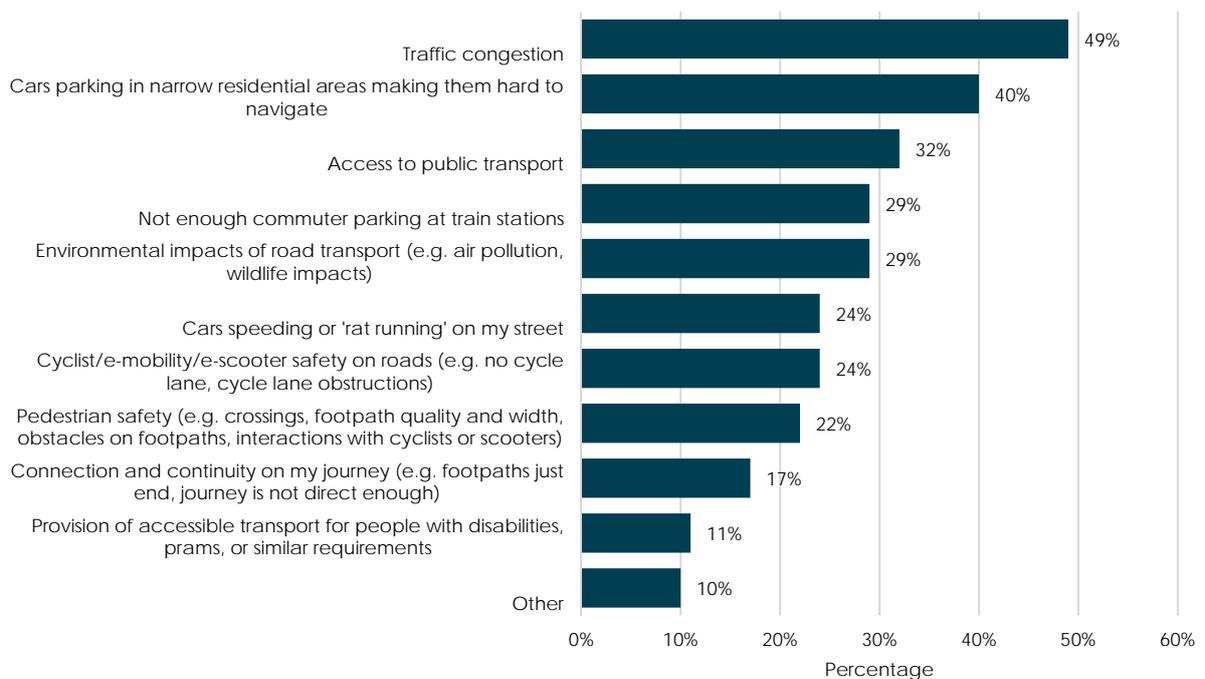


Figure 10. Issues about transport that are of most concern to the community.

Traffic congestion and cars parking in narrow residential streets were the top selected options, presenting congestion and road infrastructure as an issue of importance for the community. Access to public transport was selected 32% of the time by participants, 29% indicated insufficient commuter parking at train stations and 29% selected environmental impacts of road transport as their top concerns. These two responses, if used alongside the results related to the barriers to using public transport, highlight the community's desire for improved infrastructure for public transport.

### Barriers to using public transport

Participants were asked to identify the main barriers that prevent them from using public transport (participants could choose up to three barriers).

