



City of
Melville

REPORT



FOOD TRUCKS IN THE CITY ENGAGEMENT

27 May 2019 to 7 June 2019
Survey and online community feedback



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Executive Summary

In the Strategic Community Plan “People, places, participation 2016 – 2026” the community told us they wanted to see more support for local small business and more opportunities to get to know one another in their local areas. Food trucks were seen to meet both these requirements.

Currently, mobile food trader operations within the City of Melville are limited, with only a handful of coffee vans operating throughout the City at regular locations. Before going ahead to increase the number and location of food trucks across the City, it was important to consider community wishes.

Two methods of gathering community feedback were used including a survey to a random sample of people living within 300 metres of selected locations and an online discussion forum on Melville Talks. The survey received 121 responses and 225 comments were contributed by the broader community.

The outcome from both engagement methods showed considerable enthusiasm for increasing the number of locations at which food trucks could operate.

Analysis of the quantitative data (numerical) from the survey by the City’s statisticians showed the top four preferences for food trucks as:

1. Point Walter Reserve – 69% said ‘Yes’;
2. Mount Henry Bridge Reserve – 65% said ‘Yes’;
3. Wireless Hill – 61% said ‘Yes’; and
4. Piney Lakes Reserve – 58% said ‘Yes’.

According to the demographic information from the survey, men were more supportive of having food trucks in the City than women. Residents in Melville suburb (71%) were most supportive of the idea, giving the nod to at least 5 locations. Weekends, especially Saturdays were the preferred days of the week for most respondents, whilst weekdays were most popular with people over 65.

Mount Henry Bridge was seen as the location of choice during the week with Point Walter as the most popular destination at weekends. Preferences for times of opening over all locations were 41% for dinner, 34% lunch and 25% for breakfast with dinner being the preferred mealtime at Mount Henry Bridge Reserve.

Overall, the preferred cuisine was Asian, followed by European offerings and those of Central and South America. Residents would like to see food trucks selling coffee and ice-cream across all locations with people from Bull Creek preferring smoothies and shakes over coffee. Willagee residents would rather have sweets or deserts over coffee.

Concerning dietary preferences, it would seem that most residents of the City are meat eaters, with less than a quarter being vegetarian. Vegan diets and Halal prepared food was representative of 1% of the population and a further 5% identified gluten free preferences. Details about responses for each location are provided in the body of the report.

Analysis of qualitative data focussed on responses to the two open questions in the survey (what would be good or bad about food trucks) and the 225 comments on Melville Talks. Detail on the analytical process can be found in body of the report.

It should be noted here that whilst surveys can restrict what the persons receiving them can 'say' via their responses, discussion forums provide for greater freedom of expression, within the bounds of moderation.

In this instance, a number of people expressed their support to the continuation of the Kerbside Café at Mount Henry Bridge, although this matter was not at issue. Nevertheless, a direct quotation concerning the value of that service and its contribution to a sense of community and local growth and prosperity exemplified most reactions to the concept.

"The Kerbside [Café] van and owners have been a brilliant example of a small hard working business...[making an]... otherwise unattractive/unused patch of grass alongside a noisy freeway overpass, into a great place to buy good coffee, meet/chat with other locals and enjoy proximity to the Canning River. In my view they...[are]...trailblazers..."

Detailed analysis of key words and phrases using Nvivo, a program for the analysis of qualitative data, revealed four major themes running through the data.

- Public enthusiasm for the idea of food truck in more of the City's parks and reserves and the benefits likely to accrue for both the community and visitors alike.
- Parking availability is a critical success factor for determining which parks or reserves could be used for food truck
- Belief that the increased presence food truck will help build a sense of community, making spaces more vibrant and attractive to locals and visitors alike.
- Recognition that food truck will attract others from outside the area, potentially contributing to local growth and prosperity.

Additional queries applied these themes to the each location and this exercise served to reveal strong grass roots support for Peter Ellis Park as a potential site for a food truck service followed by Piney Lakes, Wireless Hill and Mount Henry Bridge.

Both datasets, the survey and discussion forum, have identified considerable community support for an expansion of food truck activities within the City of Melville.

Background

Through consultation for the City of Melville's strategic community plan the community told us they wanted to see more support of local small business and more opportunities for people to get to know one another and do things together in their neighbourhoods.

Currently, mobile food trader operations within the City of Melville are limited, with only a handful of coffee vans operating throughout the City at regular locations. Food trucks serving substantial offerings are generally only seen at larger organised events.

Through making it easier to food trucks to operate within pre-approved locations, the City is helping achieve the community aspirations of sense of community by activating those locations and providing more opportunities for residents to get out and about in their local suburbs.

It also helps achieve the City's community aspiration of growth and prosperity by providing more opportunities for local food truck owners to operate within the City and by giving residents more opportunities to support small businesses within their community.

Purpose of engagement

To engage with the community on the practical implementation of the City's local law *Activities in Thoroughfares, Public Places and Trading Local Law 2014* concerning food truck, in ways that are fair, transparent and can be linked to final outcomes of engagement.

Objectives

To **inform and consult with** people from four stakeholder groups, namely:

- People living within 300m (walking distance) of potential sites
- Businesses operating within 300m of potential sites
- City of Melville residents and ratepayers
- Food van operators

Engagement Actions

Inform

To **inform** stakeholders, direct emails were sent to randomly selected, representative samples of residents inviting their participation in the project. The email contained links to both an online survey and to a dedicated webpage on Melville Talks.

Melville Talks contained detailed information on the engagement process; a timeline and a hotspot map the potential food truck locations and trader capacity.

Examples of the engagements methods used to inform

Melville Talks

Food Trucks in the City

Help us find the best locations for food trucks to operate in the City of Melville

[Follow](#)

Melville Talks Community Home / Food Trucks in the City

The City of Melville is seeking your feedback on a number of locations it has identified as being suitable for the operation of mobile food trucks. Food trucks are a growing trend in Western Australia, nationally and globally as a way to activate spaces and increase social connection and vibrancy within neighbourhoods.

Your feedback via online which locations are ultimately approved as well as give guidance to the City on the types of food and operating hours preferred for each location.

Sign up to see dates

Sign up to Melville Talks and click the follow button above to be notified about key developments with this project. Alternatively sign up to our website to find out more about the project and others.

[Sign up to see dates](#)

Timeline

- Community discussion
Monday, 27 May to Friday, 7 June 2019
- Community survey opens
Monday, 27 May 2019
Get the chance to give your views on the project.
- Community discussion and survey closes
Friday, 7 June 2019
- Engagement results available
Monday, 10 June 2019

[See less](#)

Contact Us

Have questions or want to learn more about a project, contact us below:

- Home: Civic Pavilion
- Phone: 080 1944 0223
- Email: Civic.Pavilion@melville.wa.gov.au

GET INVOLVED ABOUT THE CONSULTATION

The locations identified above were selected after a rigorous assessment process, which looked at their suitability across a range of criteria including suitability for activation, ample parking, ease of traffic flow, public toilet facilities and capacity to accommodate food trucks.

Which are your preferred locations and what would you like to see there?

We need your feedback on the choice of locations, as well as what food/trink choices and operating hours you would prefer. If you're a food vendor let us know in your comment.

Melville Talks Engagement Page
(See Appendix I for full version)

Food Trucks in the City Survey

You are invited to take part in a survey which focuses your preferences on a number of locations which may be suitable for mobile food trucks, food and drink choices as well as operating hours.

What do I have to do?

Click the link below to take the short survey and help us activate space and increase social connection and vibrancy within your neighbourhoods.

The survey closes on Friday, 7 June 2019.

[Take the survey](#)

Visit [Melville Talks](#) to find out more about the Food Trucks in the City Community Engagement.

*Email sent to random sample
(See Appendix I for full version)*

Other methods used to inform

In addition, the City advertised the engagement to the wider community via the following:

- A news article on the City of Melville website with a link through to the engagement page. Published 27 May 2019.
- A media release 'City seeking feedback on potential food truck locations'. Issued Monday, 27 May 2019
- Facebook posts published through the City of Melville Facebook account on Monday, 27 May 2019 and during the week of 27 May and 3 June 2019 through geo-targeted advertising to each location.

Consult

To **consult with stakeholders most directly impacted** by a potential increase in the number of food truck in places and spaces close to their homes, an online survey was made available for a 12-day period.

MelvilleTalks

Food Trucks in the City

The City of Melville is seeking your feedback on a number of locations it has identified as being suitable for the operation of mobile food trucks. Food trucks are a growing trend in Western Australia, nationally and globally as a way to activate spaces and increase social connection and vibrancy within neighbourhoods.

Your feedback will influence which locations are ultimately approved as well as give guidance to the City on the types of food and operating hours preferred for each location.

[Click this link](#) to see a map of the locations.

* 1. Tell us whether you'd like to see food trucks at the following locations

	Yes	No	Unsure
Apex Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Burke Dve (Roberts Road)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bob Gordon Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jeff Joseph Park (The Strand)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mount Henry Bridge Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Piney Lakes Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Point Walter Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wireless Hill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
George Hume Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peter Ellis Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Melville Reserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

2. What would be good about having food trucks at the locations you liked?

3. What would be bad about having food trucks at the locations you did not like

Online survey

To **consult with the wider community**, the dedicated page on Melville Talks contained an online forum inviting visitors to respond to the question, *which are your preferred locations and what would you like to see there?*

Which are your preferred locations and what would you like to see there?

We need your feedback on the choice of locations, as well as what food/drink choices and operating hours you would prefer. If you're a food vendor let us know in your comment.

Add Comment

Your Comment

Melville Talks Discussion Forum (See Appendix I full list of responses)

Melville Talks Discussion Forum Responses (See Appendix I full list of responses)

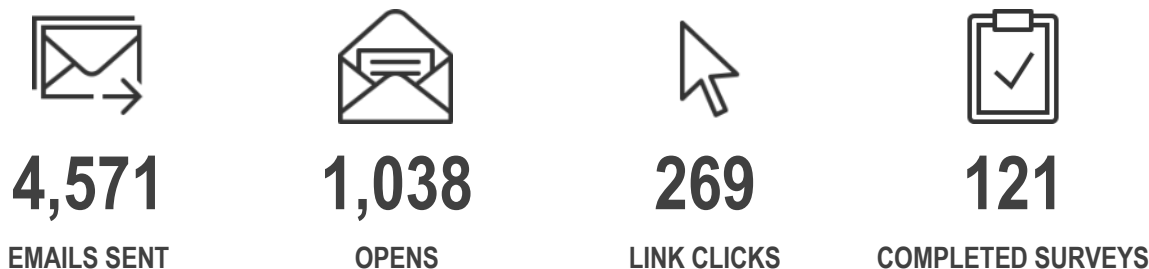
Mark | Posted on 7th Jun 2019
 Wireless Hill or Point Walter both great locations
 | 🗨️ 👍 0

Natasha | Posted on 6th Jun 2019
 wireless hill would be a great spot for food trucks on a Friday or Saturday afternoon into early evening for families.
 Enough space, nature space for the kids to play, gets people up there to learn about the history of wireless hill right here in our city.
 Cuisine suggestions would be Mexican, American style and/or ice cream van in summer!
 | 🗨️ 👍 0

Cosie | Posted on 6th Jun 2019
 Mount Henry bridge would be a beautiful spot. With the river and city views, it would be perfect

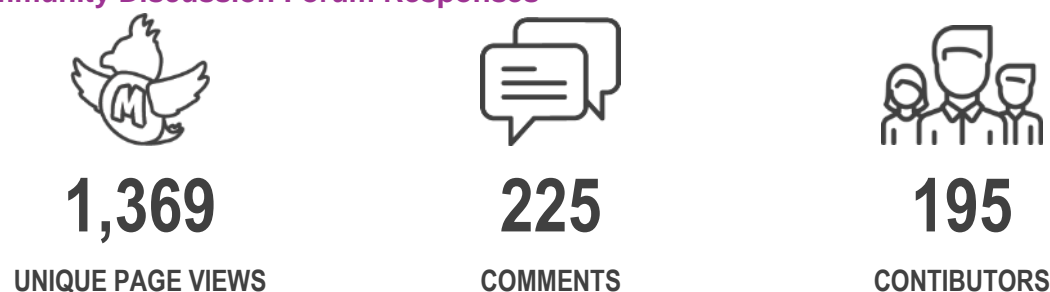
Response

Online Survey Responses



The City of Melville sent 2405 email invitations to a random sample of residents and ratepayers. An additional reminder was sent on Friday, 31 May 2019 to 2,166 people prior to the survey closing. 121 people responded to the online survey.

Community Discussion Forum Responses



Wider advertising resulted in 1,369 unique page views on the Melville Talks Food Trucks in the City page during the engagement period Monday, 27 May 2019 to Friday, 7 June 2019 with the open discussion board on the page receiving 225 comments from 195 contributors.

Response to other methods used to inform

In addition, the City advertised the engagement to the wider community via the following:

- The City of Melville news article *City seeking feedback on potential food truck locations* received 75 unique page views.
- There were three posts on Facebook, the first reached 6,670 people and received 27 comments, the second reached 1,608 and the third reached 6,249 people with 8 comments received.
- In addition to the Facebook Posts there were eleven Facebook Ads, one ad per proposed location geo-targeted within 1km of the proposed site. Each ad contained custom content and the results are listed below:

Location	Reach	Comments
Apex Park	846	1
Bob Gordon Reserve	966	6
Burke Drive (Roberts Road)	917	7
Jeff Joseph Park (The Strand)	792	0
Mount Henry Bridge Reserve	887	7
Piney Lakes Reserve	995	12
Point Walter Reserve	934	14
Wireless Hill	996	11
George Hume Park	958	1
Peter Ellis Reserve	950	32
Melville Reserve	987	5

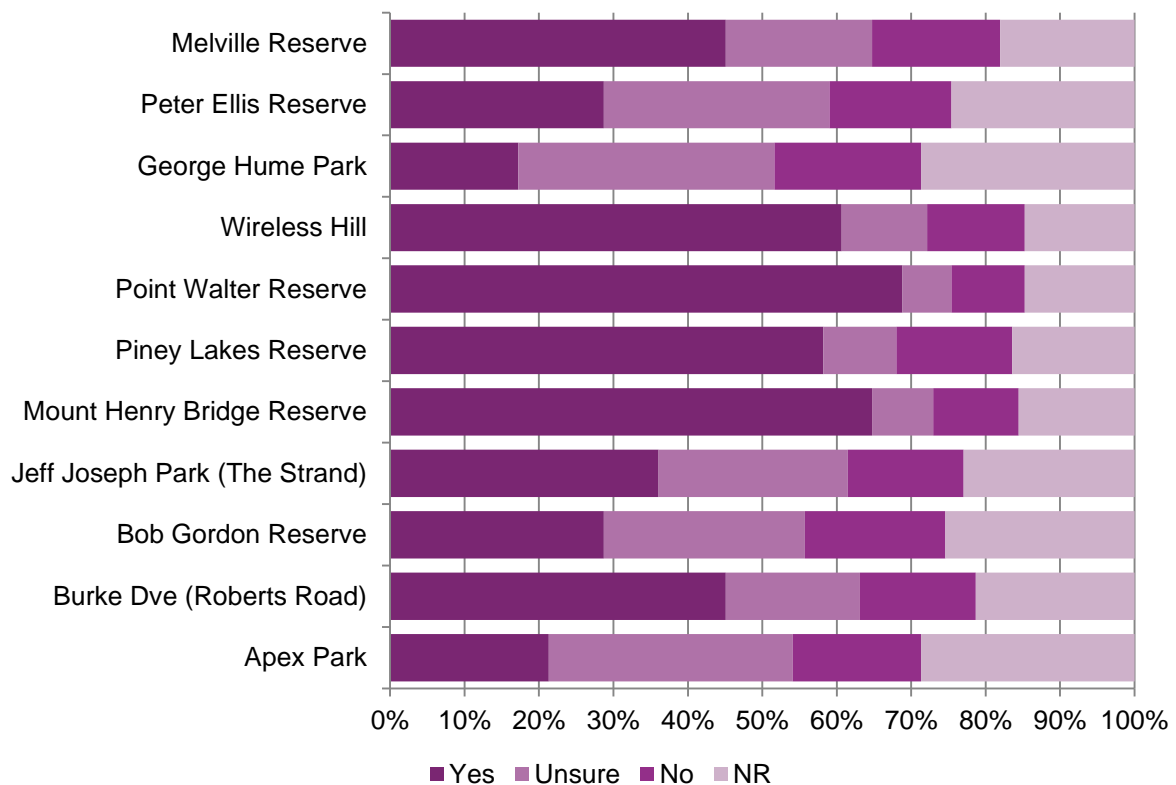
Engagement Analysis

Quantitative Data

The quantitative results of the online survey are listed below, with the qualitative data being analysed alongside the community discussion forum data.

Questions

1. Tell us whether you'd like to see food tucks at the following locations



2. What would be good about having food trucks at the locations you liked?

3. What would be bad about having food trucks at the locations you did not like?

Answers to Questions 2 and 3 were analysed alongside the community discussion forum data, individual responses to this question can be found in Appendix II.

