



## Communication and Engagement Plan

### 1) PAMP and 2) Bike Plan

Project name	1) PAMP	2) Bike Plan
<b>Goals</b>	To promote the development of a Pedestrian Access and Mobility Plan and invite community input into the plan.	<p>To promote the development of Council's 10 year Bike Plan and why this is being completed.</p> <p>To invite the community to have a say and provide ideas to inform the development of the Plan.</p> <p><b>To encourage a high level of community and stakeholder participation.</b></p> <p>To develop a plan that reflects the needs and aspirations of bike user groups, other stakeholders and the community. <b>This will be achieved by designing an engagement process that aims to gather high quality input and ideas from the community on both high level strategic concepts and localised infrastructure projects that are important to them.</b></p>
<b>When</b> (Please provide clear outline of process here)	<p><b>STAGE 1:</b></p> <p><u><b>Design Charrette</b></u> <u><b>(BIKE PLAN 5-7pm, PAMP 7-9pm)</b></u></p> <p><u><b>Open invitation to community but TARGETTING STAKEHOLDERS x 4 (consultant facilitated)</b></u> (date estimates: start of October 18)</p> <p>1) <b>South eastern towns:</b> Byron Bay to Suffolk Park including Belongil, the Industrial Area, Ewingsdale, Broken Head.                  2) <b>South western towns:</b> Bangalow, Clunes, Eureka, Federal, Coorabell, Possum Creek etc.                  3) <b>North western towns:</b> Mullumbimby, Myocum, Goonengerry, Wilsons Creek, Main Arm, The Pocket, etc.                  4) <b>North Eastern towns:</b> Billinudgel, South Golden Beach, Ocean Shores, New Brighton, Brunswick Heads and</p>	<p><b>STAGE 1:</b></p> <p><u><b>Design Charrette –</b></u></p> <p>Advertise campaign via newspapers, radio, web and social media.</p> <p><b>STAGE 2: Public Exhibition of Draft Bike Plan</b> (16 Feb 2019 - 10 Mar 2019)</p> <p>Public exhibition of Draft Bike Plan for community feedback for</p>

	<p>Tyagarah.</p> <p>Advertise campaign via newspapers, radio, web and social media.</p> <p><b>If needed: insert community survey at this point.</b></p> <p><b>STAGE 2: Public Exhibition of Draft PAMP</b> (Feb 2019 – March 2019) Public exhibition of Draft PAMP for comment</p> <p>Facilitated Community Workshop – Q&amp;A Will explain the process and how we've arrived at the draft plan.</p>	<p>28 days</p> <p>Facilitated Workshop (to answer questions) during this time.</p> <p><b>If needed: insert community survey at this point.</b></p> <p><b>STAGE 2: Public Exhibition of Draft PAMP</b> (March 2019 – April 2019) Public exhibition of Draft PAMP for comment</p> <p>Facilitated Community Workshop – Q&amp;A Will explain the process and how we've arrived at the draft plan.</p>
<b>Background</b>	<p>In 2017, Byron Shire Council resolved to develop a Pedestrian Access and Mobility Plan (PAMP) for the entire local government area in order to coordinate investment in safe, convenient and connected pedestrian routes. The PAMP will provide a framework for developing pedestrian routes or areas identified by the community as important and will require partnerships between State and Local Governments, developers, the community and other stakeholders.</p>	<p>In 2017, Byron Shire Council resolved to develop a new Bike Plan for the entire local government area to supersede the dated <i>Byron Shire Bike Strategy and Action Plan (Bike Plan)</i> which was adopted in August 2008. The new Bike Plan will be prepared to better reflect the current situation as well as changes to legislation, design standards and guidelines. The Bike Plan will enable a coordinated and strategic approach to delivering cycling infrastructure and promotional programs within Byron Shire Council and will require partnerships between State and Local Governments, developers, the community and other stakeholders.</p>
<b>Governance</b>	NA	NA
<b>Objectives</b>	<p>That the community is informed about the development of the PAMP and has had an opportunity to provide feedback and input into the final plan.</p>	<p>That the Bike Plan considers and reflects the ideas and needs of the community in a holistic, overarching way.</p>
<b>Sensitivities and challenges</b>	<ol style="list-style-type: none"> <li>1. Actions from previous plan not complete and the community may want to know why. This may undermine the validity of this new piece of work.</li> <li>2. Council often criticised for inadequate and unsafe footpaths.</li> <li>3. Access issues (disability access issues) may be</li> </ol>	<ol style="list-style-type: none"> <li>1. Stakeholder groups running own agendas for cycleways in their areas (issues might be quite localised)</li> <li>2. Council has received detailed plans (grant applications) for cycleways in some areas – these plans need to be acknowledged and ideas built upon.</li> </ol>

