

Draft Elgin Transport Strategy

Appendix 2 Consultation Process

Introduction

This appendix provides details of the second stage of consultation following publication of the draft Elgin Transport Strategy (draft ETS). This consultation has been undertaken to determine Stakeholder and the public's views of the draft ETS.

Events were held in order to maximise engagement with the public and transport Stakeholders (including Community Councils and Council services). Public drop-in sessions were held on five occasions at three different locations in Elgin. A stakeholder consultation event was held in Elgin Library on 16 January 2017 to discuss the draft ETS and provide Stakeholders with an opportunity to ask questions regarding the individual proposals.

Attendees at the public drop-in sessions and the Stakeholder event were encouraged to make their views known through completion of the questionnaire (which was available at the drop-in session) or through writing directly to Transportation. The responses to this consultation have been collated and reviewed in order to inform and develop the draft ETS proposals and for consideration by Council members.

The following sections provide information in relation to the engagement methods which were applied during the consultation period.

Publicity of Draft Elgin Transport Strategy

The ten-week consultation period for the draft ETS started on 8 December 2016, the day after Council approval for the consultation. Full details of the draft ETS and a consultation questionnaire were uploaded onto the Moray Council consultation webpages.

Promotion and publication of the draft ETS began with a press release from the Council's newsroom on 8 December 2016 which, as of 17 February 2017, achieved 348 views. There were also 3 social media posts between 8 December 2016 and 9 February 2017. These 3 posts achieved an audience of 15,712 people.

As a result of the promotion, a number of press articles were published in local newspapers which included a front page article in the Northern Scot at the start of the consultation on 9 December 2016. Follow up articles were published after the first public consultation event, which included a full page article in the Press and Journal on 13 January 2017, with a smaller article in the Northern Scot on that same day.

Public Consultation Sessions

A series of public drop-in sessions were held in Elgin to raise awareness of the draft ETS and engage directly with members of the public. The start of these sessions was delayed to avoid the Christmas period when people may have been on holiday or have other priorities. The sessions held were as follows:

| Date | Time | Location | Number of Attendees |
|---------------------|---------------|-----------------------------------|----------------------------|
| Thursday 12 January | 12.00 – 15.00 | St Giles Centre, Elgin | 135 |
| Saturday 21 January | 11.00 – 14.00 | St Giles Centre, Elgin | 65 |
| Monday 23 January | 17.30 – 20.30 | Bishopmill Old School Hall, Elgin | 22 |
| Thursday 26 January | 17.00 – 20.00 | Cedarwood Centre, Elgin | 46 |
| Monday 13 February | 12.00 – 15.00 | St Giles Centre, Elgin | 37 |

The public consultation 'drop-in' sessions were held in order to:

- Explain the issues associated with the transport network in Elgin, including public transport services, as identified by previous public and stakeholder engagement, including the online survey undertaken in June/July 2017;
- Explain how these issues could be addressed through the proposals outlined in the draft ETS document;
- Provide the public with an opportunity to discuss, and ask questions about, the draft ETS proposals; and
- Encourage individuals to respond to the consultation via the formal questionnaire or through writing to the Transportation.

These events enabled Council officers to explain how feedback from previous consultation events, held from June through to July 2016, had been collated and used by the third party consultancy to develop a set of proposals to address the issues raised and those attributed with the anticipated growth of Elgin.

Members of the public were provided copies of the draft ETS and given an opportunity to review information on display. Council officers were available to clarify information and answer any questions. Members of the public were asked to provide any comments online, by use of a hard copy questionnaire and/or through writing directly to Transportation. Copies of the questionnaire were available at all of the sessions so that attendees had the opportunity to respond at the event or take home a questionnaire to fill in later.

Consultation Questionnaire

The questionnaire provided the opportunity for stakeholders and members of the public to comment on the proposed strategy, by asking both quantitative and qualitative questions. Specifically respondents were asked;

- Whether they agreed / disagreed with each of the draft ETS objectives;
- Whether they considered that the proposals in the draft ETS met the objectives;
- Did the proposals in draft ETS proposals address their individual transport concerns;
- Would the proposals make it easier for them to travel around Elgin;

- What they saw as the benefits of the proposals;
- Whether they saw any challenges with the proposals which would need to be overcome;
- What they considered to be the most important part of the draft strategy; and
- Whether they supported the proposals for active travel, the additional railway crossing and the replacement of existing roundabouts with traffic signal junctions.