Questions 4 - 14 by location

Answers to questions 4 – 14 have been filtered by location to provide in depth results for the proposed locations. The questions asked include:

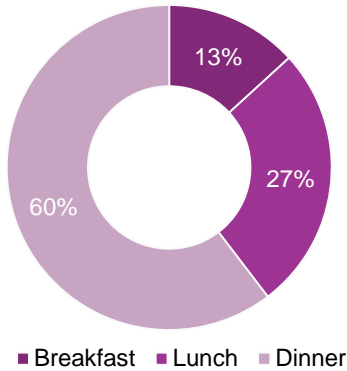
4. What days of the week would you like to visit food trucks at these locations?
5. What would be your preferred times of opening?
6. How frequently would you use food trucks?
7. What sort of cuisine would you like to see?
8. What else would you like food truck to serve in addition to meals?
9. What are your dietary preferences?
10. Your gender
11. Your age range
12. How would you describe your life stage?
13. Your home suburb

Responses by Reserve

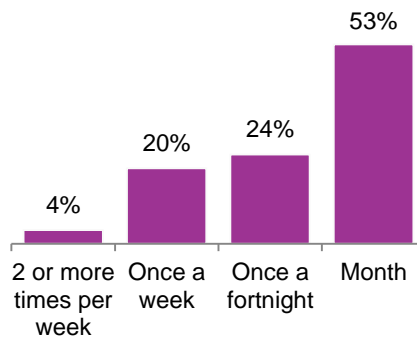
Apex Park

Days/ Times

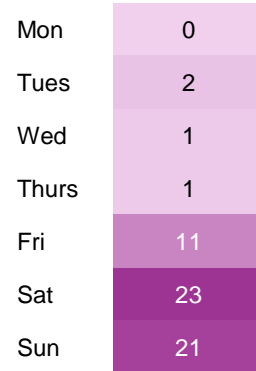
Preferred opening times



Frequency of visit

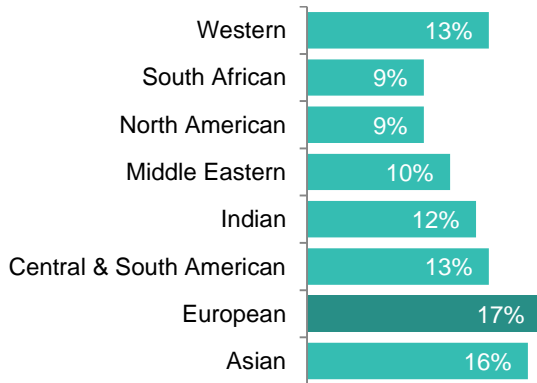


Preferred days of the week

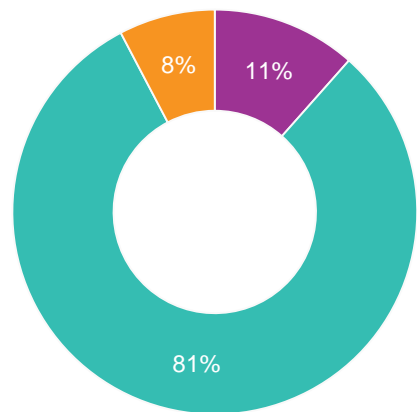


Cuisine/ Dietary Preferences

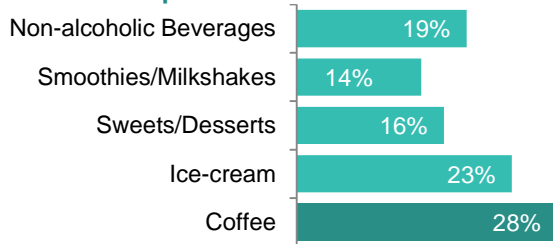
Preferred Cuisine



Dietary Preferences



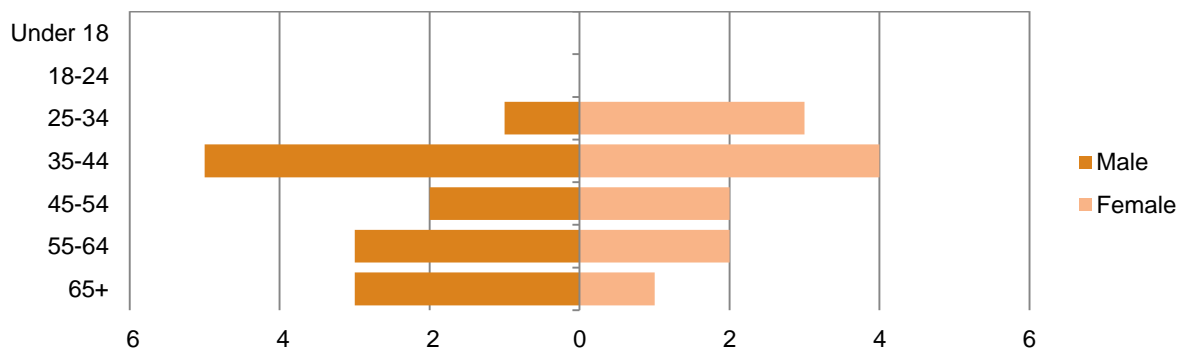
Other Food Options



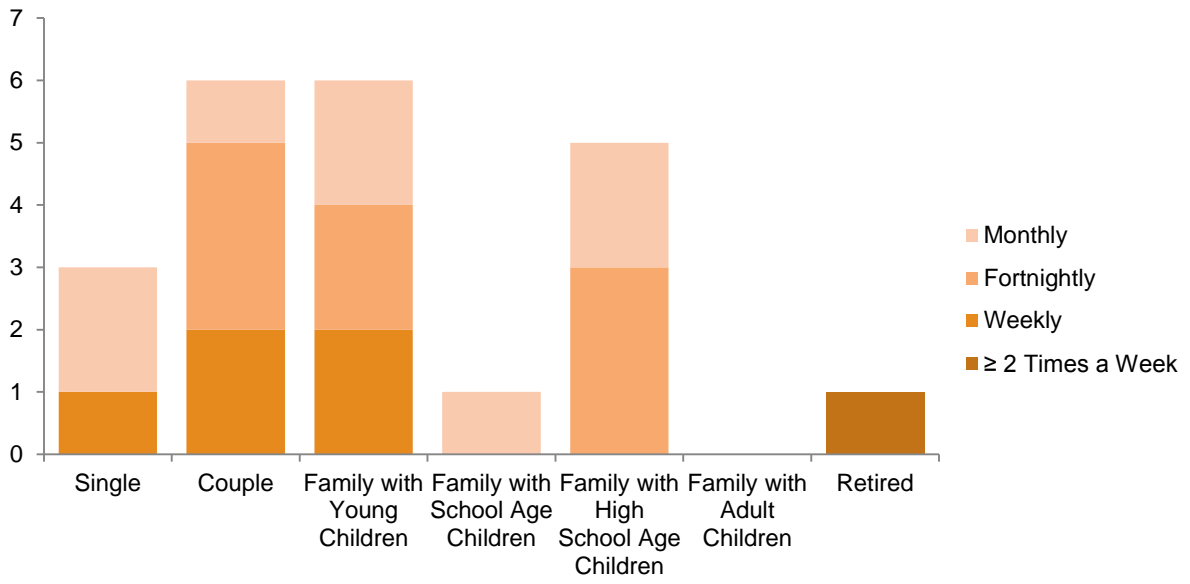
Legend for Dietary Preferences: Vegetarian (purple), Meat Eater (teal), Vegan (blue), Halal (red), Gluten Free (orange)

Demographics

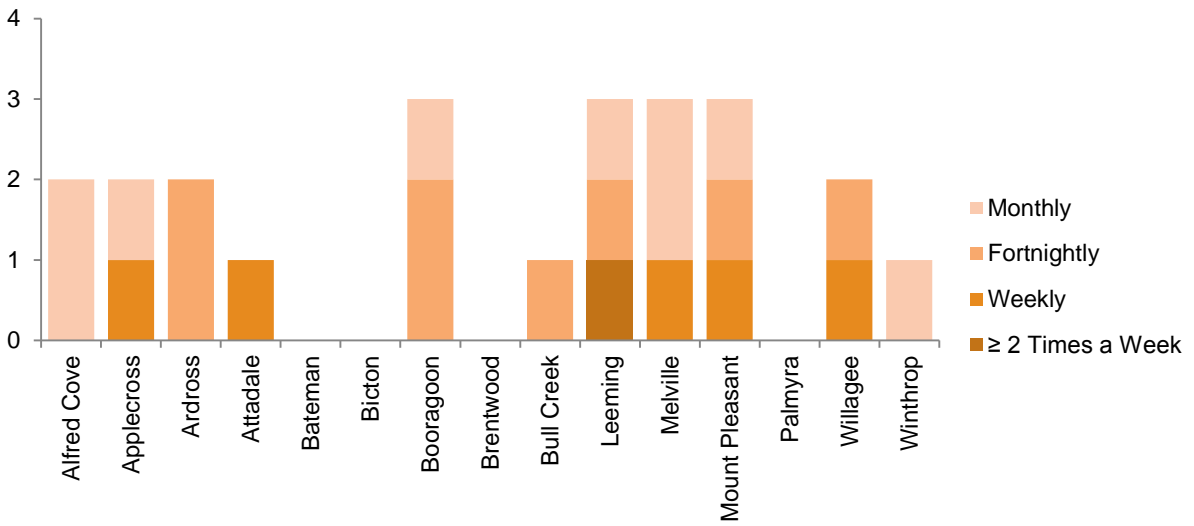
Gender/Age



Life Stage/ Frequency of Visit



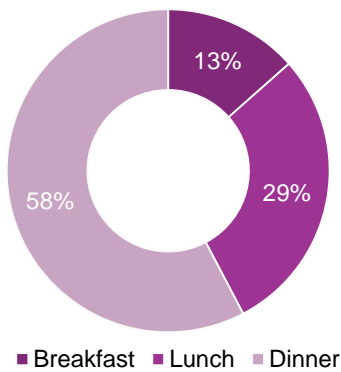
Suburb/Frequency of Visit



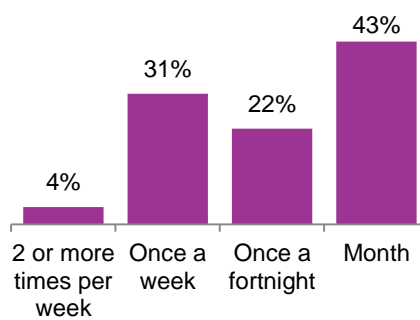
Bob Gordon Reserve

Days/ Times

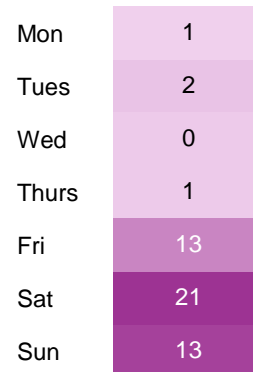
Preferred opening times



Frequency of visit

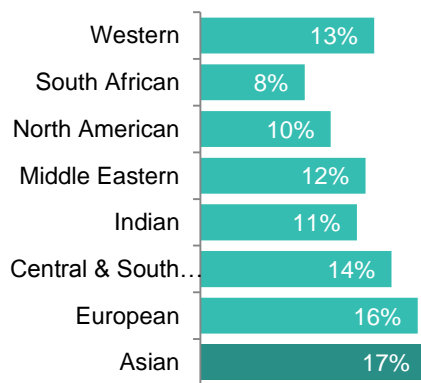


Preferred days of the week

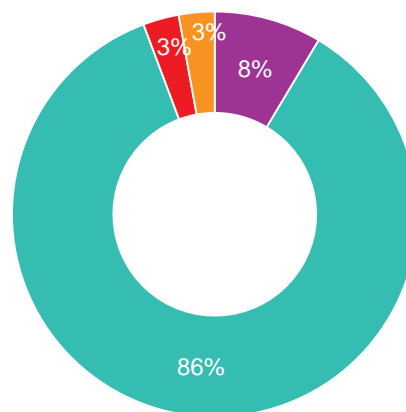


Cuisine/ Dietary Preferences

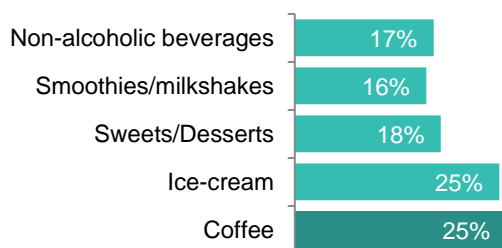
Preferred Cuisine



Dietary Preferences



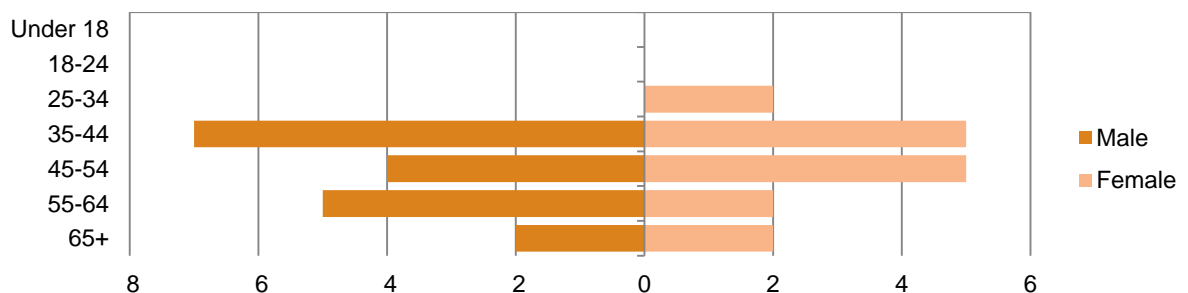
Other Food Options



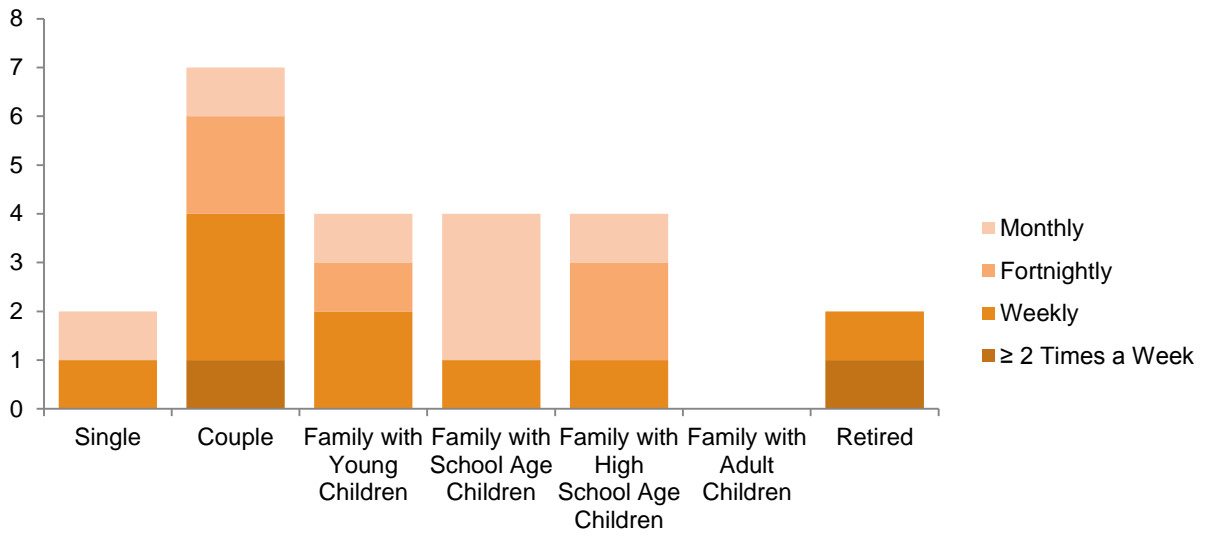
Legend for Dietary Preferences: Vegetarian (purple), Meat Eater (teal), Vegan (blue), Hallal (red), Gluten Free (orange)

Demographics

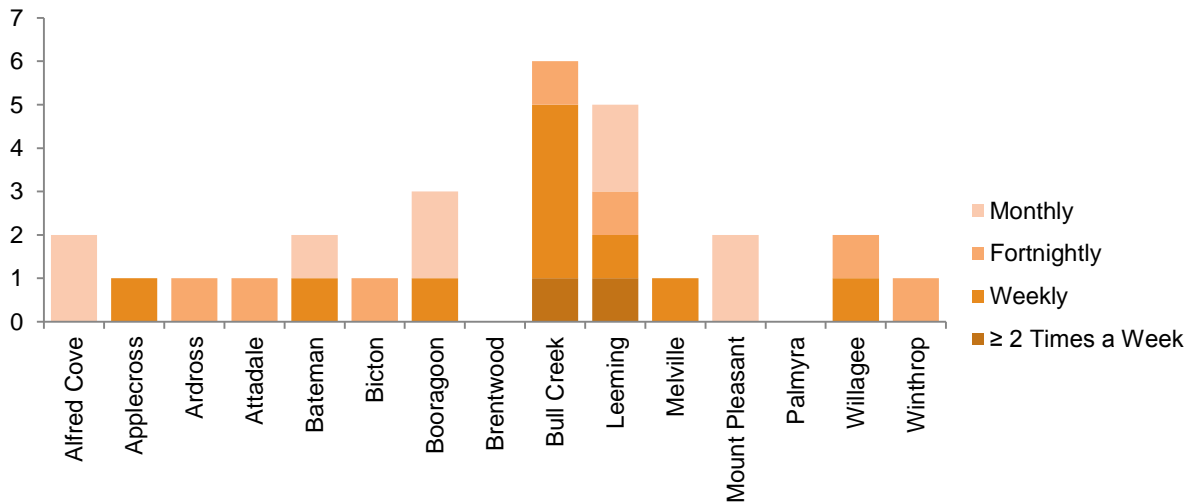
Gender/Age



Life Stage/ Frequency of Visit



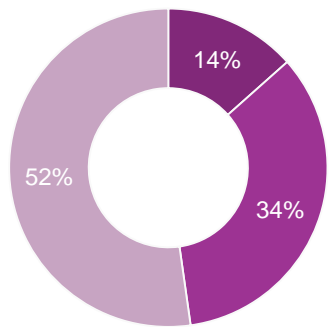
Suburb/Frequency of Visit



Burke Drive (Roberts Road)

