

Bunbury Outer Ring Road

Stakeholder and community sentiment survey results

Research survey #3, November 2023



The South West Gateway Alliance (SWGA), is managing the works on the Bunbury Outer Ring Road (BORR) on behalf of Main Roads. SWGA in partnership with the independent research firm Metrix Consulting, conducts bi-annual research surveys to gauge stakeholder sentiment towards BORR project and team. Findings are used to evaluate the effectiveness of engagement and communications activities on the project and identify opportunities for improvement.

The first round of research was conducted in October 2022, the second round was in May 2023, and the third and most recent round was conducted in November 2023.

In November 2023, 538 individuals were surveyed across the following five stakeholder categories.



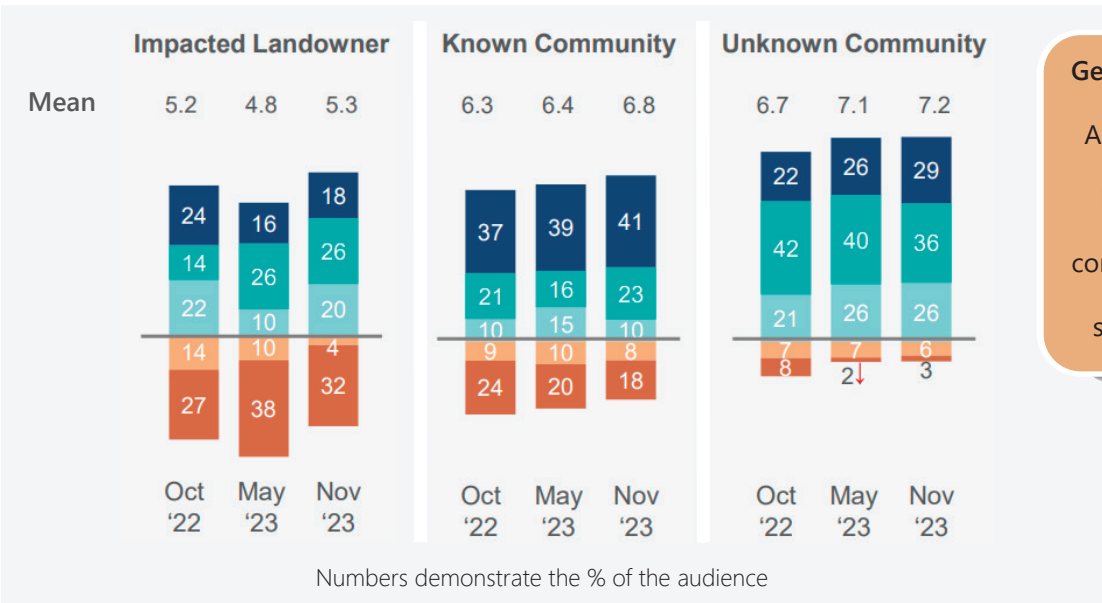
*The known community is defined as those who are subscribed to project updates.

**The unknown community is defined as non-subscribers to the project. This data represents a statistically valid sample of the broad community.

An overview of results from the general community—including impacted landowners, known community and unknown community—is provided below.

Please note the “don't know” responses have been excluded and NET results may equal +/- 1% due to rounding.

Sentiment towards the BORR project



General sentiment towards BORR

Audiences were asked how they feel about the BORR project. Impacted landowners, known community and unknown community members indicated an overall increase in positive sentiment towards the project.

- Extremely positive [9-10]
- Positive [7-8]
- Neutral [5-6]
- Negative [3-4]
- Extremely negative [1-2]

