



**CITY OF  
PARRAMATTA**

# **CSP/DPOP Community Consultation**

Engagement Evaluation

January 2022

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# 1. INTRODUCTION

The past three (3) years have been a period of growth and widespread change, both for the City and on a global scale. The COVID-19 pandemic has significantly changed the way we work, connect with each other, and move around the City.

In late 2021, Council consulted with the community to make sure that the Community Strategic Plan still reflects long-term aspirations for the City, and to understand key delivery priorities for the next four (4) years.

## **Community Strategic Plan**

The [\*\*Community Strategic Plan \(CSP\) 2018-2038: \*Butbutt yura barra ngurra\*\*\*](#) identifies priorities and aspirations for the City over the next 20 years, and provides a roadmap for how we will get there. Now three years into the 20-year plan, Council is checking in with the community to make sure that the CSP still reflects relevant priorities and concerns for the future of our City.

## **Delivering our vision**

While the Community Strategic Plan looks at a 20-year horizon, there are a number of other key documents which provide more detailed planning in the short-term.

Council's Delivery Program, Operational Plan and Resourcing Strategy 2018-2028 translate the overarching vision of the Community Strategic Plan into specific actions and identify the resources required to achieve this vision.

# 2. EXECUTIVE SUMMARY

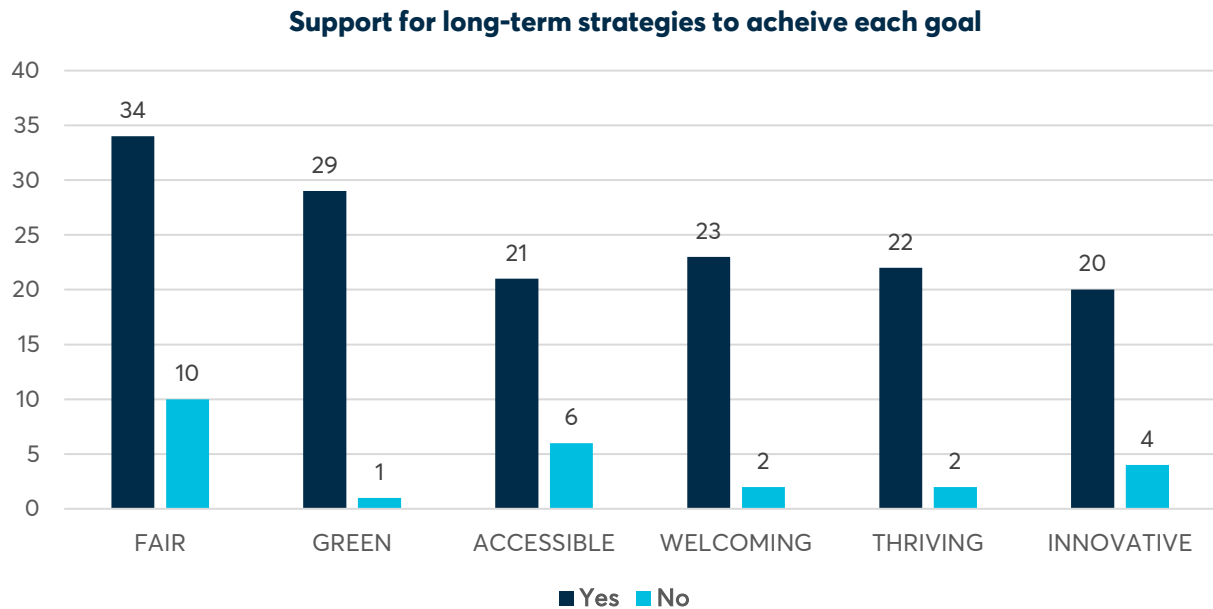
Council consulted with the community for a period of 5 weeks from Friday 8 October to Tuesday 16 November 2021.

The aim of the consultation was to make sure that the Community Strategic Plan still reflects the community’s long-term aspirations for our City and to understand the key delivery priorities for the next four (4) years. The objectives of the consultation were:

Engagement Level	Objectives
Inform	Communicate that the City of Parramatta Council is refreshing the CSP and Delivery Plan.
Consult	Obtain feedback from the community and stakeholders on goals, strategies and actions in the current CSP, and identify priorities for the next four years as a part of the delivery program.

## 2.1. SUMMARY OF KEY FINDINGS

Council received 229 contributions over the consultation period from 62 individuals via Participate Parramatta (website submission form). Overall, there is support for each of the goals.



# 3. ENGAGEMENT EVALUATION

The following section provides a snapshot of the communications and engagement channels used to promote the public exhibition to people who live, work and play in the City of Parramatta LGA.

Several methods and channels were used to reach the broader community and direct them to Council's online engagement portal, Participate Parramatta, to provide feedback. Overall, the opportunity to provide feedback for this project was presented to an estimated 153,948 persons culminating in 229 formal contributions.

## Social Media

A paid campaign across Facebook, Twitter, LinkedIn and Instagram. Overall, the social media combined campaign garnered a total reach of 56,940 resulting in 1,047 clicks to the project page.

