

Cardiff Area Sustainable Neighbourhood Community Attitudes Survey

November 2014

This is a report on the attitudes of residents of Cardiff Area including Cardiff, Cardiff Heights, Cardiff South, Garden Suburb, and Hillsborough, prepared by Lake Macquarie City Council as part of the Sustainable Neighbourhoods Program, November 2014.

Background

Council's Sustainable Neighbourhoods Program provides support to communities who wish to plan for, and implement, changes that will reduce their ecological footprint at the neighbourhood level.

This report presents the results of the Community Attitudes Survey, undertaken in the Cardiff Area in November 2014. The intent of the survey is to gauge community attitudes to the natural environment, sustainable living, and environmental threats such as natural disasters.

The survey is part of ongoing community development and engagement activities, which aim to collect input from the broadest possible range of residents in each neighbourhood area. Other techniques to collect input include public workshops, stalls and activities at shopping centres, schools and other community areas. We hope the survey captures some of the values, attitudes, and concerns of residents who may not participate in other engagement activities.

Methodology

In November 2014, a hardcopy survey was posted to 4885 households in the Cardiff Area. Hardcopy surveys were also left at the library and local businesses. The hardcopy survey was in self-return format, with a prize draw promoted on the front cover as an incentive for residents to complete it.

A digital version was also made available and was promoted via a link from the Sustainable Neighbourhoods website, through email to 136 local contacts of the Ecodavocate, and via cross promotion from internal and external sources (e.g. Cardiff North Primary School, Landcare, Cardiff Men's Shed, What's On e-letter, etc.).

The survey was open for three weeks. Completed surveys continued to be submitted after the closing date and new data was entered for two weeks following this. An additional nine surveys have been received since the completion of this report, all with responses consistent to those analysed.

In total, 260 responses were received and analysed as part of this report. Of these, 36 online responses were submitted and 224 hardcopies were returned, a response rate of approximately 5% of those posted.

The results of this survey, and the ideas shared by respondents, will be added to other information gathered from a range of activities, to help develop the Cardiff Area Sustainable Neighbourhood Action Plan.

Key Findings

1. About the Cardiff Area

The top aspects people value about the area included:

- Close to amenities, services and/or facilities (19%);
- Proximity to the lake, beach, ocean or bush (17%); and
- Peace and quiet (16%).

2. Local sustainability issues in Cardiff Area

Respondents were most concerned about:

- Rubbish, litter, and waste management (22%);
- Reducing energy and water use (18%); and
- Health of the environment and biodiversity (18%).

3. Sustainability actions in your neighbourhood

Respondents indicated they are most likely to participate in the following types of activities:

- Taking part in home audits i.e. energy, waste, and water usage (51%);
- Participating in, or receiving information on, community building, cultural programs, street parties, community picnics/BBQs and historical/cultural talks (51%); and
- Learning more about waste services i.e. recycling right, e-waste, household problem waste, etc. (48%).

Respondents indicated they are least likely to participate in the following types of activities:

- Volunteering in programs to monitor the health of local ecosystems, flagship species, and/or birds (42%);
- Taking part in neighbourhood clean-ups in parks, foreshores and/or bushland (27%); and
- Participating in programs, or receiving information on topics, relating to: local flora, fauna and natural environments; bush, coastal and/or ecosystem regeneration; and growing native gardens (20%).

Less than 13% of respondents provided recommendations for workshops, educational events and/or community activities. The majority of these responses (11) related to gardening/planting activities and training.

4. Ideas to improve the neighbourhood

Approximately 37% of participants shared ideas for improving their neighbourhood. Responses were diverse and ranged from suggestions for tree planting parties to the need for removal of graffiti. Many responses were specific and could not be generalized. These diverse responses make up the largest category of responses, listed as 'Other'. With the exception of 'Other' responses, the most common ideas related to more frequent/better community communication, including get-togethers, raising awareness/education of environmental issues and land management.

5. The Sustainable Neighbourhoods Program

Six percent of respondents had previously participated in the Sustainable Neighbourhoods Program, while an additional 60 respondents had heard of it. The majority of respondents indicated that they had heard about the program through 'involvement with other community agencies'.