#### What are the main barriers that prevent you from using public transport more frequently? (choose up to three)

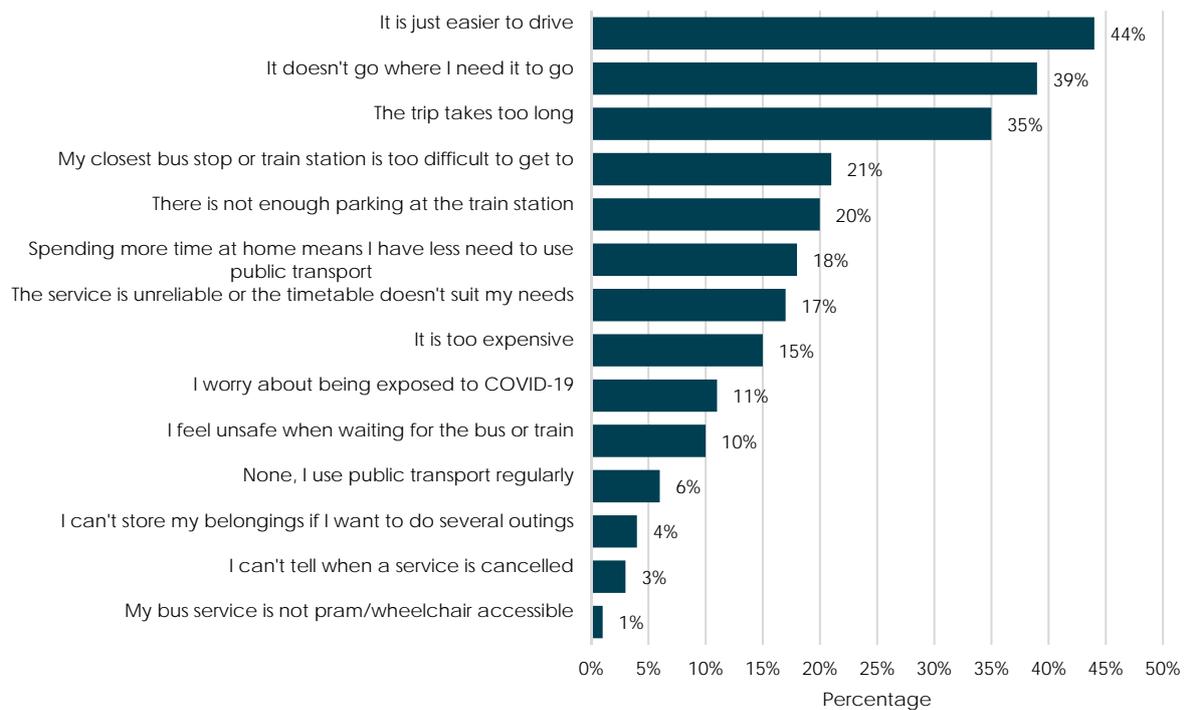


Figure 11. The main barriers that prevent community from using public transport more frequently.

Responses indicate that convenience is a key reason for using personal vehicles rather than public transport to move around the region. “It is just easier to drive” (44%) was the most often selected reason for not using public transport. Related to this theme, the next most popular choices also speak to convenience: “It just doesn’t go where I need it to go” (39%); “the trip takes too long” (35%); “my closest bus stop or train station is too difficult to get to” (21%); and “there is not enough parking at the train station” (20%).

**Ideas for action**

Council is committed to supporting healthy lifestyles and environment within the Moreton Bay Region. Participants were invited to give their ideas on what Council could do to encourage more people to use active travel options.

**Help us understand what Council could do to encourage you to choose more active travel options in your life (choose your top three):**

