



City of Yarra Communication and Engagement Guidelines

for Authority and Infrastructure Works working in the road reserve

We have developed this guide to communications and engagement requirements for government authorities and other agencies undertaking major infrastructure works in the City of Yarra.

Yarra Council is committed to facilitating the essential infrastructure works of government authorities and agencies in Yarra. To help minimise any issues and ensure projects proceed as smoothly as possible, it is important that agencies engage with residents and businesses in a clear and timely manner.

This guide outlines council's processes and expectations for agencies undertaking major infrastructure works in Yarra. A communication strategy is required and this should be discussed when meeting with Council.

Engaging with Council

When to engage with us

When planning a major infrastructure project in the City of Yarra, it is important for agencies to contact Council as early as possible.

Works that occur over a number of weeks or have significant impact on the surrounding area are classed as major projects and additional consultation is required. The table below outlines the minimum requirements when you need to first engage with Yarra Council. Additional time maybe required dependant on the complexity of the project.

Type of works/ impact	Timeframe to engage with Council in advance of the project commencing
<ul style="list-style-type: none"> • Road/ footpath realignment or redesign or major changes to traffic conditions • Projects with Environmental impacts • Longer term impacts to traders 	1-2 years
<ul style="list-style-type: none"> • Significant impact on the surrounding area <ul style="list-style-type: none"> - Tree removals - Removal of parking or changing restrictions - Extended road closures, significant disruptions, detours/access issues - Impacts to long term traffic numbers / permissions/behaviours (e.g. introducing "no right turn" or closing a road permanently) • Complex projects and significant requirement for internal and external coordination of different departments and authorities • Installation of new or non-standard infrastructure/technology 	6-12 months
<ul style="list-style-type: none"> • Short to medium term disruption <ul style="list-style-type: none"> - Renewals (like for like) - Road closures - Significant out of hours work or weekend works - Works occurring over a number of weeks - Projects impacting activity centres and other retail shopping streets, major or otherwise 	3-6 months

How to engage with us

To initiate a project with council, in the first instance please contact our CWA permits and consent team on 9205 5555 or info@yarracity.vic.gov.au.

Our CWA permits and consent team will do an initial assessment, and then brief the relevant council business units as appropriate.

You will be provided with one key council contact person for your project, who will be your main point of contact within council.

For most projects, we suggest a meeting between the agency's project team and council. This meeting would generally include the following council staff as required:

- CWA Permits and Consent
- Civil Engineering
- Economic Development
- Communications and Engagement
- Open Space

Engaging our community

Yarra is home to a diverse and highly engaged community. In order to ensure infrastructure projects can proceed as planned and to minimise any potential issues, it is essential that local residents and businesses receive timely and clear communications.

Below is a summary of different sections of our community who need to be considered in any infrastructure projects, as well as some suggestions for how best to engage with them.

Adequate notification must be provided regarding the impacts of the works to all affected parties. Timeframes depend on the scale of the project and how they will impact the community.

Please contact council's Communications and Engagement team to discuss requirements for specific projects.

A communication strategy is required for major works and this should be discussed when meeting with Council.

Residents

Potential issues:

- Road closures impacting on traffic, parking and people's ability to access their property.
- Dust, vibration and noise (especially night works)
- Footpath access (especially for people using wheelchairs or prams)
- Street parking

Things to consider:

- Appropriate traffic management and detours
- Provide clear and concise information on the expected impacts

Methods of communication:

- Door knocking
- Letter drop
- Community meeting/info sessions on site
- VMS signage
- Corflute signage

- Facebook groups
- Emails lists
- Newsletters

Businesses

Potential issues:

- Infrastructure works can seriously impact trading for local business in Yarra's shopping strips, including but not limited to the following ways:
 - Road closures
 - Disruptions or changes to tram and bus services
 - Car and bike detours
 - Noise, dust and vibration
 - Temporary loss of on-street parking
 - Blocking access to shops for deliveries
 - Footpath works that impact footpath trading
 - Works that obscure signage or give an appearance that the shops are closed

Things to consider:

- Can works be undertaken during quieter trade times (such as at night) to minimise impact on traders?
- Can works take place during a quiet time of the year? (e.g. avoid doing works in the lead up to Christmas)
- Who are the indirectly impacted traders and how will you communicate with them? Eg. Businesses outside the works area who will have fewer customers due to detours or changes to public transport services.
- Communications plan to promote that businesses are still open during the works
- Consider how works could overlap with or impact local events/ festivals

Methods of communication:

- Door knocking
- Letter drop
- One-on-one meetings with impacted traders
- Information session at a time and venue appropriate for traders
- Social media, radio or newspaper advertising to promote that businesses are still open during the works

Providing businesses with adequate notice, particularly retail and food businesses, allows them to plan around the disruption. They may adjust their staffing levels or even close shop during some works, diversify their offering (eg. offer deliveries or off-site services) or amend their marketing plans.

