

Bypassed Towns Signage Trial

Evaluation Report

Roads and Maritime Services | June 2018



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1.0 Introduction

In November 2017 it was identified that there was an opportunity to develop a range of signage initiatives and improvements to encourage drivers to visit towns bypassed by highway upgrades.

The objective of this signage initiative was to encourage travellers to stop at regional and bypassed towns throughout rural and regional NSW thereby contributing to the economic benefits from visitations.

Signage is one way Roads and Maritime Services can contribute to improving visitation into local towns. A pilot program for three regional towns, Berry, Holbrook and Macksville, was implemented from December 2017 to March 2018 where new entrance signage was installed (see Appendix A for background on the new signs and the pilot study).

An evaluation plan was developed as part of the trial and initiated following installation of the trial signs to gauge the impact and effectiveness of the new bypass towns' signage for each of the three communities.

This document describes the evaluation objectives and methodology in assessing the effectiveness of the pilot program, and reports the findings and recommendations to assist the Regional and Freight Division in the consideration of adopting the trial and rolling out improved entrance signage to other bypassed towns across New South Wales.

2.0 Evaluation

2.1 Methodology for evaluation

In the development of the Bypass Towns Signage Strategy (*November, 2017*), the purpose of the evaluation was identified as follows:

- gain feedback from motorists, communities and local businesses about whether the signage is supporting road users in their journey to identify services and tourist opportunities
- assess the effectiveness of the bypassed towns signs in consideration of adopting the trial and rolling it out across the state.

Identifying what type and how the evaluative information would be collected and presented was planned as part of the Bypass Towns' Signage Strategy and reviewed by Destination NSW prior to data collection.

Using a scoping tool, the following were identified as key matters in the development of the data collection questions:

- be used as a promotional tool for bypassed towns and communities
- encourage road users to leave the highway and explore local communities
- enhance Roads and Maritime Services reputation within regional NSW
- customers and local communities see value in trial
- generate feedback to gauge the effectiveness of the signs

- highlight any areas for change or improvement to better serve our customers.

The evaluation questions were carefully crafted and consistently formed the basis of data collection across each of the four methods used. The evaluation process included both quantitative data supported by qualitative data.

Quantitative data collection methods used in this evaluation included:

- Online survey of thirteen questions ranking effectiveness of the signs distributed to motorists and local communities through Facebook posts and available on the Roads and Maritime website (see Appendix B for online survey)
- Online business survey of six questions ranking effectiveness and impact of signs within the local business community distributed by Chambers of Commerce/ Council Economic Development (see Appendix C for online business survey)

Qualitative data collection methods used in the evaluation included:

- Interviews with six representatives of community groups to include Chambers of Commerce, Rotary, Councils and Local Tourism Associations (see Appendix D for interviews)
- Facebook analytics, including likes and comments.

2.2 Measures of success

To determine if the program was effective or not, a rubric evaluation tool, including the criteria and benchmark levels, was developed. A rubric was used as a scoring tool that explicitly represented the performance expectations for the Bypass Towns' Signage pilot study. The rubric divided the Bypass Towns' Signage pilot into components to provide clear descriptions of the achievement level of the work associated with each evaluation activity.

Agreeing on what constitutes the overall pilot study success, the rubric rated the achievement levels as highly effective (over 75 per cent), effective (55 – 75 per cent) and not effective (less than 45 per cent). See Appendix E for a full description of the each achievement level.

3.0 Results

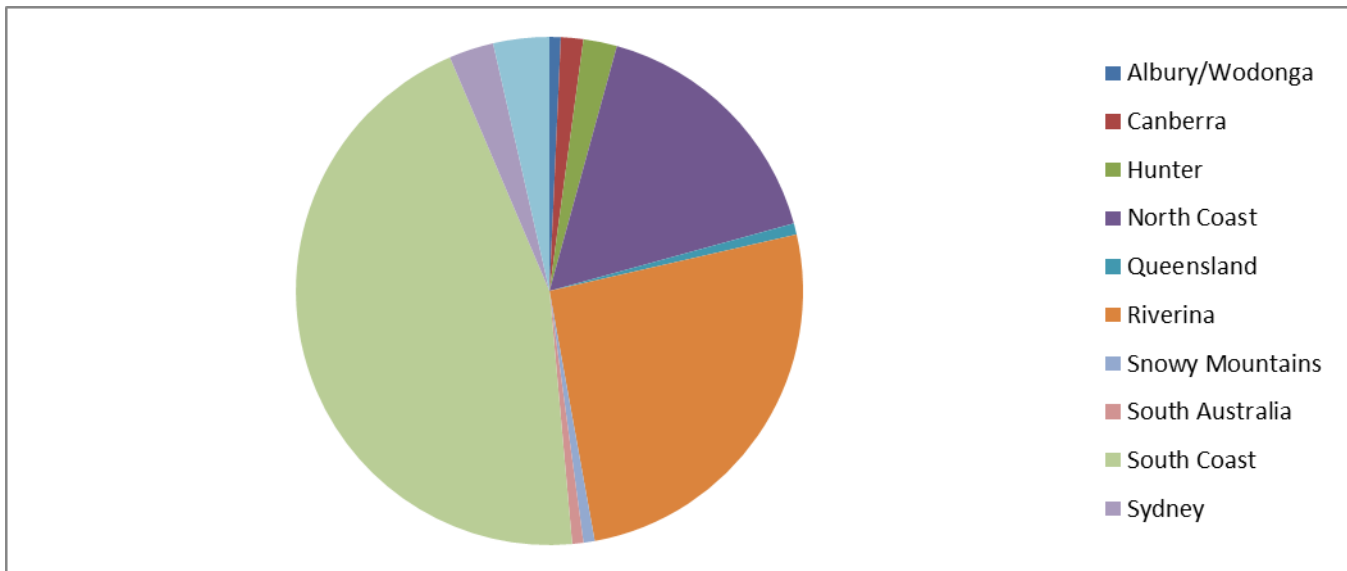
The following table summarises the findings of all the combined data collected from each evaluation activity scored according to the rubric performance expectations for the Bypass Towns' Signage pilot study. However, further interpretation and detailed findings of the results of each evaluation method is detailed and described in the following sections and provides important insights and understanding into the measures of success of the pilot study and why other components should be improved for future consideration.

Measure of Success	Overall Rated
Social impact	
Community and businesses see value in the signs to promote and attract travelling road users to their bypass town	Highly effective
Travelling road users identify that the signs are an effective tool to raise awareness and promote bypassed towns	Highly effective
Community, businesses and travelling road users believe the photo and size of signs are right and clearly visible	Highly effective
Representatives of the bypassed towns concluded that the signs certainly be adopted and rolled out across other New South Wales bypassed towns	Highly effective
Financial impact	
Travelling road users have visited the town due to the signs	Effective
Local businesses have seen increases in patronage and revenue due to the signs	Effective - not effective
Communication and Engagement with stakeholders	
Community, businesses and travelling road users are aware that the signs were an RMS initiative	Not effective
Community, businesses and travelling road users feel there was engagement and knowledge of the signs prior installation	Not effective

These outcomes are analysed below.

3.1 Online survey

The online survey collected 144 responses with the majority of participants overwhelmingly from regional NSW. The regional area with the highest response rate was the South Coast with 63 participants followed by the Riverina with 36 and the North Coast of NSW with 23. There were some interstate responses with postcodes collected from Victoria, Queensland and South Australia. The following table breaks down all of the participants' locational data.



