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Engaging on transport projects

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Why should we engage with the community?

- Potentially less resistance to change if people are well informed
- Better acceptance of project if people have played a part in shaping the outcome
- De-risk the project
- Influence travel behaviour
- Inform people about project impacts
- A requirement for planning approvals



What mistakes are often made?

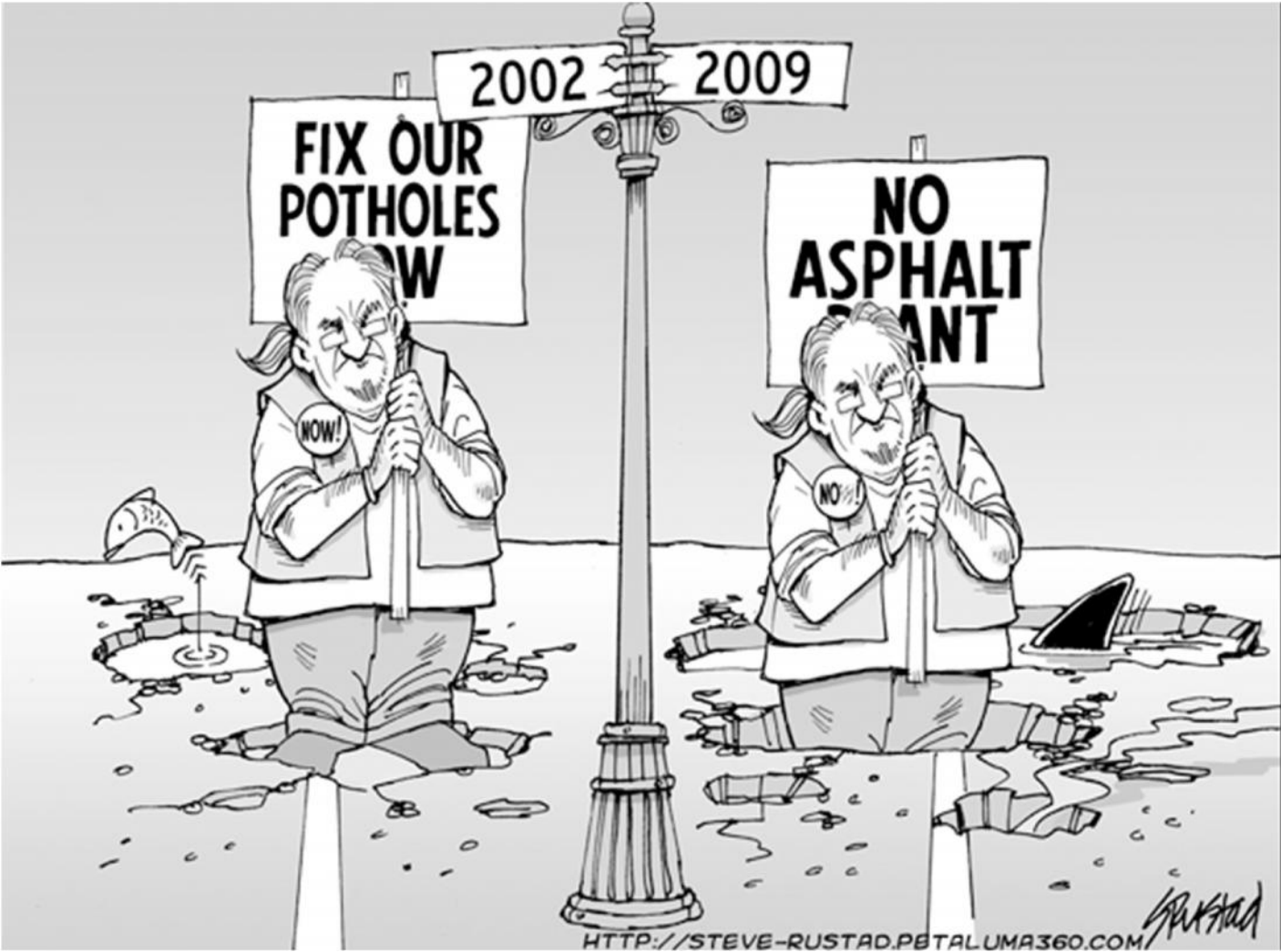
- Engaging for engagement sake
- Focusing on the new flashy engagement tools
- Not being clear about what is negotiable
- Not understanding the community

The golden rules

- Be transparent on what the project is and isn't
- Be transparent on what options have been considered
- Be as accessible as possible through easy online engagement tools and face-to-face activities
- Do what you say you will do
- Actively listen and look for quick resolutions
- Don't underestimate or overlook potential areas of impact
- Treat everyone as you would want to be treated

What is changing?

- Communities are less willingness to trust that experts will make decisions in their best interests
- Use of social media to provide feedback and critiques dramatically increased
- Desire for more detail earlier in the planning process
- Expectation that feedback is shared and integrated with planning and engineering decisions



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East West Link: Cost of scrapping project more than \$1.1 billion, auditor-general says

The 'sky rail' saga: can big new transport projects ever run smoothly?

Parramatta Road tram plans developed – then scrapped

East-West Link shows miserable failure of planning process

BaT tunnel scrapped as government looks for different cross river rail line

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Next Generation Engagement Project

Community opposition has contributed to the suspension, abandonment or mothballing of at least \$20 billion in infrastructure projects across Australia's East Coast in the last decade.

RPS has partnered with the University of Melbourne for the Next Generation Engagement Project

The future of engagement

- More rigor around engagement process and more measureable benefits
- More use of technology, animations and 3D renders
- Shift away from engagement as an add on, to a discipline with a seat at the table
- More formal partnerships with stakeholders
- Greater use of tools like ISCA to mandate minimum levels of engagement
- More formal education and training available for engagement practitioners