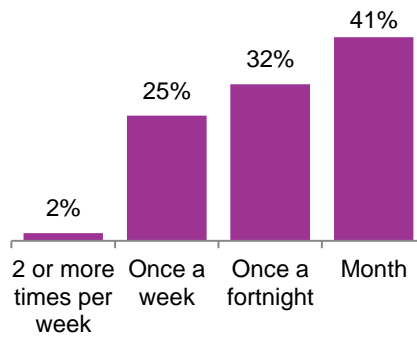
Days/ Times

Preferred opening times

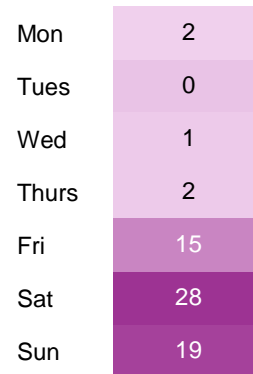


■ Breakfast ■ Lunch ■ Dinner

Frequency of visit

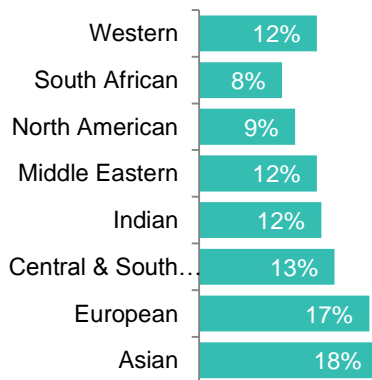


Preferred days of the week

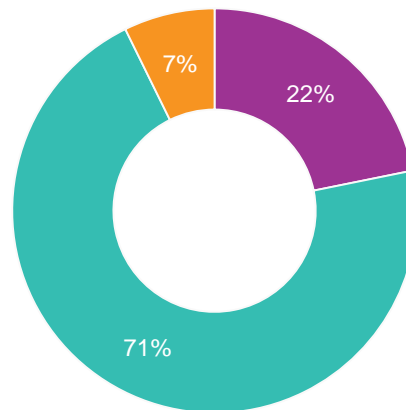


Cuisine/ Dietary Preferences

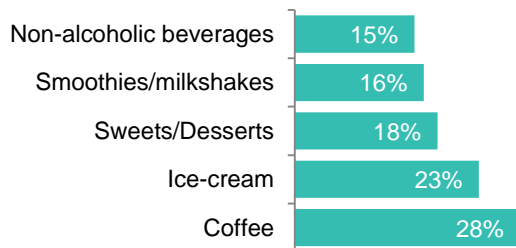
Preferred Cuisine



Dietary Preferences



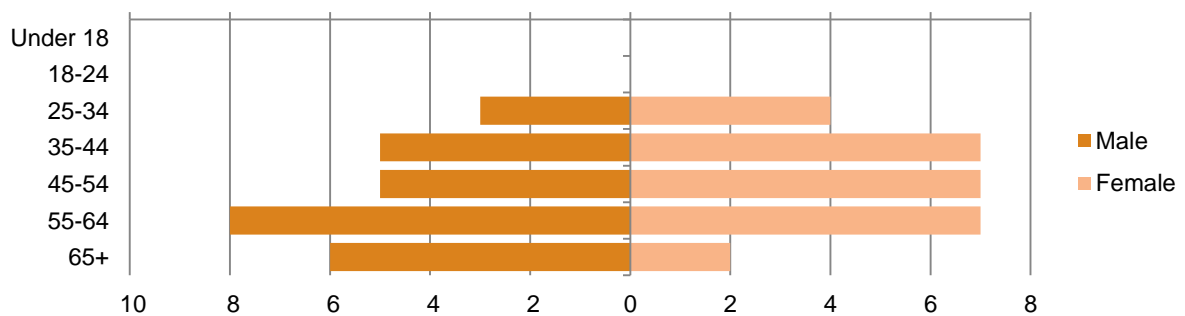
Other Food Options



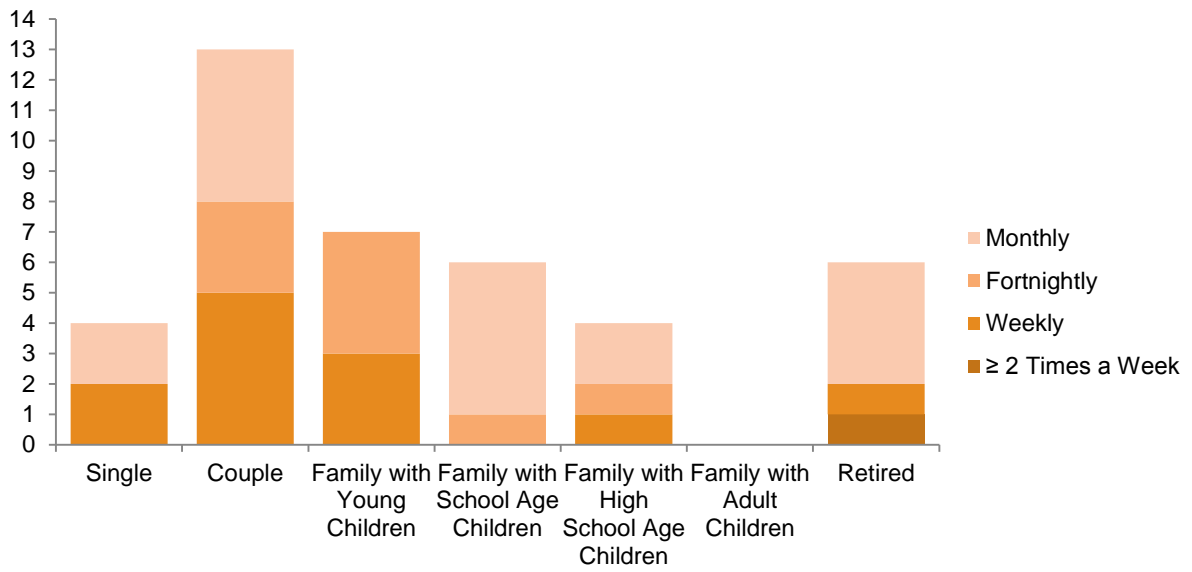
■ Vegetarian ■ Meat Eater ■ Vegan
■ Hallal ■ Gluten Free

Demographics

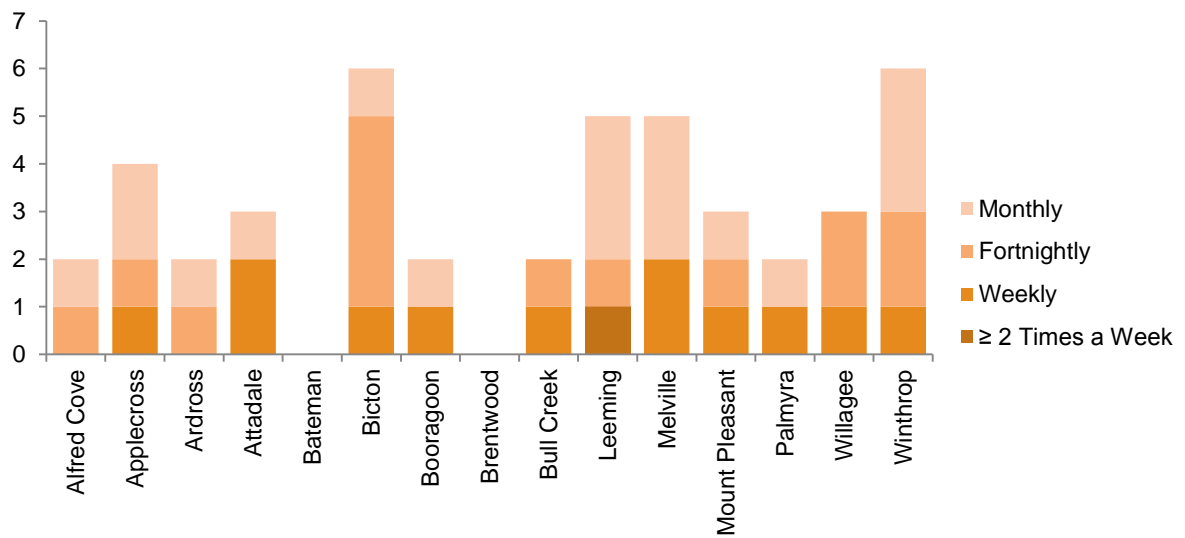
Gender/Age



Life Stage/ Frequency of Visit



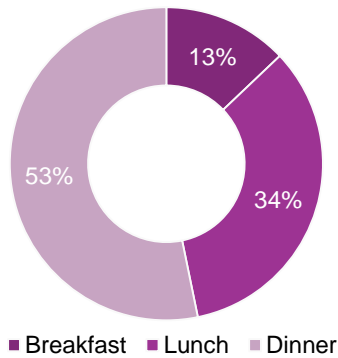
Suburb/Frequency of Visit



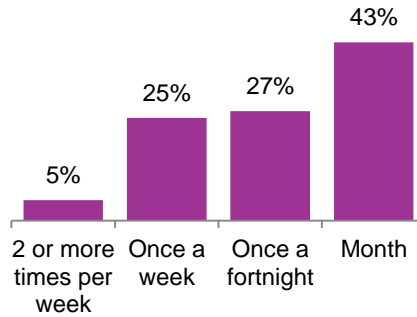
Jeff Joseph Park (The Strand)

Days/ Times

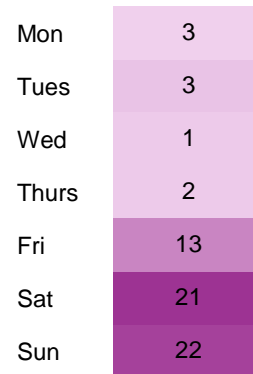
Preferred opening times



Frequency of visit

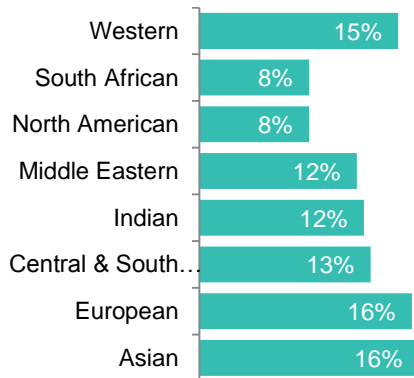


Preferred days of the week

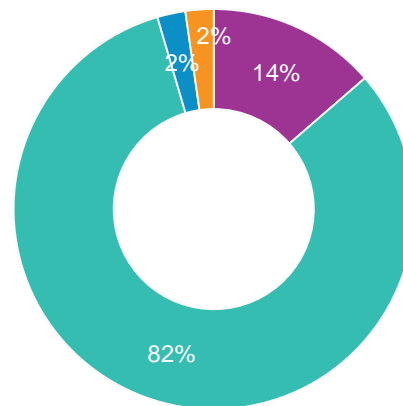


Cuisine/ Dietary Preferences

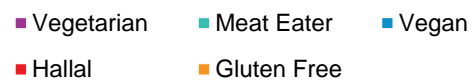
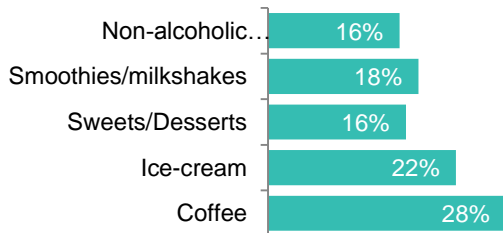
Preferred Cuisine