Size and visibility

In evaluating the physical attributes of the signs, 85 per cent of the survey responses revealed that their current size and visibility were highly effective with only 15 per cent saying that they were not distinctly visible.

There was a theme in the comments from respondents who said that the signs were not clearly visible. They focussed on the Holbrook signs, suggesting that the signs had too many trees concealing them, therefore needed to be larger. An example of one of these comments on the unclear visibility of the Holbrook sign was “*the sign could be bigger as too many trees around it, I live in Holbrook and I barely noticed it*”. The trees have since been trimmed to ensure the signs are clearly visible. Furthermore, during the trial the Macksville north bound sign was a temporary sign which was the third of the size installed. This section of road has now been opened and the full size sign is now installed. For the period of the trial the respondents may have been commenting on the smaller sign.

Using imagery on the signs

The survey responses concluded that using imagery or a photo on the signs was highly effective in capturing their attention. Furthermore, the survey found that the survey participants thought the photo selected was highly effective at representing the destination.

“The picture depicts Berry and its historical value. I noticed the sign straight away”.

“I live in Berry so may be a bit biased but I think the photo on the sign is a great idea and captures our beautiful town perfectly”.

“The submarine is great”.

“Macksville looks so pretty”.

Some of the constructive feedback concerning the imagery included having more than one photo on the sign to represent the town. For example:

“I think more than one photo will show the town off more”.

“Why highlight one reason for travelling through Macksville, there are so many”.



Promoting the destination

To determine if the bypassed towns’ signs were seen as being a tool to promote the destination and communities, it scored highly effective with 83 per cent of responses combined stating that the signs were very effective and drew their attention to the town. This means that the bypassed signs can assist Local Government Associations to promote themselves as well as promote the approved services and attractions within their constituency. Comments supporting these findings from motorists not from the local area included *“extremely effective and promotes tourism”*.

The locals also reported that the signs were highly effective promotional tools, espousing pride amongst the communities, seeing value in the signs with comments such as:

“I’m originally from this area so was interested to see how the town would be promoted once it was bypassed – the signs definitely promote the town”.

“Love it, great way to highlight a feature of our town”.

Encourage road users to leave the highway and explore local communities

The survey found that motorists rated stopping at the destination after viewing the signs as highly effective. However, it was further analysed that at the time of answering the survey, only half of the respondents physically stopped and visited the town. It has been identified in the comments that seeing the signs for the first time on the motorists planned journey might not have suited them to stop that particular trip, however that they would consider stopping next time they travelled:

‘When I first saw the sign, I thought to myself how cool they looked and how clearly it advertised the town and next time I am travelling they will definitely be helpful on picking that town to stop and visit’.

“I think more about visiting that town now and will next time”.

There was a comment in relation to the service symbols on the sign, suggesting opportunities to showcase other attractions or businesses in the town besides food and accommodation, *“sign does not indicate that there are businesses of interest other than food and motels”*.

Being aware of the signs

When the survey respondents were asked how they found out about the signs, the overwhelming highest response was “as we drove past” followed by “on Facebook”. There was very little recognition about the signs, or that they were a Roads and Maritime initiative through the local media or word of mouth. The only recognition of Roads and Maritime in coordinating the signs was through Facebook as they were on the NSW Roads Facebook page. As the program was a pilot study, there was little consultation or engagement conducted with the communities prior to the signs being installed.

3.2 Online business survey

A minimum sample size of fifty businesses was identified as being a valid and reliable section to analyse the direct impact the signs had on local businesses. Food providers, accommodation, service/fuel stations and boutique retailers were targeted to complete the survey. A total of 56 responses were collected to determine if travelling road users had visited the towns due to seeing the signs and if the local businesses have observed some increases in patronage and revenue due to the new bypassed towns’ signage.

Business community value of signs

Thirty of the businesses surveyed scored effective when asked if there was an improved vibe in the towns due to the signs. Comments provided on this question were positive: *“they are great and look very impressive- I drive past every day to get to my business in Holbrook and they have a big impact”*.

“I was very impressed when I first saw their great size and very eye catching”.

Encourage road users to leave the highway and explore local communities

When asked if there were increased visitors stopping in the towns and a noticeable increase of visitors to their businesses, both these questions rated not effective. However, comments collected from the businesses have suggested that although there hasn’t been a direct increase in visitor numbers or patronage from the new signs, there hasn’t been any evidence of a decrease (particular to Macksville and Berry’s recent bypass), suggesting that the signs could be effective in mitigating the impact:

“Even though the number of people coming through town is slightly less, the people who are coming through are the ones who want to be here”.

Furthermore, the businesses are reporting that the piloted towns recently bypassed, now have removed traffic congestion, reduced noise and improved road safety, making the towns more attractive to visitors:

“Our visitors are commenting very favourably on the reduction in the number of heavy trucks and how much easier it is for them to find parking”.

The Bypass Towns Strategy (November, 2017) reported that signage is just one facet of encouraging drivers to exit the highway and visit regional towns. Roads and Maritime seeks to work in partnership with other tourism agencies and organisations to promote regional and bypassed towns, in particular supporting the work of Destination NSW. Destination NSW is responsible for devising and implementing strategies to grow the states visitor economy and the bypass signage supports and complements marketing campaigns coordinated by Destination NSW.

Increased business revenue

Although case studies on bypass towns (*Economic Evaluation of Town Bypasses, 2012*) suggest that a bypass can make a town centre more attractive to visitors and enhance tourism, the issues the communities face include changed access arrangements and the potential loss of trade to some businesses that are more dependent on passing trade. The report states that the economic impacts of a bypass tend to be of a short-term duration, within the first year of the bypass opening. The businesses of the piloted towns surveyed scored an increase of revenue to their business as not effective as a result of the signs. But their comments suggest that the signs have mitigated the negative economic impacts forecasted and revenue has remained constant:

“The town was very quiet once the bypass opened initially, however once the signage went up the volume of visitors did seem to increase and revenue hasn’t decreased, this may have been owing to the signage or to the seasonal cycles.”

There were consistent comments from accommodation providers in Berry, pointing out that no increase in revenue for their sector could be due to there being no accommodation symbol on the signs.

Businesses were also asked to rate if any of their customers mentioned the signs when visiting their establishments. This was also scored as not effective. It has been suggested that if their customers are not mentioning the sign voluntarily, the business owners may not be prompting or asking the question.

3.3 Interviews

Six structured interviews with a list of predetermined questions were conducted to key interest group representatives from the three piloted towns. The purpose of the interviews was to get the community members’ view on the overall response from the communities and businesses on the new signage. After answering the questions, they rated it as either being highly effective, effective or not effective.

Community and businesses engagement and knowledge of the signs prior installation

All six of the interviewees scored prior engagement or knowledge of the signage prior installation as not effective. As the study was a pilot, it was originally identified that this small scale preliminary study would determine the correct steps for potential future bypassed towns’ signage across NSW. Therefore, there

wasn't any community or business engagement prior to their installation for the pilot. If the study finds that the pilot bypassed towns' signage has been overall highly effective and will be rolled out across the state, the data suggests that community and business engagement prior the installation of the signs is imperative. Some of the interviewees also identified that if there was prior knowledge to the installation, they would have worked in partnership with Roads and Maritime to co-ordinate a local communications plan recognising the agency.

