MElbourne metro RAIL PROJECT

EES COMMUNITY AND STAKEHOLDER

ENGAGEMENT PLAN

APRIL 2016

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# Introduction

## Melbourne Metro

In early 2015, the Victorian Government announced it would deliver the Melbourne Metro Rail Project (Melbourne Metro). A city-shaping project, Melbourne Metro is one of the largest public transport infrastructure projects in Australia’s history. The Minister for Planning has determined that an Environment Effects Statement (EES) will be undertaken under the *Environment Effects Act 1978*.

The Environment Effects Act 1978 requires ‘the proponent to prepare and implement a public consultation plan for informing the public and consulting with stakeholders during the preparation of the EES’.

## About this plan

Public and stakeholder engagement is essential to the planning of any major infrastructure project.

For the design development and planning approval stage of the Melbourne Metro project, public and stakeholder engagement will take place in three phases:

* Phase 1 (February – September 2015): Raising awareness and understanding
* Phase 2 (October – December 2015): Stakeholder and community engagement to support the planning process and design development
* Phase 3 (early 2016 – early 2017): Formal exhibition and assessment of the EES

A range of public and stakeholder consultation on Melbourne Metro has taken place to date as part of Phase 1 and 2. Engagement in Phase 1 sought to raise public awareness of the project and engage key stakeholders during the early development of project designs.

This Engagement Plan outlines engagement for the preparation and assessment of the Melbourne Metro EES. Its objective is to build upon the activities completed and information gathered to date as well as gather information to inform project design and specialist studies being completed as part of the EES.

The engagement and communications program will be integrated with the statutory public exhibition period and broader EES approach including the assessment and independent inquiry process.

The information gathered through the engagement process will help inform project development.

# Project description

## Context

The Melbourne Metro project was first identified in Sir Rod Eddington’s 2008 report *Investing in Transport – East West Link Needs Assessment*. Melbourne Metro forms an integral part of PTV’s *Network Development Plan – Metropolitan Rail* and lays the foundation for expanding the capacity of Melbourne’s rail network.

Melbourne Metro will assist in transforming Melbourne’s rail network into an international-style metro system and create major improvements in capacity, reliability and efficiency of train lines servicing Melbourne’s growing north, west and south-east.

Melbourne Metro traverses the heart of the Melbourne CBD. This region is highly urbanised and incorporates a wide range of retail, industrial, residential, commercial and recreational land uses, including significant areas of open space.

The Melbourne Metro Rail Authority (MMRA) is responsible for the delivery of Melbourne Metro on behalf of the Victorian Government.

Stakeholder engagement has previously been undertaken on the project. Between 2008 and 2010, a range of engagement activities were undertaken that identified strong community support for the project. Key stakeholder engagement continued until late 2013. Following the Victorian Government’s commitment to the project in February 2015, stakeholder engagement recommenced and, based on the most up-to-date demographic information and design thinking, is building on these previous efforts.