Dietary Preferences

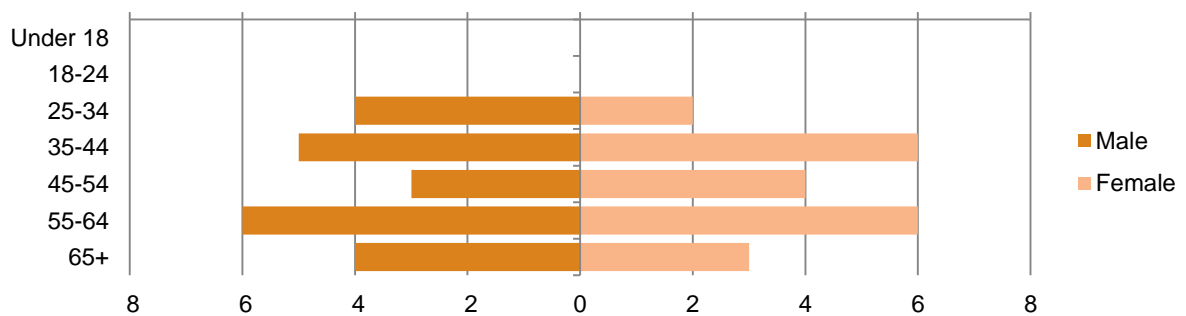


Other Food Options

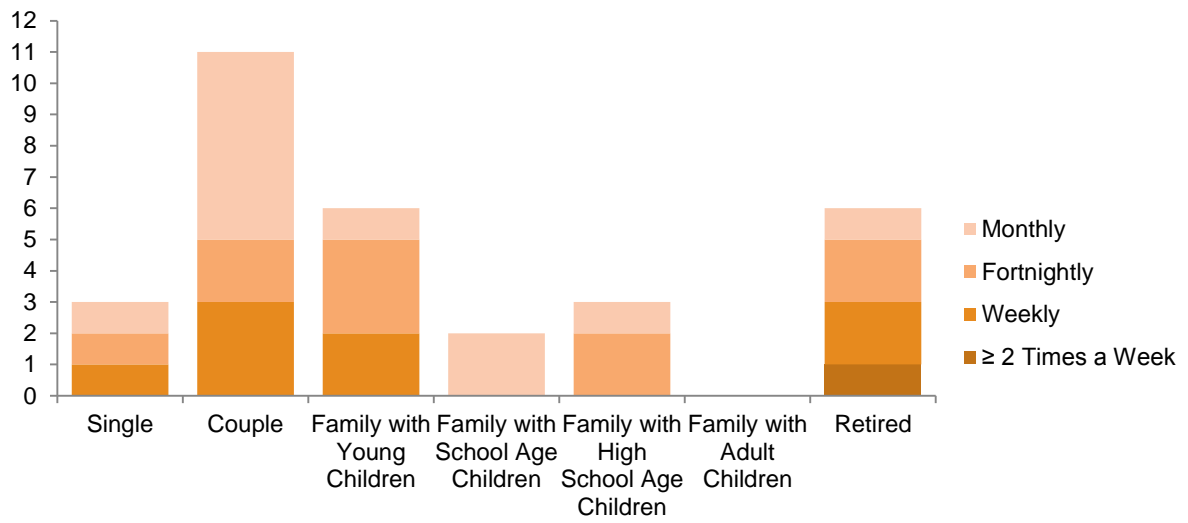


Demographics

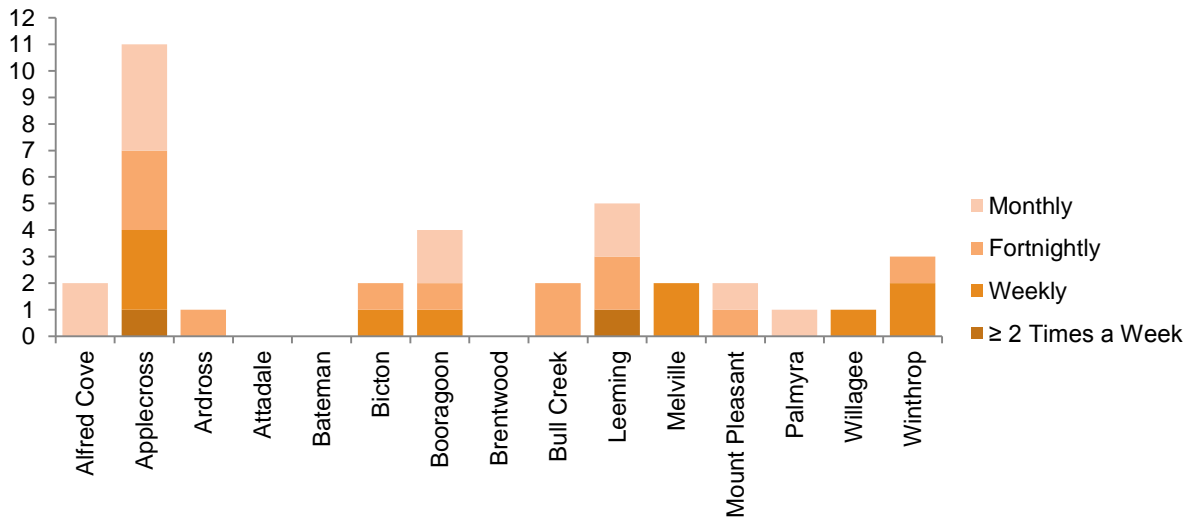
Gender/Age



Life Stage/ Frequency of Visit



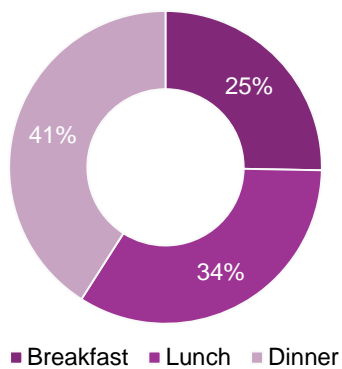
Suburb/Frequency of Visit



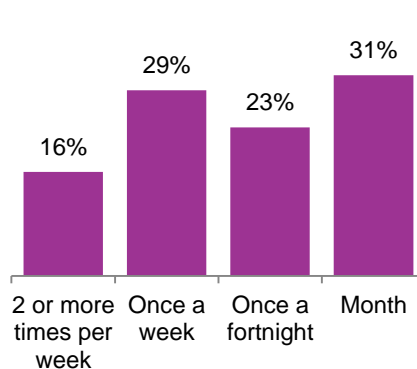
Mount Henry Bridge Reserve

Days/ Times

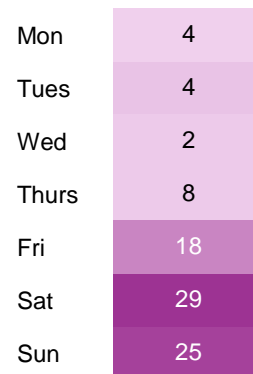
Preferred opening times



Frequency of visit

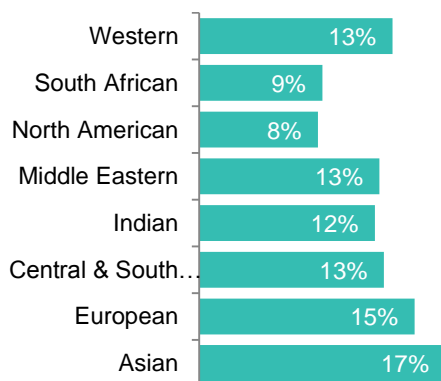


Preferred days of the week

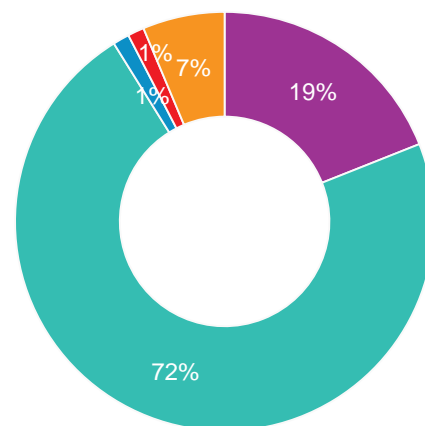


Cuisine/ Dietary Preferences

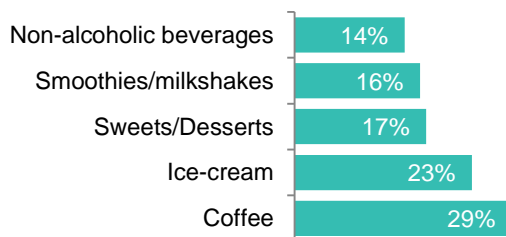
Preferred Cuisine



Dietary Preferences



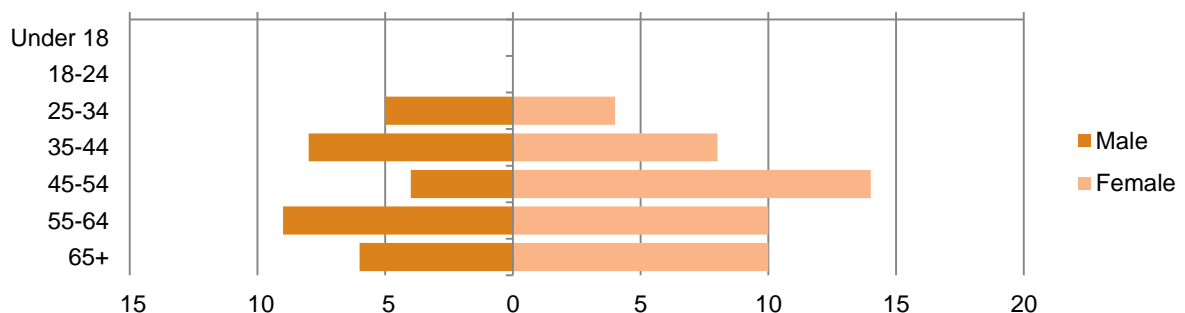
Other Food Options



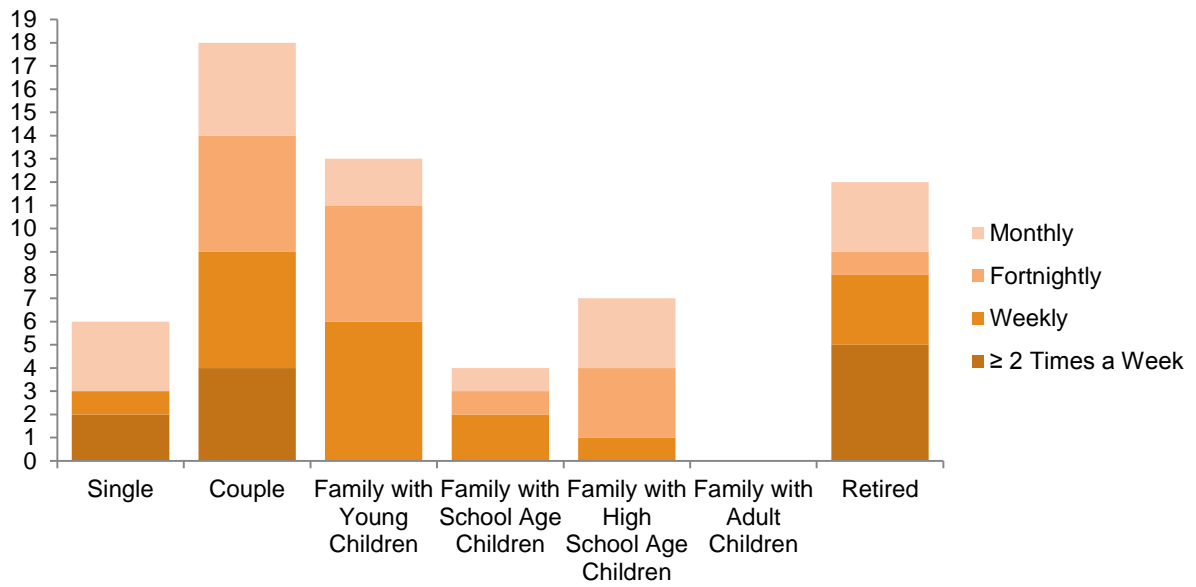
Legend for Dietary Preferences: Vegetarian (purple), Meat Eater (teal), Vegan (blue), Hallal (red), Gluten Free (orange)

Demographics

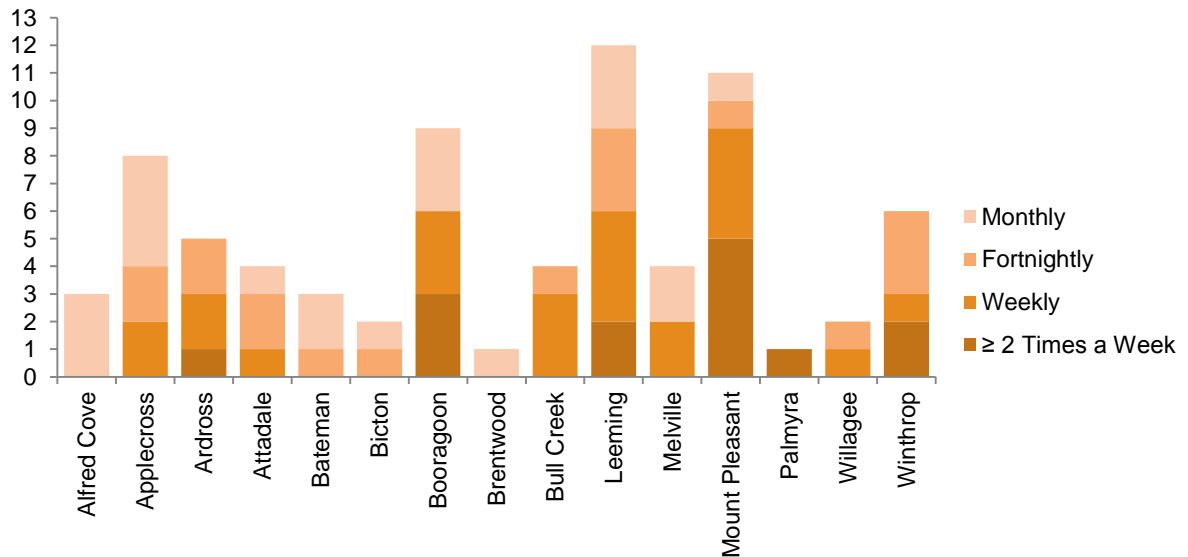
Gender/Age



Life Stage/ Frequency of Visit



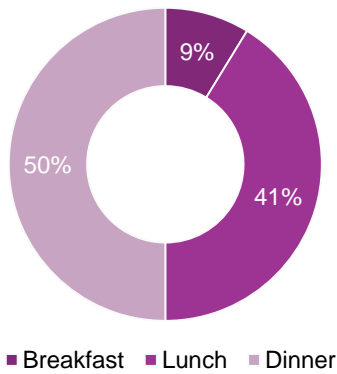
Suburb/Frequency of Visit



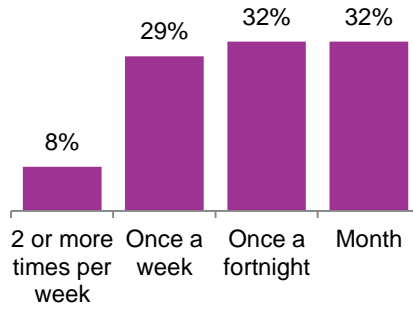
Piney Lakes Reserve

Days/ Times

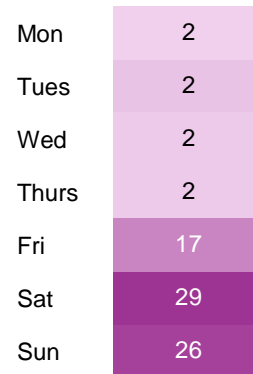
Preferred opening times



Frequency of visit

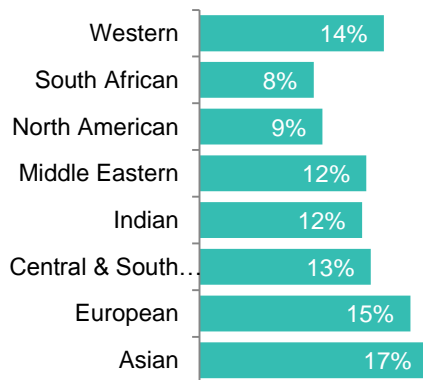


Preferred days of the week

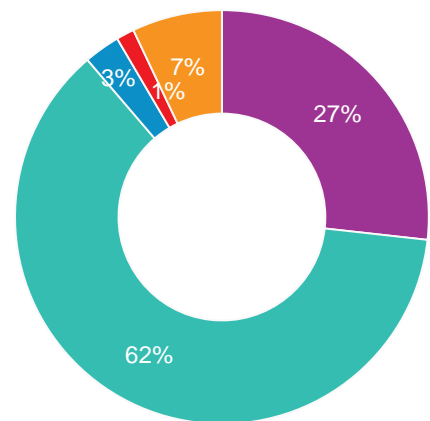


Cuisine/ Dietary Preferences

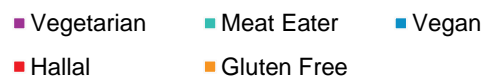
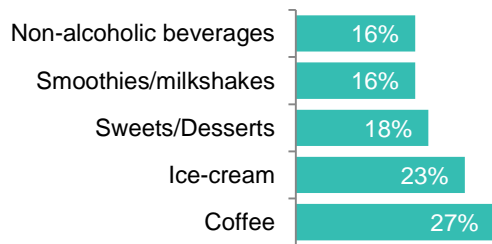
Preferred Cuisine