Opportunities to provide additional information were available for each question (excluding question 3) with a final opportunity to provide any other comments on the draft ETS.

The questionnaire was made available online, via the Moray Council website, from 8 December 2016 until 16 February 2017. Paper copies of the questionnaire were also available at the public consultation drop-in sessions, and at Elgin Library and at the Moray Council Access Point in Elgin. A copy of the questionnaire is attached at Annex A.

A total of 108 online and paper copy questionnaires were completed. Analysis of the responses to the draft ETS questionnaire are attached at Appendix 3 to the committee report .

The questions asked in the survey enabled respondents to provide detailed answers on their views to the draft ETS proposals. These additional comments have been collated and reviewed, and assigned a comment 'type' e.g. objection to a specific proposal in draft ETS, general support for draft ETS. The comments, with responses from Moray Council officers, are provided in the series of tables attached at Annex B.

In addition to the questionnaires, a number of letters making representations were received by email and post. These letters raised specific concerns relating to the draft ETS. Summaries of these letters and the response from Moray Council are attached at Annex C.

Stakeholder Consultation

An email was sent to the transport Stakeholders who had been consulted during the development of the draft ETS. A list of the Stakeholders is attached at Appendix 1 to the Committee Report. This email included a link to the consultation web page and questionnaire. A follow up email was sent in the New Year inviting stakeholders to a specific event. A final email was sent reminding stakeholders of the end date for consultation responses.

The Stakeholder event was held on Monday 16 January 2017 at Elgin Library. The session began with Council officers providing an overview of how feedback from previous public and stakeholder consultation events had been reviewed and used by the third party consultancy to develop a set of proposals to address the relevant transport issues raised through the initial consultation and future transport issues attributed with the anticipated growth of Elgin.

Following the presentation stakeholders were divided into four groups and asked to move to 'themed tables' headed by a Council officer, to discuss and comment individual proposals in detail. The four themes were;

- Junctions;
- New Road Link;
- Active Travel and Streetscape; and

- Behaviour Change and Travel Information.

Following a short explanation of the draft ETS proposals that formed the 'theme', stakeholders were then given 20 minutes to discuss and provide comment individual draft ETS proposals.

The comments gathered during this session are detailed at Appendix 1 to the Committee Report.

Summary

A series of consultation drop-in sessions and events were held in order to engage with the general public, Community Councils, Council services and transport stakeholders to explain the proposals outlined in the draft ETS, answer questions and encourage response to the consultation through the questionnaire or by writing directly to Transportation.

The responses received have been reviewed and findings used to inform and develop the proposals within the draft ETS. A number of modest changes to the strategy have been made as a result of the consultation:

- The references to removing roundabouts on A96 have been amended to state 'junction improvements'. This is in order to allow more detailed design and modelling work to identify the most appropriate junction improvement in collaboration with Transport Scotland as trunk road authority. It is still a fundamental part of the strategy that the capacity and operational effectiveness of these junctions are addressed, and that due consideration is given to pedestrian movement.
- The proposal for a new cycle/pedestrian rail bridge on Bilbohall Road, and the proposal to make changes to the road layout at Bilbohall Road/Mayne Road/Wards Road have been moved to the development specific interventions list. Although these interventions have benefits to the overall network, the majority of the benefit is in relation to the proposed development site at Bilbohall and therefore it is considered appropriate right that these interventions are taken forward for consideration by the developers of this site.
- Following feedback in relation to the Local Development Plan, active travel routes and bridge alterations on Linkwood Road have been added to the list of development specific schemes. Core Path upgrade and A96/Morrison Road improvements. This is consistent with the approach taken to other site specific proposals.
- A summary of development specific schemes has been included in the public strategy summary.
- The final detailed appendices will clarify the proposals to make pedestrian improvements on Edgar Road, to make it clear that there is not a proposal to install 7 zebra crossings, but the proposal will include the provision of one or two formal crossings at suitable locations.

List of Appendices to Committee Report

Appendix 1 – Stakeholder Consultation Event

Appendix 2 – Consultation Process

Appendix 3 – Analysis of Responses to Consultation Questionnaire

Appendix 4 - Comments from Stakeholder Event 16 January 2017 and list of Attendees

List of Annexes

Annex A – Copy of Consultation Questionnaire

Annex B – Questionnaire Comments with Responses

Annex C – Other Representations Received with Responses