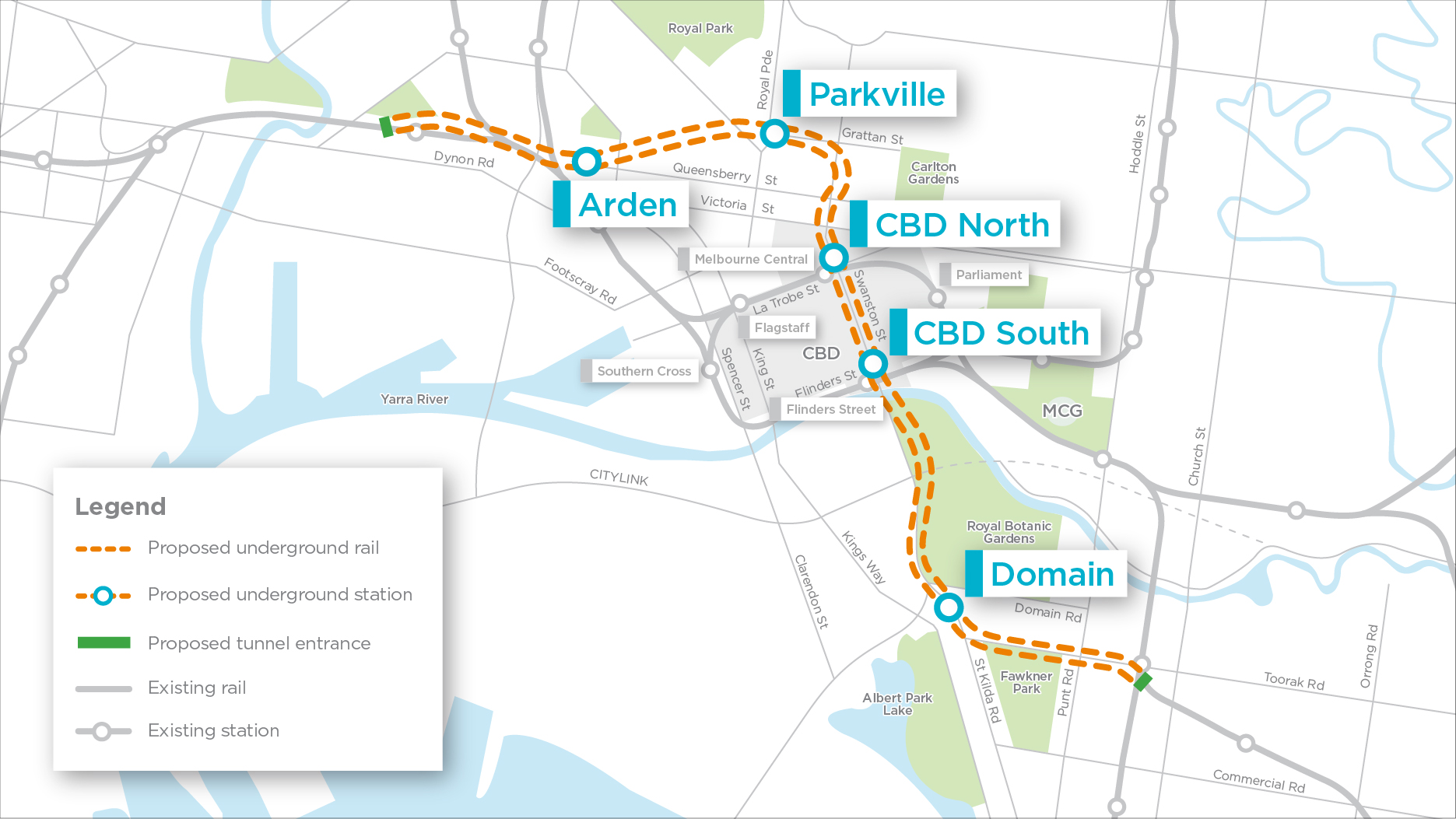
## Project scope

The project involves the construction of twin nine-kilometre rail tunnels running parallel through inner Melbourne from Kensington to South Yarra, travelling underneath Swanston Street in Melbourne’s CBD, connecting the Sunbury and Cranbourne / Pakenham railway lines.

There will be five new underground stations at Arden, Parkville, CBD North, CBD South and Domain. CBD North and CBD South will feature direct interchange with the existing Melbourne Central and Flinders Street stations respectively.

In addition, the project includes rail tunnel entrances at Kensington and South Yarra and train/tram interchanges at Parkville and Domain stations.

Proposed Melbourne Metro alignment



## Project benefits

Melbourne Metro will enable a significant increase in the capacity and reliability of Melbourne’s rail network. This project will deliver significant strategic benefits for Melbourne and the wider transport network including:

* Increasing the capacity and reliability of Melbourne’s busiest train lines.
* Capacity for an additional 39,000 passengers to use the metropolitan rail network in each peak period from the first day of operation.
* Improving access to public transport by building five new inner city stations.
* Creating 3,900 additional jobs across victoria and approximately 4,700 jobs nationwide during peak construction.
* Improving access to employment, education and opportunity for people living in Melbourne’s growth areas.
* Easing congestion on the busy St Kilda Road/Swanston Street tram corridor.
* Reducing road congestion.
* Paving the way for future expansion of Melbourne’s public transport network.

## Project stages and delivery timing

Planning, development and delivery of Melbourne Metro will occur in stages. Accordingly, the communications and stakeholder engagement approach will be tailored for each stage. Some of these stages will occur simultaneously or overlap.

Broadly, the project stages are as follows:

* Design development including site investigations
* Planning approvals process
* Early works
* Procurement
* Delivery of major works

**Proposed project delivery timeframe**

# Project key messages

## Overview

In order to facilitate effective and meaningful engagement, stakeholders and the community need to be provided with key information about Melbourne Metro.

To help prepare stakeholders to engage and to encourage participation, the following key information has been prepared to support the various phases of the engagement program and explain how public participation will be encouraged and feedback will be used.

## General

* Melbourne Metro is a city shaping public transport project for Melbourne that will create new capacity and enhanced services on many of Melbourne's busiest rail lines.
* The project will join the Sunbury rail line in the west with the Cranbourne / Pakenham line in the south-east and allow more trains to run more often into, and through, the Melbourne CBD.
* In addition, by creating a dedicated pathway for the Sunbury, Cranbourne and Pakenham lines rough the CBD, we will free up much-needed capacity in the City Loop to improve services on other rail lines serving Melbourne's busiest suburbs.
* The latest public transport patronage projections underline the critical need for investment in new rail infrastructure that caters for population growth and increasing demand for frequent and reliable train services.
* The project is currently in the planning and development phase with the final project alignment still being determined.

## Community consultation

* Community consultation is well underway with Melbourne Metro holding pop-up information sessions along the project corridor, meeting with community groups and distributing project information to more than 100,000 households over recent months.
* The Melbourne Metro Rail Authority has also been directly reaching out to residents and businesses along the project alignment to inform them that they live and work in the vicinity of the tunnels. Where appropriate, property owners and tenants have been directly informed their properties may be required for the project.
* Community information sessions and, as appropriate, one-on-one meetings with case managers have been held to enable people to find out more and to ask questions of the project team.

## Economic and transport benefits

* The additional rail capacity and improved access facilitated by Melbourne Metro will make central Melbourne an attractive option for new business, generating significant investment opportunities and further positioning Melbourne as one of the world’s most liveable cities.
* Melbourne Metro’s five new underground stations will enhance public transport access to key parts of Melbourne, such as the medical, research and education precinct at Parkville.
* Building Melbourne Metro will be a boon for the local economy, creating 3,900 jobs in Victoria during peak construction.
* The additional capacity created by Melbourne Metro will pave the way for future construction, extension and electrification of rail lines across Melbourne, particularly in growth areas.
* Melbourne Metro is the key to the future expansion of Victoria’s rail network, enabling our transport system to grow as our community does.
* Melbourne Metro is more than a transport project. MMRA is committed to working with key stakeholders to integrate the project and achieve the best possible planning and urban interface outcomes for the community.

## Planning process

* Melbourne Metro is bringing the community voice to the planning process. This will assist in refining project designs and managing impacts. Decisions are enhanced through community dialogue.
* Consistency and transparency are fundamental to the planning process and decision making for applicants, councils and residents.
* Melbourne Metro will help ensure Victoria has strong urban centres and progressive new communities that provide jobs, services and attractive places for people to live, work and play.
* Prioritising people and partnerships in planning will create a vibrant and liveable legacy for our families and all Victorians – a legacy of growth, collaboration, innovation and strong, liveable communities.
* Collaborative planning will enhance Melbourne and Victoria.
* Planning ensures Victoria is prepared to respond positively to future growth and change.

## Key messages for use during the Melbourne Metro engagement process

### Phase 1: Awareness raising (February – September 2015)

* Melbourne Metro is one of Australia’s largest public transport infrastructure projects, and will represent the biggest change to Melbourne’s metropolitan rail network since the completion of the City Loop in the 1980s.
* The project will start transforming Melbourne’s rail network into an international-style metro system, with turn-up-and-go services and convenient interchanges between lines.
* Melbourne Metro will unlock the inner core of the train network, improving capacity, reliability and frequency of services to Melbourne’s growth areas in the north, west and south-east.
* Melbourne Metro will deliver twin nine kilometre rail tunnels through inner Melbourne, linking the Sunbury and Cranbourne / Pakenham rail lines. It will include five new underground stations at Arden, Parkville, CBD North, CBD South and Domain, and train/tram interchanges at Parkville and Domain.
* Melbourne Metro is currently in the planning and development phase, and as part of this, the Melbourne Metro Rail Authority will be undertaking site investigations and starting the statutory planning process.
* Site investigations will provide critical information about ground conditions and soil quality, which will inform the precise alignment, depth and design of the new rail tunnels and underground stations.
* An Environment Protection and Biodiversity Conservation Act referral for Melbourne Metro was submitted to the Commonwealth Department of the Environment for assessment on 25 August 2015.
* On 3 September 2015, Melbourne Metro was declared `public works’ under Section 3 of the *Environment Effects Act 1978*. As such an EES will be prepared to document the potential environmental effects of the project and potential mitigation and management measures.

### Phase 2: Public engagement (October – December 2015)

* Project designs based on the planning and design work undertaken to date are being progressively developed.
* MMRA will discuss these project designs with our stakeholders including traders, residents, industry bodies, transport operators, councils and the broader community to gather feedback and understand where changes may be required to address stakeholder and community needs.
* Where there are options for some elements of the project, MMRA will work through these options with stakeholders to get the best outcomes.
* A range of planning assessments and studies will also be carried out to inform the EES process and the project designs.
* The feedback gathered will enable us to develop a project reference design which will go through planning assessment and to market for contractors to bid on to deliver the project.
* Prospective contractors will be encouraged to bring innovation to the design and delivery of the project. The appointed contractor/s will undertake the final design for the project and there will be further opportunities for stakeholders and the community to provide feedback.

### Phase 3: Formal exhibition and assessment (early 2016 – early 2017)

* The Melbourne Metro Rail Authority is committed to a robust and transparent impact assessment process, and has undertaken a comprehensive engagement program to seek input from stakeholders and the community throughout the development of the EES.
* The formal planning assessment process provides stakeholders and the broader community with the opportunity to view the project designs and planning assessments (including specialist studies) and provide formal submissions.
* MMRA will host a number of information sessions for people to learn more about the EES and speak to specialists that have prepared the impact assessment reports.
* Following the public exhibition period, an independent EES Inquiry and Advisory Committee will conduct public hearings as part of the planning process. Stakeholders and members of the community will be given the opportunity to make a formal submission and request to present to the planning panel.
* The Minister for Planning will make an assessment on this project that will inform key approvals. Subject to this decision, MMRA will work to secure land required for the project, finalise procurement and commence major early works in advance of major works starting in 2018.

# Stakeholder and community engagement

Approach and objectives

## Why engagement is necessary

Melbourne Metro is a city-shaping project. It will have major benefits for Melbourne, but as with all major projects, there are potential impacts that need to be considered, understood and addressed.

Melbourne Metro will become part of the urban fabric of Melbourne, and as such it is vital to draw on the ideas, expertise and opinions of the community and stakeholders to inform the planning, construction and future operation of the project.

## Melbourne Metro’s engagement philosophy

Effective, timely and meaningful community and stakeholder engagement is crucial to the development of the Melbourne Metro project.

In order to be effective, engagement needs to take place over a period of time – providing information to stakeholders about the project as it develops, listening to their feedback and responding to it.

This process needs to happen in a timely manner – coinciding with stages of the project’s development where the feedback can be used to shape its final form.

Significantly, engagement must be meaningful – it must be made clear what elements of the project are fixed and why and what elements are open to feedback. Stakeholders and the community must also be told how their feedback has been used.

## Melbourne Metro’s engagement approach and objectives

These engagement principles have driven the development of a phased approach to engaging with stakeholders and the community on the Melbourne Metro project.

As design and development work on the project is ongoing, the Melbourne Metro community and stakeholder engagement strategy has been designed to encourage input and feedback at key stages in the project’s development.

As the project progresses, the current level of information available will be presented to stakeholders and the community for feedback and comment.

Project engagement and communication objectives

| **Phase** | **Engagement objectives** | **Engagement outcomes** |
| --- | --- | --- |
| Phase 1: Raising public awareness and understanding of the project and early engagement  February to September 2015 | Raise public awareness of the project and approval process.  Inform community members of how they can be involved.  Gather early inputs for project design process and obtain feedback from stakeholders and the community. | Community and stakeholders begin to understand the project and are motivated to be involved.  Early inputs and feedback obtained and used in early stages of project development. |
| Phase 2: Public engagement to support project development, design and planning process  October to December 2015 | Encourage feedback from the community, traders and stakeholders on the Melbourne Metro project.  Continue raising public awareness and understanding about the project benefits and outcomes.  Report back to key stakeholders and community on engagement and how their feedback was used. | Community and stakeholders have been provided with opportunity to have their say on the project’s benefits and potential impacts.  Community and stakeholder feedback considered in the design and planning approval process.  Community and stakeholders understand how their feedback has shaped the project. |
| Phase 3: Formal consultation process to support public exhibition and hearings  Early 2016 to early 2017 | Present current project design to stakeholders along with impact assessments completed as part of the EES process.  Encourage formal feedback from the community, traders and stakeholders on the Melbourne Metro project and its potential impacts and proposed mitigation measures.  Report back to key stakeholders and community on engagement and planning outcomes and how their feedback was used. | Community and stakeholders have been provided with opportunity to have their say on the project’s benefits and potential impacts.  Community and stakeholder feedback considered in the planning assessments and approval process.  Community and stakeholders understand how their feedback has shaped the project. |

## IAP2 Spectrum

The IAP2 Spectrum is an internationally recognised tool for planning public participation in major projects.

Melbourne Metro will use the IAP2 Spectrum to guide how the community and stakeholders will be engaged during the project planning and approval process.

How the IAP2 Spectrum will be used on Melbourne Metro

|  | **INFORM** | **CONSULT** | **INVOLVE** |
| --- | --- | --- | --- |
| **GOAL** | To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions. | To obtain public feedback on analysis, alternatives and/or decisions. | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. |
| **PROMISE** | We will keep you informed. | We will keep you informed, listen to and acknowledge concerns and aspirations and provide feedback on how public input influenced the decision. We will see your feedback on draft proposals. | We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision. |
| **MELBOURNE**  **METRO**  **STAKEHOLDERS** | The broader Melbourne community.  Stakeholders interested in engaging about the project – educate on key elements of the project and explain how they can be involved. | All community and stakeholders including directly impacted stakeholders – encourage feedback on fixed project elements. | Key stakeholders, government agencies, directly impacted stakeholders and community - feedback on options, benefits and potential construction impacts. |
| **ACTIVITIES**  **AND**  **TOOLS** | Advertising  Newsletters and publications  Displays / information stalls  Emails  Letters (direct mail / letter drops)  Media articles / releases / kits  Project website  Social media  Videos / DVDs (animations & photography)  Works notifications | Briefings / information sessions  Feedback sheets  Formal consultation processes (e.g. written submissions)  Social research  Interviews (phone / person)  Project info line  Presentations  Project documents and reports  Reports on engagement outcomes  Online engagement | Interactive briefings/ information sessions  Feedback sheets  Formal consultation processes (e.g. written submissions)  Working / advisory groups  Online engagement |

## How will feedback be used?

The feedback MMRA receives from the community and stakeholders during the engagement program will be used to inform the development of the project’s design, planning, approval, construction and operation.

Using feedback received on Melbourne Metro

| **Project element** | **How feedback will be used** |
| --- | --- |
| Design | Further develop project designs.  Inform urban design of stations and portals. |
| Planning and approval | Be considered in the EES process, including impact assessments, as part of project planning and approval.  Help inform measures to avoid, mitigate and manage impacts and inform performance requirements. |
| Construction | Inform construction methodology for stations, tunnels and portals, including avoidance, management and mitigation measures and community accessibility requirements.  Inform development of performance measures for the contractor/s who will build the project. |
| Operation | Inform design of an interconnected Melbourne Metro with the rest of the public transport network.  Inform station operation and design. |

Following completion of the second phase of public and stakeholder engagement, the feedback gathered has been analysed.

The design team and specialists undertaking the EES impact assessments have been briefed on what feedback has been received. The feedback has also been provided to the design team and specialists to identify any changes that could be made to the project or impact assessments and any mitigation measures which could be developed.

The community and stakeholder consultation chapter of the EES will detail what feedback has been received and how it has been considered in the project’s development.

A consultation summary report will also be prepared.

## Reporting back to stakeholders and the community

A vital part of any community and stakeholder engagement is “closing the loop” – reporting back to those who were engaged as well as the broader community about what feedback was received and how it will be used.

Following completion of the engagement program a consultation summary report will be produced providing an overview of key elements of feedback received and outlining how that feedback will be considered and used in the on-going development and planning of the Melbourne Metro project.

This report will be made available on MMRA’s website and key elements highlighted in a newsletter distributed along the project corridor.

## Integration with Social and Business Impact Assessments

Melbourne Metro will integrate the Social Impact Assessment (SIA), the Business Impact Assessment (BIA) and the community engagement program during the early stages of the planning process.

The SIA and BIA processes involves the development of a desktop baseline for potential impacts and mitigation measures, establishing potential impacts through meetings and engagement with stakeholders and then as a result of the baseline and meetings, developing strategies to manage, mitigate or reduce impacts.

Undertaking this work at this stage of project planning allows for timely and meaningful community and trader involvement. This will build an understanding of community and business preferences and priorities, which can then inform the project planning and design process.

# Project stakeholders

The Melbourne Metro Rail Project will attract interest from a broad cross section of the community, both within the project investigation area and from across Melbourne and Victoria.

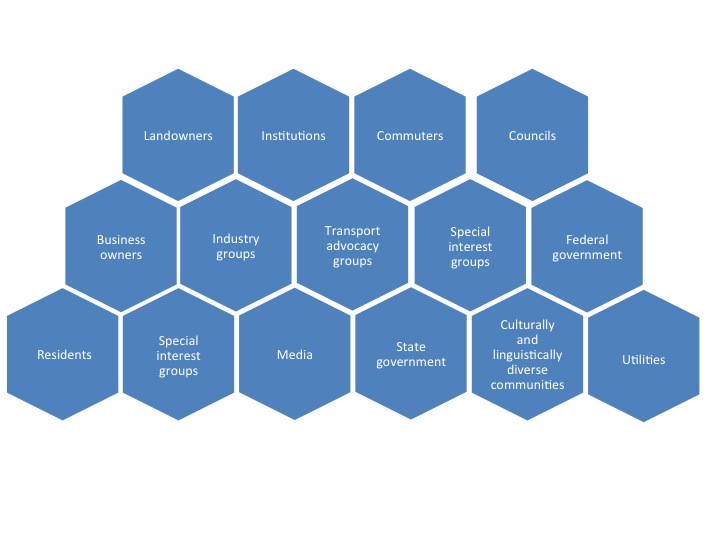
Stakeholders are individuals or groups who are directly or indirectly affected by Melbourne Metro, as well as those who have an interest in the project or the ability to influence its outcomes.

During the design development and planning approvals assessment phases, the project will seek to engage with stakeholders who live, own land and businesses, work and commute through the inner Melbourne project investigation area.

Participation in the engagement program will also be sought from special interest groups, transport advocacy stakeholders, and the academic and business community. Importantly, stakeholder engagement with key government decision makers and project delivery partners will be ongoing.

The collection and use of stakeholder information by MMRA will be carried out in accordance with applicable privacy legislation.

Melbourne Metro project stakeholders



Appendix A outlines project stakeholders in further detail, including the organisations identified as stakeholders in the project.

# What will be engaged on

## Overview

Melbourne Metro is a city-shaping project that will deliver major long-term benefits for Melbourne and Victoria. The project will nevertheless potentially have significant environmental, social and economic effects, particularly during its construction phase.