Dietary Preferences

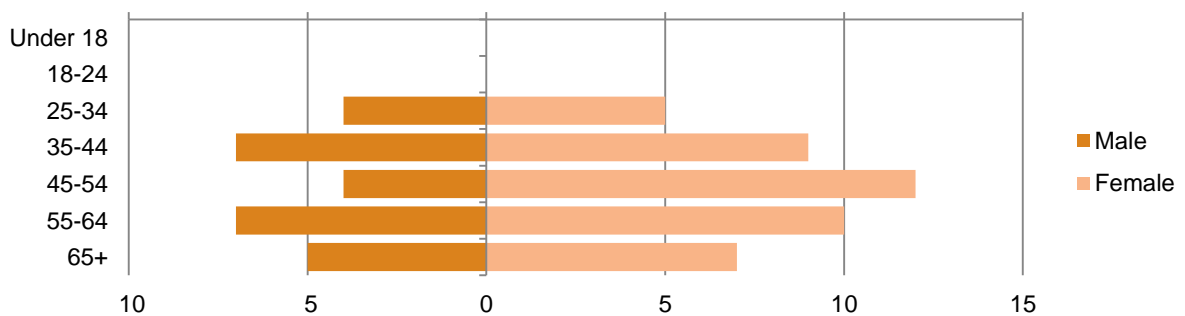


Other Food Options

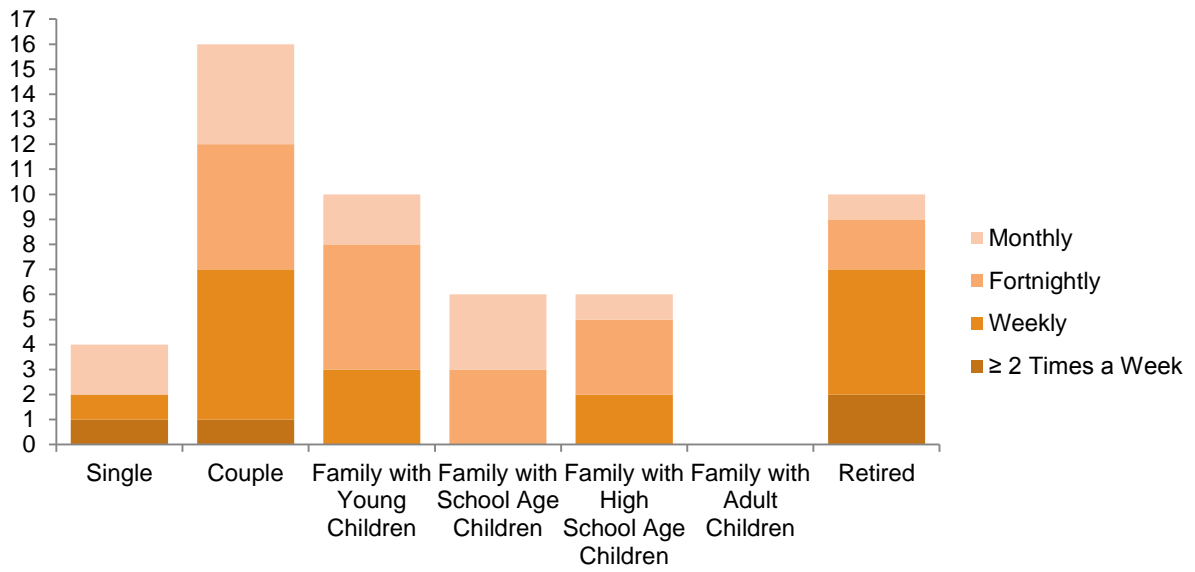


Demographics

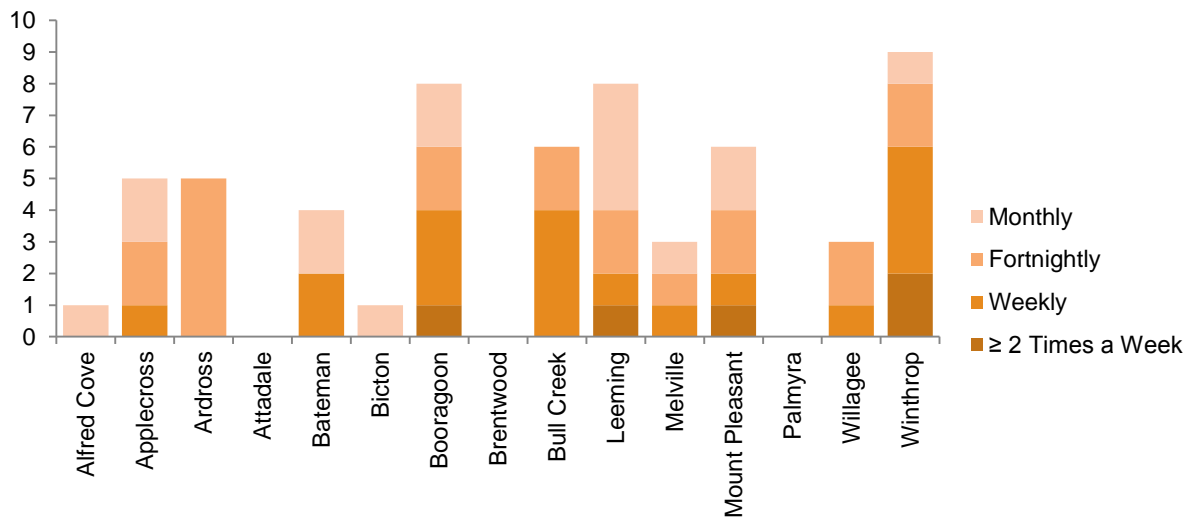
Gender/Age



Life Stage/ Frequency of Visit

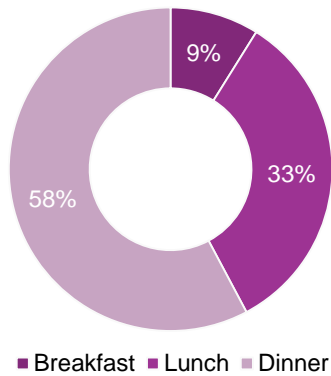


Suburb/Frequency of Visit

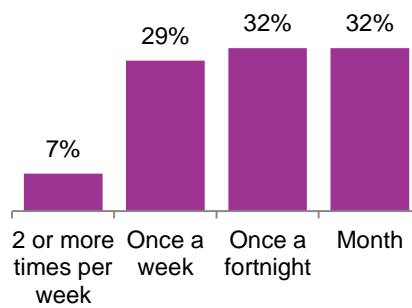


Point Walter Reserve Days/ Times

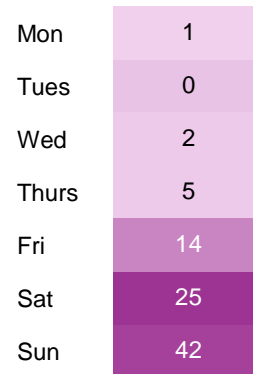
Preferred opening times



Frequency of visit

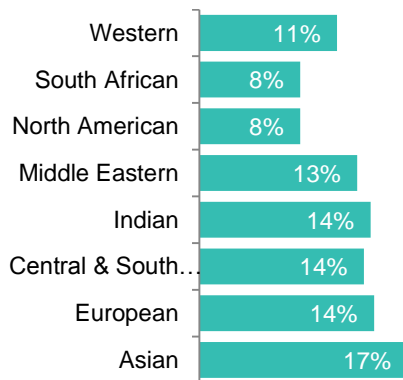


Preferred days of the week

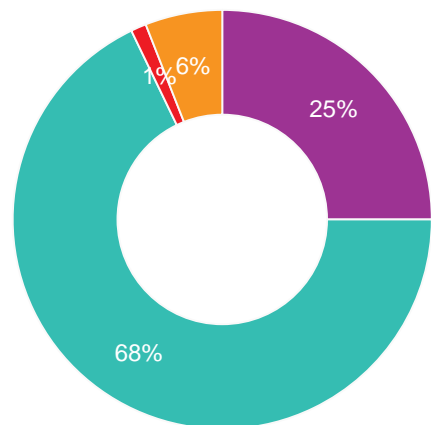


Cuisine/ Dietary Preferences

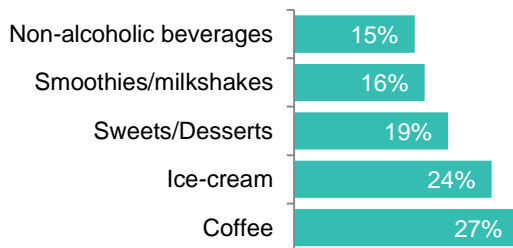
Preferred Cuisine



Dietary Preferences



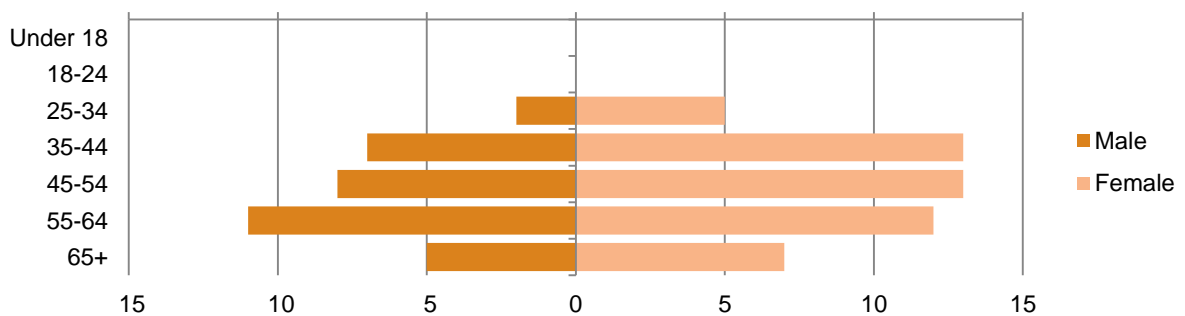
Other Food Options



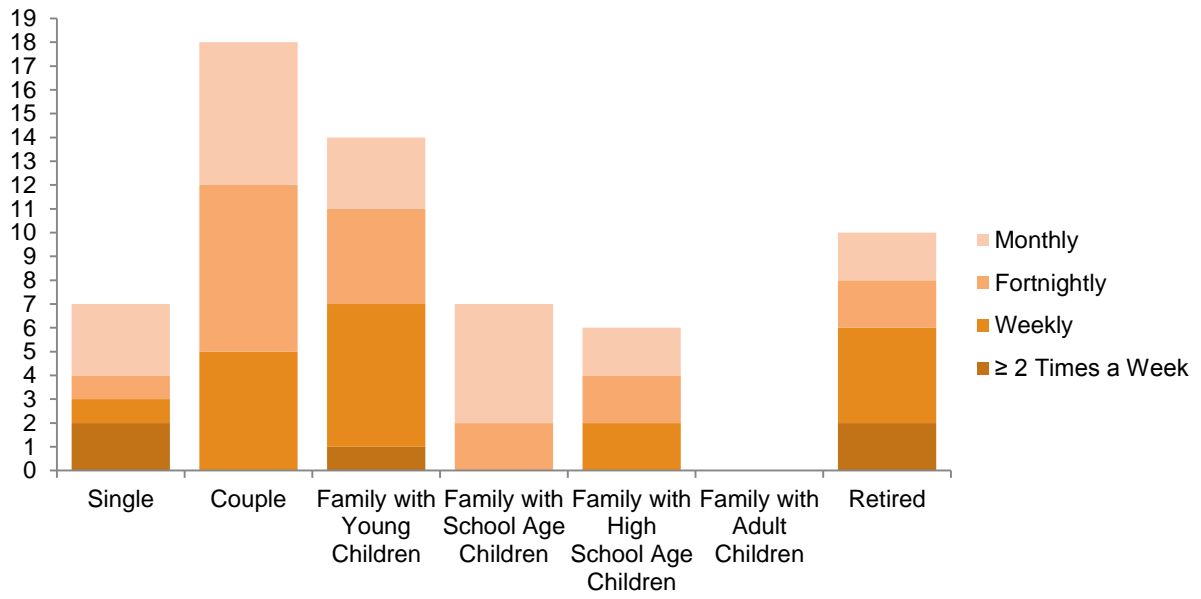
Legend for Dietary Preferences:
 ■ Vegetarian ■ Meat Eater ■ Vegan
 ■ Hallal ■ Gluten Free

Demographics

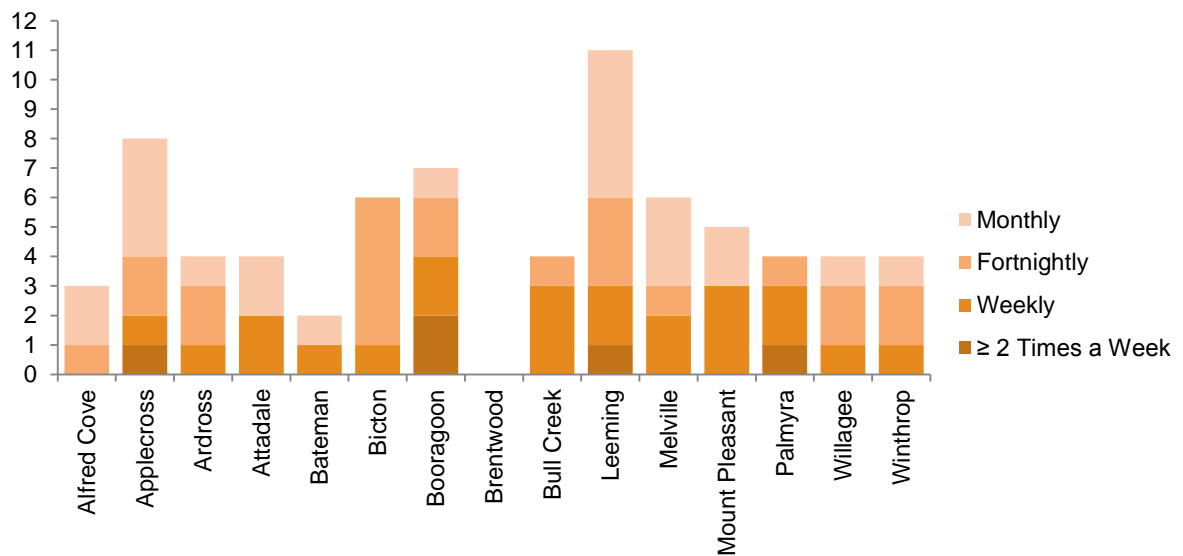
Gender/Age



Life Stage/ Frequency of Visit



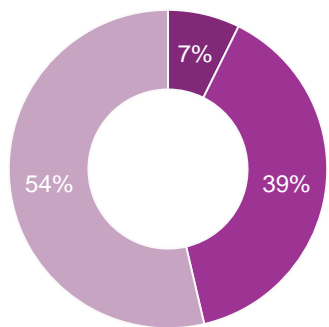
Suburb/Frequency of Visit



Wireless Hill

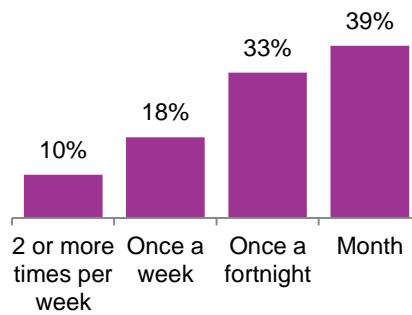
Days/ Times

Preferred opening times

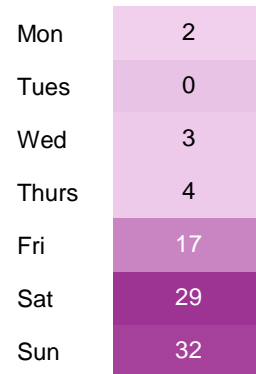


■ Breakfast ■ Lunch ■ Dinner

Frequency of visit

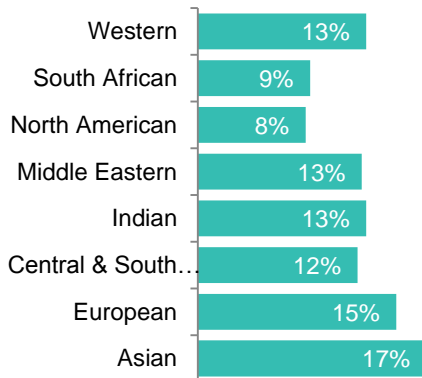


Preferred days of the week

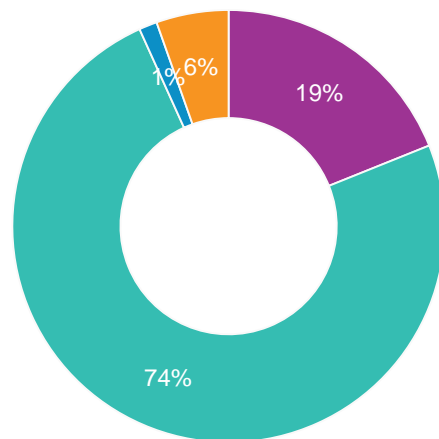


Cuisine/ Dietary Preferences

Preferred Cuisine

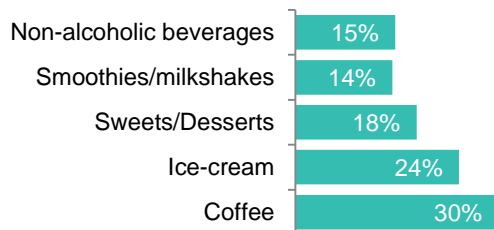


Dietary Preferences



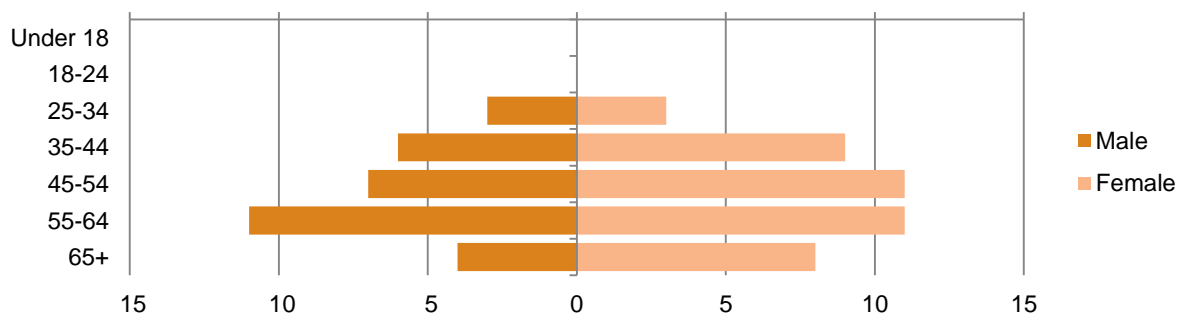
■ Vegetarian ■ Meat Eater ■ Vegan
■ Hallal ■ Gluten Free

Other Food Options

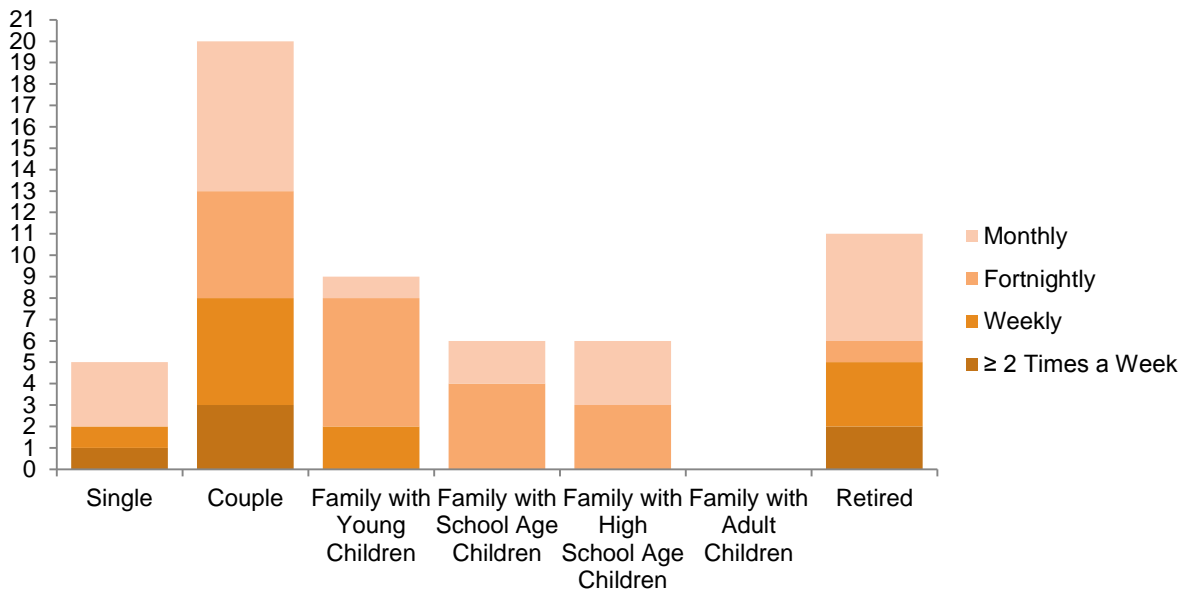


Demographics

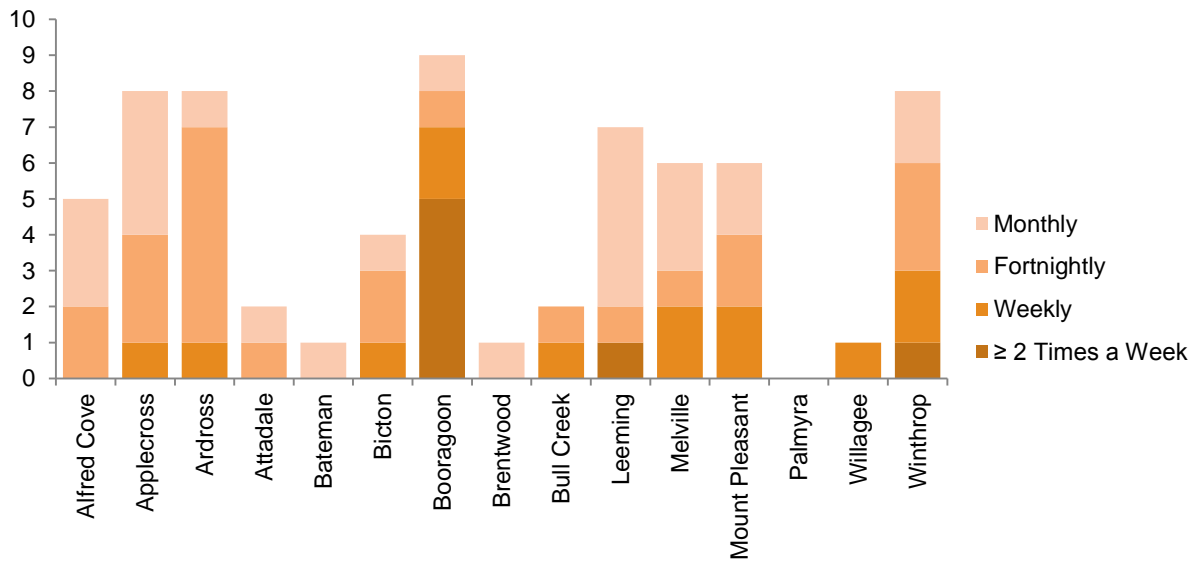
Gender/Age



Life Stage/ Frequency of Visit

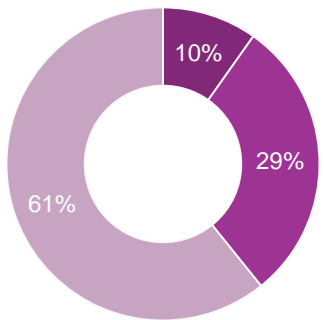


Suburb/Frequency of Visit



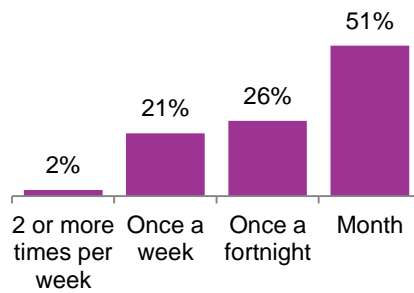
George Hume Park Days/ Times

Preferred opening times



■ Breakfast ■ Lunch ■ Dinner

Frequency of visit

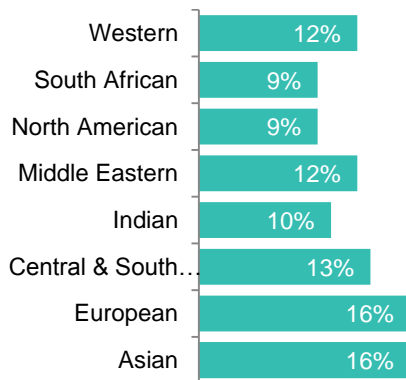


Preferred days of the week

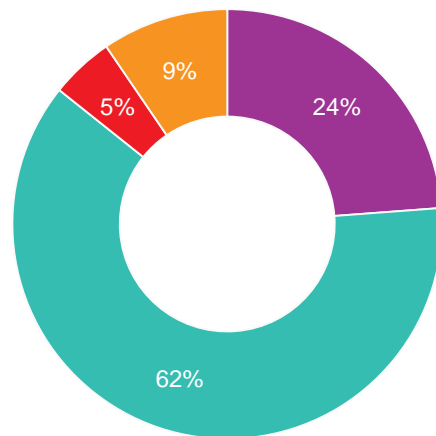
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Tues	1
Wed	0
Thurs	5
Fri	10
Sat	17
Sun	15