Size and visibility

The interviewees were all very positive about the size, visibility and image used on the signs scoring it highly effective. One interview strengthened a previous finding from the online survey pertaining to increased community pride:

"The image seems to have increased community pride. The Rotary club is now coordinating a beautification program for the town where there are murals being painted around the township and more gardens put in."

Community value

When the interviewees were asked relevant questions about their communities seeing value in the signs, again all six participants ranked the answer as highly effective and shared that they have not heard any negativity amongst the community and all feedback has been extremely positive:

"I go to a lot of community meetings and they have all been very positive about the signs. Other neighbouring towns are contacting us wanting to know how they can get one"

Promoting the destination

The interviewees for Macksville and Berry all said that the signs were highly effective in promoting the destinations and that the images chosen "got it right" in depicting the character and unique selling point of the towns. Being bypassed in 2013, the interviewees from Holbrook also agreed that the signs were highly effective in promoting their town but it was about reminding visitors and travellers about Holbrook – reinvigorating the township:

"It is retelling passing traffic that we are still here and the signs are new "noise" reminding them."

Encourage road users to leave the highway and explore local communities

Three of the interviewees thought that the signs were highly effective in encouraging road users to leave the highway and explore their local communities:

"Yes. I have people coming into my establishment telling me they hadn't turned off to Holbrook in years but the sign reminded them to take a break and see what's happening in our town and they are actually stopping regularly now"

The other three interviewees were not confident in reliably scoring their answer as highly effective and scored it as effective. However, their comments in relation to the question were still positive:

“Some businesses in Berry have mentioned to me that people visiting their business have seen the signs.”

“Yes I think the signs remind those travelling that Berry is a great place to stop and see what we have on offer.”

Increased business revenue

Similar to the business survey, the interviewees were not confident that business patronage and revenue had increased in the townships. But again, they did identify that they hadn't heard any negative comments in decrease in business or revenues. One interviewee stated that only during the first month after the town was bypassed did one local complain that their food service business was suffering financially but has not heard any further complaints.

Again, the lack of accommodation service symbol on the sign for Berry was mentioned as a possible reason accommodation business has not increased.

3.4 Facebook analytics

A \$1500 Facebook campaign (see Appendix F for example of the facebook posts) was coordinated for all three pilot towns following installation of the new signs. In total the campaign which featured an image of the signs received 788 likes and was shared 88 times. The campaign also received 94 comments. Not all comments were relevant to the entrance signs but of those that were relevant were supportive and positive. Some examples of the comments included:

[Bron Noonan-Hoynes](#) *Wow a nice one, one for Kempsey would be good*

[Carl Prentice](#) *I love it!*

[Rebecca Marks](#) *Passed it yesterday and it looks great!*

[Craig Clissold](#) *Looks good*

[Jennifer Matthews](#) *Yeah Holbrook needs a little colour 😊😄😁😂😃😄*

[Karl Porter](#) *I live in Holbrook and I think the sign is great.*

[Glenys Icely](#) *Looking good*

[Rosalie Sanderson](#) *Lovely place staying for Easter lots of visitors!*

Some of the comments that provided constructive feedback included:

[Barry Mcpherson](#) *How about a few signs for Nambucca or as usual it is all Macksville*

[Larn Gavin](#) *So plain for what it would have cost. Why advertise the old bridge? It should be advertising shops, food, restaurants, gifts etc*

[Jason Holl](#) *That sign at night does squat not good*

4.0 Recommendations

Based on the outcome of the evaluation the following recommendations are made:

- Regional and Freight Division adopt the trial and roll out entrance signage of the same size and include an image to other bypassed towns across New South Wales, subject to funding for individual areas
- a set of criteria be developed to determine which bypass towns would be eligible in receiving entrance signage
- identify a consultation and engagement program with the community stakeholders in the selection of the image and service symbols
- prepare a communications plan to improve the agency's reputation and build relationships with key stakeholders such as local government, tourism and other agencies

List of Appendices

Appendix A	Background on the pilot
Appendix B	Online survey questions and data collection
Appendix C	Business survey questions and data collection
Appendix D	Community representatives interview questions and data collection
Appendix E	Rubric to measure success
Appendix F	Facebook post examples

Appendix A

A PILOT APPROACH

There are many small towns throughout regional NSW, some of them a tourism destination in their own right, many of them, while still offering significant tourism attributes, become untapped treasures as the new and upgraded highways pass them by.

Regional NSW has something wonderful to offer for those adventurous enough to seek out them out, including towns that focus around:

- history and heritage towns, villages and trails
- arts and culture
- eco landscapes and nature walks
- superior food and wine from local producers.

There is an opportunity to develop a range of signage initiatives and improvements to better encourage drivers to visit bypassed towns.

In consultation with Destination NSW, three towns have been chosen for the pilot including Berry, Holbrook and Macksville.

For the purpose of this plan, Roads and Maritime has used Berry – a small village in the Shoalhaven region of the NSW South Coast – to outline an improved signage plan for consideration to encourage travellers to stop at towns throughout regional NSW. A similar plan will be developed for Holbrook and Macksville.

Pilot town - Berry

The Foxground to Berry bypass will provide a four-lane divided highway with median separation for 12.5 kilometres of the Princes Highway between Toolijooa Road and just south of Andersons Lane. The upgrade includes a bypass of the existing winding highway at Foxground and a bypass of Berry with access ramps at the north and south of the town. The Foxground and Berry bypasses are open to traffic, with work on the southern interchange due for completion late-2017, weather permitting.

About Berry

The town audit conducted by Roads and Maritime identified the following attributes for Berry:

Unique selling point	Iconic town, popular with a diverse market, due to its rustic sophistication, broad offerings and proximity to Sydney	Renowned weekend getaway for couples, groups or families	Surrounded by rich dairy country, it's positioned as 'something for everyone'	Gateway to South Coast areas of Gerroa, Shoalhaven, Jervis Bay, Nowra	
Target Market	Transport Self-drive	Demographic Families Couples Wedding groups Grey nomads	Geographic Sydney self-drive NSW regional		

FIT

Category	Families	Food and wine	Eco/nature	Arts and culture	Heritage and history
Experiences	Food and wine Foodscapes tours South Coast	Antiques	Nature walks	Luxe South Coast tours for Women	South Coast Cruisin'
Attractions	Popular Queen street shops feature antiques, cafes, clothes shops etc	The Village Forge Muirhouse Art Gallery Drawing Room Rocks	Berry Historic Museum Community and Activity Centre	Penwood Miniature Railway Courthouse	Precinct Galleries and Flying Pig Precinct Broughton Antiques
Accommodation	Retreats / Houses Serene Black Dog Creek Hill End Bellawongarah at Berry Red Hill Mullengrove Cottage Eloura Rayfields at Berry	B&Bs Wombat Hill The Cottage Berry The Berry Inn Marigold Cottage			
Food	Great Southern Hotel The Coach House	Silos Restaurant The Posthouse	Berry Sourdough Bakery & Café	The Hungry Duck Woodbyne Private Hotel	Savannah Café Leaf in Berry
Events	Berry Gardens Festival – 12-15 October	Berry Country Fair – 4th Sunday of the month	Berry Produce Market – held twice a month, on the 2nd Saturday and 4th Sunday	Kenny Escapes Tour to the Winter Wine Festival – Saturday 10th June	Winter Orchid Show – 15-17 July

Berry – Signage Improvement Plan

As part of a Berry signage audit conducted by Roads and Maritimes Regional Planning and Operation team, the below table identifies existing signage along the bypass and proposed replacements to improve traffic into the town.