Understanding the interests, concerns, requirements and preferred outcomes of key stakeholders enables MMRA to find solutions to the issues and challenges that will be faced in delivering the project.

To enable the community and stakeholders to provide informed feedback, MMRA proposes to complete engagement over a period of time. This will allow us to provide information about the current state of the project to the community as the project development process continues and thinking evolves.

Engagement during the planning and project approval stages of Melbourne Metro will take place in three phases, with each phase seeking to build on the previous phase. This will be both in terms of information provided to the community and stakeholders, but also in relation to information previously received from stakeholders.

## Phase 1 engagement – initial issue identification

Areas of stakeholder interest identified during stakeholder engagement to date include:

* Project benefits and improved public transport connectivity
* Construction impacts (including access in the CBD, noise and vibration, traffic, service disruptions, night works, construction sites, amenity)
* Business disruption (access to buildings, loss of trade)
* Operational changes (new services on completion, changes to the network configuration)
* Urban design features (landscaping, new station / portal designs)
* Environment and heritage (indigenous/ non-indigenous cultural heritage, tree / species protection, impact on open space)
* Land impacts (property acquisition)

## Phase 2 engagement – a deeper understanding of issues

Phase 2 of engagement sought to expand MMRA’s understanding of the issues raised.

During this phase the current design of Melbourne Metro were presented to the community to obtain feedback on the project’s benefits and potential impacts and inform the specialist assessments. Project issues identified were communicated to specialists and the project team for consideration in the development of the EES and for inclusion in the project risk register.

MMRA will report back to key stakeholders and the community on engagement outcomes and how feedback will be considered.

## Phase 3 engagement – formal exhibition and assessment

The formal exhibition and assessment phase will present the next stage of design to the community, along with an assessment of its potential benefits and impacts.

To help the community and stakeholders provide well-informed feedback about the project at this time, a range of specialist and technical project studies will be completed and presented for consideration.

MMRA will host a number of information sessions for people to learn more about the EES and speak to specialists that have prepared the impact assessment reports. Stakeholders and community members will be able to make a submission to Planning Panels Victoria about the potential impacts in the EES and request to present during the public hearings.

Specialist and technical studies

| **Studies** |
| --- |
| * Aboriginal heritage * Air quality * Aquatic ecology and river health * Arboriculture * Business * Contaminated land and spoil management * Greenhouse gas * Ground movement and land stability * Groundwater * Historic cultural heritage * Land use and planning * Landscape and visual * Noise and vibration * Social and community * Surface Water * Terrestrial flora and fauna * Transport |

## Emerging issues

MMRA recognises that a range of issues may emerge over the life of the project in addition to those outlined above.

Identification of key issues and risks (along with associated mitigation strategies to manage these appropriately) is a critical part of the communications planning process and the project’s effective delivery.

Melbourne Metro is committed to being responsive to new and emerging issues identified through the engagement process.

# Proposed engagement program

## Engagement completed in Phase 1

A variety of communication and engagement activities were undertaken during the public awareness-raising phase (Phase 1) of the engagement and communication program.

In June 2015, a newsletter was distributed to 100,000 properties across the Melbourne Metro alignment, a series of pop-up displays were held and project postcards were handed out at stations in the CBD, and letters and fact sheets were distributed to residents and businesses along the alignment to provide information about Melbourne Metro and localised planning and site investigations.

In July and August 2015, a social research survey was undertaken to inform the SIA and community engagement program. The survey was promoted via a second series of pop-up displays at stations across the network where project postcards were distributed to commuters advising of the survey opportunity.

Presentations have also been delivered to peak bodies, community groups and at industry events in recent months. Targeted stakeholder meetings have been undertaken relating to technical issues and requirements and these will continue as needed.

A range of communication channels have been established to provide information and updates and enable members of the public to contact MMRA.

The table below provides an overview of the activities that have been completed, including direct engagement with key stakeholders (such as councils, authorities and utility providers) to encourage feedback to guide development of the project’s initial reference design.