Cuisine/ Dietary Preferences

Preferred Cuisine

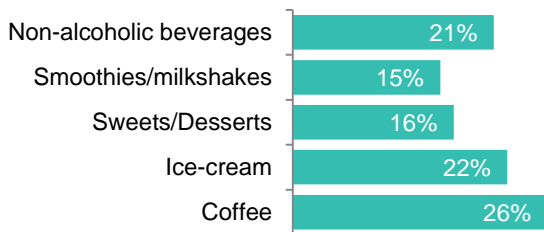


Dietary Preferences



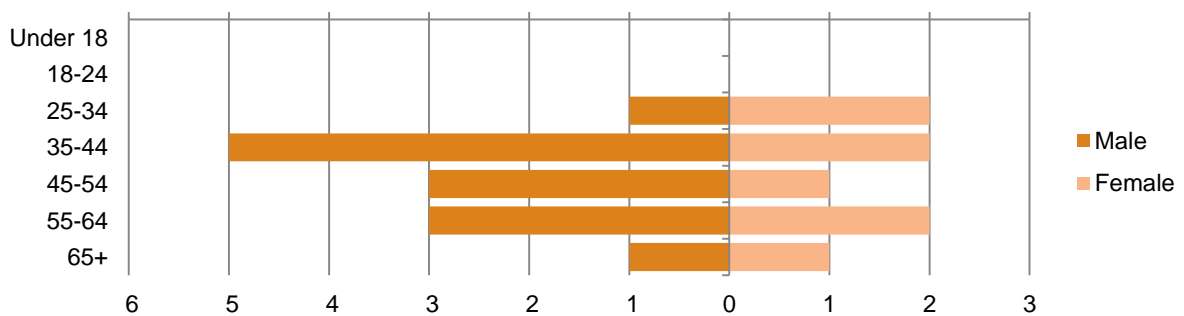
■ Vegetarian ■ Meat Eater ■ Vegan
■ Hallal ■ Gluten Free

Other Food Options

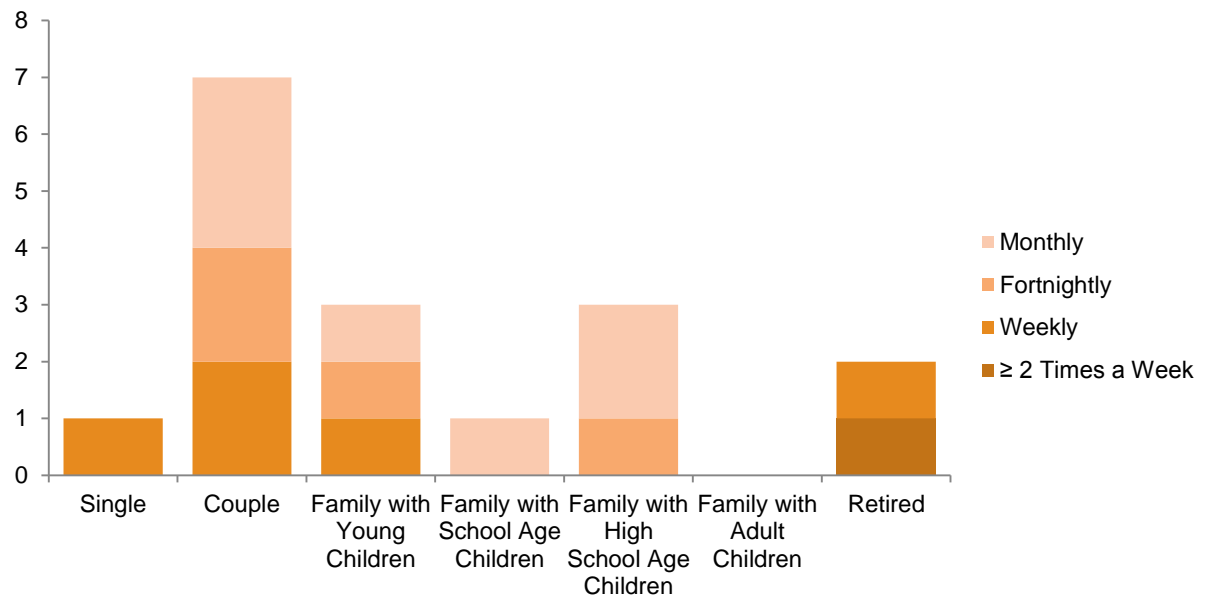


Demographics

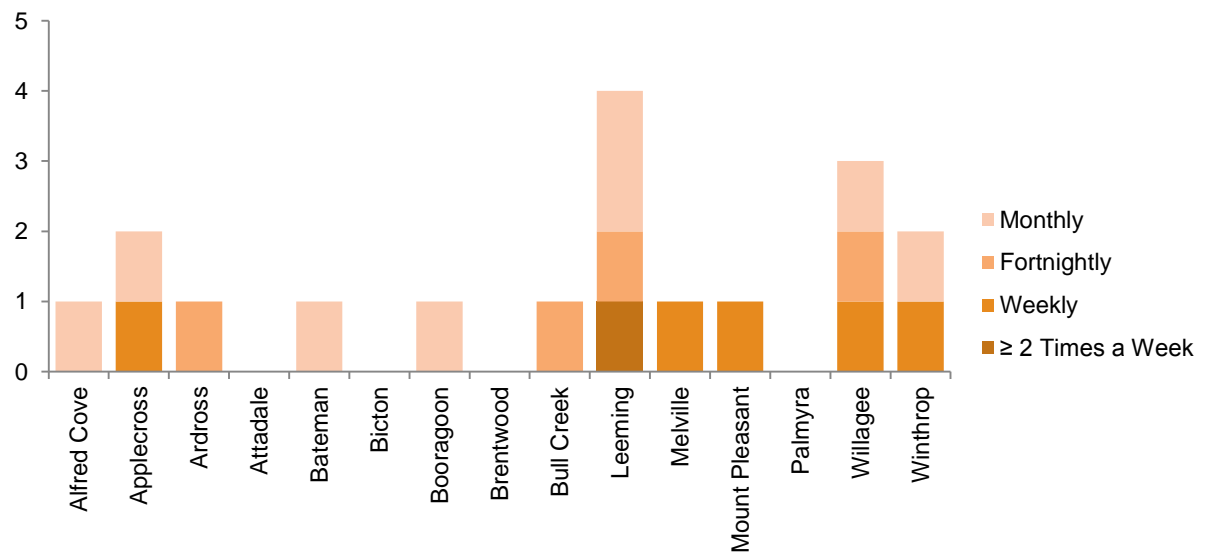
Gender/Age



Life Stage/ Frequency of Visit

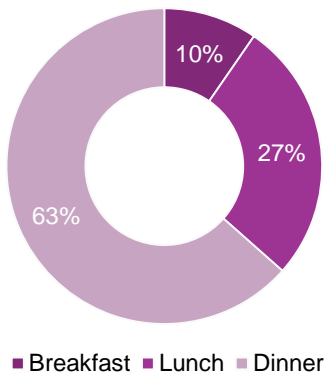


Suburb/Frequency of Visit

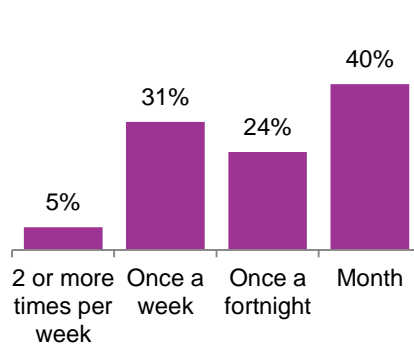


Peter Ellis Reserve Days/ Times

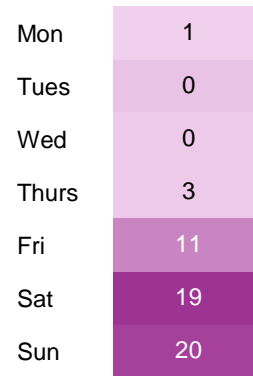
Preferred opening times



Frequency of visit

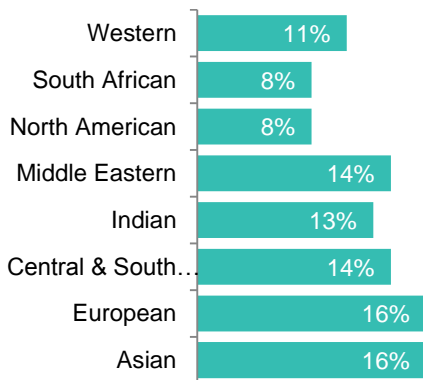


Preferred days of the week

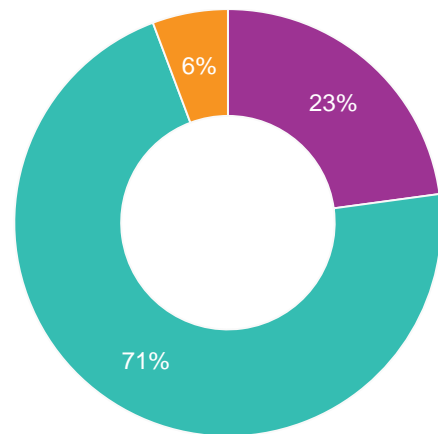


Cuisine/ Dietary Preferences

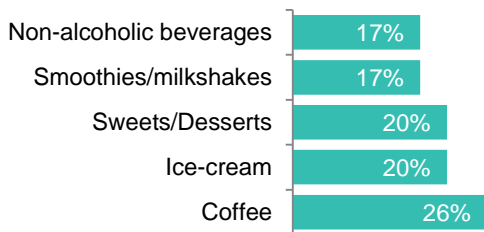
Preferred Cuisine



Dietary Preferences



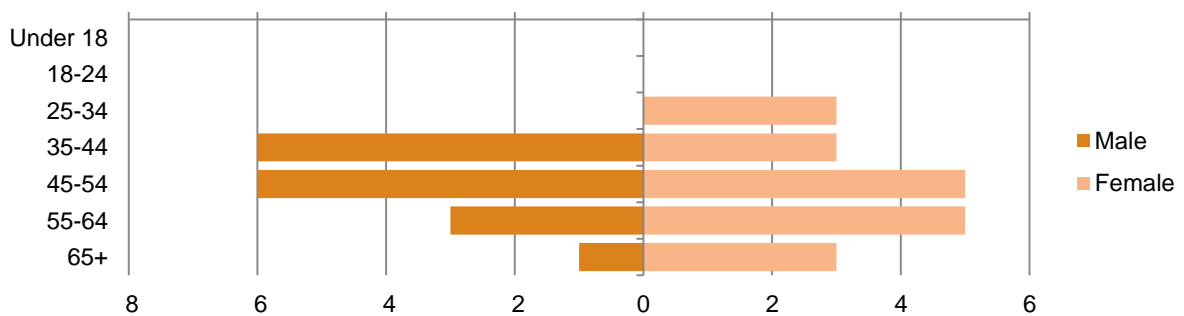
Other Food Options



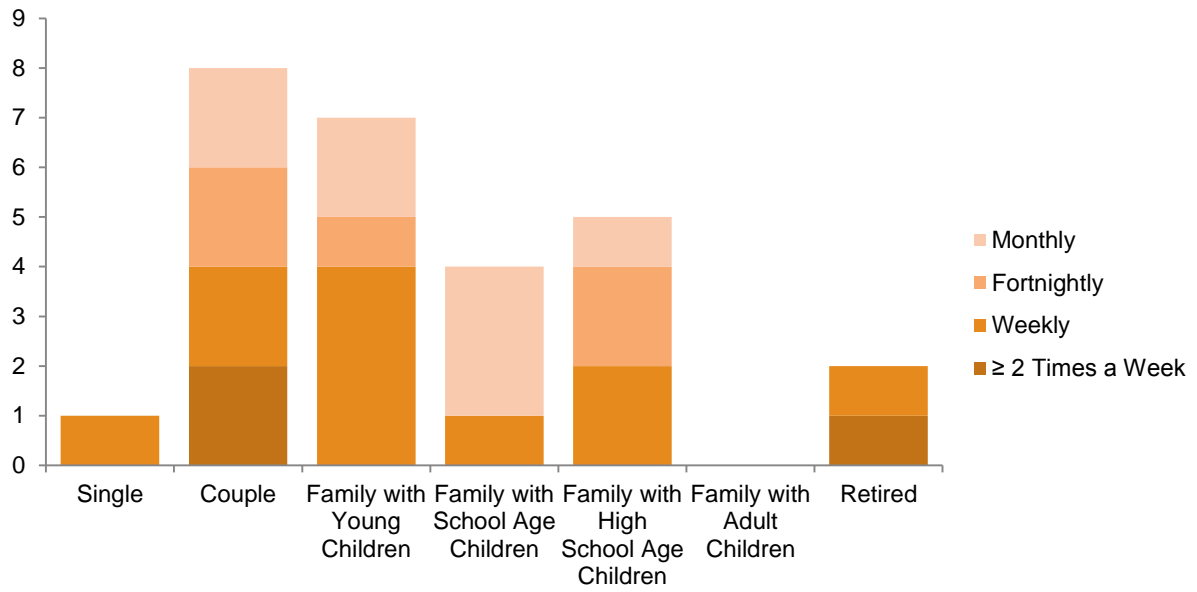
Legend for Dietary Preferences:
 ■ Vegetarian ■ Meat Eater ■ Vegan
 ■ Hallal ■ Gluten Free

Demographics

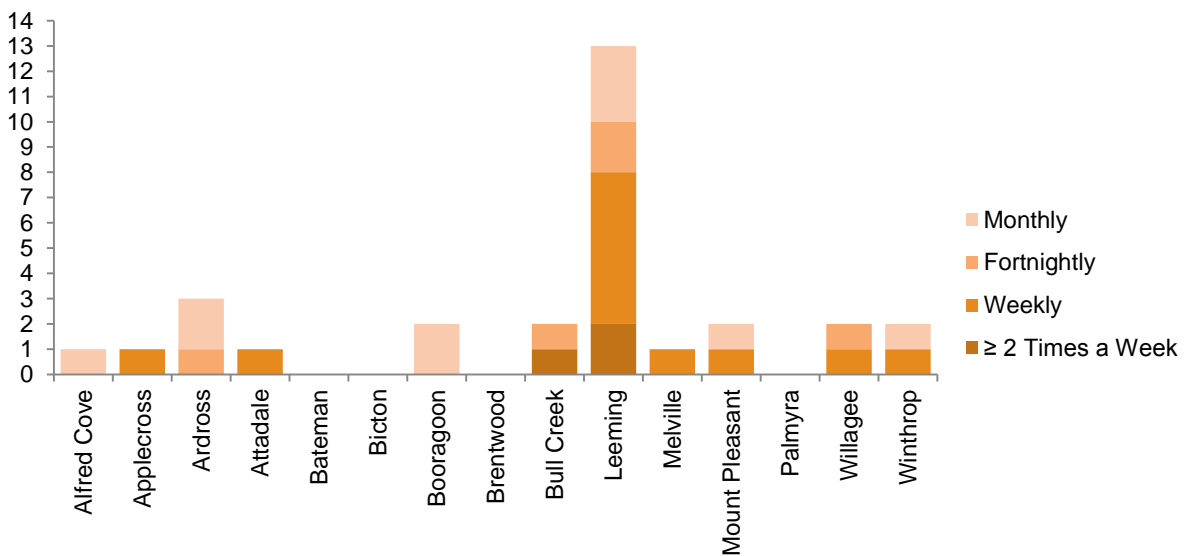
Gender/Age



Life Stage/ Frequency of Visit



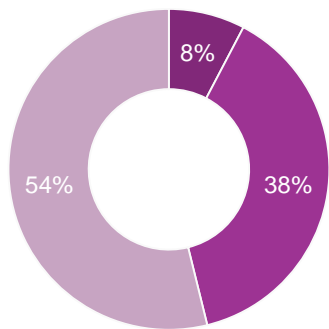
Suburb/Frequency of Visit



Melville Reserve

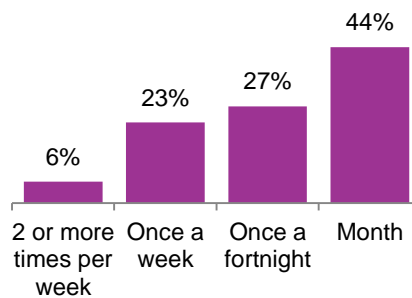
Days/ Times

Preferred opening times



■ Breakfast ■ Lunch ■ Dinner

Frequency of visit

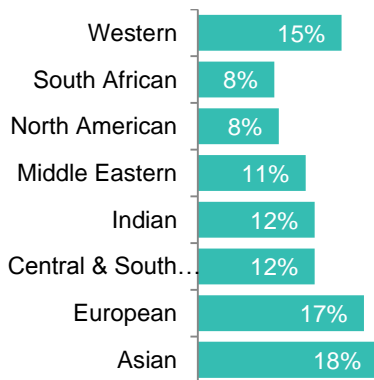


Preferred days of the week

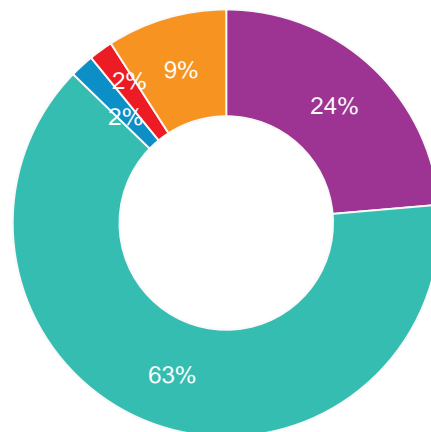
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Sat	24
Sun	21