The suggested signage upgrades will aim to meet a variety of objectives, including:

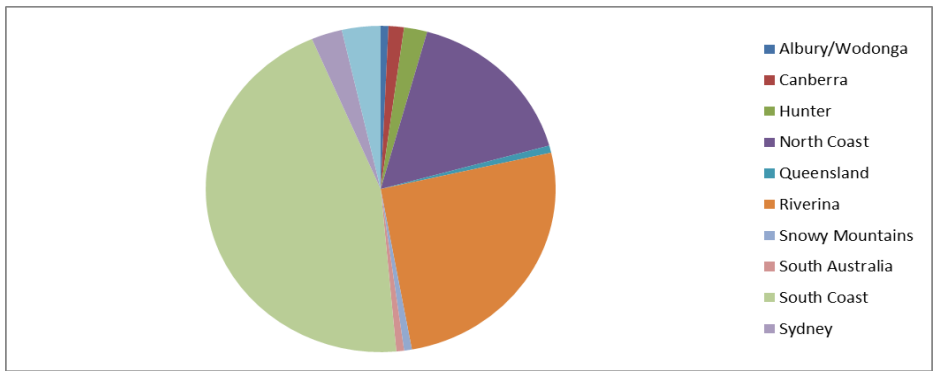
- clear numbering of the tourist drive that specifies its length

- clarity on services available in the town e.g. accommodation, cafés etc
- images on tourist signs, improving the desirability of the tourist drive for commuters to develop villages towns, trails, nature walks etc with new and improved signs which have developed.

Appendix B

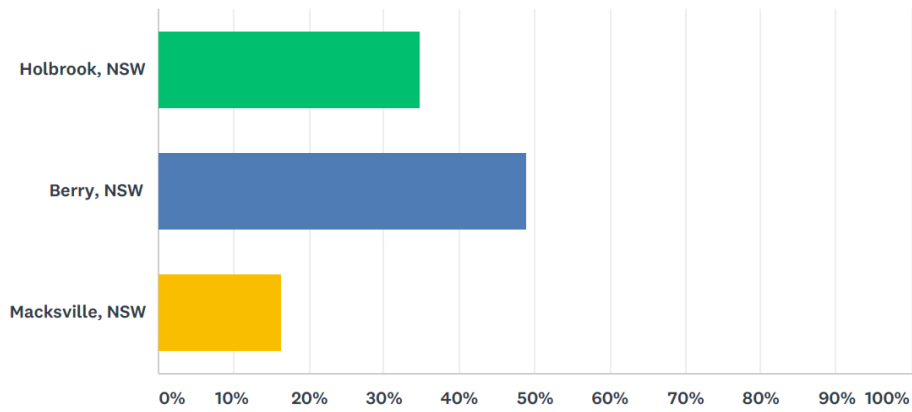
Bypassed town signage online survey questions and data collection

Q1 Please enter your postcode

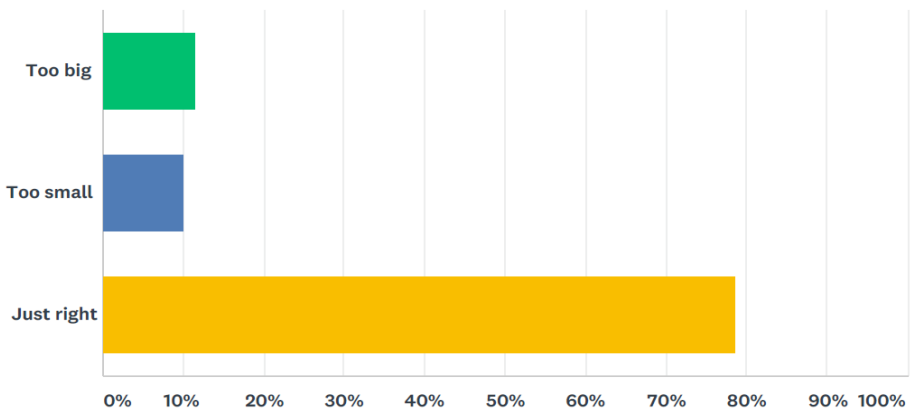


Q2 Name (optional)

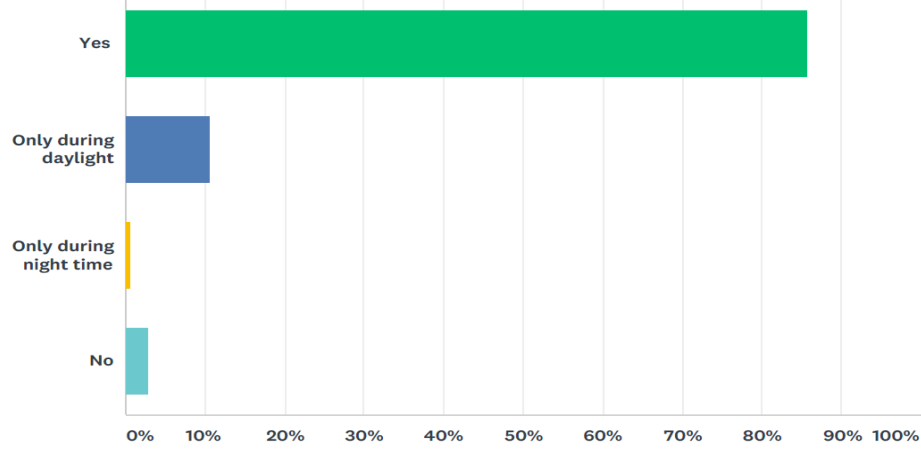
Q3 What destination was the Bypassed town sign for?



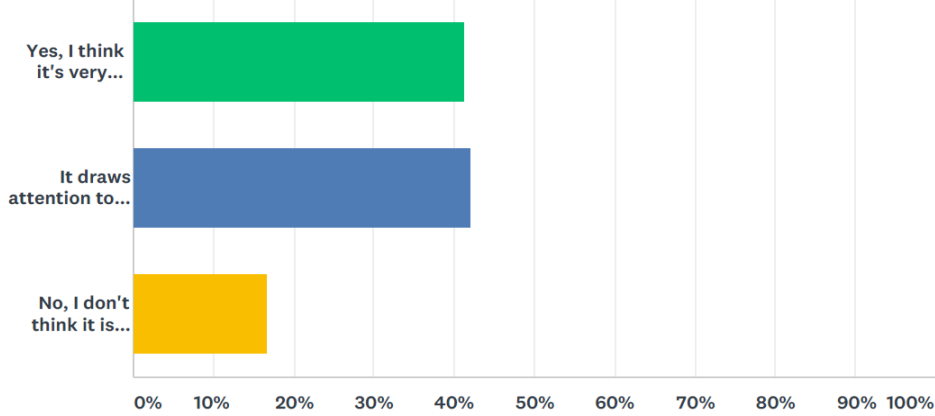
Q4 Was the sign?:



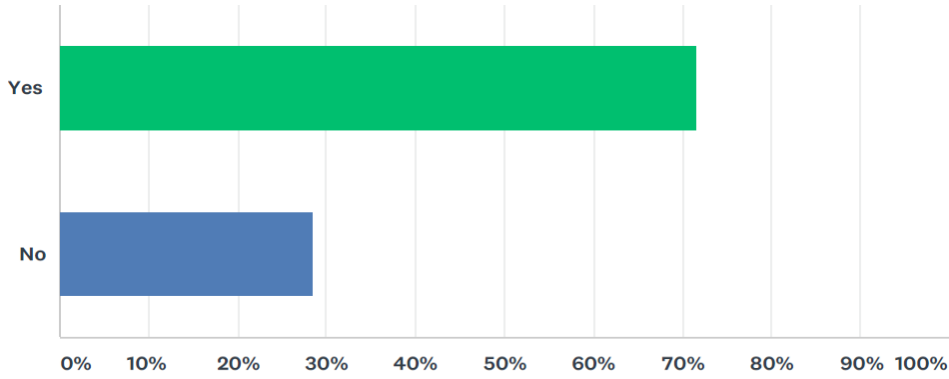
Q5 Was the sign clearly visible?



