

# **BEACH ROAD CORRIDOR USAGE STRATEGY STAKEHOLDER AND COMMUNITY ENGAGEMENT PLAN**

**Prepared for Bayside City Council, Kingston City Council &  
VicRoads**

**Prepared by Lisa Bowman, PLUM Communication**

**January 2011**

## **Contents**

1. Background
2. Approach to stakeholder and community engagement
3. Engagement opportunities in strategy development and key activities
  - Stakeholder Reference Group
  - Focus groups
  - Public information drop in events
  - Publicity of strategy development and draft concepts
  - Council website
  - Letterbox drops
4. Measurement and outcomes

## **1. Background**

In response to a request from the State Government, Bayside City Council has agreed to support the introduction of a 12 month trial of weekend 6 – 10 am ‘No Stopping’ parking restrictions along Route 33 Beach Road along with the development of a Beach Road Corridor Usage Strategy.

The former Minister for Roads and Ports has committed \$1.5 million towards the implementation of the Beach Road Corridor Usage Strategy.

The development of the Strategy will include the analysis of all activity nodes along Route 33 Beach Road, including safety treatments such as improved foreshore car park access, improved pedestrian access and cyclist education.

The corridor includes Beach Road, Esplanade, St Kilda Street road reserve contained within the municipalities of Bayside and Kingston, the Beach Road shared off-road path (the Bay Trail) and associated infrastructure within the road reserve.

A project management group comprising senior officers from VicRoads and Bayside and Kingston City Councils have produced a Beach Corridor Strategy Brief. The Strategy will identify and prioritise a range of works and actions to improve the overall safety of users on Beach Road, particularly motorists, cyclists and pedestrians.

Some of the matters highlighted for consideration in the development of the strategy include:

- Improving access to foreshore car parks;
- Additional pedestrian operated traffic signals;
- Pedestrian refuges;
- Indented parking;
- On road and off road cycling facilities; and
- Completion of the Bay Trail Shared Path South link.

The Strategy is divided into two main streams: the community consultation and engagement to be co-ordinated and funded by the Councils; and the technical analysis of the proposed traffic improvements, which is to be co-ordinated and funded by VicRoads.

The 12 month ‘No Stopping’ Trial runs from November 2010 to November 2011.

The Beach Road Corridor Usage Strategy should be completed in June 2011 and presented to Council in July 2011.

Subject to funding, it is envisaged that the implementation of the Strategy will be rolled out over a period of three years.

## **2. Approach to stakeholder and community engagement**

Bayside and Kingston City Councils are committed to involving the local community and stakeholders in the development of its policies, programs and services.

The approach and methodology used for stakeholder and community engagement is detailed in the Bayside City Council's Community Engagement Framework – visit [www.bayside.vic.gov.au/community\\_engagement\\_framework.pdf](http://www.bayside.vic.gov.au/community_engagement_framework.pdf)

Specifically relevant to this Strategy development is the use of

- information sharing;
- consultation; and
- active participation.

Throughout the engagement process the project group will aim to have real conversations between and with the community, opinion leaders and stakeholders. The way this will be facilitated is detailed in item 3: activities.

Specific regard will be given to the submissions already received and the ongoing engagement with those submitters.

The project group is also committed to conducting engagement so that balanced views of the community are presented without undue or unbalanced emphasis being given to specific or vested interested. The consultation activities have been developed to capture a wide variety of views and opinions of stakeholders across the Bayside and Kingston areas.

The Strategy will promote and operate by evidence-based decision making.

## **3. Engagement opportunities in strategy development and key activities**

The development of the Beach Road Corridor Usage Strategy includes a number of engagement points for the local community and stakeholders. The project group is committed to seeking feedback and input throughout the entire strategy development process.

The development of the Strategy will be undertaken over an 8 month period from November 2010 to June 2011 running concurrently to the 'No Stopping' trial.

The diagram below illustrates the key steps and indicative dates in the development of the Strategy.



**The major engagement opportunities available throughout the Strategy development are summarised below.**

**Engagement opportunity**

**Feedback mechanism**

Feedback on 'No Stopping' trial	Via Bayside City Council website feedback form Written submission sent to the Project Steering Group Response to direct mail survey sent by VicRoads Community Stakeholder Reference Group meetings Focus group meetings
Issues Identification Paper – community and stakeholder input into identifying issues and priorities.  Data and literature review – relevant facts, studies and literature.	Via Bayside City Council website Written submission to Bayside Council's Project Steering Group Stakeholder Reference Group meetings Focus group meetings

Draft concept plans for Beach Road Corridor Usage Strategy	Via Bayside City Council website Written submission sent to the Project Steering Group Response to direct mail letter box drop throughout Bayside and Kingston areas A council-run drop-in display presenting draft concepts Stakeholder Reference Group meetings Focus Group meetings Beach Road kiosk set up on weekends for community drop in
--	--

**Below are descriptions of the main activities to be undertaken by the Project Steering Group to engage with community and stakeholders.**

**3a Community Key Stakeholder Reference Group**

A Community Stakeholder Reference Group was established in November 2010 following a public call for nominations.