Cuisine/ Dietary Preferences

Preferred Cuisine

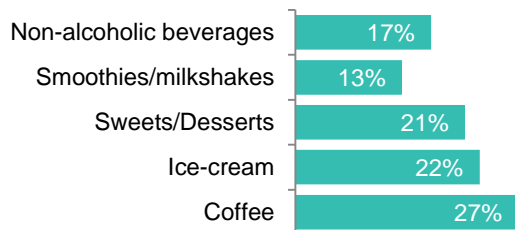


Dietary Preferences



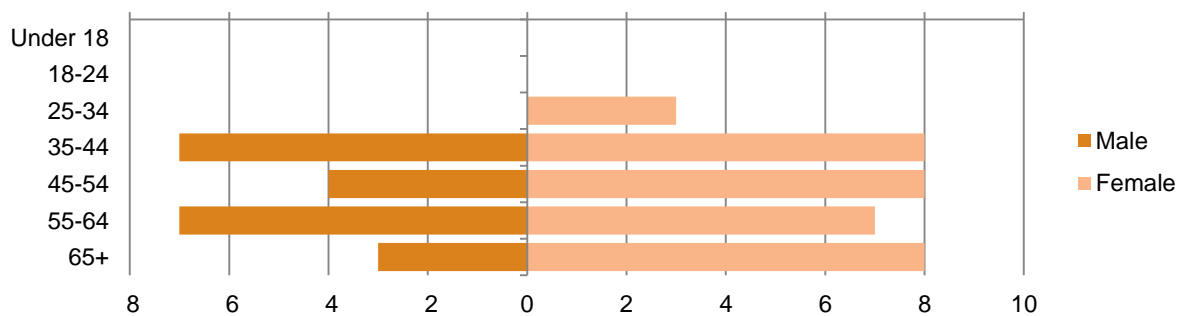
■ Vegetarian ■ Meat Eater ■ Vegan
■ Hallal ■ Gluten Free

Other Food Options

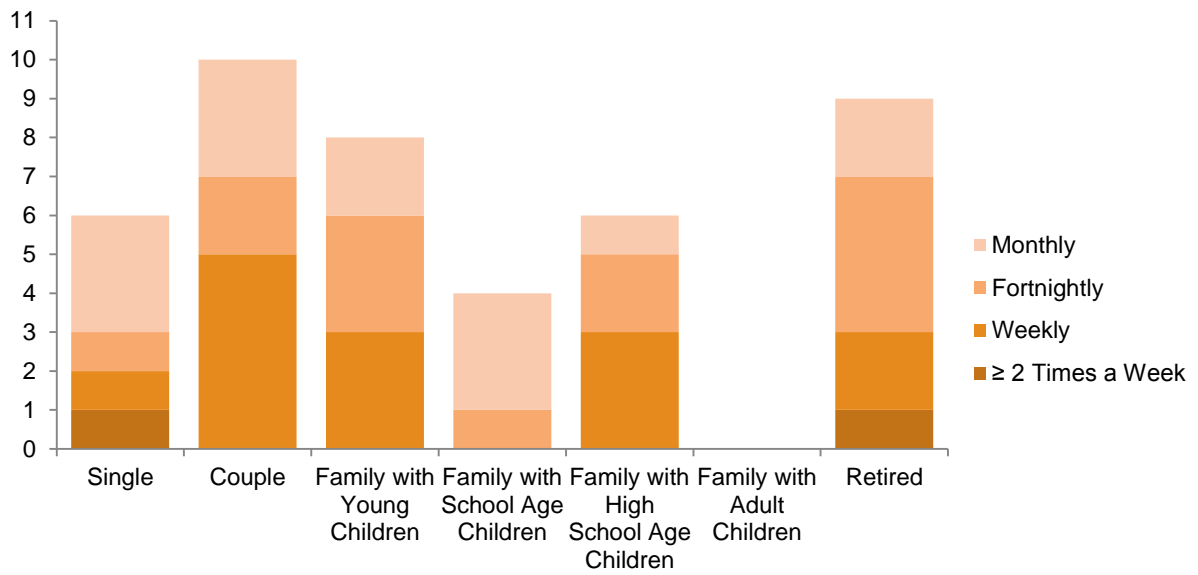


Demographics

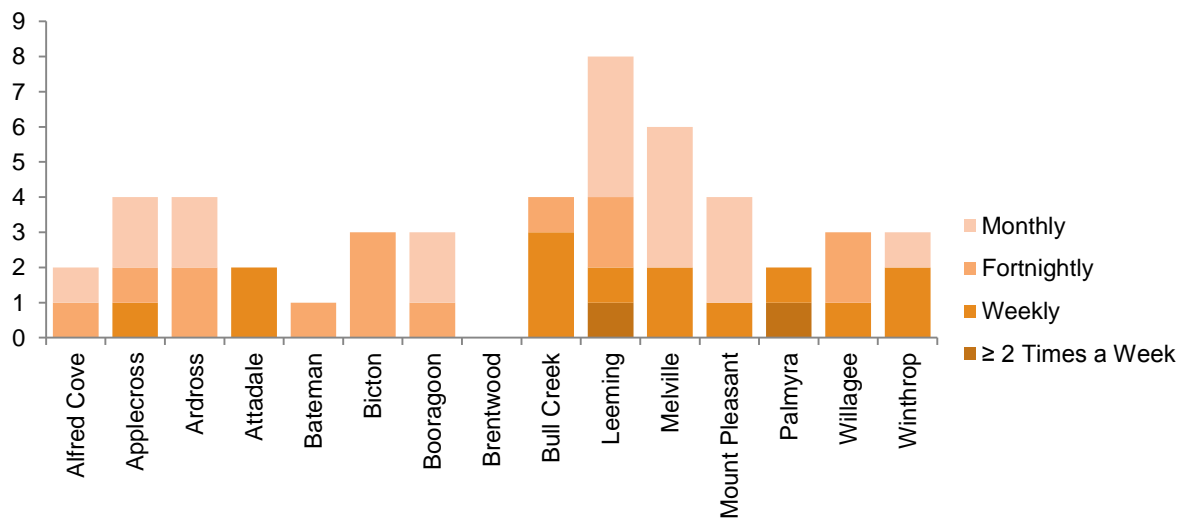
Gender/Age



Life Stage/ Frequency of Visit



Suburb/Frequency of Visit



Qualitative Data

Qualitative data is non-numeric and may come in multiple formats from a range of sources including responses to open questions in surveys, commentary on social media, videos, audio recordings and online discussion forums.

Analysis involves the identification of themes 'grounded' in the data, or in evidence from it. It is a deductive, iterative process which includes reading, viewing (videos) and reviewing data until no new themes or ideas are found. Nvivo, a software package for analysis of qualitative data, can be used to upload data in a range of electronic formats and then to interrogate it using various queries to sort, compare and code data in ways which illustrate the identified themes.

Qualitative data uploaded into Nvivo for the Food Trucks engagement was from two sources:

- Questions 2 and 3 of the online survey
 - What would be good about having food trucks at the locations you liked?
 - What would be bad about having food trucks at the locations you did not like?
- Comments made in the community discussion forum on Melville Talks

The first step in the process was to run a word search query which would show words commonly used by both survey respondents and contributors to the online forum. The query was set up to identify the top 100 words of 5 or more characters. The list below shows the top 10 words, their character length, the number of occasions on which the word occurred and a weighted percentage of the total number of words. The word cloud also generated by the query provides the same information as the list, but in a different format, with words being sized according to how often they recur.

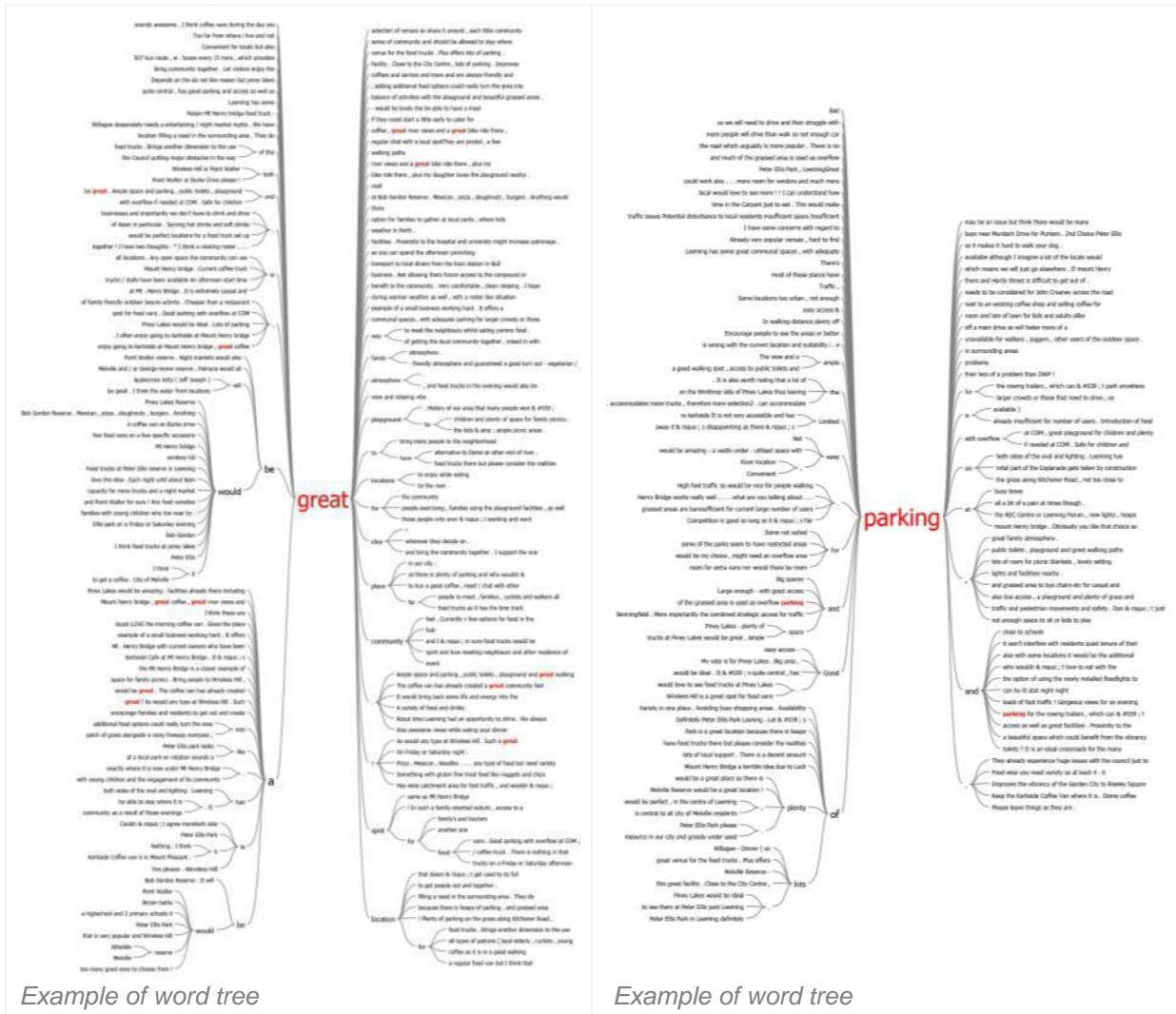


Word	Length	Count	Weighted Percentage (%)
great	5	96	1.58
parking	7	75	1.23
community	9	73	1.20
trucks	6	66	1.08
henry	5	52	0.85
people	6	51	0.84
bridge	6	49	0.80
coffee	6	49	0.80
peter	5	46	0.76
ellis	5	45	0.74

Word Tree

Because themes cannot be attributed to single, recurrent words without context, text frequency queries were run against the most frequently recurrent words including great, parking, community and people. The word “truck” was not included, given its recurrence as subject matter in the text. Other recurrent words were linked to particular parks and will be dealt with elsewhere.

The outcome of each text search query was shown in word tree diagrams. Each ‘branch’ of the tree showed statements that interconnected with a key word, providing insights into commonly recurring themes.



Example of word tree

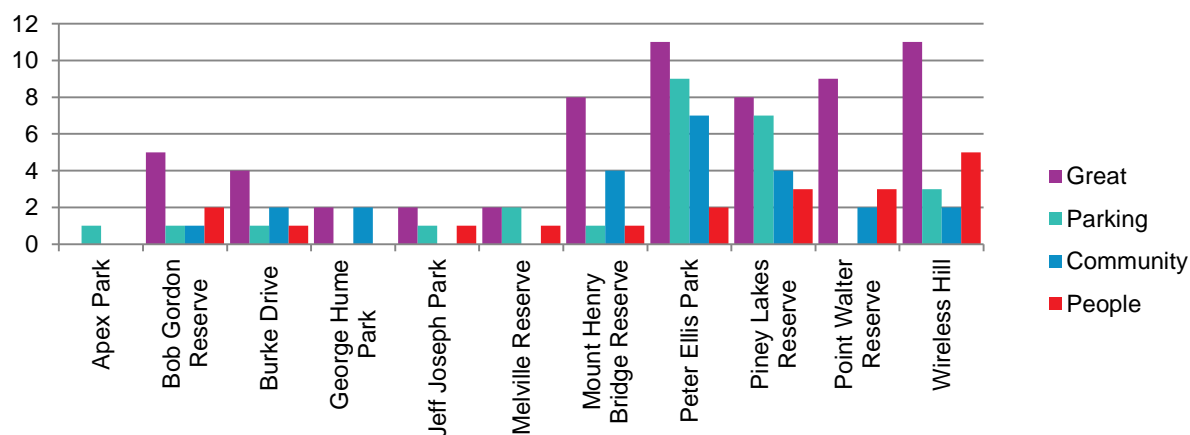
Example of word tree

Emergent Themes

Word	Theme	Direct Quotation
Great – 96 References	Public enthusiasm for the idea of food truck in more of the City’s parks and reserves and the benefits likely to accrue for both the community and visitors alike.	<ul style="list-style-type: none"> I think these are a great idea and bring the community together The trucks like Kerbside under the Mt Henry Bridge is a classic example of a great benefit to the community Great spot for families and tourism

Parking – 75 References	Parking availability is a critical success factor for determining which parks or reserves could be used for food trucks	<ul style="list-style-type: none"> • Good parking with overflow at CoM • There's parking and it won't interfere with residents quiet tenure of their properties • ...a great location because there is heaps of parking • X is a terrible idea due to lack of parking • Some locations too urban, not enough parking • Already very popular venues, hard to find parking at busy times
Community – 73 References	Belief that the increased presence food trucks will help build a sense of community, making spaces more vibrant and attractive to locals and visitors alike.	<ul style="list-style-type: none"> • ...would be excellent places as they are a hive of activity for walking...cycling, boating and community interaction but neither has any easy fast takeaway food options. • Food trucks add such a vibrancy and community minded hub to areas that may otherwise not have that community connection.
People – 51 References	Recognition that food trucks will attract others from outside the area, potentially contributing to local growth and prosperity.	<ul style="list-style-type: none"> • With food trucks being the latest craze...you could have two venues going at the same time and people have a choice of which one to go to depending on what cuisines they feel like and the venue. • Enough space...gets people up there to learn about the history...right here in our City

To identify which themes applied to individual parks and/reserves, all 12 venues were coded and a matrix query produced. The outcome is shown in the graph and table below.

