



Communication and Engagement Plan

#E2017/109201

Project name	Transport Asset Management Plan
When	March to March 2018
Background	<p>Byron Shire Council's transport assets enable the community to access and enjoy a range of services and facilities that Byron has to offer. It has an asset replacement value of \$364 million for transport and \$64 million for stormwater, as at 30 June 17. The efficient management of these transportation assets is vital to provide safe, reliable and efficient services.</p> <p>Failure to adequately plan for the replacement of these existing assets and the development of new assets will result in assets not meeting the needs of the community now, and into the future.</p> <p>This Transport Asset Management Plan demonstrates how Council will achieve its strategic asset management outcomes by applying responsible and effect asset management planning. The key elements of infrastructure asset management are:</p> <ul style="list-style-type: none"> • Taking a life cycle approach • Developing cost-effective management strategies for the long term • Providing a defined level of service and monitoring performance • Understanding and meeting the demands of growth through demand management and infrastructure investment • Managing risks associated with asset failures • Sustainable use of physical resources • Continuous improvement in asset management practices. <p>Council will measure the effectiveness and application of the asset management plan through:</p> <ul style="list-style-type: none"> • Stakeholder consultation • Regular condition and maintenance inspections • Continued use of Assetic Predictor© to predict renewal requirements • Continuous review and improvement to asset management practices • Key Performance Indicators (KPI) monitoring and recording
Governance	<p>The Transport Asset Management Plan is a requirement under the NSW LG Integrated planning and reporting framework. It forms apart of the Resourcing Strategy. The framework requires community engagement.</p> <p>The national framework on asset management and planning sets out a national direction for levels of service and consultation with communities. Relevant extracts from the 7 elements relating directly to Levels of Service are:</p> <p>Element 1 – Development of an asset management policy which:</p> <ul style="list-style-type: none"> • Broadly takes account of whole of life costing, service levels and financing options, and • Requires the adoption of an asset management plan informed by community consultation. <p>Element 2 – Strategy and planning. Asset management plans will:</p> <ul style="list-style-type: none"> • Provide information about assets, including particular actions required

	<p>to provide a defined level of service in the most cost-effective manner.</p> <p>Element 4 – Defining levels of service</p> <ul style="list-style-type: none"> • Establish service delivery needs and define service levels in consultation with the community, • Establish quality and cost standards for services to be delivered from assets, and • Regularly review their services in consultation with the community to determine the financial impact of a reduction, maintenance or increase in service. <p>(LGPMC, 2007, pp 3-5)</p> <p>The level of engagement is up to individual councils.</p>
Objectives	<ol style="list-style-type: none"> 1. Inform the broad community of the TAMP and communicate via a wide variety of existing communication preferences. 2. Consult the community about customer levels of service and explain: <ul style="list-style-type: none"> • what transport facilities and levels of service that the council provides • the current condition of these services and facilities • the cost associated to maintain them into the future • any challenges facing the council in providing these services 3. Involve via a project reference group such as the Transport and Traffic Advisory Committee to obtain specific feedback around Customer Levels of Service tables. <p>These objectives are in accordance with the NSW OLG.</p>
Challenges	<ol style="list-style-type: none"> 1. The community may not able to understand the Customer Levels of Service concepts within the document 2. The community's expectations of the transport services will be greater than available budgets and asset condition. 3. The document is large and will take time to read. Therefore, communication to the public must be interesting to want them to get involved. 4. The community may not register the importance of this document despite continued feedback about its lack of satisfaction with respect to local roads. 5. The message about the TAMP may get lost or confuse people because of the Community Solutions Panel.
Key messages	<ol style="list-style-type: none"> 1. Inform the community of the TAMP highlighting: <ul style="list-style-type: none"> • what transport facilities and levels of service that the council provides • the current condition of these services and facilities • the cost associated to maintain them into the future • any challenges facing the council in providing these services 2. Inform and engage with the community about customer Levels of Service for Transport Assets.
Media spokesperson	?? Blyth or Phil Warner
Work contact	Blyth Short

	Asset Management Coordinator			
Emergency Services		NO	Tasked to whom?	When?
Potential level of impact	✓ Level 1 – high impact on local government area			
IAP2 Public Participation Spectrum	✓ Inform ✓ Consult ✓ Involve			
Stakeholders	Internal ✓ Staff ✓ Customer service ✓ Councillors ✓ Committee		External ✓ Ratepayers ✓ Residents ✓ Business organisations (eg Chambers) ✓ Progress Associations ✓ Local media	
Our promise	INFORM <i>We will keep you informed.</i>			
	INVOLVE <i>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</i>			
	CONSULT <i>We will work with you to ensure that your concerns and aspirations are considered in the alternative developed and provide feedback on how public input influenced the decision.</i>			
Evaluation	1. The number of submissions and online surveys will be reported to the Transport and Traffic Advisory Committee. 2. Number of submissions received during the public exhibition period. 3. Discussion of the TAMP in local media.			
Internal staff Do they need to be notified?	YES		Manager Assets and Major Projects	When?
Submitted to Director or Manager	YES	NO	Approved	When?
Reported to ET	YES	NO	Endorsed	When?
Reported to Council	YES	NO	Endorsed	When?