	<p>raised by stakeholders and groups.</p> <p>4. This is a high level strategic document and it may be difficult to engage and gain input from the community generally.</p>	<p>3. Opens Council up to criticism of state of roads, potholes etc.</p> <p>4. Actions from previous plan not complete. Undermines validity of more planning.</p>
<b>Key messages</b>	<p>1. Providing good pedestrian access and movement is about more than just footpaths. It's about conveniently and safely connecting people to where they want to go in a manner that is appealing and supportive of the surrounding environment.</p> <p>2. Council is inviting the community to have a say on our PAMP, an important strategic document that will guide our works schedule in this area for years to come.</p> <p>3. This is the process for the PAMP – it will be developed over 10 months and the community will be invited to have a say.</p>	<p>1. We're committed to providing better cycleways and bike paths in the Byron Shire for the safety and wellbeing of our community.</p> <p>2. This process will help us understand the bicycle services you'd like improved in your area.</p> <p>3. 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.</p> <p>4. The new Bike Plan will take a holistic view of the provision of cycleways and the way they connect across the Shire.</p> <p>5. The new Bike Plan will enable community groups to prepare strategically aligned grant applications in the future.</p> <p>6. Council is developing a draft Bike Plan that will guide our provision of bike paths and cycleways over the next decade.</p> <p>7. Ideas and input is sought from anyone with an interest or view on cycleway routes in the Shire.</p>
<b>Media spokesperson</b>	Phil Holloway	Phil Holloway
<b>Work contact</b>	Daniel Strzina	Daniel Strzina
<b>Potential level of impact</b>	<b>Level 3</b> – high impact on a local area	<b>Level 3</b> – high impact on a local area

<p><b>Our promise</b></p> <p><b>IAP2 Public Participation Spectrum</b></p>	<p><b>Inform</b> – We will keep you informed.</p> <p><b>Involve</b> – We will keep you informed, listen to and acknowledge concerns and aspirations.</p> <p><b>Consult</b> – We will work with you to make sure your concerns are considered and provide feedback on how public input influenced our decision.</p>		<p><b>Inform</b> – We will keep you informed.</p> <p><b>Involve</b> – We will keep you informed, listen to and acknowledge concerns and aspirations.</p> <p><b>Consult</b> – We will work with you to make sure your concerns are considered and provide feedback on how public input influenced our decision.</p>	
<p><b>Stakeholders</b></p>	<p><b>Internal</b></p> <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>• Residents</li> <li>• Disability groups and access advocates</li> <li>• Schools</li> <li>• Preschools</li> <li>• Child Care Centres</li> <li>• Tourism organisations</li> </ul>	<p><b>Internal</b></p> <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>• All residents</li> <li>• Cycling groups</li> <li>• Athletic groups (triathletes etc.)</li> <li>• Schools</li> <li>• School P&amp;Cs</li> <li>• Progress Associations</li> <li>• Chambers of Commerce</li> <li>• Tourism organisations</li> </ul>
<p><b>Evaluation</b></p>	<p>Success will be measured by:</p> <ul style="list-style-type: none"> <li>• High level of community and stakeholder engagement in the development of both the PAMP and the Bike Plan.</li> </ul>			
<p><b>Internal staff</b></p>	<p>Phil Holloway (Director, Infrastructure Services)  Tony Nash (Manager Works)  Evan Elford (TL Infrastructure Planning)  Daniel Strzina (Project Engineer)  Sarah Ford  Michael Matthews  Jodi Frawley  Annie Lewis  Allison Rogers  Amy Phillips</p>			
<p><b>Submitted to Director or</b></p>	<p>Phil Holloway  Tony Nash</p>			

<b>Manager</b>	
<b>Reported to ET</b>	?? What date will this go to ET?
<b>Reported to Comms Panel/Council</b>	28 June 2018 (moved to ??)