The Stakeholder Reference Group includes 16 representatives who were provided with terms of reference at the first meeting in December 2010. Meetings are scheduled monthly until June 2011 when the Beach Road Strategy is to be completed.

The aim of the Stakeholder Reference Group is to ensure key stakeholders are involved in identifying issues, considering data, research and other relevant considerations and have an opportunity to provide feedback and input.

It is intended that this engagement process builds an understanding of the issues based on data and evidence and that there is a broad consensus (or understanding and acceptance) of the process.

The Stakeholder Reference Group will be independently chaired by PLUM Communication, a stakeholder and community engagement specialist company.

Technical analysis is to be provided by Traffix Group, a Melbourne based traffic consultancy.

**3b Stakeholder Focus Group**

Community focus group session(s) will be held to be established to provide specific input into the draft concepts of the Beach Road Corridor Usage Strategy.

The focus group sessions will comprise a wider group of vested interest parties and key stakeholders. Invitations for the focus group session(s) will be sent to a wide range of stakeholders.

The aim of this focus group session(s) is to increase the level of engagement and input into discussions and conversation around the draft concept stage of the strategy development.

### **3c Public information ‘drop in’ events**

Two key public information ‘drop in’ events are to be staged throughout the engagement process.

A public information kiosk is to be set up over a couple of weekends on Beach Road, offering interested parties the opportunity to pick up information about the development of the strategy, look over draft concepts, ask questions and provide feedback. The kiosk will be staffed by members of council and project steering committee who can provide detailed information into the ‘no stopping’ trial and strategy development. Promotional materials will be produced about the strategy and consultation opportunities to hand out to the public

A display of draft concepts and related information will be on display at the Council offices during a specified period. This will enable members of the public to visit and obtain information. This will be advertised on the website and Let’s Talk Bayside.

The Project Steering Group will be available to discuss the draft concepts as required by stakeholder and community groups.

### **3d Publicity of strategy development and draft concepts**

A range of publicity activities will be undertaken to promote the strategy development and promoting the draft concepts to the Bayside and Kingston community and stakeholders.

Local publications including The Leader newspaper and Let’s Talk Bayside will be provided with editorial and photo opportunities. Readers will be able to clearly understand the opportunity to provide feedback on strategy options or where to go for more information.

A submission period for receiving feedback on the draft concepts will also be promoted on the Council’s website.

The Project Steering Group will be available for addressing specific stakeholder or community events should requests be made.

The Stakeholder Reference Group will be encouraged to promote the draft strategy concepts and obtain feedback via member, professional and social networks. The SRG meetings will continually seek feedback from participants.

### **3e Council website**

The Council's website will be used to promote the strategy development and offer the community and stakeholders an opportunity to provide feedback and ask questions in an online format. Frequently Asked Questions and Answers will be regularly updated as the development of the strategy progresses.

An easy-to-locate link on the Council's home page to a specific Beach Road Corridor section will take users to relevant documents and feedback mechanisms.

The website can include a feedback form to gather feedback on the draft concepts and any other elements of the strategy development.

### **3f Letterbox drops**

Two key mail outs to residents and businesses in Bayside are planned for the duration of the strategy development. The first mail out will be sent by VicRoads in February 2011 to residents and businesses located in close proximity to the 'No Stopping' trial. The mail out will be a survey to gather feedback on the 'No Stopping' trial.

The second mail out will be sent by Bayside and Kingston City Councils and will include the presentation of draft concepts for the Beach Road Corridor Usage Strategy and will seek feedback via a response mechanism.

## **4. Measurement and outcomes**

Throughout the 'no stopping' trial and the development of the Strategy, the Councils will be examine all feedback and input provided by community and stakeholders.

A summary of the feedback and consultation will be provided in a final Beach Road Consultation Summary report. This will be made available on the Council website.

Where possible activities undertaken as part of the consultation will be measured, such as responses received to direct mail letter box drops, attendance at events, etc.

Measurement techniques and results of consultation activities will be detailed in the Beach Road Consultation Summary report.