



## Communication and Engagement Plan

### Public Exhibition of the Byron Bay (Browning St) to Suffolk Park (Clifford St) Cycleway Investigation Report and Preferred Option Concept Design (Attachments 1-8)

Project: <b>Byron Bay (Browning St) to Suffolk Park (Clifford St) Cycleway Investigation</b>	
<b>Goals</b>	<p>To place the Byron Bay (Browning St) to Suffolk Park (Clifford St) Cycleway Investigation Report and Preferred Option Concept Design (Attachments 1-8) on public exhibition for comment by formal submission.</p> <p>To promote the development of the Byron Bay (Browning St) to Suffolk Park (Clifford St) Cycleway Investigation Report and Preferred Option Concept Design.</p> <p>To educate the community on the findings of the investigation and the proposed Concept Design.</p>
<b>When</b> <b>(Please provide clear outline of process here)</b>	<p><b>16 November 2018 to 14 December 2018</b></p> <p>Over 28 days, the Byron Bay (Browning St) to Suffolk Park (Clifford St) Cycleway Investigation Report and Preferred Option Concept Design (Attachments 1-8) will be placed on public exhibition for comment by formal submission.</p> <p>A webpage will be created that:</p> <ul style="list-style-type: none"> <li>• Informs about the project and proposed funding streams</li> <li>• Provides quick statistics on the proposed concept design</li> <li>• Provides a link to the document for download</li> <li>• Provides locations where hardcopies of the document can be accessed</li> <li>• Provides a link to make a formal submission</li> </ul> <p>The public exhibition will be promoted via:</p> <ul style="list-style-type: none"> <li>• Advertisements in the Echo and BSN</li> <li>• Social media</li> <li>• Emails to relevant stakeholder groups</li> <li>• Flyers at community noticeboards in Suffolk Park and Byron Bay</li> <li>• Mail drop along route</li> </ul>

<b>Background</b>	<p>In 2017, Byron Shire Council resolved to engage a consultant to:</p> <ul style="list-style-type: none"> <li>• Review existing shared path and cycleways on Broken Head Road and Bangalow Road, between Clifford Street and Browning Street, Byron Bay;</li> <li>• Review existing infrastructure against current standards and advise where upgrades may be required as part of the project;</li> <li>• Provide options including indicative costings which meet the Roads and Maritime Services (RMS) warrants and would likely receive RMS approval for filling the missing links along the shared path between Clifford Street and Browning Street, Byron Bay;</li> <li>• Identify which sections may be eligible for grant funding under the RMS Active Transport Grants Program; and</li> <li>• Undertake critical analysis for any proposed works including swept path analysis and considerations for emergency services.</li> </ul> <p>PSA Consulting were engaged to undertake the Byron Bay (Browning St) to Suffolk Park (Clifford St) Cycleway Investigation; a thorough study into the route that involved a multifaceted approach to cycleway design and analysis of an array of possible options. Extensive consultation with the Transport Infrastructure Advisory Committee and refinement of one of the options resulted in the development of a Preferred Option Concept design, which has been drawn up and included with a report on the investigation.</p> <p>The findings in this Investigation Report and the associated Preferred Option Concept Design have been developed collaboratively with TIAC and endorsed by Council, who resolved on 21 May 2018 to place the Byron Bay (Browning St) to Suffolk Park (Clifford St) Cycleway Investigation Report and Preferred Option Concept Design (Attachments 1-8) on the public exhibition, including the staged implementation and proposed 2018/19 funding, comprised of Council funds and grant funds. (Res 18-248)</p>
<b>Governance</b>	N/A
<b>Objectives</b>	<p>That the community are aware of the proposal detailed in the report and preferred option concept design drawings.</p> <p>That the community are given the opportunity to make a formal submission.</p>
<b>Sensitivities and challenges</b>	<ol style="list-style-type: none"> <li>1. Plan involves removal of parking along the west side of Bangalow Road, some residents will be against this and may rally opposition.</li> <li>2. More responses may be received that are against removal of parking than for the proposal.</li> <li>3. Funding is not yet secured for any of the proposed works. There is no timeline for delivery.</li> </ol>

