



The Banyule Integrated Transport Plan 2015-2035 (BITP) is a 20 year plan which will provide long-term direction in transport and land use decisions in the municipality. It is a high level strategic document that provides an overall framework to address transport issues and create a more accessible, safe, sustainable and active community.

BITP Development Process

The Plan was developed over a two year period in consultation with the community and other key stakeholders from within Banyule and beyond. As well as looking at best practice from metropolitan Melbourne, Australia and overseas, development of the Plan considered over 4,000 responses and comments received during the 18 month consultation process.

Banyule's Approach to Consultation

Our approach was developed in conjunction with Banyule's Consultation and Engagement team. It was identified early in the development process that engaging the community at a high strategic level was difficult - feedback from the community was centred on local issues (i.e. pot holes and parking). Council also had other significant consultation periods occurring along the same timelines – there was a risk of community consultation 'fatigue' if the process was not planned carefully.

Given the type of plan Banyule had envisioned, the consultation process was split into three distinct phases, based on the sort of information we were seeking:

> Phase 1 – Background information and issue gathering (Apr 2014– Dec 2014)

As well as direct input and feedback collected by residents via a Community Transport Workshop and Forum, information on transport and travel concerns were collected through a wide range of concurrent consultation processes. This included feedback from Council's annual City Plan, Youth Summit, 100 Faces Early Childhood program, and the Banyule Household Survey.

Council's internal reference group, comprising of representatives across all of Council, and the external stakeholder group; comprising of local traders, employers, government bodies, industry leaders and our neighbouring Council's, were also invited to provide their initial comments and ideas for transport in Banyule.

> Phase 2 – Vision, Theme and Objectives (Feb 2015 – Mar 2015)

Following the release of the Vision, Themes and Objectives, an online survey and a discussion paper were used to obtain community feedback. Community members were also surveyed at the Banyule festival to gain their thoughts on the direction of the document.

An interim draft was released to Council's internal and external reference groups to seek direction on each theme's content and direction.

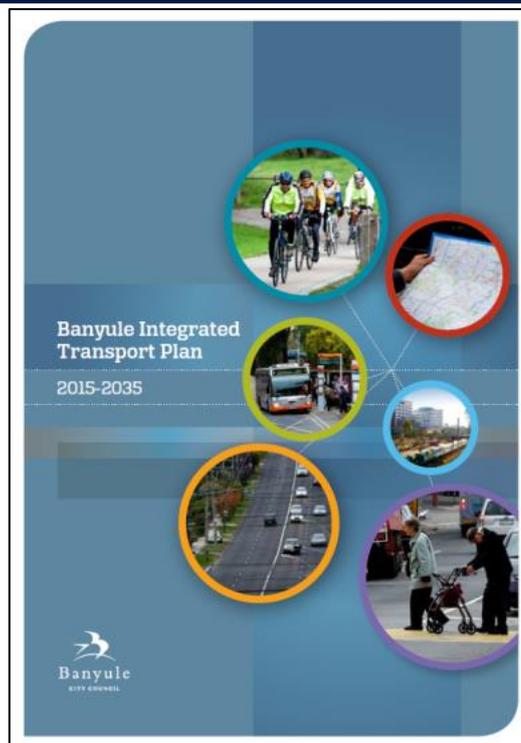


Figure 1 - The Banyule Integrated Transport Plan



Figure 2 - Banyule Integrated Transport Plan Consultation Staging

> Phase 3 – Draft Integrated Transport Plan (June 2015- Aug 2015)

The final phase saw the release of the draft BITP for community consultation, comprising of an online community survey and a discussion forum. The community were also invited to drop in at consultation sessions held at each of Council’s service centre locations. The draft plan was also released to the Internal and External reference group members for their comment and feedback.

Each phase was supported by a Feedback Summary document “*What You’ve Told Us So Far*”. This outlined all the responses from the community and stakeholders (both internal and external) received during the previous consultation periods.

Key Learnings:

- > Identify your target audiences, the information you are seeking and tailor the communication style to suit – no one style will suit all community groups
- > Check in with other council areas before going to the community – they may already have the information you require, or you can use their interactions to get the feedback you need
- > If you have Council advisory groups and committees, use them – they might not directly relate to the policy and strategy being developed, but you will get good feedback. They are also useful in getting ‘community ownership’ over directions and outcomes.

Have any Questions after today’s MAV Sector Conversation?

If you have any questions or would like to discuss Banyule’s approach to community engagement for transport plans and policies, please feel free to contact the Transport Planning Team:

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