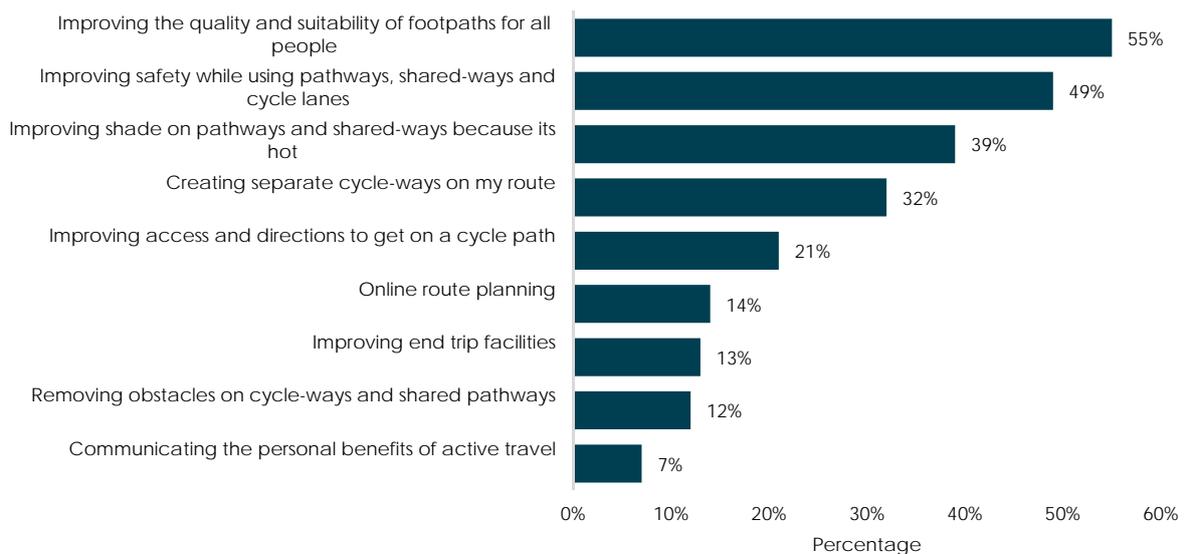


Figure 12. What Council could do to encourage community to choose more active travel options.

Results indicate that community members believe improvements to pathways, shared ways and cycle ways would increase activity within the community. The most selected improvements include quality and making suitable for everyone, safety, more shade, accessibility, directions and creating separate cycleways.

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The following quotes capture the essence of this finding well:

*"I think improving the public transport situation would be the most important way to help build better community in Moreton - less cars on the road meaning less congestion and less carbon emissions, more people travelling together can encourage them to get to know each other and make them feel safer in community, etc. However, this can only be done by increasing the access to public transport so making buses and trains run more frequently and to more locations or introducing day/week passes for people who travel more to cut their expenses." - Kallangur Resident*

*"With the rapid rate of development in the region, it is critical that the decisions regarding transport and the environment are made from day one, not reactively. It is council's responsibility to ensure that ecosystems and the services they provide are not compromised and that active/public transport is considered during design instead of creating car dependent communities." - Strathpine Resident*

Figure 13. An example quotes regarding public transport.

### **Demographic differences**

Looking at the transport questions by geographic area, the top issues of concern remain quite consistent across the region although vary in their intensity. Those in and surrounding North Lakes, Strathpine, and The Hills District identified traffic congestion as a concern more than places like Samford, and on the Redcliffe Peninsula.

Residents over 55 years were more likely to choose improvements to pathways, safety and shade producing trees to encourage more active travel than those in younger age groups. These ratings were higher again for people with disabilities. People less than 65 years (who may be expected to be doing more driving related to working commute) indicated traffic congestion was a more of a concern than people aged 65 years and over. The intensity of this concern does not vary by age within the 18–65-year age cohort to any great degree. Similarly, issues relating to public transport do not vary greatly by age.

Those new to the region (less than 12 months) reported traffic congestion was of less concern to them than those that had lived in the region for longer (more than 7 years).

Again, the story is more complex than it first appears. The data shows traffic congestion concerns are highest among people that live along and close to major road infrastructure (e.g. Bruce Highway). Whereas, people that are new to the region do not report the same levels of concern with this issue. There is consistent concern about public transport which speaks to the reliance people have on driving to move within and out of the region.

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## CONCLUSION

In Pulse #2, we dove deeper into understanding community views and experiences to help Council develop their strategies for three key areas:

1. Environment and sustainability,
2. Growth management,
3. Transport.

There is a strong desire in the community to improve the environment and sustainability of the region. Cost was however identified as a barrier to further individual action. Community members cited enhancement and restoration of native habitats, continuing existing environment programs, and increasing tree cover as the top three sets of actions Council should focus on in its work.

A strong majority of the community agreed that using public funds to improve the carbon footprint of both individuals in the community and the council was good use of public money.

Most community members indicated that they are open to population growth in the region so long as certain needs are met such as: development in existing urban areas rather than rural areas; there is a clear plan to provide necessary supporting infrastructure; and ensuring existing environmental and identity features were retained. It was clear that knowing where the developments are going to occur and what they will look like was one of the most important things to community members. Having job options in the local region was also important.

Participants indicated that improving public transport infrastructure, access and frequency would reduce barriers to its use. Additionally, traffic congestion, road infrastructure and safety on footpaths and cycle lanes were important. The improvement of footpath access, safety, shade, and additional infrastructure around cycle lanes (and direction to cycling paths) were noted as key actions the council could take to encourage more community members to choose active transport options.

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