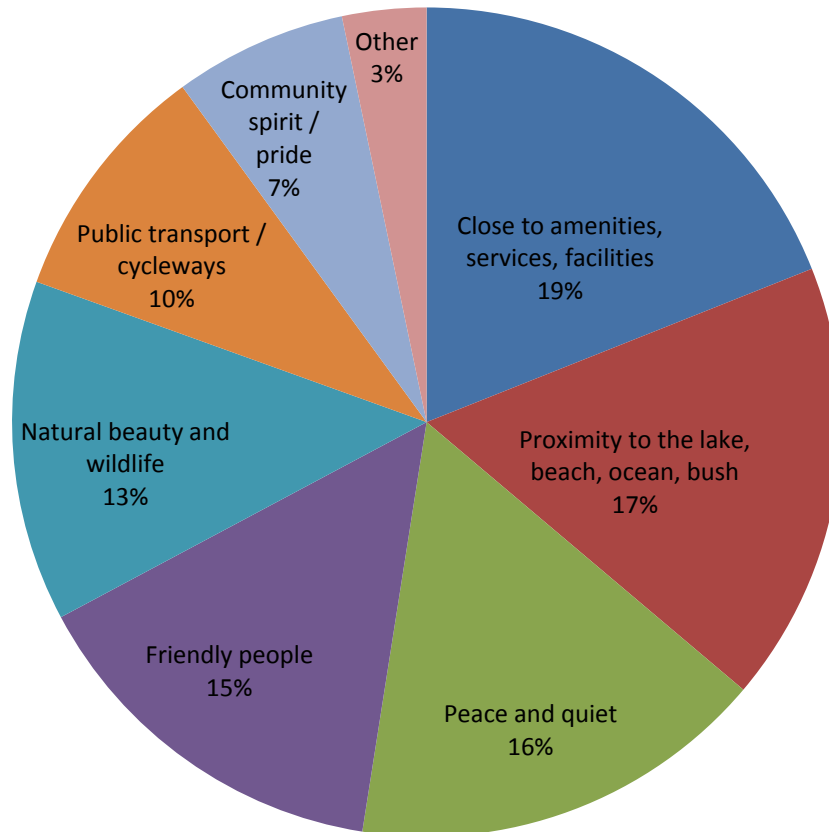
6. Demographics

The majority of respondents were long-term locals. The average respondent was 65+ years old, lives in a home with one other person, owns their home and has lived in the neighbourhood for over 10 years.

Detailed Results

1. About Your Neighbourhood

What do you like most about living in your neighbourhood?