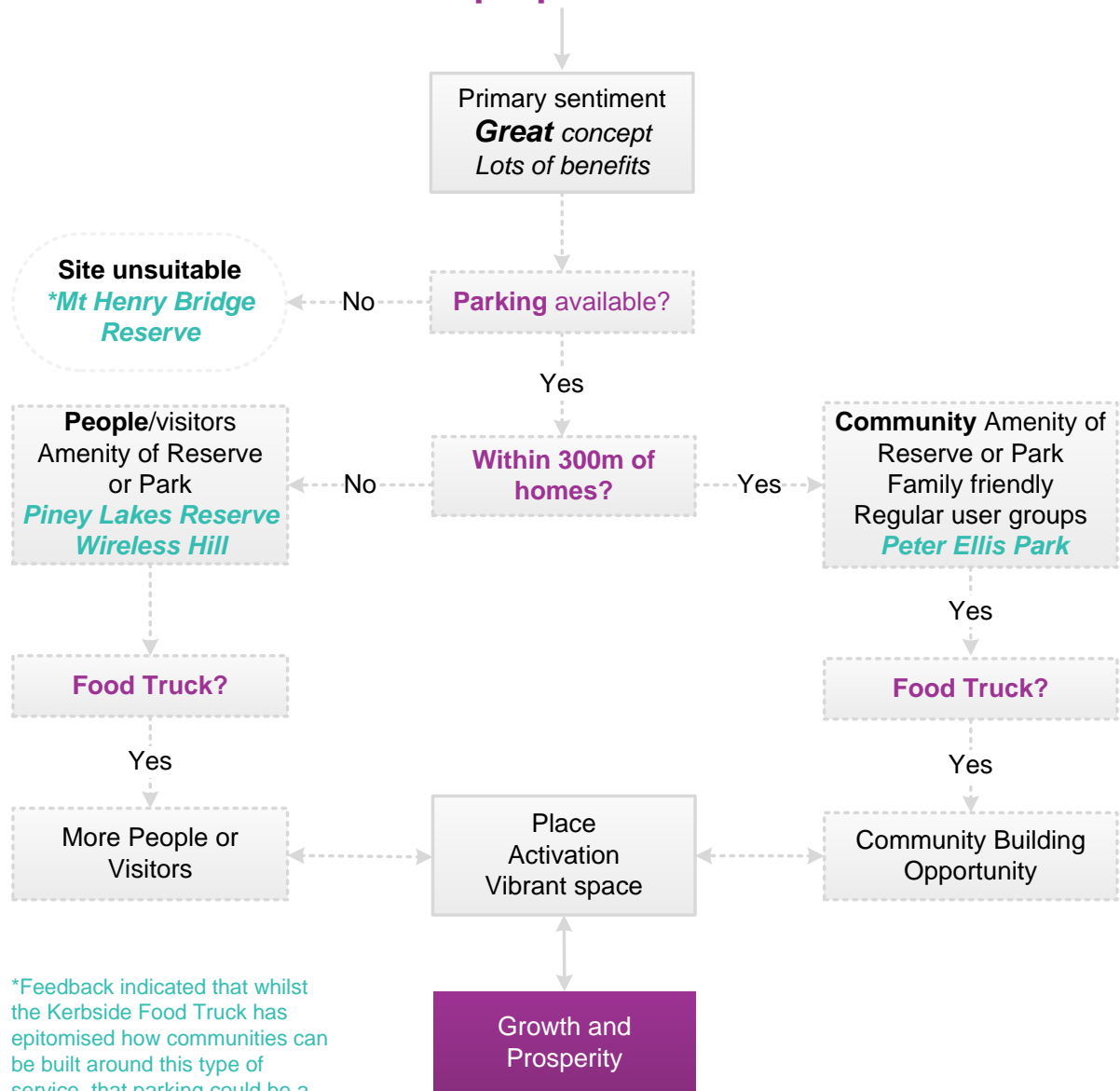


Location	Great	Parking	Community	People	Total
Apex Park	0	1	0	0	1
Bob Gordon Reserve	5	1	1	2	9
Burke Drive	4	1	2	1	7
George Hume Park	2	0	2	0	4
Jeff Joseph Park	2	1	0	1	4
Melville Reserve	2	2	0	1	5
Mount Henry Bridge Reserve	8	1	4	1	14
Peter Ellis Park	11	9	7	2	29
Piney Lakes Reserve	8	7	4	3	22
Point Walter Reserve	9	0	2	3	14
Wireless Hill	11	3	2	5	21

The graph indicates that the most favourable parks for food trucks are, in order of preference, Peter Ellis, Piney Lakes, Wireless Hill, Point Walter Reserve and Mount Henry Bridge although an increase in the number of food trucks at the latter venue was in question, given the parking situation.

To summarise what was learned from all the qualitative data in both the survey and the commentary on Melville Talks, the following explanatory diagram is offered.

Food truck increase in CoM proposed



Conclusion

The community engagement process enabled a representative sample of residents and ratepayers living nearby potential sites for food trucks to have a voice. It also enabled the wider community to share their thinking via an online discussion forum. Both sets of data provided clear indications of what the community wants, namely, more food trucks in more places.

The online survey identified the community's preferences for food trucks in popular beauty spots and historic sites as: Point Walter Reserve, Mount Henry Bridge, Wireless Hill and Piney Lakes Reserve. Preferred opening times and days of the week extended beyond dinner-time at weekends – the most popular choices – into breakfasts and lunches on week days. Older people were particularly interested in weekday offerings. An eclectic selection of food choices revealed a clear preference for Asian cuisine.

The qualitative feedback derived from responses to two open questions in the survey together with feedback from the online discussion forum revealed four themes:

The full extent of public enthusiasm;

- Why parking was a key requirement for selection of a site;
- The potential community-building benefits for residents and ratepayers of the City; and lastly,
- The economic benefit for local business.

In addition to preferences for food trucks at Point Walter Reserve, Mount Henry Bridge, Wireless Hill and Piney Lakes, strong, grass roots support for food trucks at Peter Ellis Park was evident. Lastly, the qualitative feedback showed current and ongoing community support for Kerbside Café as an example of this type of service.

Appendix I – Engagement Materials

Email sent to Random Sample



Food Trucks in the City Survey

You are invited to take part in a survey which focuses your preferences on a number of locations which may be suitable for mobile food trucks, food and drink choices as well as operating hours.

What do I have to do?

Click the link below to take the short survey and help us activate space and increase social connection and vibrancy within your neighbourhoods.

The survey closes on Friday, 7 June 2019.

[Take the survey](#)

Visit [Melville Talks](#) to find out more about the Food Trucks in the City Community Engagement.

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You can [update your preferences](#) or [unsubscribe from this list](#).

Melville Talks Food Trucks in the City Engagement Page – Get involved

Food trucks in the City

Help us find the best locations for food trucks to operate in the City of Melville!

+ Follow



Melville Talks Community Home / Food Trucks in the City

The City of Melville is seeking your feedback on a number of locations it has identified as being suitable for the operation of mobile food trucks. Food trucks are a growing trend in Western Australia, nationally and globally as a way to activate spaces and increase social connection and vibrancy within neighbourhoods.

Your feedback will influence which locations are ultimately approved as well as give guidance to the City on the types of food and operating hours preferred for each location.



Activate spaces

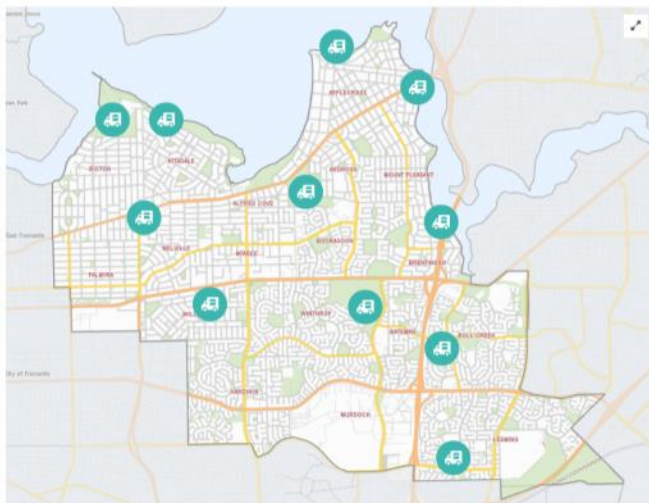


Social Connection



Vibrant Neighbourhoods

GET INVOLVED ABOUT THE CONSULTATION



The locations identified above were selected after a rigorous assessment process, which looked at their suitability across a range of criteria including suitability for activation, ample parking, ease of traffic flow, public toilet access and capacity to accommodate food trucks.

Which are your preferred locations and what would you like to see there?

We need your feedback on the choice of locations, as well as what food/drink choices and operating hours you would prefer. If you're a food vendor let us know in your comment.

Add Comment

Adding new posts is disabled for this conversation.

225 Comments



Melv | Posted on 7th Jun 2019

what's the cost?

So long as it isn't like other areas where rent and rate paying existing business is heavily

Stay up to date

Sign up to Melville Talks and click the follow button above to be notified about key developments with this project. Alternatively sign up to our eNews to find out more about this project and others.

Sign up to our eNews

Timeline

- Community discussion
Monday, 27 May to Friday, 7 June 2019
- Community survey opens
Monday, 27 May 2019
Sent to a random sample of residents and ratepayers.
- Community discussion and survey closes
Friday, 7 June 2019
- Engagement results available
June/July 2019

See less

Contact Us

Have questions or want to learn more about a project, contact us below:

Name Gavin Ponton

Phone (08) 9364 0223

Email Gavin.Ponton@melville.wa.gov.au

Melville Talks Food Trucks in the City Engagement Page – About the consultation

Food trucks in the City

Help us find the best locations for food trucks to operate in the City of Melville!

+ Follow



Melville Talks Community Home / Food trucks in the City

The City of Melville is seeking your feedback on a number of locations it has identified as being suitable for the operation of mobile food trucks. Food trucks are a growing trend in Western Australia, nationally and globally as a way to activate spaces and increase social connection and vibrancy within neighbourhoods.

Your feedback will influence which locations are ultimately approved as well as give guidance to the City on the types of food and operating hours preferred for each location.



Activate spaces



Social Connection



Vibrant Neighbourhoods

GET INVOLVED

ABOUT THE CONSULTATION

Through consultation for the City of Melville's strategic community plan the community told us they wanted to see more support of local small business and more opportunities for people to get to know one another and do things together in their neighbourhoods.

Currently, mobile food trader operations within the City of Melville are limited, with only a handful of coffee vans operating throughout the City at regular locations. Food trucks serving substantial offerings are generally only seen at larger organised events.

Through making it easier to food trucks to operate within pre-approved locations, the City is helping achieve the community aspirations of sense of community by activating those locations and providing more opportunities for residents to get out and about in their local suburbs.

It also helps achieve the City's community aspiration of growth and prosperity by providing more opportunities for local food truck owners to operate within the City and by giving residents more opportunities to support small businesses within their community.

Who is being consulted?

We are consulting with the community to understand whether it is supportive of the proposed locations as well as identify preferred food types, hours of operation and any potential issues or risks.

The following people will be contacted:

- A random sample of people living within 300m (walking distance) of potential sites
- City of Melville residents and ratepayers

We are also informing food businesses located within 300m and current food van operators of the engagement

How can people get involved?

Direct emails will be sent to a random sample of residents living within 300m of potential sites to ask for their feedback via a survey.

On Melville Talks, the community can join a discussion on which locations they think are best and what they would like to see there.

What will happen with the information from the survey and online discussion?

The results will inform the practical implementation of the City's local law *Activities in Throughfares, Public Places and Trading Local Law 2014* concerning food vans, in ways that are fair, transparent and can be linked to final outcomes of engagement.

Feedback will influence whether locations are ultimately approved for food truck operation, as well as give guidance to the City on the types of food and operating hours preferred.

FAQs

? How were locations chosen?

? How many food trucks will be able to operate at each site?

? How will you determine what cuisines/offerings to have at each site?

? What times will food trucks be able to operate at each site?

? I am an existing food business nearby, how will this impact me?

? I am a food truck operator, how can I apply to operate at a site?

? How will food truck operators be selected?

? Will you know the process before renewals are due for 2019-2020?

Stay up to date

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Melville Talks Food Trucks in the City Engagement Page – FAQs

How were locations chosen?

These locations were selected after a rigorous assessment process, which looked at their suitability across a range of criteria including suitability for activation, ample parking, ease of traffic flow, public toilet access and capacity to accommodate food trucks.

How many food trucks will be able to operate at each site?

This depends on the location. Some locations will only be able to host one food truck at a time, while some of the bigger locations will be able to host up to three.

The number of food trucks permitted per location will be determined by the site's capacity, and the types of food trucks will be informed by the community consultation process.

How will you determine what cuisines/offerings to have at each site?

This will be informed by the community through a formal engagement process. The City is asking the community to nominate cuisines/offerings they want to see at each site, as well as what operating hours they would prefer.

What times will food trucks be able to operate at each site?

This will be determined in part by the community, with consideration given to existing food businesses located within 300m. Once this is known, it will be communicated to potential operators when they apply for the location.

I am an existing food business nearby, how will this impact me?

If a potential location is within 300m of an existing food business, the food trucks will only be permitted to trade outside that business's operating hours unless their offering complements or is not provided by the existing food business. By implementing restrictions on trading hours and/or offerings for successful operators, we are confident that the impact on your business will be minimal.

I am a food truck operator, how can I apply to operate at a site?

The exact process for applying for a site has not been determined. It is anticipated that it will coincide with the annual mobile food vehicle permit application process, but is still being explored and will be communicated to across the City once known to give all operators equal opportunity to apply for any of the locations.

How will food truck operators be selected?

The exact process for applying and selecting food truck operators for each approved location has yet to be determined, and will be explored and communicated to widely across the City to give all operators equal opportunity to apply for any of the locations.

Will you know the process before renewals are due for 2019-2020?

This is still unknown. For now we encourage food trucks to operate as normal.



MEDIA RELEASE

Working together, to achieve community wellbeing, for today and tomorrow



Subject: City seeking feedback on potential food truck locations

Date: Monday, 27 May 2019

The City of Melville is seeking feedback from local residents and the wider community on a number of locations it has identified as being suitable for the regular operation of food trucks.

This is part of a wider review of the City's food truck process, which includes the development of a new food trucks policy which aims to give guidance on the operation of food trucks within the City as well as encourage their operation in areas which would benefit from public activation.

City of Melville Mayor Russell Aubrey said food trucks are a growing trend across Perth, nationally and globally, but weren't seen much around the City of Melville except at large events.

"Currently, mobile food truck operations within the City of Melville are limited, with only a handful of coffee vans operating throughout the City at regular locations. Food trucks serving substantial offerings are generally only seen at larger organised events," Mayor Aubrey said.

"We definitely see an opportunity for more food trucks to visit our suburbs on a regular basis, as we think they are a fantastic way to activate spaces and increase social connections within our neighbourhoods.

"The community have also told us through consultation for our strategic community plan that they want to see more support of local small business and opportunities for people to get to know one another and do things together in their neighbourhoods.

"As a result, we've been working hard on a review of our current food trucks process to make it clearer and fairer for all potential operators, as well as short-listing a number of potential locations that would be suitable for the regular operation of food trucks.

"Now we want to know what the community think of these locations, as well as the types of food and drink and operating hours they would prefer. Feedback will influence which locations are ultimately approved as well as give guidance to the City on the types of food and operating hours preferred for each location."

Short-listed locations were selected after a rigorous assessment process, which looked at their suitability across a range of criteria including suitability for activation, ample parking, ease of traffic flow, public toilet access and capacity to accommodate food trucks.

Feedback can be given online at www.melvilletalks.com.au/foodtrucks where community members can view a map of all short-listed locations and give their thoughts by commenting on a discussion board. Feedback will be open from Monday, 27 May to Friday, 7 June 2019.

Image: The City of Melville is seeking feedback from the community on suggested locations for regular operation of food trucks.

Media Contact: Tara Hardmeier | 9364 0641

Authorised for Release by:

Marten Tieleman
Chief Executive Officer

Russell Aubrey
City of Melville Mayor

Steve Cope
Director Urban Planning


City of Melville

Contact Us Online Services

Our City Things To Do Our Community Waste and Environment Building and Planning Search

City seeking feedback on potential food truck locations

Home | Our City | News | Latest News | 2019 | May | City seeking feedback on potential food truck locations



27 May 2019

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Keep up to date

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Community input sought on food trucks

The City of Melville is seeking community feedback on a number of locations it has identified as being suitable for the operation of mobile food trucks.

Feedback will influence which locations are ultimately approved as well as give guidance to the City on the types of food and operating hours preferred for each location.

Have your say at www.melvilletalks.com.au/foodtrucks, where you can view a map of the proposed locations and give your thoughts by commenting on a discussion board.

Consultation closes on **Friday, 7 June 2019**.



Facebook Posts on City of Melville Facebook Page

Post 1 (30 May 2019)



City of Melville

30 May at 08:30 · 🌐

⋮

HAVE YOUR SAY!

The City of Melville is seeking community feedback on a number of locations it has identified as being suitable for the operation of mobile food trucks.

Food trucks are a growing trend in Western Australia, nationally and globally as a way to activate spaces and increase social connection and vibrancy within neighbourhoods.... [See more](#)



6,670
People reached

616
Engagements

[Boost again](#)

Boosted on 30 May 2019
By Tara Hardmeier Completed

<p>People reached 3.0K</p>	<p>Post engagement 263</p>
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[View results](#)

👍❤️
Marilyn Banks, Phil Rylance and 82 others

22 Comments 11 shares

👍 Like

💬 Comment

➦ Share

⋮

Performance for your post

6,670 People Reached

128 Reactions, comments & shares 📊

85 👍 Like	82 On post	3 On shares
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4 ❤️ Love	4 On post	0 On shares
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27 Comments	27 On Post	0 On Shares
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12 Shares	11 On Post	1 On Shares
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488 Post Clicks

60 Photo views	149 Link clicks	279 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Post 2 (31 May 2019)

City of Melville
31 May at 12:00 · 🌐

The City of Melville is seeking community feedback on a number of locations it has identified as being suitable for the operation of mobile food trucks: <http://ow.ly/ygku50usu1N>



1,608 People reached 37 Engagements [Boost Post](#)

[Nicole Robins](#)

[Like](#) [Comment](#) [Share](#) 

Performance for your post

1,608 People Reached

1 Likes, Comments & Shares 🗨

1 Likes	1 On Post	0 On Shares
----------------	------------------	--------------------

0 Comments	0 On Post	0 On Shares
-------------------	------------------	--------------------

0 Shares	0 On Post	0 On Shares
-----------------	------------------	--------------------

36 Post Clicks

3 Photo views	26 Link clicks	7 Other Clicks 🗨
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post 3 (4 June 2019)

City of Melville

4 June at 10:30 · 🌐

...

LAST WEEK TO HAVE YOUR SAY

The City of Melville is seeking community feedback on a number of locations it has identified as being suitable for the operation of mobile food trucks.

Food trucks are a growing trend in Western Australia, nationally and globally as a way to activate spaces and increase social connection and vibrancy within neighbourhoods.... [See more](#)

6,249
People reached

743
Engagements

[Boost Post](#)

Jelena Testa, Mathew McBurnie and 11 others

3 Comments 7 shares

Like

Comment

Share

...

Performance for your post

6,249 People Reached

44 Reactions, comments & shares ⓘ

28 Like	13 On post	15 On shares
-------------------	----------------------	------------------------

1 Love	0 On post	1 On shares
------------------	---------------------	-----------------------

8 Comments	3 On Post	5 On Shares
----------------------	---------------------	-----------------------

7 Shares	7 On Post	0 On Shares
--------------------	---------------------	-----------------------

699 Post Clicks

22 Photo views	121 Link clicks	556 Other Clicks ⓘ
--------------------------	---------------------------	------------------------------

NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts