Sustainability Initiative: Digital Communications
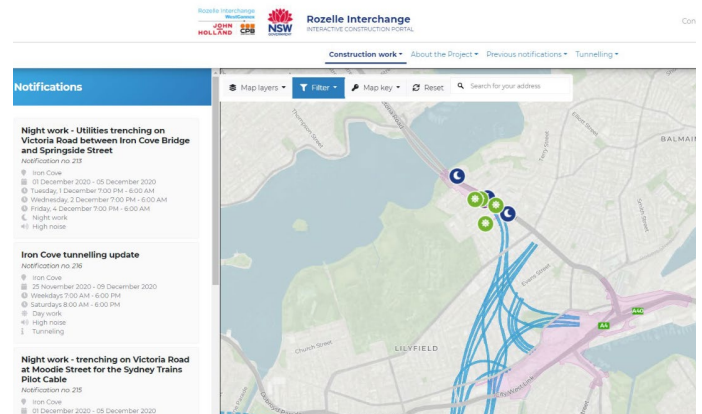
The Process

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 and 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 web page 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 navigate and filter notifications interactively
- The online portal is more agile and less labour intensive than traditional notification channels

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Benefits

Environmental:

- Reduced paper consumption and generation of less waste
- Digital communication saves approximately 576,000 pieces of paper annually due to the removal of traditional letterbox drops

Social:

- Increased inclusivity, community outcomes and engagement between the Project and the community as a result of improved transparency
- Extended community reach beyond a physical boundary
- Quantified Increase in community feedback - the Rozelle Interchange Project received 723 submissions for the draft UDLP, in comparison to under 100 for both the M4 and M5 projects

Economic:

- Improved allocation of staff resources
- Capital costs:
  - VIC ~ $30,000
  - ICP ~ $70,000
  - Letterbox drop ~ $12,000 per drop (min 12/ year)
- Payback period less than a year (exclusive of social benefit)

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