2.2 Community engagement: evaluation

The engagement process for the Launceston City Heart Project successfully reached a broad cross-section of the community, developed a clear picture of the city and identified areas and ideas for change.

In summary, the engagement process involved the following:

- **1,595** people responded to the survey (172 online, 1,423 paper-based). This high number of responses gives a strong foundation for strategic decisions to enhance the Launceston CBD and serves to validate feedback provided through other engagement activities. A summary of the findings is included as Appendix 2.
- **405** people engaged at the pop up engagement workshops at Civic Square, Brisbane Street Mall, the Quadrant and the Farmers Market (See Figure 2)
- **135** people were involved in in-depth discussions at **nine** key stakeholder interactive workshops
- **383** people sent in project postcards with their 'big idea' for the CBD
- Local high schools and UTAS students were involved providing and testing ideas for improvements to their CBD
- **Many hundreds** of people provided ideas by filling in comment stickers on shop windows around the city or posted photos, commented or liked ideas on social media.
- **Many hundreds** of people tried out or provided feedback on the prototypes, which tested improvements to Civic Square and Brisbane Street Mall.

The people engaged represented a spread across income, age, location, occupation, family type and education. Particular demographics were low-income and middle-income families, single parents, young persons, older persons, children, persons with a disability, retailers, farmers, business owners, tourists and office workers in the CBD. The process reached a number of groups that are usually hard to reach including younger people, people with a disability, single parent families and time-poor small business owners. This depth and breadth of people engaged is reflected in Figure 2 below, in particular this highlights the specific groups who engaged through on street pop up workshops. An equally diverse range of people was observed using the CBD prototypes.