Task	Project	Audience	Details	Who is doing it?	Cost	Date to start/finish
<b>Briefing of Communications Panel (Crs Richardson, Coorey, Ndiaye, Martin)</b>	1 & 2	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 to promote the plan to the community and to staff.	Dan Strzina	Staff time	
<b>Identification and engagement of key stakeholders</b>	1 & 2	External	Staff to collate a list of, and engage with, key stakeholders 1) PAMP - TIAC - Disability advocacy groups (e.g. Ability Advocacy)  2) BIKE PLAN - TIAC - Bicycle user groups and clubs (e.g. Byron Shire Bicycle User Group, Byron Bay Cycle Club) - Schools - Resident Organisations - Etc	Dan Strzina	Staff time	
<b>Include in Community Satisfaction Survey</b>	1 & 2	External	Reach the broader community by including some questions relating to both the PAMP and the Bike Plan.		Staff time	
<b>Branding development</b>	1 & 2	External	Develop visual 'look and feel' with images and graphics to differentiate both the PAMP and the Bike Plan – for use on the website, for print advertising, social media, on the final document etc.		Graphic Designer  estimate:  \$500	To be funding by IS

<b>Website information</b>	1 & 2	External	Page to be developed for website.	COMMS/Dan Strzina	Staff time	
<b>Online engagement</b>	1 & 2	External	Survey to be developed and promoted on YourSay.	COMMS/Dan Strzina	Staff time	
<b>Newspaper advertising</b>	1 & 2 (separately)	External	Advertising in BSN Council notices (public exhibition notices) as well as professionally designed display ads in BSN and Byron Shire News	COMMS/Dan Strzina	Staff time  Quarter page \$700 per week	To be funded by IS
<b>Facebook promotion</b>	1 & 2	External	Promotion of project and encouraging people to take part in survey.	COMMS/Amy Phillips	Staff time	
<b>Facebook advertising</b>	1 & 2	External	Promotion of project and encouraging people to take part in survey.	COMMS/Amy Phillips	Staff time \$100	To be funded by IS
<b>Letters to residents and stakeholders OR  Direct mail / email campaign to stakeholder list</b>	1 & 2	External	Letter sent to residents and stakeholders explaining study and what we want them to do.	Dan Strzina	Staff time	
<b>Briefing of relevant community groups via email/face to face asking them to notify members about the plan and opportunities</b>		External	Inventory of all relevant community groups and email contact to be made advising of the project and offering to attend meeting to provide briefing.	Dan Strzina	Staff time	

to get involved.						
<b>Media Release</b>	1 & 2 (separately)	External  Internal	Media release 1 To promote the project and survey and invite feedback and ideas.  Media release 2, 3 etc as necessary.	COMMS	Staff time	
<b>Pop-up stalls</b>  <b>At markets (Bruns, Byron, Bangalow, Mullum)</b>	1 & 2	External	Take the survey to the people – request they fill out the survey on the ipad	Dan Strzina (with help from IS)	Staff time	
<b>School newsletter advertising ??</b>	1 & 2	External	Advertisement in school newsletters advising of project and opportunities to get involved.	COMMS	COMMS \$50	To be funded by IS
<b>E-news / E-flash</b>		External	Duplicate media release messages/Facebook messages To promote aspects of the project as required: i.e. survey	COMMS/Amy Phillips	Staff time	Following media release and as required.
<b>Video content for social media/website</b>	1 & 2	External	Short interview with Dan Strzina to be used on facebook and website.	COMMS/Amy Phillips	Staff time	
<b>Radio content and involvement</b>	1 & 2	External	Interview with Dan Strzina on BayFM	COMMS/Dan Strzina	Staff time	
<b>Staff update and promotion</b>	1 & 2	Internal	Promotion and explanation of project to all staff	COMMS	Staff time	All Staff email Flush media
<b>Q&amp;As</b>	1 & 2	Internal & External	FAQs to be developed and put on the website	COMMS	Staff time	