	<ol style="list-style-type: none"> <li>4. Making sure respondents know that the Proposed Option Concept Design is a concept, not the final detailed design.</li> <li>5. Opens Council up to criticism of state of roads, potholes etc.</li> </ol>
<b>Key messages</b>	<ol style="list-style-type: none"> <li>1. We've thoroughly investigated this situation and have come up with the most suitable proposal taking all factors into consideration.</li> <li>2. We're committed to providing better cycleways and bike paths in the Byron Shire for the safety and wellbeing of our community.</li> <li>3. We're committed to reducing the number of cars in town by encouraging cycling.</li> <li>4. We want to make footpaths safer by providing separate facilities for cyclists.</li> <li>5. We encourage cycling in the Shire as a more sustainable mode of transport than cars – and that is why we need well marked, maintained and connected cycleways.</li> <li>6. We're working hard to attract state and federal grant funding to improve cycling in Byron Shire.</li> </ol>
<b>Media spokesperson</b>	Phil Holloway
<b>Work contact</b>	Daniel Strzina
<b>Potential level of impact</b>	<b>Level 3</b> – high impact on a local area
<b>Our promise</b>  <b>IAP2 Public Participation Spectrum</b>	<b>Involve</b> – We will keep you informed, listen to and acknowledge concerns and aspirations.
<b>Stakeholders</b>	<b>Internal</b> <ul style="list-style-type: none"> <li>• All Staff</li> <li>• Customer Service</li> <li>• Councillors</li> <li>• TIAC</li> </ul>

	<p><b>External</b></p> <ul style="list-style-type: none"> <li>• Byron to Suffolk residents</li> <li>• Cycling groups</li> <li>• Athletic groups (triathletes etc.)</li> <li>• Schools (Byron/Suffolk)</li> <li>• School P&amp;Cs (Byron/Suffolk)</li> <li>• Progress Associations (Byron/Suffolk)</li> <li>• Chambers of Commerce (Byron/Suffolk)</li> </ul>
<b>Evaluation</b>	<p>Success will be measured by:</p> <ul style="list-style-type: none"> <li>• Quality and quantity of submissions.</li> </ul>
<b>Internal staff</b>	<p>Phil Holloway (Director, Infrastructure Services)  Tony Nash (Manager Works)  Evan Elford (TL Infrastructure Planning)  Daniel Strzina (Project Engineer)  Annie Lewis  Allison Rogers  Amy Phillips  Stephanie Marchant</p>
<b>Submitted to Director or Manager</b>	<p>Phil Holloway  Tony Nash</p>
<b>Reported to Comms Panel/Council</b>	<p>PE to begin before next Comms Panel meeting – report to Comms Panel at 20 November Extraordinary Meeting</p>

<b>Task</b>	<b>Audience</b>	<b>Details</b>	<b>Who is doing it?</b>	<b>Cost</b>	<b>Date to start/finish</b>
<b>Briefing of Communications Panel (Crs Richardson, Coorey, Ndiaye, Martin)</b>	Internal	The Communication Plan will be shared with Council's Communications Panel to ensure they are aware of the plan, and the methods being used.	Dan Strzina	Staff time	PE to begin before next Comms Panel meeting – report to Comms Panel at 20 November Extraordinary Meeting
<b>Branding development</b>	External	Develop visual 'look and feel' with images and graphics for use on the website, for print advertising, social media, etc.  Use WalkRollRide details from PAMP and Bike Plan Comms to attract cycling fraternity.	COMMS Dan Strzina	Staff time	Complete by 14 November 2018
<b>Website information</b>	External	Page to be developed for website.	COMMS Dan Strzina	Staff time	Prepare by 14 November 2018 Ready to publish 16 November 2018
<b>FAQs</b>	Internal & External	FAQs to be developed and put on the website	Dan Strzina	Staff time	Prepare by 14 November 2018
<b>Newspaper advertising</b>	External	Advertising in Echo and BSN Council notices (public exhibition notices) as well as professionally designed display ads	COMMS	Staff time	Prepare ASAP for publishing by 14 Nov 2018  To be funded by IS
<b>Social media</b>	External	Social media posts and promotion of public exhibition	COMMS	Comms	Prepare ASAP for publishing by 14 Nov 2018  To be funded by IS
<b>Staff update and promotion</b>	Internal	Promotion and explanation of project to all staff	COMMS	Staff time	All Staff email
<b>Delivery of hardcopy</b>	External	Hardcopy documents to be printed and delivered to	Dan Strzina	Staff time	Due by 14 November 2018

<b>documents</b>		Council's Administration Centre			
<b>Customer service notification</b>	Internal	Promotion and explanation of project to Customer Service	Dan Strzina	Staff time	Due by 14 November 2018
<b>Letterbox drop to local residents</b>	External	Letter to be written to local residents to advise of public exhibition	Dan Strzina	Staff time	16 November 2018
<b>Flyers/letter to community noticeboards</b>	External	Letter above or flyer to be put on noticeboards in Suffolk and Byron to advise of public exhibition	Dan Strzina	Staff time	16 November 2018