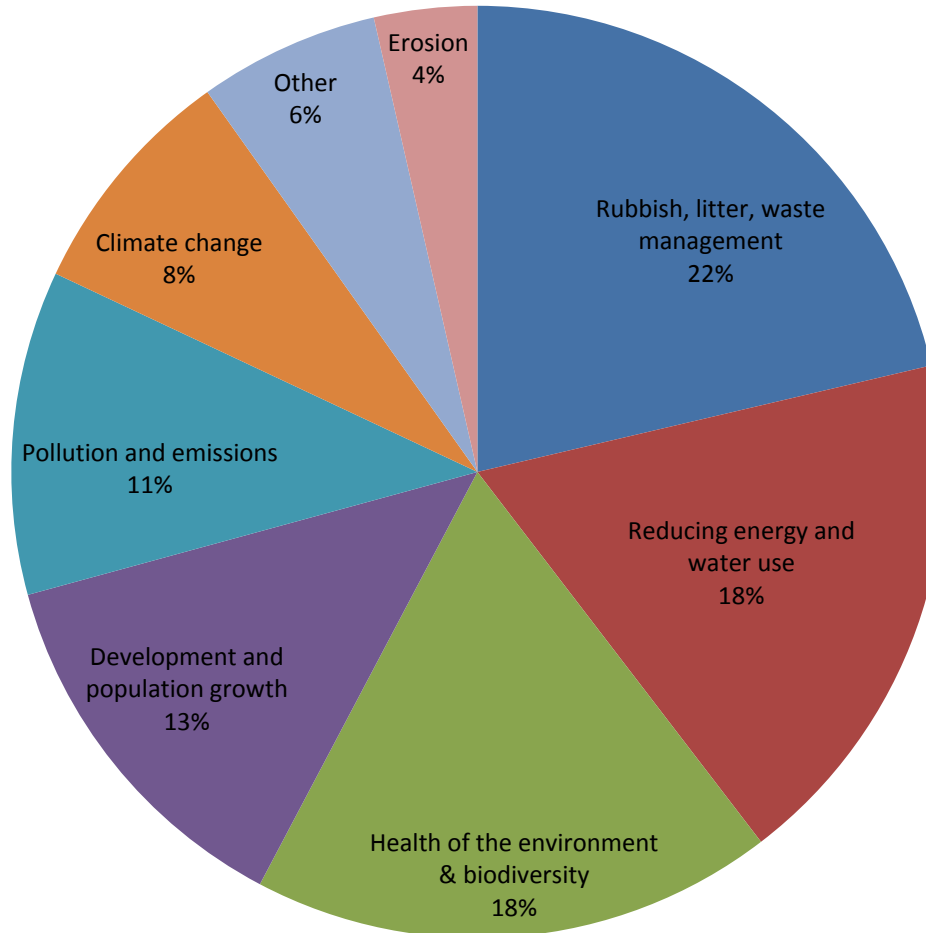


Examples of 'Other' responses:

- Request or complaint (0.52%)
- Close to family (0.35%)
- Quality of amenities, playgrounds, sports fields, or parks (0.35%)
- Close to work (0.26%)
- Climate (0.26%)
- Safety (0.17%)
- Affordability (0.17%)

2. Sustainability Issues in Your Neighbourhood

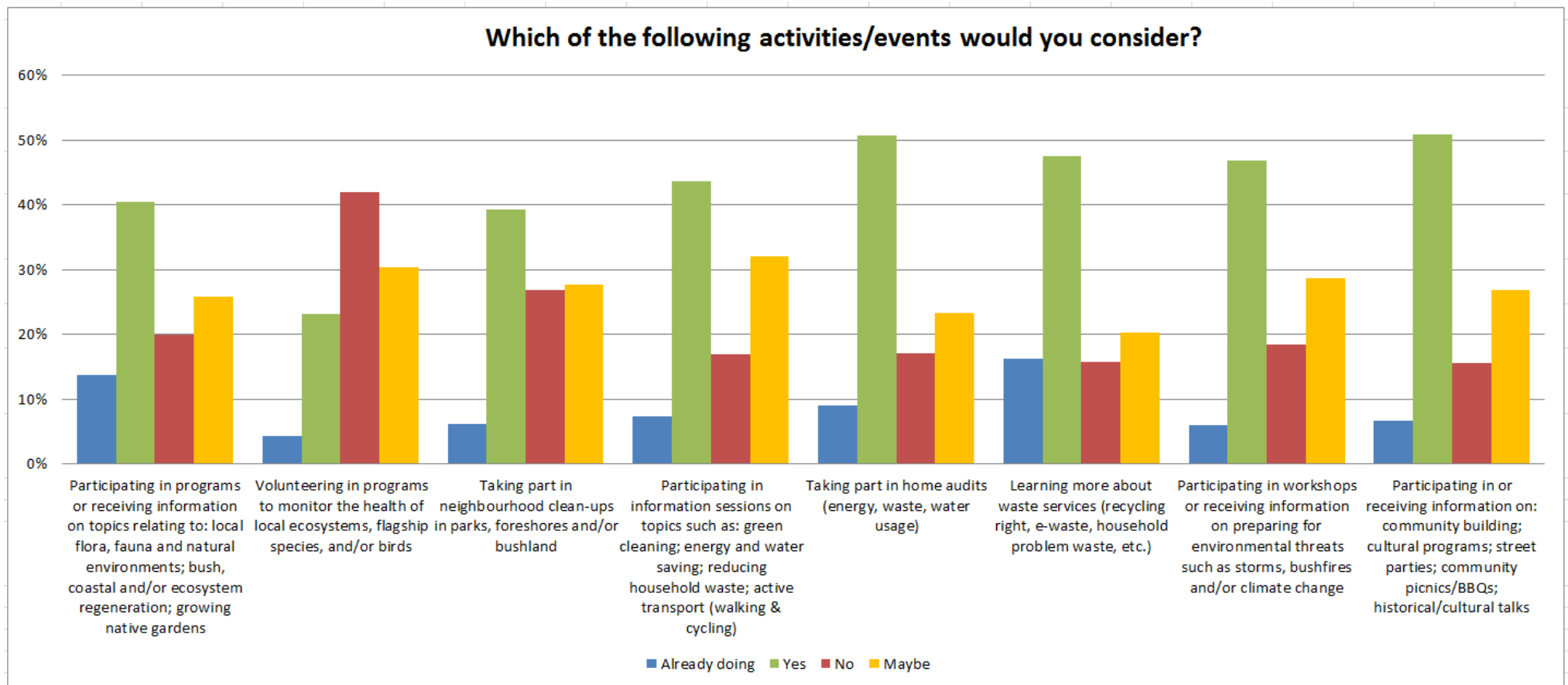
What are the most important environmental issues in your neighbourhood today?



