



Eltham/Beaver Rds Cycleway – Communications Plan

BACKGROUND

Council has agreed to give the go ahead to the Eltham and Beaver Roads Cycleway Project, by resolution of 18 May 2017. The project is jointly funded and administered by Marlborough District Council, NZTA and Central Government. ViaStrada is providing technical and design support.

BUSINESS OBJECTIVES

The project seeks to increase cycling and improve cycle safety by building an urban north-south cycleway route between Blenheim’s Taylor River path and Maxwell Road. It will be of particular use for the many school students in the area, especially Whitney Street School, Bohally Intermediate and Marlborough Girls College.

COMMUNICATIONS OBJECTIVES

Use a range of communication channels to inform adjacent residents and the wider community of why, where and how the cycleway will be constructed, and give residents the opportunity to provide feedback on their preferred option for each road. Council needs to clearly explain the available options.

KEY MESSAGES

Have your say on the Eltham Road and Beaver Road cycleway options.

This new cycleway allows school students and other cyclists a much safer route from the Taylor River Reserve through to Maxwell Road.

This will be a game changer for Blenheim, providing a north to south cycling spine through the middle of town.

This new cycleway will provide a safe, convenient and attractive route for cyclists.

KEY AUDIENCES (EXTERNAL)

AUDIENCE	IAP2	METHOD OF COMMUNICATION
Local residents (Eltham, Beaver, Dillion, Carr St).	Inform	Leaflet drop, Facebook seeking feedback, MDC website
General Public	Inform	MDC/MDC facebook seeking feedback
School (Whitney St, MGC, Bohally).	Inform	Leaflet drop to schools (to put in school newsletters)

KEY AUDIENCES (INTERNAL)

AUDIENCE	CONTACT	OBJECTIVE
Communications team	Karen, Jill and Glyn	<ul style="list-style-type: none"> • Design and produce collateral (e.g. feedback forms, drop-in session posters, information brochure). • Develop an MDC media release on the cycleway consultation. • Liaise and meet with media outlets (e.g. Marlborough Express, Blenheim Sun) on the consultation procedure.
Online Services	Mandy	<ul style="list-style-type: none"> • Transpose collateral information (as above) to the MDC website (bike/walk page) for public view. • Develop online survey (e.g. Survey Monkey) that is accessible from Facebook and the MDC website.
Council departments working in the community	Reserves – Robin; Peter McDonald NZTA	<ul style="list-style-type: none"> • Attend the drop-in session for local residents/businesses, held at Whitney St School (date TBC). • As a key spokesperson, reiterate key messages (as above) about the cycleway.
Councillors	Clrs Sloan and Fitzpatrick	<ul style="list-style-type: none"> • Attend the drop-in session for local residents/businesses, held at Whitney St School (date TBC). • As a key spokesperson, reiterate key messages (as above) about the cycleway • Prompt local residents/businesses to attend the drop-in session and to submit feedback on the MDC website.
Management Team	Richard Coningham	<ul style="list-style-type: none"> • Reiterate key messages about the project (as above) • Prompt local residents/businesses to attend the drop-in session and to submit feedback on the MDC website.
Core stakeholder	Sport Tasman – Braden	<ul style="list-style-type: none"> • Advise and assist Glyn and Mandy in the development of collateral for the drop-in session and MDC website. • Attend the drop-in session for local residents / businesses, held at Whitney St School (date TBC). • Collate feedback from drop-in session and online survey – feed this information back to Peter McDonald and John Lieswyn.
Call Centre		<ul style="list-style-type: none"> • Direct calls about the drop in session to Braden Prideaux, Sport Tasman, (03) 577 8855 ext. 5 • All other calls direct to Peter McDonald, Project Manager, Marlborough Roads, (03) 520 8330

COMMUNICATIONS ELEMENTS

MEDIA RELEASES – MDC Communications team, to meet with media outlets (e.g. Marlborough Express, Blenheim Sun) and discuss the proposed cycleway and consultation process (via media release)

WEBSITE – MDC Communications team and Braden Prideaux, to provide cycleway options

FACEBOOK – MDC Communications team, to promote “Have your say on the Eltham/Beaver Rd Cycleway” post on Facebook and to direct local residents to MDC website (where they can access an online survey tool).

LETTER TO RESIDENTS ALONG PROPOSED CYCLEWAY ROUTE – MDC Communications team and Braden Prideaux, to produce and distribute a letter prompting local residents to attend the drop-in session to chat with the project team and/or to visit the MDC website to see design options.

MDC Communications team and Braden Prideaux, to produce feedback form (embedded within MDC website) on different cycleway options and requesting feedback.

PERSONAL CONTACT – A drop-in session will be held at Whitney Street School (Saturday 16th July), whereby local residents and businesses from Eltham/Beaver Rd will be invited to hear more about the proposed cycleway and provide feedback to the project team.

COLLATERAL

SPOKESPERSONS

Councillors: Deputy Mayor Sloan

Staff: Robin Dunn/Braden Prideaux/Peter McDonald

Back up for public enquiries will be Marlborough Roads for general information and assistance.