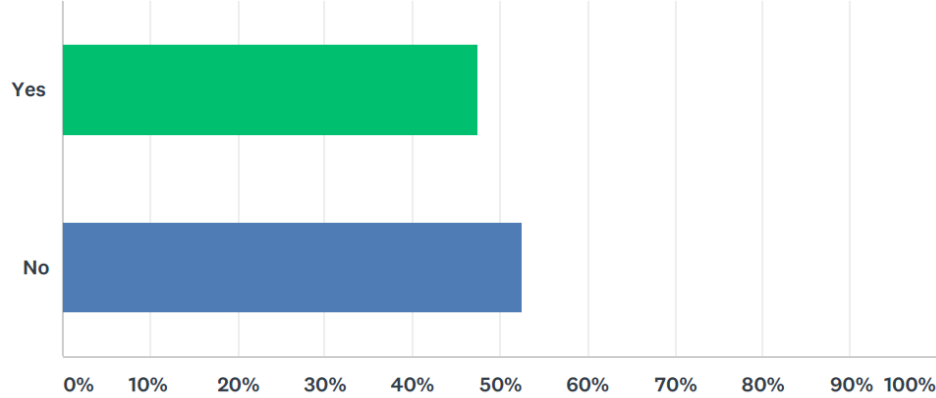
Q6 Did the sign promote the destination effectively?



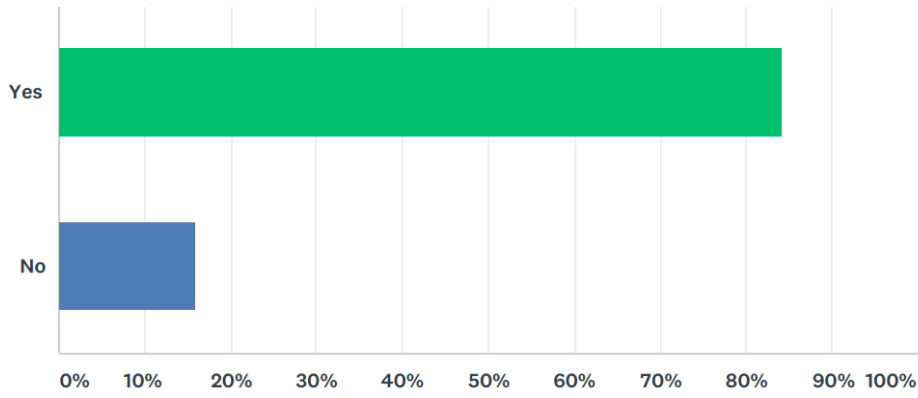
Q7 Would you stop at the destination after viewing the sign?



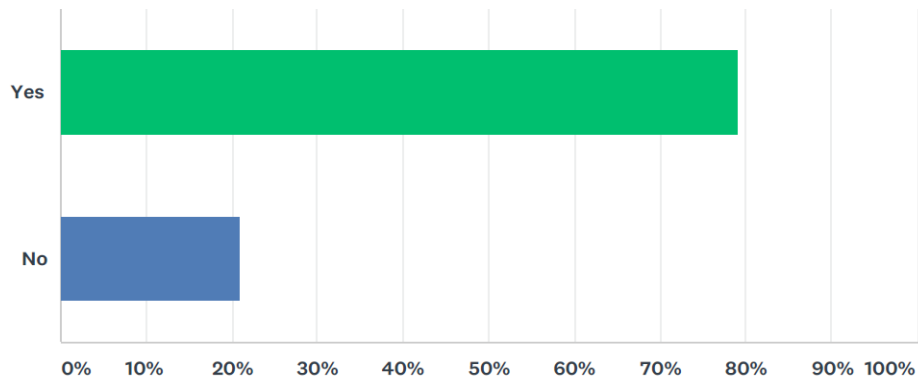
Q8 Did you stop at the destination after viewing the sign?



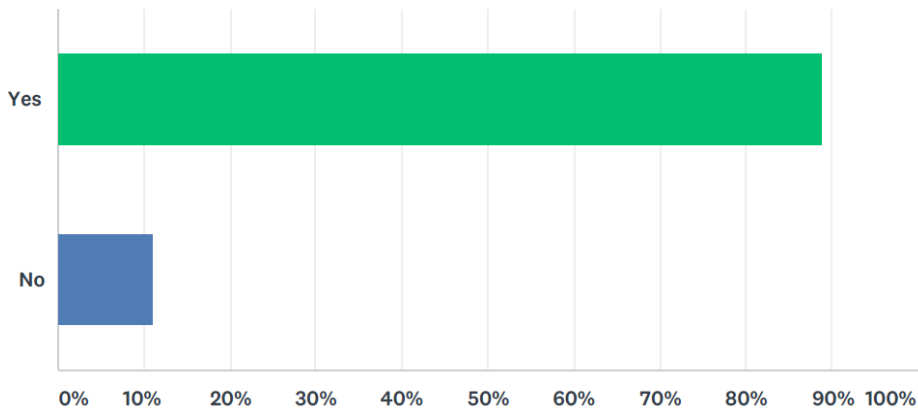
Q9 Do you think the photo is a good idea?



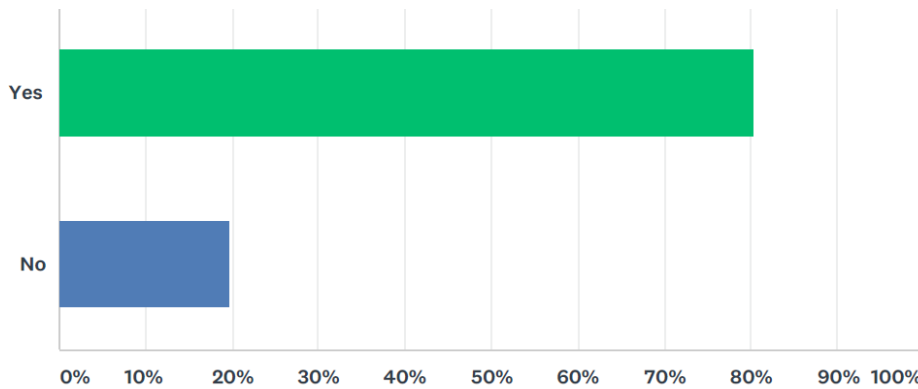
Q10 Do you think the photo represents the destination shown?



