

**Report to General Manager**

Attachments:

1. Engagement Strategy

SUBJECT: Western Harbour Tunnel Community Campaign**AUTHOR:** Jenny Gleeson, Manager Integrated Planning and Special Projects**ENDORSED BY:** Marcelo Occhiuzzi, Acting Director City Strategy**EXECUTIVE SUMMARY:**

Council at its meeting of 6 April 2020 resolved (Min. No. 52):

- 1. THAT Council begin a public campaign seeking widespread community support for changes to the Western Harbour Tunnel and Warringah Freeway Upgrade project to ameliorate the impact on the North Sydney LGA.*
- 2. THAT the General Manager report back to Council on an appropriate budget to fund the campaign and an appropriate commencement date.*
- 3. THAT the campaign direct people to contact the NSW Premier, in both her capacity as Premier and Member for Willoughby, seeking an agreement to fund the cost of measures to address and mitigate the impacts that have been identified.*
- 4. THAT Council write to the NSW Premier seeking financial and/or other compensation for the temporary and permanent loss of amenity created by the Western Harbour Tunnel project.*

This report responds to the request for a report outlining the proposed cost and commencement date of the campaign. Attachment 1 details the engagement strategy prepared to guide implementation of the campaign.

FINANCIAL IMPLICATIONS:

This report identifies that a maximum of \$23,300 will be required to undertake the campaign as resolved by Council. This can be funded from the 2019/20 budget under various existing community engagement budget sources.

RECOMMENDATION:

- 1. THAT** \$23,000 be allocated to the Community Campaign.
- 2. THAT** the Engagement Strategy, inclusive of campaign start date, be endorsed.

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

- Direction: 2. Our Built Infrastructure
- Outcome: 2.3 Sustainable transport is encouraged
- Direction: 5. Our Civic Leadership
- Outcome: 5.3 Community is informed and consulted

BACKGROUND

Council at its meeting of 6 April 2020 resolved (Min. No. 52):

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In May 2017 (Min. No 142), at the commencement of the preliminary stages of the Western Harbour Tunnel and Beaches Link project, Council resolved to conduct a community campaign. An engagement strategy was prepared outlining that the purpose of the campaign was promotion and awareness of the opportunity to provide feedback to the Roads and Maritime Services on the then proposed project, and to ascertain community attitudes/feedback to inform a submission from Council. Feedback mechanisms included focus groups, comprising a demographically representative sample, which were externally facilitated.

As reported to Council on 24 July 2017 (Min. No. 255), the cost of that campaign was \$67,715.26 (ex GST), excluding Council staff costs. Most of the cost was the focus groups (\$51,709.90) and advertising, inclusive of the printing and distribution of a double sided A4 Information Sheet to all households across the North Sydney local government area (\$13,755.36).

CONSULTATION REQUIREMENTS

Community engagement will be undertaken in accordance with Council's Community Engagement Protocol.

SUSTAINABILITY STATEMENT

The sustainability implications are of a minor nature and did not warrant a detailed assessment.

DETAIL

This report responds to the request for a report outlining the proposed cost and commencement date of the campaign.

Consistent with the previous campaign, an engagement strategy (Attachment 1) has been prepared outlining the purpose of the campaign (i.e. the call to action and how the community can get involved) and the 'inform' methods to be used to generate widespread awareness of the opportunity to participate.

Given that Environmental Impact Statement submissions have now closed, it is imperative that the campaign begin as soon as possible to influence State Government decision making. It is proposed that the campaign run for two-months, commencing from 7 May 2020. This start date has been determined to allow sufficient turnaround time from confirmation of campaign messaging to production of printed materials and deadlines for advertisements etc.

The approximate cost of the campaign, (as outlined in Attachment 1) is detailed below - this excludes staff costs and existing resources such as graphic design, eNewsletters, printing of posters for noticeboards. The proposed cost is comparable to the 2017 campaign.

Method	Cost
Adverts - print and digital campaign	\$10,000
Social media - one large boost per main message, plus smaller boosts to follow	\$1,000
Street Banners (x3)	\$2,100
Corflute signage (x100)	\$1,200
Flyer - printing and distribution to households	\$8,500
Mailout postage	\$500
TOTAL	\$23,300

The following summarises the proposed campaign messaging:

Headline message:	All pain and no gain
Sub message:	The Western Harbour Tunnel undermines our quality of life for no benefit Our parks, our air quality, our local streets, our CBD
Call to action:	Write to the Premier requesting reconsideration of the proposal or funding of mitigation measures of the project.

COMMUNITY ENGAGEMENT STRATEGY



WESTERN HARBOUR TUNNEL & WARRINGAH FREEWAY UPGRADE - COMMUNITY CAMPAIGN

Prepared April 2020

1. Introduction

The purpose of this strategy is to outline the ways in which stakeholders can get involved in a Council led community campaign, seeking widespread community support for changes and/or compensation to lessen the impacts of the NSW Government's Western Harbour Tunnel and Warringah Freeway Upgrade project on the North Sydney local government area (LGA).

