

Appendix C

Engagement activities and tools



Summary of engagement activities and tools during public exhibition of the EIS

Activity/tool	Purpose/summary	Outcome
Community pop-up information sessions	<p>The Mobile Community Information Centre was set up in high foot traffic areas to provide information to the community and stakeholders. The Centre was staffed by project staff to respond to enquiries.</p> <p>Ten information sessions were held at:</p> <ul style="list-style-type: none"> • Ermington Shopping Town, Ermington • Marina Square, Wentworth Point • Lennox Bridge, Parramatta • Centenary Square, Parramatta • Newington Marketplace, Newington • Station Square, Sydney Olympic Park. 	<p>765 attendees</p> <p>Topics discussed included:</p> <ul style="list-style-type: none"> • route and stop locations • public transport interchanges with trains, ferries and Sydney Metro West • project timeframe • private vehicle access over new Parramatta River bridges • property access and acquisition • surrounding/future development • parking loss, including on South and Boronia streets • request for increased parking, including for commuters • impacts on ferry services and the Parramatta River • impacts to Ermington Boat Ramp • light rail vehicles (power supply, capacity, dimensions) • bridge design, including for the Silverwater Road and Melrose Park to Wentworth Point bridges • project funding • traffic impacts and road changes • public toilets at stops • business impacts • journey times and service frequency.
Community drop-in information sessions	<p>Four sessions were held at large venues to provide the community access to key project team members / subject matter experts. The EIS was also available to view. The sessions were held at the following locations:</p> <ul style="list-style-type: none"> • Rosehill Bowling Club • Park Royal Hotel, Parramatta (two events) • Pullman Hotel, Sydney Olympic Park. 	<p>12 attendees</p> <p>Topics discussed included:</p> <ul style="list-style-type: none"> • property access • property acquisition • surrounding/future development • parking loss • privacy impacts.
Sydney Metro West community drop in sessions	<p>Project team members attended two Sydney Metro West community drop in sessions held during exhibition of plans for the Sydney Metro precincts at the following locations:</p> <ul style="list-style-type: none"> • Club Parramatta, Parramatta • Novotel Hotel, Sydney Olympic Park. 	<p>15 attendees</p> <p>Topics discussed included:</p> <ul style="list-style-type: none"> • project timeframe • stop locations • private vehicle access over new Parramatta River bridges.

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DL postcard	A DL postcard was distributed to inform the community and stakeholders of the EIS exhibition period. The card included a QR code providing easy access to the project virtual room and information on how to make a submission.	Letterbox dropped to 29,000 properties along the alignment. Handed out at community drop in and pop-up information sessions.
Parramatta Light Rail Quarterly Newsletter	The quarterly Parramatta Light Rail Newsletter, which includes information on Stage 1 and the project, provided a section on the EIS exhibition period.	Letterbox dropped to 95,000 properties across the Parramatta Light Rail Stage 1 and Stage 2 project areas. Sent electronically to 95,000 email addresses. Handed out at community drop in and pop-up information sessions.
Social media	Social media posts promoted the EIS exhibition period and provided links to project information.	Five Facebook posts reaching about 56,000 people.
Email blasts	Electronic direct mail promoted the EIS exhibition period and providing links to project information.	Two email blasts reaching about 3,000 people.
Parramatta Light Rail Website	Project website containing information about Parramatta Light Rail Stages 1 and 2.	Over 33,000 views of the Parramatta Light Rail website during the EIS exhibition period.
Virtual Engagement Room	A project-specific Virtual Engagement Room containing user friendly project information, links to the EIS and to the 'make a submission' page on the Department of Planning and Environment's Major Projects website.	Over 2,500 visits to the Virtual Engagement Room home page, with about: <ul style="list-style-type: none"> • 500 views of the Project Overview document • 400 views of the Parramatta Light Rail Stage 1 and 2 map • 400 clicks on the 'make a submission' link.
EIS portal	User friendly access to information about the EIS, presented with an interactive mapping tool. Accessed via the Virtual Engagement Room.	About 2,500 visits during the exhibition period.
Project collateral	Printed material summarising information from the EIS in a user-friendly format including: <ul style="list-style-type: none"> • project overview document • project map • frequently asked questions • project factsheet and six precinct factsheets (Camellia, Melrose Park, Sydney Olympic Park and Carter Street, Ermington, Rydalmere and Wentworth Point) • project factsheets translated into Chinese (simplified and traditional), Arabic, Hindi and Korean. 	Material was made available through various platforms including: <ul style="list-style-type: none"> • community pop-up information sessions • Community drop-in information sessions • project website and virtual room • libraries • project office • targeted emails.

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External stakeholder distribution	Project information shared by external stakeholders through their own channels including: <ul style="list-style-type: none"> • SOPBiz (December 2022) - Sydney Olympic Park Business Association newsletter • Parramatta Chamber of Commerce newsletter • Parramatta Your City News (December 2022) – City of Parramatta Council monthly newsletter. 	Both publications included an article on the project and were distributed to: <ul style="list-style-type: none"> • SOPBiz – about 500 people • Parramatta Chamber of Commerce – about 2,000 people • Parramatta Your City News – about 29,000 people
Meetings with key stakeholders		
Media coverage	Project information provided to media outlets.	The EIS exhibition period was shared by various media outlets with the following reach: <ul style="list-style-type: none"> • TV (Channel 7 and Channel 9 news) – 142,000 people • online (Parra News, Daily Telegraph (syndicated), Property ID, Build Australia, Roads and Infrastructure, Rail Express, Railpage Australia, Mirage News and National Tribune.) – 9.43 million people • radio (2GB, AM radio stations) – 76,000 people.