Examples of 'Other' responses:

- Noise (0.78%)
- Maintenance of public spaces (0.78%)
- Crime / vandalism / 'hooning' (0.78%)
- Lack of adequate drainage / guttering (0.65%)
- Noxious weeds (0.65%)
- Lack of active transport routes (0.65%)
- Lack of fire prevention / preparation measures (0.52%)
- Lack of adequate sewers (0.39%)

3. Sustainability Actions in Your Neighbourhood

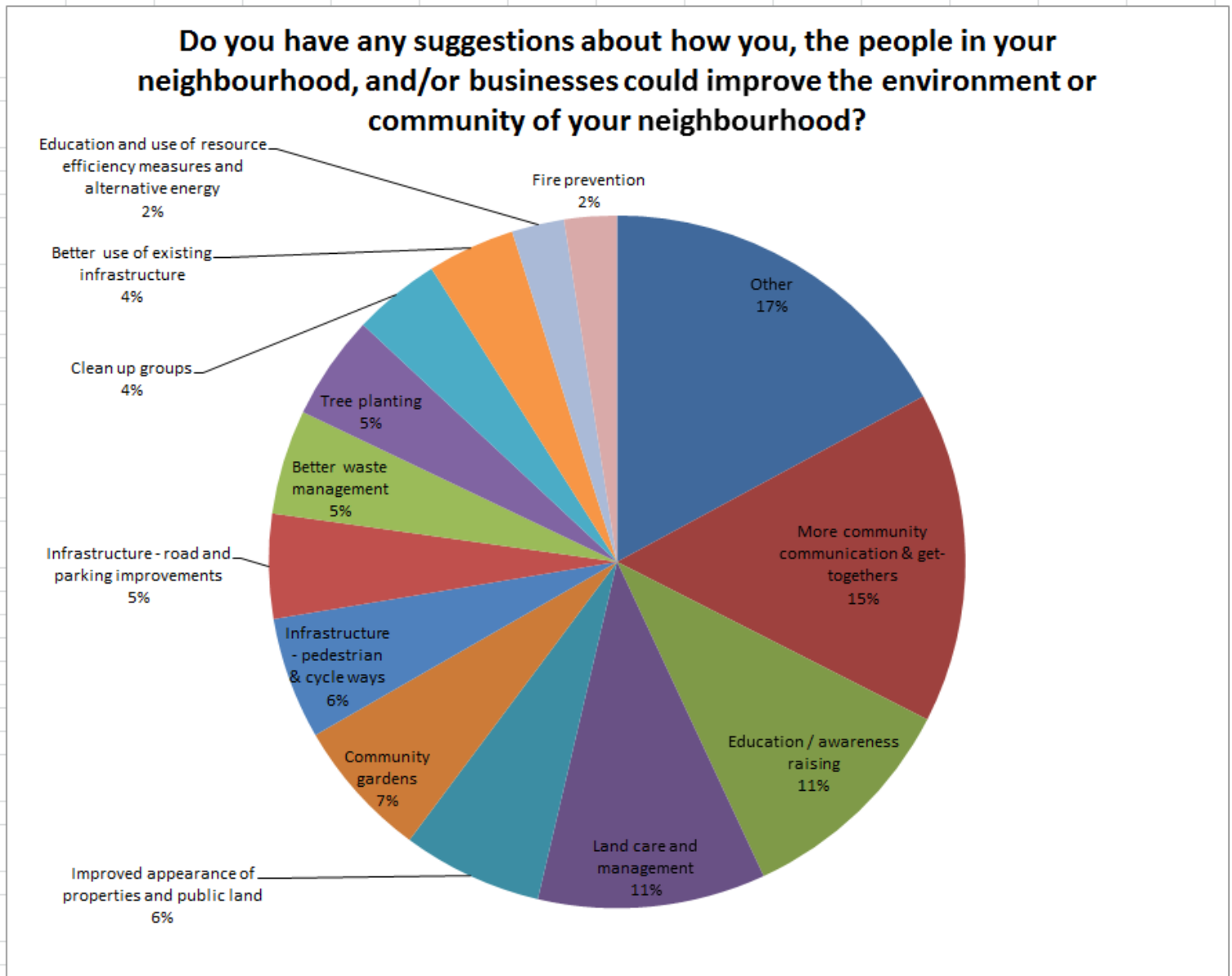


Other suggestions:

- Gardening groups / planting days (11)
- Activities to improve open spaces (9)
- Creating verge / footpath / kerb gardens (4)
- Activities & information on local wildlife / landscapes (3)
- Workshops / information on healthy living and eating (2)
- Youth involvement activities (2)
- Promotion of alternative transport (2)
- More advertising and publicity for workshops (2)

4. Your Ideas

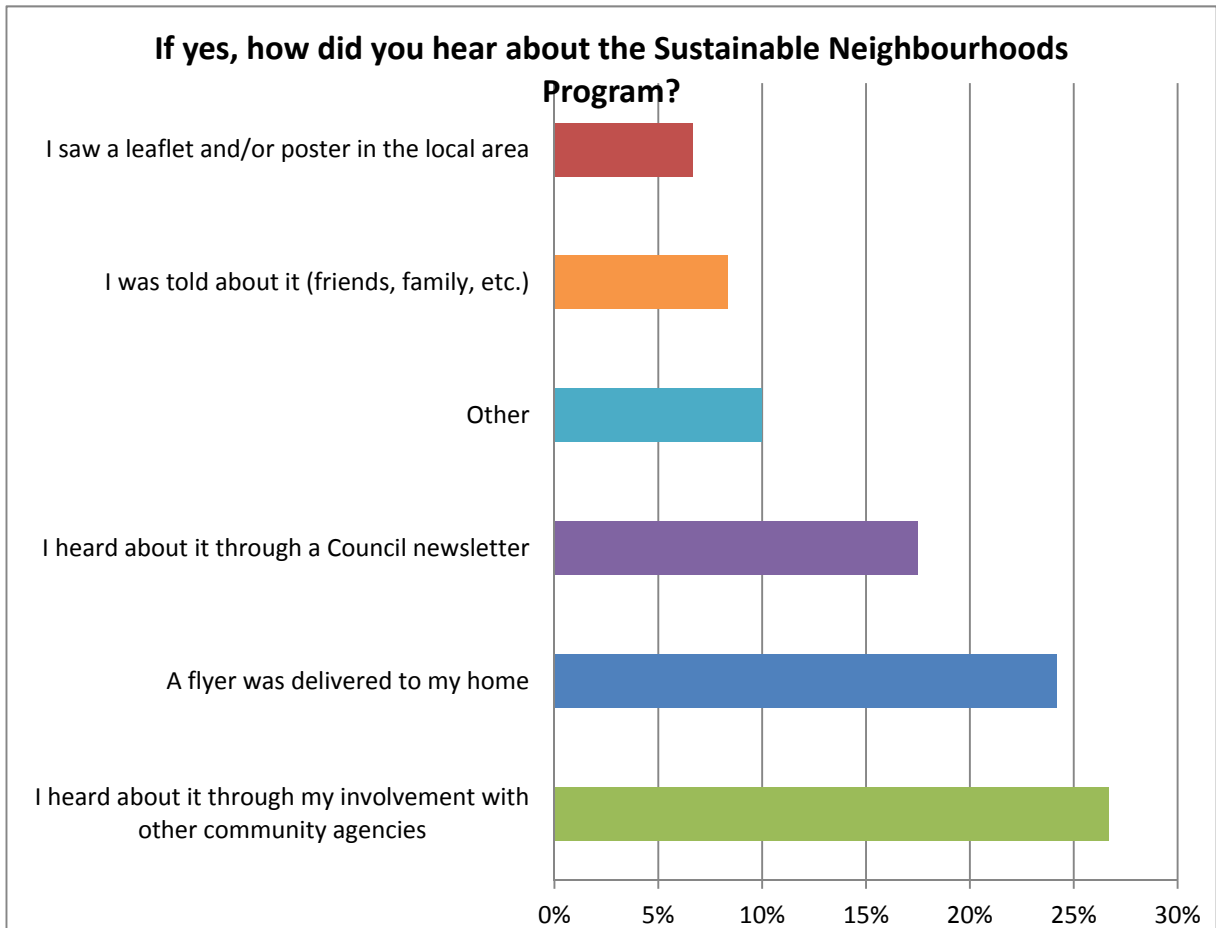
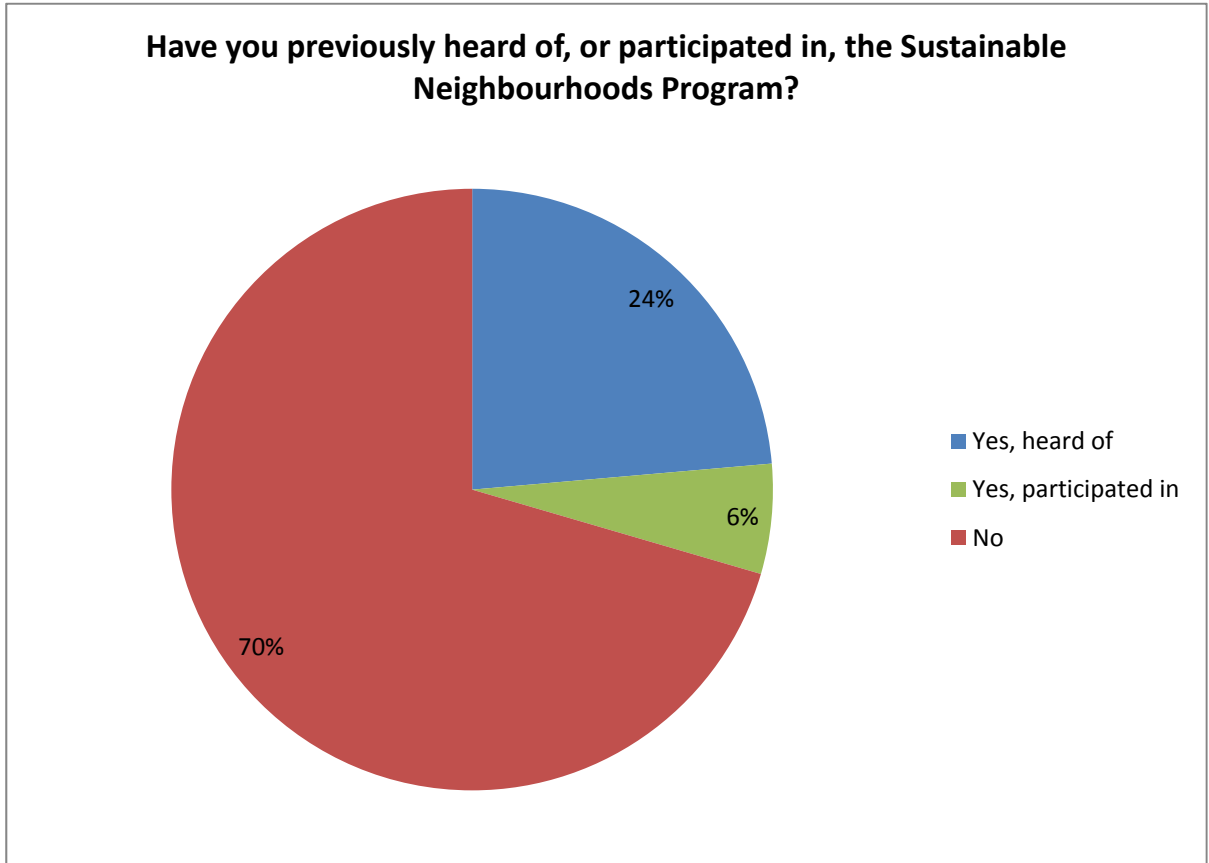
Responses to this open-ended question were generalized to create 14 categories.



Examples of responses:

- Footpath gardens - competition for best street.
- More public seating on footpaths, in parks and at bus stops for elderly people to sit on so that they can participate in community functions.
- I would like to see some more activity around the railway station/town centre area in regard to garden/weed maintenance and general beautification.
- I wish we had a group of retired skilled people that had somewhere to work and repair things that would otherwise be put in the dump.
- Tree planting in streets, schools, parks and homes.
- More community awareness. Increasing participation in activities that benefit everyone.
- All contributing to energy efficiency - water wise programs.
- More programs advertised in local cafes/shops etc.
- Activities or events to meet and get know neighbours in our street and community.

5. The Sustainable Neighbourhoods Program



6. Demographics