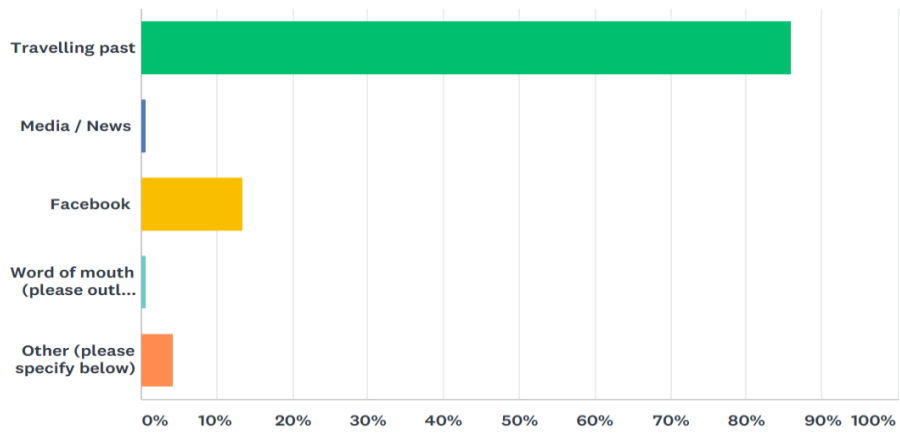
Q11 Do you think the photo is easy to see?



Q12 Did you like the photo shown?



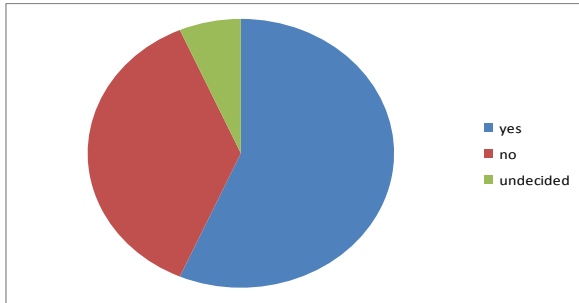
Q13 How did you find out about the sign?



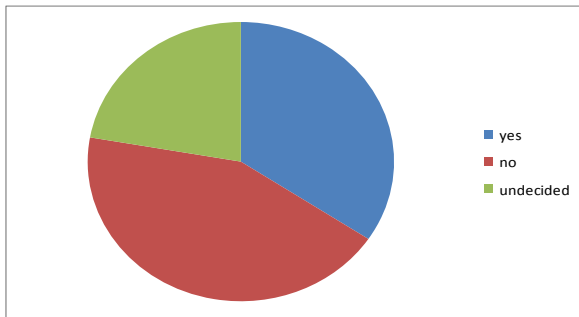
Appendix C

Online business survey questions and data analysis

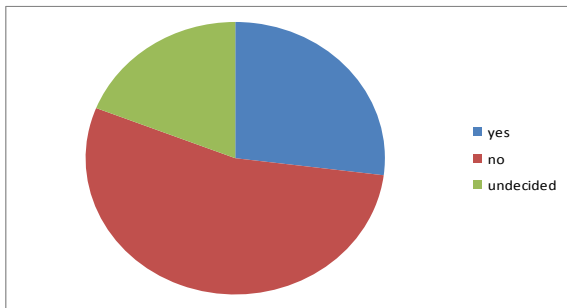
Q1 Have you noticed a different vibe or feel in town?



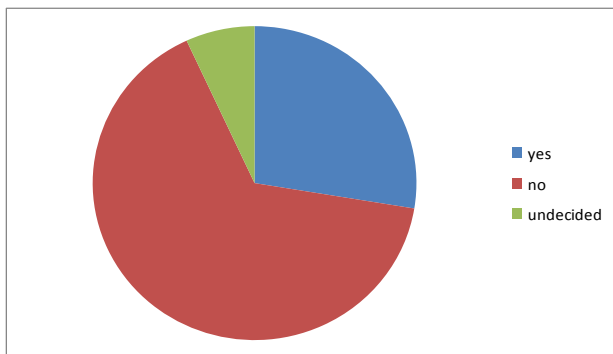
Q2 Did you notice an increase in the number of people visiting or stopping in town?



Q3 Did you notice an increase in the number of people stopping at your business?



Q4 Has there been any increase in your business revenue since installing the bypassed town signage?



Q5 Do you have any feedback?

Appendix D

MACKSVILLE BYPASS TOWNS EVALUATION INTERVIEWS

Rotary Club of Macksville, [REDACTED] [REDACTED]		
Introductory questions	Feedback	Score
1. Do you remember how you first knew of the Bypass Towns signs for Macksville?	I saw them unveiled at the opening of the Macksville Bypass / new bridge.	Effective
2. Have you seen the Bypass Towns installed for Macksville?	See them all the time.	Highly effective
3. When you first saw the sign, what was it that first caught your attention?	The beautiful photograph. It is really important that Macksville's assets are highlighted and the photo does that nicely.	Highly effective
Social benefits questions	Feedback	Score
4. Do you think the implementation of the signs has helped ease worry amongst community and business over the bypass?	Yes I think it did/ha. Negative is that Nambucca Heads now wants a bypass town sign and they don't know if they are getting one – so that community worried.	Effective
5. Do you think the community sees value in the signs? Why do you think?	Yes, definitely. Small communities are not shy in coming forward if they have a bug about something, but there has not been anything negative said about the signs and so far I have heard all positive.	Highly effective
6. Do you think the signs are promoting Macksville?	They are a very good promotion for Macksville, particularly the picture.	Highly effective
7. Do you think that the signs have encouraged road users to leave the highway and explore the local communities?	Yes we believe that they have encouraged visitors to leave the highway and explore the town. I think the fact that it says the town is only an extra 3km loop is an advantage but most importantly the picture on the sign tells a thousand words in the right way.	Effective
8. Do you think community knows that RMS coordinated the signs?	They are aware of RMS but knowing that RMS installed the signs, I don't know if they really know.	Not effective
Financial benefits questions		
9. Do you think local businesses are benefiting financially from the Bypass Towns signage?	Hard to know. We are getting people – travellers coming into town to access food and coffee particularly.	Effective - not effective

10. If yes, which businesses do you think are positively affected?	Definitely food providers.	Effective
11. If no, do you know why?	N/A	N/A
Recommendation	Feedback	Score
12. If another town or community bypassed around the State asked Macksville should they have a bypassed town, what would you say?	I would say they would be mad not to take it up – the signs are a huge advantage for a bypassed town. We need one for Nambucca Heads.	Highly effective
13. Would you like to highlight any area for improvement?	No, I haven't really got anything.	N/A
Macksville Chamber of Commerce, [REDACTED]		
1. Do you remember how you first knew of the Bypass Towns signs for Macksville?	I was told at a community engagement meeting Pacifico was having with us at Warrell Creek.	Effective
2. Have you seen the Bypass Towns installed for Macksville?	Yes.	Highly effective
3. When you first saw the sign, what was it that first caught your attention?	The picture of Macksville and that the signs highlights that Macksville is only 3km in and out and that's important on the sign as the visitors want to know they are not turning off for kilometres and kilometres.	Highly effective
Social benefits questions		
4. Do you think the implementation of the sign helped ease worry amongst community and business over the bypass?	Yes. I think the signs plus the on and off ramps is bringing people in and keeping businesses satisfied.	Effective
5. Do you think the community sees value in the signs? Why do you think?	Yes as they are reminding people we are still there. They also seem to have increased some community pride, particularly that image. 100 marks for the image as it shows a beautiful place to stop by and have a cup of tea, something to eat and a break. Furthermore, the Rotary club are now coordinating a beautification program for the town where there are murals now being painted around the township and more gardens installed.	Highly effective
6. Do you think the signs are promoting Macksville?	They are a very good promotion for our town. My business is on the old highway and I still can see daily tourists coming to town ie caravans, RVs, cars with surfboards and I have even take notice of interstate license plate numbers coming through.	Highly effective