When designing your communication/engagement program, use the following matrix to help inform your decisions. The matrix is a guide only and there may be other methods that are applicable.

Essential  Desirable  Optional  NA Not Applicable

	Method/Action	Level 1 – high impact on Byron Shire	Level 2 – lower impact on Byron Shire	Level 3 – high impact on local area or group	Level 4 – lower impact on local area or group
INFORM	Letter/email to specific parties	YES			NA
	SMS	NA	NA		NA
	Website notice	YES			
	Letter box drop				
	Phone call		NA		NA
	Phone HOTLINE				
	Message on hold		NA		NA
	Public notice advert (BSN)	YES	NA		NA
	Echo advert	YES	NA		NA
	Northern Star		NA		NA
	Bay FM		NA		NA
	ZZZ2LM		NA		NA
	Television advert		NA	NA	NA
	E-news general	YES			
	Street signage				
	Variable Message Signage (VMS)		NA		NA
	Rates notice		NA		NA
	Media release	YES			
	Brochure/flyer		NA		NA
	Posters		NA		NA
	Display	YES	NA		NA
	Community Access Point		NA		NA
	Fact Sheet	YES	NA		NA
	FAQs		NA		NA
CONSULT	Council report	YES			
	Social Media	YES			
	E-news group (specific)				NA
	Drop in session		NA		
	One-on-one briefing – TIAC STAKEHOLDER	YES			
	Shop front display		NA		NA
	Farmers Market stand		NA		NA
	Survey - online	YES	NA		NA
	Survey - paper		NA		NA
	Public meeting (open)		NA		NA
	Stakeholder meeting - (by invitation)		NA		NA
	Focus Group				
	Public Exhibition	YES	NA		NA
INVOLVE	Site meeting/tour				
	Online discussion forum		NA		NA
	Project Reference Group - TIAC	YES	NA		NA
COLLABORATE	Roundtable		NA		NA
	Charette		NA		NA
	Deliberative Forum		NA		NA
	World Cafe		NA	NA	NA
	Summit		NA	NA	NA
EMPOWER	Community Reference Group	YES	NA		
	Independent Advisory Committee		NA	NA	NA
	Ballot		NA	NA	NA
	Citizen jury/panel		NA		NA

Communication/engagement action plan

Action (Method) [Remove actions that are not applicable]		Objective [list number]	Stakeholders [list]	Note [additional info if required]	When [date]	Tasked to [Division/area]	Cost \$
	Letters/emails to specific parties	1, 2, 3	Customers, commuters, staff	Staff, Bus companies, and taxis	2 April 18	Asset Management Coordinator	
3	Website notice	1, 2, 3,4	Customers, commuters, staff	Information to be on website including a link to TAMP document	2 April 18	Asset Management Coordinator	
8	Public notice advert (BSN)	1, 2, 3	Customers, commuters, staff	Customer Service (Kerry) to be main contact for this. Kerry Customer service	2 April 18	Asset Management Coordinator	
9	Advertisements in Byron Shire Echo and Byron Shire News	1, 2, 3	Customers, commuters, staff	Graphic designer to design ad. ¼ page. Graphic Designer & Link to TAMP document	2 April 18	Asset Management Coordinator	\$165
14	E-news general	1, 2, 3	Customers, commuters, staff	As required to let people know the document is on exhibition and to make a submission. Link to TAMP document	2 April 18	Media	
18	Media release	1, 2, 3	Customers, commuters, staff	1 or 2 media releases to let people know the document is on exhibition and to make a submission.	2 April 18	Media	
	Fact Sheets	1,2,3,4,5	Customers	Info-graphic A4 sheets produced by Graphic Designer 8 sheets.	2 April 18	Asset Management Coordinator	\$850
25	Council report	1,2,3,4,5	Councillors		19 April 18	Asset Management Coordinator	
26	Social Media	1, 2, 3,5	Customers, commuters, staff	As required to let people know the document is on exhibition and to make a submission.	2 April 18	Media	

Communication/engagement action plan							
Action (Method) [Remove actions that are not applicable]		Objective [list number]	Stakeholders [list]	Note [additional info if required]	When [date]	Tasked to [Division/area]	Cost \$
				Link to TAMP document and survey			
32	Survey - online	4, 5	Customers, commuters, staff	Link to TAMP document, Link from Bang the table	2 April 18	Asset Management Coordinator	
	Display	1, 2, 3,5	Customers, commuters, staff	Council Foyer and staff notice boards. Graphic Designer A0 poster.	2 April 18	Asset Management Coordinator	\$100
40	Project Reference Group	6,7	Members and staff	Transport and Traffic Advisory Committee	March 15 May 17	Asset Management Coordinator	
	TOTAL	\$1115					

Please note that implementation of the above actions/tasks dependent upon approved budgets and resourcing. Cost is estimated based on previous similar projects.

Frequently Asked Questions or Fact Sheet to be written for website and Have Your Say Byron Shire (Bang the Table)

Mayor is going to start doing regular BAYFM spots so let's get him talking about this too.

Advertising in school newsletters about TAMP

Info on screen in Council foyer

Briefing with Customer Service staff

Briefing with Community Roundtable if timeframe permits.