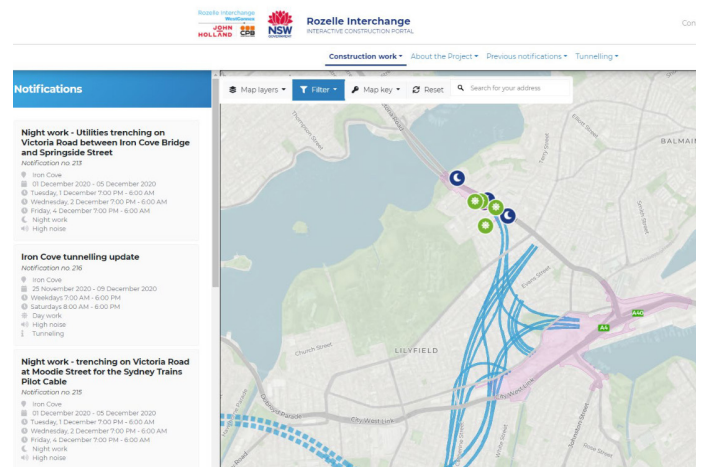


Sustainability Initiative: Digital Communications



The Process

The Rozelle Interchange project has adopted various market transforming approaches within the digital communications space. Two of these initiatives include the development of a Virtual Information Centre (VIC) and an Interactive Construction Portal (ICP).

The VIC is an online community consultation hub that features information from the Urban Design Landscape Plan (UDLP) through a user-friendly platform and includes:

- An interactive map to highlight the features of the UDLP
- All relevant documentation that would normally be available in community forums

The ICP is an online notification webpage that replaces letter-box pamphlets with virtual notifications, alerting community members and interested parties with construction updates and interference alerts, such as power outages and traffic switches.

- The ICP allows the user to filter and navigate notifications by attributes and graphically
- Due to the online and interactive nature of the portal it is more agile and less labour intensive than traditional notification channels

Benefits

Environmental:

- Reduced material consumption, less waste
- Letter box drops are delivered to 6000 properties, each receiving eight sheets of paper – this occurs multiple times a year
- Digital communication initiatives save 576,000 pieces of paper annually

Social:

- Increased inclusivity, community outcomes and engagement between the Project and the community
- Increased community reach beyond a physical boundary
- Increased community feedback, with the Rozelle Interchange Project receiving 723 submissions for the draft UDLP, in comparison to under 100 for both the M4 and M5 projects
- An increased level of engagement as user can add links to their social media or easily share with friends and family via electronic message/ social media.

Economic:

- Reduced costs, improved allocation of resources
- \$12,000 saved per letter box drop, therefore an annual savings of \$144,000
- \$30,000 saved by using the VIC
- \$70,000 saved by using the ICP