Engagement activities completed February – September 2015

| **Activity** | **Statistics** | **Notes** |
| --- | --- | --- |
| Newsletter | 100,000 properties | Newsletter providing overview of project and upcoming activities distributed to properties along entire project alignment on 1 June. Included contact details. |
| e-News | 7 updates  700+ subscribers | Monthly project update distributed to subscribers via email. |
| Social media | Twitter:  86 tweets  1,000+ followers | Melbourne Metro has established a number of social media channels to encourage stakeholder and community connection with the project and provide updates as to project progress. |
| LinkedIn:  1100+ followers |
| YouTube:  8 Videos  17,000+ views |
| Site investigations update | 1,760 properties | Newsletter provided to residents and businesses in CBD, South Kensington, North Melbourne, Domain and South Yarra areas to raise awareness of upcoming site investigation activities.  Notifications also provided to immediately adjacent residents and businesses in advance of geotechnical investigations. |
| Pop-up sessions | Ten sessions | Pop-up sessions to distribute postcards promoting Melbourne Metro’s new website or social media channels or encouraging participation in online social research survey. 10,000 postcards distributed, discussions held with 40 members of the public. |
| Meetings with key stakeholders | Over 200 meetings held | Meetings with key stakeholders to brief on project or encourage feedback to be used during project development. |
| Trader drop in session | Around 60 attendees | Drop in session held for CBD traders on 4 August to facilitate discussion of the project and potential issues. |
| Enquiries via 1800 number | 200+ enquires received | Inquiries received from the public on the project community information line. |
| Enquiries via project website | 750+ enquiries received | Inquiries received via the project website, including questions or requests to subscribe to project e-News. |
| Project website | 61,000+ page views  3,700+ downloads | Includes details of upcoming site investigations, fact sheets and project information. |
| Social research | Around 3,000 responses | Online and face-to-face survey undertaken in August 2015 to establish baseline community awareness of the project, perception of benefits and preferred channels of communication. |

## Stakeholder and community engagement program for Phase 2

Phase 2 of the public engagement program took place between October and December 2015.

This phase took a geographic-based approach with engagement activities undertaken across the project alignment. Multiple opportunities for involvement were provided in the Melbourne city centre (as a convenient, central location) as well as in the vicinity of the tunnel entrances.

Overview of engagement program for Phase 2 of public engagement

| **Activities** | **Target group** |
| --- | --- |
| Drop in sessions | Sessions held in:   * Melbourne CBD * North Melbourne * South Kensington * Domain * South Yarra (three sessions) * Parkville   Project team members in attendance included technical and specialist staff to respond to queries. Project materials include: project brochures, fact sheets, maps, graphics, videos/3D animations, CALD materials and interpretation services |
| Pop-ups | Pop-up at North Melbourne Spring Fling  Pop-up at University of Melbourne Farmers Markets |
| Online engagement | Community members who wish to review project information and comment from home or work. Online engagement platform included project information and interactive elements such as maps, forums and surveys designed to encourage feedback on key project elements. The site had a trader-specific survey to obtain feedback issues important to traders along the alignment |
| Key stakeholder engagement | Ongoing regular meetings with key stakeholders including councils, institutions, utility service providers, transport operators etc  Ongoing engagement with the Technical Reference Group |
| Promotion of upcoming drop in sessions via postcard handouts | Flinders Street Station  Melbourne Central station  North Melbourne station  Parkville  South Yarra station  Domain interchange |
| Advertising and promotion | Online and print advertising  Geographic advertising targeting upcoming event areas  Print media showing locations for engagement sessions for the following week  eNewsto subscribers to raise awareness of opportunities to participate during engagement phase  Social mediaupdates via Twitter to promote drop in sessions and encourage participation in online forums |

## Engagement in support of the EES process

A further round of community and stakeholder engagement will take place in 2016 as part of the formal EES assessment process.

This will involve presenting the current project design to stakeholders along with the results of the impact assessments carried out as part of the EES process.

At this point the community and stakeholders will have the opportunity to make formal submissions to DELWP on Melbourne Metro, its potential benefits, impacts and proposed mitigation measures.

A number of information sessions will be held along the project alignment with the community invited to find out more about the project and the EES. A series of fact sheets and precinct brochures will be developed to help explain key elements of the project and the EES.

An advertising campaign and pop-up events will be used raise awareness of the information sessions and submission process.

# Review and evaluation

Effectiveness of the engagement and communication activities will be measured and based on outcomes and outputs achieved against the objectives identified in this plan.

Participation levels for all events and surveys will be closely monitored. Website traffic and social media followers will be regularly tracked and reported.

The success of engagement will be assessed using the following metrics

Measures of community and stakeholder engagement success

| **Phase and objective** | **Measure of success** |
| --- | --- |
| **Phase 1 – awareness raising**   * Raise public awareness of the project and approval process. * Inform community members of how they can be involved. * Gather early inputs for project design process and obtain feedback from stakeholders and the community. | * Good community understanding and awareness of the project as measured through survey. * Good public recall (>50%) of project communications. * No adjustment of communications approach required to meet community communications expectations (as measured by survey). |
| **Phase 2 – public engagement**   * Secure feedback from the community and stakeholders. * Continue raising public awareness and understanding about the project benefits and outcomes. * Report back to key stakeholders and community on engagement and how their feedback was used. | * Strong participation in engagement process and interaction with project during public engagement activities. * Strong participation and desire for involvement demonstrated by registrations for email updates, follows on Twitter and visits to project website. * Informed comments received during public engagement that can be used to support EES and design development. * Minimal suggestions by public for improvements to engagement approach. |
| **Phase 3 – formal consultation**   * Present current project design to stakeholders along with impact assessments completed as part of the EES process. * Secure formal feedback from the community and stakeholders on the Melbourne Metro project and its potential impacts and proposed mitigation measures. * Report back to key stakeholders and community on engagement and planning outcomes and how their feedback was used. | * No new issues identified during formal exhibition. * Strong participation in engagement process and interaction with project during public engagement activities. * Strong participation and desire for involvement demonstrated by registrations for email updates, follows on Twitter and visits to project website. * Submissions received from broad cross section of community along the project alignment. * No significant criticism of the engagement approach. |

The plan will be reviewed at key project milestones/phases.