7. Do you think that the signs have encouraged road users to leave the highway and explore the local communities?	Yes for sure as the picture.	Highly effective
8. Do you think community knows that RMS coordinated the signs?	Not sure about the community overall. Maybe pockets of the community. As they know the bypass has just happened which was RMS, you would think two and two would be put together to know RMS had something to do with the signs. And we did have a big community day to open the bridge which was big news including the signs.	Not effective
Financial benefits questions		
9. Do you think local businesses are benefiting financially from the Bypass Towns signage?	In the first month or so we had a couple of businesses negative, particularly one food provider. But approximately since February or about a month after the bypass we haven't heard anymore from him.	Effective - not effective
10. If yes, which businesses do you think are positively affected?	Don't know.	N/A
11. If no, do you know why?	N/A	N/A
Recommendation		
12. If another town or community bypassed around the State asked Macksville should they have a bypassed town what would you say?	Our town is very positive about the signs. They are a real asset and very beneficial particularly the picture on the sign. If you are eligible for one, then yes they are a real asset.	Highly effective
13. Would you like to highlight any area for improvement	Can't really think of one except there is no visitor centre in Macksville which would be good to have one and then we could have that symbol on sign and another reason for visitors to visit the town.	

HOLBROOK BYPASS TOWNS EVALUATION INTERVIEWS

Tourism & Economic Development, Greater Hume Council [REDACTED]		
Introductory questions	Feedback	Score
1. Do you remember how you first knew of the Bypass Towns signs for Holbrook?	I thought I had remembered about 12 months ago a discussion about signs but we didn't hear anymore until 2 hours before they were installed when the General Manager told me what was	Not effective

	happening. However, it seemed like our MP was across it all.	
2. Have you seen the Bypass Towns installed for Holbrook?	Yes all the time.	Highly effective
3. When you first saw the sign, what was it that first caught your attention?	The photo. It is perfect as we are the submarine town and the size of the signs are great. Just need to cut back some of the trees hiding it. As Holbrook was bypassed in 2013 there are now a lot of signs on the way into town but these do stand out.	Highly effective
Social benefits questions		
4. Do you think the implementation of the sign helped ease worry amongst community and business over the bypass?	As mentioned Holbrook was bypassed in 2013. The town worked together 3 to 4 years prior on how they were going to manage the bypass. At the time there was worry and that's when we got Ooh Media billboard signs for Holbrook.	Not effective
5. Do you think the community sees value in the signs? Why do you think?	Yes but the bypass took place five years ago so any impact has been adjusted locally. However, yes they see value in these new signs but not directly to the solution to the bypass.	Highly effective
6. Do you think the signs are promoting Holbrook?	Yes it is reinvigorating Holbrook and reminding passing traffic we are here as there is new "noise" – the new signs.	Highly effective
7. Do you think that the signs have encouraged road users to leave the highway and explore the local communities?	Yes the submarine picture is reminding passing traffic of Holbrook's attraction and the "submarine town".	Highly effective
8. Do you think community knows that RMS coordinated the signs?	No not really, only the media release that was sent out by the MP.	Not effective
Financial benefits questions		
9. Do you think local businesses are benefiting financially from the Bypass Towns signage?	Yes – I am not hearing any negative comments.	Effective
10. If yes, which businesses do you think are positively affected?	Most likely the submarine attraction and café but overall food providers doing ok.	Effective
11. If no, do you know why?	N/A	N/A
Recommendation	Feedback	

12. If another town or community bypassed around the State asked Holbrook should they have a bypassed town, what would you say?	Yes any sign is a good sign. Before Holbrook was bypassed we researched what was most important to travellers for bypassed towns and it was all about signage and creating awareness of what the town has on offer. The service symbols are a great addition to the signs too.	Highly effective
13. Would you like to highlight any area for improvement?	We could have had more publicity and notice about them coming (the signs), which would have created great fanfare locally and abroad and we could of leveraged off it.	N/A
Food Service Business Owner [REDACTED]		
1. Do you remember how you first knew of the Bypass Towns signs for Holbrook?	Yes when I was driving to work one day and went oh wow look at those new signs.	Not effective
2. Have you seen the Bypass Towns installed for Holbrook?	Yes everyday.	Highly effective
3. When you first saw the sign, what was it that first caught your attention?	The size and the picture of the submarine. It really captures your attention.	Highly effective
Social benefits questions		
4. Do you think the implementation of the sign helped ease worry amongst community and business over the bypass?	The bypass was too long ago and I don't think this question has much relevance to the signs. The local community years ago prior to the bypass worked hard to get signs but now with the new entrance signs they look old and outdated. Perhaps businesses can now approach Ooh Media to advertise on the signs as the town of Holbrook is best represented on the new blue and white signs – they look more official.	Not effective
5. Do you think the community sees value in the signs? Why do you think?	I haven't heard of anything negative about them. I have heard the community overall is happy that the submarine was chosen as it was a great choice for the town – it totally reminds visitors we are the submarine town.	Highly effective
6. Do you think the signs are promoting Holbrook?	Yes as they are something new out there.	Highly effective
7. Do you think that the signs have encouraged road users to leave the	Yes, I have had people come into my establishment telling me that they	Highly effective

highway and explore the local communities?	haven't turned off to Holbrook in years and the new signs reminded them to take a break and see what's happening in the town now. They also said they are going to now stop more at Holbrook in the future.	
8. Do you think community knows that RMS coordinated the signs?	No I don't think so.	Not effective
Financial benefits questions		
9. Do you think local businesses are benefiting financially from the Bypass Towns signage?	Well as a direct impact from the signs, hard to tell but I have heard that the submarine and submarine café have definitely had direct positive impacts.	Effective - not effective
10. If yes, which businesses do you think are positively affected?	Food providers and maybe retail.	N/A
11. If no, do you know why?	N/A	N/A
Recommendation		
12. If another town or community bypassed around the State asked Holbrook should they have a bypassed town what would you say?	Yes.	Highly effective
13. Would you like to highlight any area for improvement	The signs just appeared overnight and our community knew nothing of it. We could have leveraged off them, doing social media promotion etc on Holbrook and think it was a missed opportunity.	N/A

BERRY BYPASS TOWNS EVALUATION INTERVIEWS

Tourism, Shoalhaven City Council, [REDACTED]		
Introductory questions	Feedback	Score
1. Do you remember how you first knew of the Bypass Towns signs for Berry?	I knew by word of mouth when someone told me they were up. I had no prior knowledge.	Not effective
2. Have you seen the Bypass Towns installed for Berry?	Yes.	Highly effective
3. When you first saw the sign, what was it that first caught your attention?	The historic image of Berry and that they are beautifully large.	Highly effective

