

FROM THE COAST

Revitalising Esperance Town Centre

The Shire has been using a brand new form of engagement to encourage community feedback, and it is proving to be very popular. Social Pinpoint is an interactive drag and drop online platform that is enabling everyone in our community to provide feedback on Parking, Traffic and Pedestrian movement in the town centre, without even leaving the house.

During the Town Centre Revitalisation project we received feedback that there were some concerns and challenges with the way we move, whether driving, cycling or walking, and park in the town centre. This has been the catalyst for the project to develop a Parking, Traffic and Pedestrian Strategy for the town centre. This strategy will look at what we need, how we use the town centre and how we can improve our beautiful town centre now and in the future.

A lot of data has already been collected which will form the basis of the community engagement workshops coming soon. We've used traffic counts, intersection use, crash data, parking utilisation surveys and pedestrian counts to gather information so far. Now what we really need are your stories and opinions. What are your experiences as a driver, a pedestrian or a cyclist? How do you use the town centre? What are the issues you encounter? What do you like and what needs to improve? Social Pinpoint is a really simple interactive pin-board that has already been viewed more than 400 times and helped us gather some valuable feedback and suggestions from within the community.

Some of the comments we've seen from Social Pinpoint include:

- "The crossovers cause confusion with pedestrians and drivers alike. Some Esperance drivers stop and give way to pedestrians. The crossovers are too close to the intersections - move them further away."
- "A very well equipped and modern information Centre could be on the corner of Harbour road and Norseman Rd , with lots of parking for all visitors."
- "Love, love, love the enclosed playground here. Great design, little kids and big kids are there all the time!! Brilliant having public toilets so close but not on top of the playground."
- "The main business area of the town needs TLC. Let's start with clean rubbish bins or more attractive ones, beautify the area with attractive seating and huge flower/shrub pots."
- "I would love to see pedestrian islands in the centre of Norseman Road near the Cannery, to connect the Cannery to the foreshore footpath/cycle way. Crossing this dual carriageway is dangerous."

There is also a survey that will assist the Shire in planning for the future. To access this or Social Pinpoint go to the front page of the Shire website www.esperance.wa.gov.au