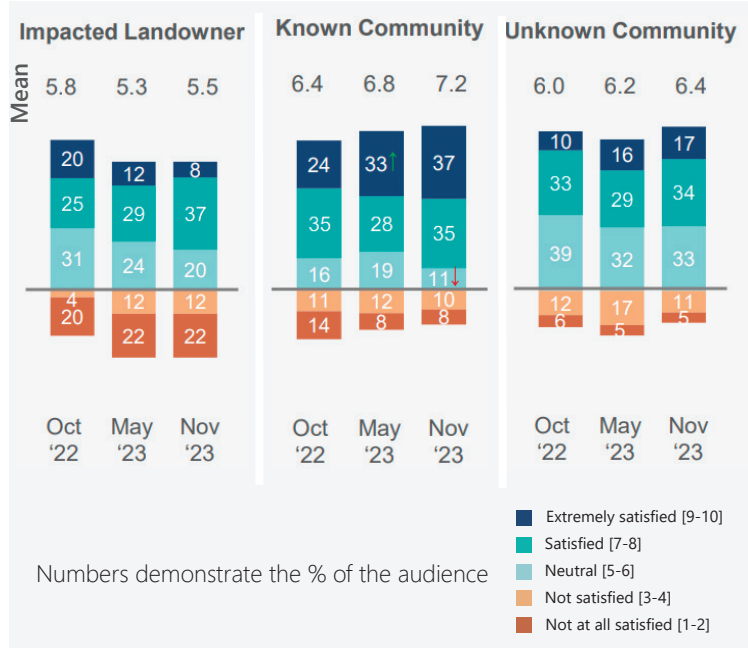


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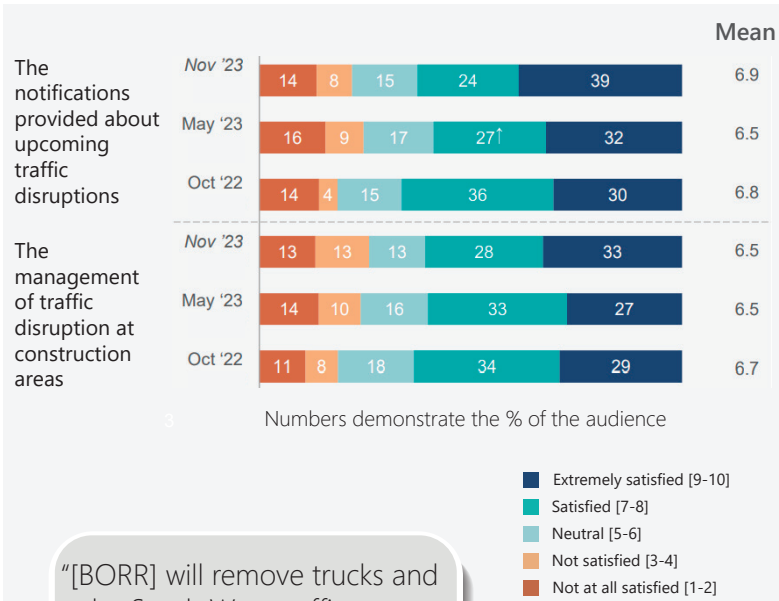
Quality of communications

While the research shows a slight increase in the perceived quality of the information provided by the Alliance to the community, the impacted landowners are still indicating the lowest satisfaction. Additional communication initiatives for impacted landowners and communication procedural improvements are being implemented.



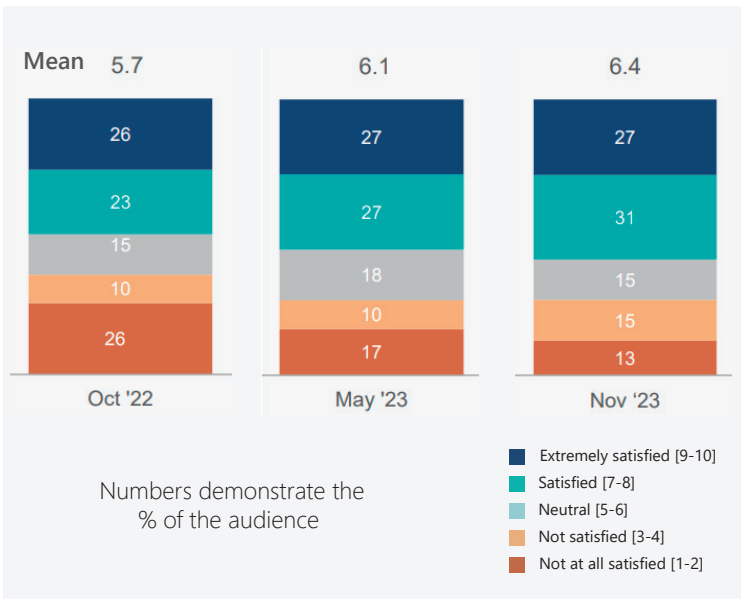
Traffic disruptions and management

The Alliance continues to reinforce its commitment to minimising ongoing disruption where possible, whilst acknowledging some inevitable disruption. Despite increased activity in the region, community sentiment reflects increased satisfaction with the management of traffic disruptions at construction areas as well as increased satisfaction with the notifications of upcoming traffic disruptions provided.



Known community satisfaction with the project team

Responses from the known community indicate improving sentiment regarding project team interactions. More than 50 per cent of known community members surveyed expressed overall satisfaction or extreme satisfaction with interactions regarding BORR.



"[BORR] will remove trucks and the South West traffic away from Bunbury's light roads and make for a faster and safer way to travel around Bunbury."
- Known community



The Golding Crescent and Boyanup-Picton Road overpass bridge