Social benefits questions		
4. Do you think the implementation of the sign helped ease worry amongst community and business over the bypass?	I think if the town had known earlier there would have been less panic about being bypassed and nobody ever visiting Berry. It is a shame that the tourism industry was not looped in and aware of them.	Not effective
5. Do you think the community sees value in the signs? Why do you think?	I go to a lot of community meetings and they have all been very positive about the signs. Other neighbouring towns want to know how they can get one.	Highly effective
6. Do you think the signs are promoting Berry?	Yes and the image plays a big part in that. In selecting the image you got it right – it is the character of Berry. The size is also fantastic as it reminds visitors and travellers to turn off.	Highly effective
7. Do you think that the signs have encouraged road users to leave the highway and explore the local communities?	Yes definitely. Businesses in Berry have mentioned to me that people visiting their business have told them they saw the signs.	Highly effective
8. Do you think community knows that RMS coordinated the signs?	No not really. I don't think the community really think about it much.	Not effective
Financial benefits questions		
9. Do you think local businesses are benefiting financially from the Bypass Towns signage?	There were huge forecasts that Berry as a town would lose money (income) but what has been reported and witnessed from the weekends and week days, still lots of people are turning off and visiting Berry. There has been no more complaints or worry about negative financial impact.	Effective
10. If yes, which businesses do you think are positively affected?	Just overall. Particularly food and retail.	Effective
11. If no, do you know why?	N/A	N/A
Recommendation		Feedback
12. If another town or community bypassed around the State asked Berry should they have a bypassed town, what would you say?	Yes absolutely they are a great way to raise awareness of a bypass town and give the traveller an indication of what's there or a reason to drop in next time they are passing by.	Highly effective
13. Would you like to highlight any area for improvement?	I think that the RMS should do more consultation and lead in with Council and other groups locally that the signs were being installed. Also I have had complaints	N/A

	from locals at Kangaroo Valley that they no longer receive directional signage from the Highway to access their destination through Berry and are confused.	
Berry Chamber of Commerce and Tourism, [REDACTED]		
1. Do you remember how you first knew of the Bypass Towns signs for Berry?	I did hear they were coming but thought they were just going to be the usual brown and white signs as per usual tourism attraction signage.	Effective
2. Have you seen the Bypass Towns installed for Berry?	Yes.	Highly effective
3. When you first saw the sign, what was it that first caught your attention?	Size was the biggest impact. Knew there were going to be big but didn't realise just how big – big is great.	Highly effective
Social benefits questions		
4. Do you think the implementation of the sign helped ease worry amongst community and business over the bypass?	Yes but if the community knew about the signs prior – that they were coming it may have helped the community of Berry not be so worried about the bypass and be concerned about the future.	Effective
5. Do you think the community sees value in the signs? Why do you think?	Yes the community definitely see value.	Highly effective
6. Do you think the signs are promoting Berry?	From a business perspective it reminds them to come in and spend and not just to zoom past. Those signs are a reminder that Berry is two hours from Sydney and it's time for a coffee and a stop.	Highly effective
7. Do you think that the signs have encouraged road users to leave the highway and explore the local communities?	Yes again I think the signs remind those travelling the highway that Berry is a great place to stop and see what we have on offer. They are getting people off the road.	Highly effective
8. Do you think community knows that RMS coordinated the signs?	Maybe. Our local MP did push it in the local media but to how much the overall and general community take notice who was responsible is a guess. The Chamber of Commerce put it in our newsletter and we thanked RMS in the article.	Not effective
Financial benefits questions		
9. Do you think local businesses are benefiting financially from the Bypass Towns signage?	Yes they have benefitted but I don't have concrete evidence.	Effective - not effective

10. If yes, which businesses do you think are positively affected?	Definitely food providers, cafes, restaurants. Some retail?	Effective
11. If no, do you know why?	N/A	N/A
Recommendation		
12. If another town or community bypassed around the State asked Berry should they have a bypassed town what would you say?	Yes if you have the opportunity and the town is eligible it is of great value.	Highly effective
13. Would you like to highlight any area for improvement	Confused why there was no accommodation symbol added to the service sign.	

Appendix E

Rubric used to measure Bypassed Towns' Signage pilot success

Rating	Description
Highly effective	<p>Above 75%</p> <ul style="list-style-type: none"> ✓ Community and businesses see value in the signs to promote and attract travelling road users to their bypass town ✓ Travelling road users identify that the signs are an effective tool to raise awareness and promote bypassed towns ✓ Travelling road users have visited the town due to the signs ✓ Local businesses have seen increases in patronage and revenue due to the signs ✓ Community, businesses and travelling road users believe the photo and size of signs are right and clearly visible ✓ Representatives of the bypassed towns concluded that the signs certainly be adopted and rolled out across other New South Wales bypassed towns ✓ Community, businesses and travelling road users are aware that the signs were an RMS initiative ✓ Community, businesses and travelling road users feel there was engagement and knowledge of the signs prior installation
Effective	<p>55% – 75%</p> <ul style="list-style-type: none"> ✓ Community and businesses see some value in the signs to promote and attract travelling road users to their bypass town ✓ Travelling road users identify that the signs are an effective tool to raise some awareness and to promote bypassed towns ✓ Some travelling road users have visited the town due to the signs ✓ Local businesses have seen some increases in patronage and revenue due to the signs ✓ Community, businesses and travelling road users believe the photo and size of signs are somewhat right and clearly visible ✓ Representatives of the bypassed towns concluded that the signs maybe adopted and rolled out across other New South Wales bypassed towns ✓ Community, businesses and travelling road users are somewhat aware that the signs were an RMS initiative ✓ Community, businesses and travelling road users feel there was somewhat engagement and knowledge of the signs prior installation
Not effective	<p>Below 55%</p> <ul style="list-style-type: none"> ✓ Community and businesses didn't see much value in the signs to promote and attract travelling road users to their bypass town ✓ Travelling road users don't identify that the signs are an effective tool to raise awareness and promote bypassed towns ✓ Travelling road users didn't visit the town due to the signs ✓ Local businesses have seen minimal or no increases in patronage and revenue due to the signs ✓ Community, businesses and travelling road users don't believe the photo and size of signs are right and clearly visible ✓ Representatives of the bypassed towns concluded that the signs should not be adopted and rolled out across other New South Wales bypassed towns ✓ Community, businesses and travelling road users are not aware that the signs were an RMS initiative ✓ Community, businesses and travelling road users feel there was little or no engagement and knowledge of the signs prior installation


Appendix F

Examples of the Facebook posts used

Facebook post interface showing interaction buttons: Liked, Following, Share, and a menu icon.

NSW Roads
December 22, 2017

We unveiled the new Macksville bypassed town sign on Monday!
Keep an eye out to discover more #macksville



Like Comment Share

NSW Roads
March 29

We unveiled the new Holbrook bypassed town signs recently. Keep an eye out to discover more and tell us what you think by completing our short survey.
#holbrook



SURVEYMONKEY.COM
Bypassed Town Signage survey
Web survey powered by SurveyMonkey.com. Create... [Contact Us](#)

Like Comment Share

NSW Roads
March 29

Don't pass us by – discover regional NSW. Stop in and discover Berry. You can fill up on food and fuel, or stay to play and discover more. Tell us what you think by completing our short survey.
#berry



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