Large projects should consider providing support to heavily impacted retail precincts, eg. sponsoring an event or providing paid or in-kind promotion. This can be discussed with Council's Economic Development unit.

Pedestrians and Bike users

Potential issue:

Thousands of people walk and cycle through Yarra every day and footpath or road closures can affect pedestrian movements and bike routes.

Things to consider:

- Are appropriate detours in place for pedestrians and cyclists?
- Are pedestrian detours suitable for people with mobility devices or prams?
- Do traffic management plans (and setups) impact bike paths, bike lanes or cyclist safety?
- Can works occur outside of peak-hour times to minimise disruption?
- Ensure that any detours are reviewed/tested by Bicycle Network Victoria and Council.

Methods of communication:

- Consult directly with Bicycle Network Victoria
- Social media
- Discuss proposed detours and impacts with Council's strategic transport department

Park users

Potential issues:

- Yarra's parks and open spaces are heavily utilised by residents and visitors. Any infrastructure works that impact parks can cause concern for the community.
- The use and occupation of council's open space reserves should be limited where possible. Council to review proposals prior to determining if it is appropriate to proceed.

Things to consider:

- Minimising the footprint of the works zone where possible
- Minimising impact on trees, grass, garden beds
- Impacts to flora / fauna
- The season(s) of the proposed works and how this impacts the use and condition of the parkland and proposed community events in parklands.

Methods of communication:

- Letter drop to local residents
- Signage in the affected park

Schools

Potential issues:

Works near schools can have an impact on families commuting to/from school and also the wider area.

Things to consider:

- Busy school drop off and pick up times
- Drop off/pick up zones for parents
- Bus zones
- School crossings
- Traffic management and detours
- School calendar (works during holiday periods is preferable)

Methods of communication:

- Meeting with school administration
- School e-newsletter
- Flyers in schools

Culturally and linguistically diverse communities

Yarra is home to a diverse community, and there may be occasions when it is appropriate to provide translated communications materials. Council's Communications and Engagement team can provide advice on when and where translated materials may be required.

Other considerations

Trees

The removal of trees from public land can cause significant concern within the community.

Council encourages agencies to explore all potential options before deciding that tree removals are required. Please discuss this with us as council permits may also be required.

If it is determined that tree removal is essential, it is important that this be clearly communicated to the community as part of the wider project communications and engagement.

Method of communication:

- Signage on tree/s to be removed
- Letter drop to immediate residents

Arrange a meeting with a Council Arborist to ensure works do not detrimentally impact on trees.

Parking sensors

Consult with [Dial Before You Dig](#) (DBYD) to ascertain if the area contains parking sensors. If yes, contact Council's Parking Management department on 9205 5555 or info@yarracity.vic.gov.au to confirm if the proposed works will affect parking sensors. For more information relating to the sensors, please refer to website [Parking sensors in Yarra](#).

Consent & other approvals

Utility Consent

You will be required to submit a [consent for works](#) application with the required documentation including [traffic management plan](#), notification letters and a location and aftercare plan including measures to control the dust, noise, public safety and damage to Council's asset.

Utility Notification

Where works are conducted on freeways and arterial roads and Vic Roads is the coordinating Road authority – The Road Management Act requires the works manager to:

- notify council of any works which could affect our assets or the infrastructure that we manage and;
- to negotiate in good faith to minimise adverse effects on our infrastructure.

Storage of materials on Council land

You will be required to submit a [road/footpath occupation](#) application for any storage of materials resulting in a footpath closure and/or stored overnight on Council land.

Out of hours work

You will be required to submit an [out of hours](#) application if the proposed work is outside normal working hours (7am-6pm Monday to Friday & 9am-3pm Saturday).

External agency approvals

You may be required to seek approval from a number of different external agencies prior to your works commencing such as Department of Transport, CitiPower, Yarra Trams, Transdev Melbourne, Metro trains and the National Heavy Vehicle Regulator.