# APPENDIX A – Stakeholder groups

| **Stakeholder group** | **Stakeholders** | **Interests** |
| --- | --- | --- |
| Decision makers | **Commonwealth Government**   * Department of the Environment * Department of Infrastructure and Regional Development * Infrastructure Australia   **Victorian Government**   * Department of Premier and Cabinet * Department of Treasury and Finance * Department of Economic Development, Jobs, Transport and Resources * Department of Environment, Land, Water and Planning * Cabinet / Policy Strategy Budget Committee (PSBC) / Expenditure Review Sub-Committee (ERSC)   **Statutory approvals process decisions**   * Victorian Minister for Planning & Department of Environment, Land, Water and Planning (Environmental Assessment and Planning Approval) * Commonwealth Minister for the Environment & Department of the Environment   **Legislative decision makers**   * Planning Panels Victoria, EPA, VicRoads, Heritage Victoria, Aboriginal Affairs Victoria etc | * Planning and approval process complies with all legislation and requirements * Involvement in project design and scope * Good quality outcomes for Victorian community * Value for money outcomes * Preparation of a robust business case to support the project |
| Project partners | **Project owners**   * Public Transport Victoria (Project client) * Department of Economic Development, Jobs, Transport and Resources   **Operational Project Partners**   * Metro Trains Melbourne, V/Line, VicRoads, VicTrack, Yarra Trams | * Involvement in project design and functionality to meet future demand on transport network * Integration of the project with the existing transport network * Minimise impacts on the transport network during construction |
| State government agencies | * Department of Health and Human Services * Emergency Services * Federation Square Management * Heritage Victoria * Major Projects Victoria * Metropolitan Fire Brigade * Metropolitan Planning Authority * Office of the Victorian Government Architect * Parks Victoria * Shrine of Remembrance Trustees | * Understand potential impacts on local areas during construction * Minimise impacts on their services and operations during construction * Opportunities to provide feedback to enhance the project |
| Local government | * Councillors and council officers from the Cities of Melbourne, Stonnington, Port Phillip and Maribyrnong, and other councils who will benefit from the additional public transport capacity created by the Project * Municipal Association of Victoria * Victorian Local Governance Association | * Minimise impacts on council land and access during construction and operations * Opportunities to provide input to project delivery and final design * Quality of reinstatement and urban design outcomes * Understand potential impacts on local business and residents |
| Technical stakeholders | * Telstra * Melbourne Water and water retail suppliers * Gas and electricity providers * Emergency services | * Involvement in key decisions impacting utilities * Minimise impacts on their services and operations during construction |
| Directly affected and adjacent to project alignment | * Hospitals / health research institutes * Local businesses and traders * Major retailers and businesses * Private property owners / local residents / tenants * Universities / schools | * Ability to provide local knowledge to enhance the project and delivery * Opportunities to provide input to the project * Quality of reinstatement and urban design outcomes * Access maintained during construction * Clear information about impacts and their timing during construction |
| Broader community | * Resident and community groups * Businesses and trader groups * Culturally and linguistically diverse communities * Community members * Regional Victorians * Social service providers * Transport network users including:   + Rail passengers   + Tram passengers   + Bus passengers   + Cyclists   + Pedestrians   + Motorists | * Understand project benefits * Information about impacts during construction * Information about how the transport network will function when the project is finished |
| Non-Government Organisations (NGO), peak bodies, industry groups | * Australian Industry Group * Australian Retailers Association * Business Council of Australia * Committee for Economic Development of Australia * Committee for Melbourne * Infrastructure Partnerships Australia * LeadWest * Master Builders Association Vic * Property Council of Australia * Urban Development Institute of Australia * Victorian Employers’ Chamber of Commerce and Industry (VECCI) | * Maximise economic benefits from project * Opportunities for businesses and job seekers as part of the project * Clear information about potential impacts on business operations |
| Transport user groups | * Bicycle Network Victoria * Bus Association of Victoria * Metropolitan Transport Forum * Public Transport Users Association (PTUA) * Royal Automobile Club of Victoria (RACV) * Tourism and Transport Forum * Victorian Council of Social Services (VCOSS) | * Maximise opportunities for integration and access between transport modes * Information about impacts on transport network during construction * Opportunities to provide feedback to enhance the project |
| Media | * Metropolitan newspapers * Local newspapers * Specialist media * Television * Radio * Social media and online media outlets | * Involvement in key milestone media opportunities * Regular information distribution on the project |