RISKS AND MITIGATION

RISK	MITIGATION
<p>General public opposition</p> <ul style="list-style-type: none"> Loss of carparks along the cycle route 	<p>(1) Spokespersons to reiterate key messages:</p> <ul style="list-style-type: none"> Key messages as above. “Have your say on the proposed Eltham / Beaver Rd Cycleway but attending a drop-in session to chat with a member of our project team and/or by submitting feedback online on the Marlborough District Council website.” “A key objective of the project is to retain as much parking as practicable.”
<p>General public opposition</p> <ul style="list-style-type: none"> Marlborough Girls College/Boys College merger defeats the purpose of the cycleway. 	<p>(1) Spokespersons to reiterate key messages:</p> <ul style="list-style-type: none"> “Despite the possible merger of Marlborough Girls’ and Boys’ Colleges, this cycleway will provide an effective north-south link for both Bohally Intermediate and Whitney Street School. Bohally Intermediate has the highest proportion of cyclists (30% of students) and Whitney Street has 7% of students cycling to school.
<p>General public opposition</p> <ul style="list-style-type: none"> Demand for cycling is not high enough to warrant building a cycleway 	<p>(1) Spokespersons to reiterate key messages:</p> <ul style="list-style-type: none"> “This cycleway will provide an effective north-south link for both Bohally Intermediate and Whitney Street School. Bohally Intermediate has the highest proportion of cyclists (30% of students) and Whitney Street has 7% of students cycling to school. We expect these cycling numbers to increase with a much safer cycle route for students to take.”

TIMEFRAMES

2017 DATES	PROCESS	RESPONSIBLE
Consultation Period	Wednesday 29 th June – Friday 28 th July	Braden Prideaux, Mandy Evans, Glyn Walters
Drop in Session	10am – 2pm, Saturday 15 th July, held at Whitney St School	Braden Prideaux. Attendees: Terry Sloan, Via Strada Engineer, Peter McDonald

28 June 2017

Record No:17117593
File Ref: C230-001-B03
Ask For: Braden Prideaux

Dear Resident,

Consultation on proposed Eltham-Beaver Rd Cycle Link

Marlborough District Council and Bike Walk Marlborough are asking the local community for their views on the proposed Eltham Rd and Beaver Rd Cycle Link.

The Link offers a safer route for the 500 students at Whitney Street School, Bohally Intermediate and Marlborough Girls College who cycle along these roads each school day. It also provides an important north-to-south cycle link across Blenheim.

It's proposed that the 1.5 kilometre route will connect to the Taylor River Reserve path in the north, while the southern end connects to Maxwell Road. The plan includes more pedestrian refuges and other traffic-calming features, and seeks to retain as much residential parking as possible.

Public drop-in session

This is an opportunity to view the plans and give feedback.

Time: 10am-2pm

Date: Saturday 8 July 2017

Where: Whitney Street School, Whitney Street.

Go online

To see the proposed consultation plans and to submit your feedback online, visit:
www.marlborough.govt.nz/recreation/walking-and-biking/elthambeaver-rd-cycle-link-project

Regards



Braden Prideaux

Bike Walk Marlborough Coordinator

BWM@marlborough.govt.nz

(03) 577 8855 ext. 5

Response Form

Eltham / Beaver Road Cycle Link project

Marlborough District Council is seeking your views on its plans for improved cycling facilities along the Eltham Rd / Beaver Rd corridor.

Feedback and comments are being sought before 5pm **Monday 31 July 2017**.

Please provide your contact details:

Name: _____

Organisation (if applicable): _____

Organisation role (if applicable): _____

Postal address: _____

Phone: _____

Email: _____

Please indicate your views on the following

Do you support the Council's investment in better facilities for people who cycle? Yes No

Do you agree in principle with the proposals outlined for the Eltham / Beaver Rd Cycle Link Project? Yes No

Please indicate your preferred option for Eltham Road (tick one only)

Eltham Road

- Option A – 2.7m Separated 2 Way Cycle Path
- Option B – 3.2m Separated 2 Way Cycle Path
- Option C – Route in School Groups (remaining path as Option A)
- Option D – Route in School Grounds (remaining path as Option B)

Comments (why this is your most preferred option, and any other comments you'd like to make on the Eltham Road options)

Please see reverse for further questions

Please indicate your preferred option for Beaver Road (tick one only)

Beaver Road

- Option A – Do minimum
- Option B – Safer Road Crossings
- Option C – Safer Road Crossings and Traffic Calming

Comments (why this is your most preferred option, and any other comments you'd like to make on the Beaver Road options)

Please indicate your preferred option the Dillon Street Alternative (tick one only)

Dillon Street Alternative

Do you prefer the cycleway connecting to Dillon St instead of Carr St? Yes No

Comments (why this is your most preferred option, and any other comments you'd like to make on the Dillon Street alternative)

Additional Comments

Thank you for providing feedback

Please submit this response form to the drop-in session or alternatively deliver to Marlborough District Council, 15 Seymour Street (Seymour Square), Blenheim 7201.

For more information on the Eltham / Beaver Rd Cycle Link Project, visit:
www.marlborough.govt.nz/recreation/walking-and-biking/elthambeaver-rd-cycle-link-project