1.1 Council's Community Engagement Protocol

This strategy has been prepared in accordance with Council's *Community Engagement Protocol*. The Protocol is used to determine the level of 'level(s) of impact' applicable to this project/decision (proposal). This proposal has been determined as:

LEVEL OF IMPACT	LEVEL OF ENGAGEMENT
High, LGA Wide	Inform

Council used the framework shown below in Table 1.1 to select the most appropriate 'level(s) of engagement' for this proposal to ensure an appropriate range of engagement 'levels' and methods were offered:

LEVEL	DESCRIPTION
Inform	Providing balanced and objective information to help the community understand problems, alternatives, opportunities and/or solutions
Consult	Obtain public feedback on alternatives and/or decisions
Involve	Work directly with the community throughout the process to ensure that public concerns and aspirations are consistently understood and considered
Collaborate	Partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution

Table 1.1 Derived from the IAP2 Public Participation Spectrum

2. Background

On 6 April 2020 Council resolved (Min. No. 52):

1. THAT Council begin a public campaign seeking widespread community support for changes to the Western Harbour Tunnel and Warringah Freeway Upgrade project to ameliorate the impact on the North Sydney LGA.
2. THAT the General Manager report back to Council on an appropriate budget to fund the campaign and an appropriate commencement date.
3. THAT the campaign direct people to contact the NSW Premier, in both her capacity as Premier and Member for Willoughby, seeking an agreement to fund the cost of measures to address and mitigate the impacts that have been identified.
4. THAT Council write to the NSW Premier seeking financial and/or other compensation for the temporary and permanent loss of amenity created by the Western Harbour Tunnel project.

Western Harbour Tunnel & Warringah Freeway Upgrade - Community Campaign

3. Engagement Strategy

3.1 Who are our community stakeholders?

The Engagement Strategy identifies the following groups to engage with in the local community (not listed in any priority order):

- Councillors
- Council staff
- Precincts Committees
- Local residents
- Local businesses and their customers/workers
- Commuters
- State agencies including TfNSW
- Schools - students, staff and P&Cs

3.2 Key Communication Messages

1. Promote the identified key impact areas as outlined in Council's submission in response to the Environmental Impact Statement.

2. Encourage the community to write to the NSW Premier, in both her capacity as Premier and Member for Willoughby, seeking:

- a) an agreement to fund the cost of measures to address and mitigate the impacts that have been identified by Council and the community in response to the Environmental Impact Statement; and
- b) financial and/or other compensation for the temporary and permanent loss of amenity and functionality in North Sydney created by the Western Harbour Tunnel project.

3.3 Timetable

The campaign will run for two-months, commencing from 7 May 2020.

3.4 Engagement Methods

In accordance with Council's Community Engagement Framework described on page 1, noting that the 'level of engagement' is limited to 'inform' the following methods will be utilised for this campaign:

- Web page - a dedicated page will be created on Council's website detailing the campaign i.e. how to get involved). A "headline banner" link to this page will be added to the homepage.
- Media release - will be distributed in an effort to attract stories/exposure in both print/digital media and radio.
- Advertisements - combination of printed and digital advertising to be used via the Mosman Daily and Sydney Morning Herald.

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- Social media - posts (including paid boosts) via Council's accounts including Facebook, Twitter, Instagram and LinkedIn.
- eNewsletters - information will be disseminated via Council's various subscriptions, including but not limited to Council eNews, Business eNews and the North Sydney Transport Future eNews (established under previous campaign), which was created as a result of the related 2017 community campaign.
- Community Noticeboards - A4 and A5 posters will be displayed in Council owned noticeboards across the LGA; display periods will run in accordance with existing notice change over timetable.
- Flyer - prompting the campaign will be letterboxed to all households.
- Direct mail out - promoting the campaign will be sent to all CBD business ratepayers.
- Banners - includes large scale banners will be erected in prominent locations across the LGA and corflute signage displayed in all parks.
- Precinct Committees - information will be distributed to all active Precinct Committees, encouraging distribution to their individual member email groups and promotion at Committee meetings where practicable.
- Local Action Groups - information will be distributed to known local groups campaigning on the Western Harbour Tunnel and Warringah Freeway Upgrade project, encouraging promotion to their individual member email groups or social media accounts where practicable.

4. Evaluation

Evaluation of the level of engagement per method will be undertaken, including identification of strengths, weaknesses and key learnings, which will be reported internally and used to inform the development of subsequent engagement strategies prepared by Council.

5. Further Information

For further information contact Council's Manager Integrated Planning and Special Projects, City Strategy Division.

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