Paid Advertisements	
Reach	48,608
Link clicks	965
Engagements	1,011
Total spend	\$699.34

A comprehensive organic campaign across all City of Parramatta social media pages and Participate Parramatta Instagram and Facebook pages garnered a reach of 7,882.

Organic Advertisements	
Reach	7,882
Link clicks	82
Engagements	145

**Your Voice. Your Vision. Your Ideas.**  
Council recently consulted the community on how we are tracking forwards achieving our goals and vision for the City.

**Timeline**

- October 2021**  
Community consultation commences Tuesday 5 October 2021
- November 2021**  
Community consultation concludes at 5pm on Tuesday 16 November 2021  
Project team to analyse community and stakeholder feedback.
- April 2022**  
Final iteration of the updated CSP and new Delivery Program 2022-2026 and Operational Plan & Budget 2022-23
- May 2022**  
Exhibition concludes.  
Project team to review feedback and report back to Council.
- June 2022**  
Project team to seek adoption of strategies by Council prior to 30 June.

**Resources**

- Community Strategic Plan 2016-2026: [Butbuti yarra barra ngarra](#) (PDF 2.1 MB)
- FAQs - English (PDF 263.63 KB)
- FAQs - Simplified Chinese (PDF) (PDF 233.85 KB)
- FAQs - Hindi (PDF) (PDF 144.76 KB)
- FAQs - Korean (PDF) (PDF 144.76 KB)
- FAQs - Arabic (PDF) (PDF 263.63 KB)

**Frequently asked questions (FAQs)**

- What is the Community Strategic Plan?
- Who can provide feedback on the Community Strategic Plan?
- How can I have my say?
- How will my feedback be used?
- What happens next?

**Contact Us**

Have questions or want to learn more about a project, contact us below:

- Name: CSP Project Team
- Phone: 1300 017 008
- Email: [communitystrategicplan@cityofparramatta.nsw.gov.au](mailto:communitystrategicplan@cityofparramatta.nsw.gov.au)
- In writing: ATTN: CSP Project Team, City of Parramatta, PO Box 32, Parramatta NSW 2124

## Electronic Direct Notification (Email)

Channel	Subscribers	Date	Open rate
Participate Parramatta Newsletter October	10,434	14/10/2021	33.1%
Participate Parramatta Newsletter November #1	10,434	09/11/2021	40.7%
Participate Parramatta Newsletter November #2	10,434	16/11/2021	33.8%
Community Connective	1,500*	16/11/2021	-
ePulse October	55,440	02/10/2021	20.4%
ePulse November	55,278	08/11/2021	21%
Economic Development Newsletter	29,634	09/11/2021	28.6%

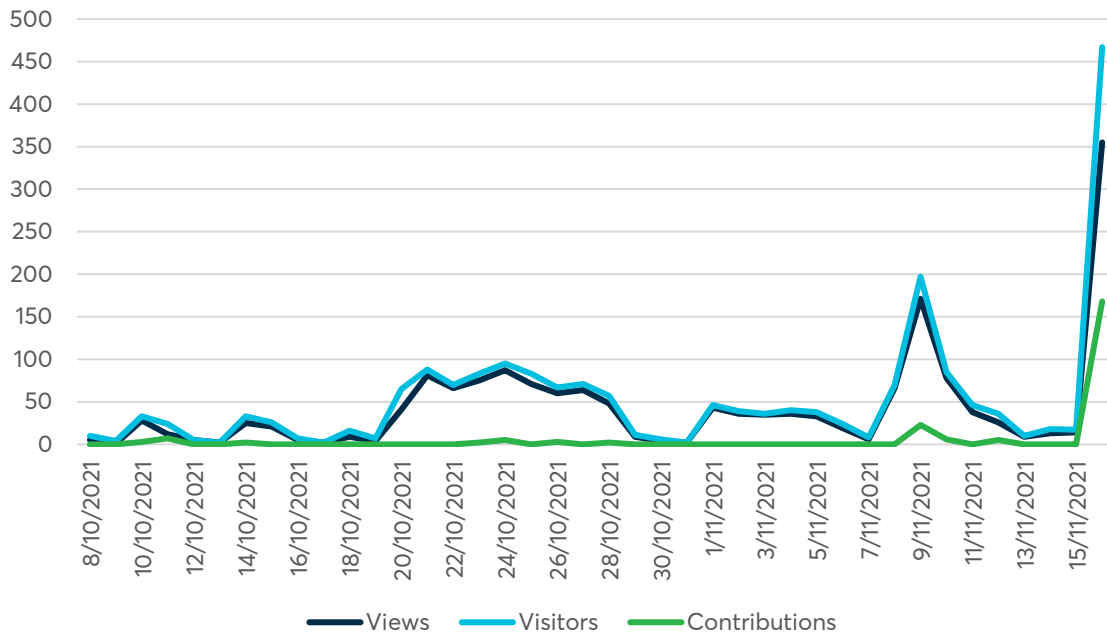
## Participate Parramatta

The exhibition was hosted on the Participate Parramatta engagement platform.

Project Page Events	
Views	2,275
Visitors	1,688
Contributions	229
Contributors	62

Contributions saw a spike once multiple EDM's were sent out advising that all respondents would go into the draw to win one-of-ten gift cards.

See graph depicting this spike below.

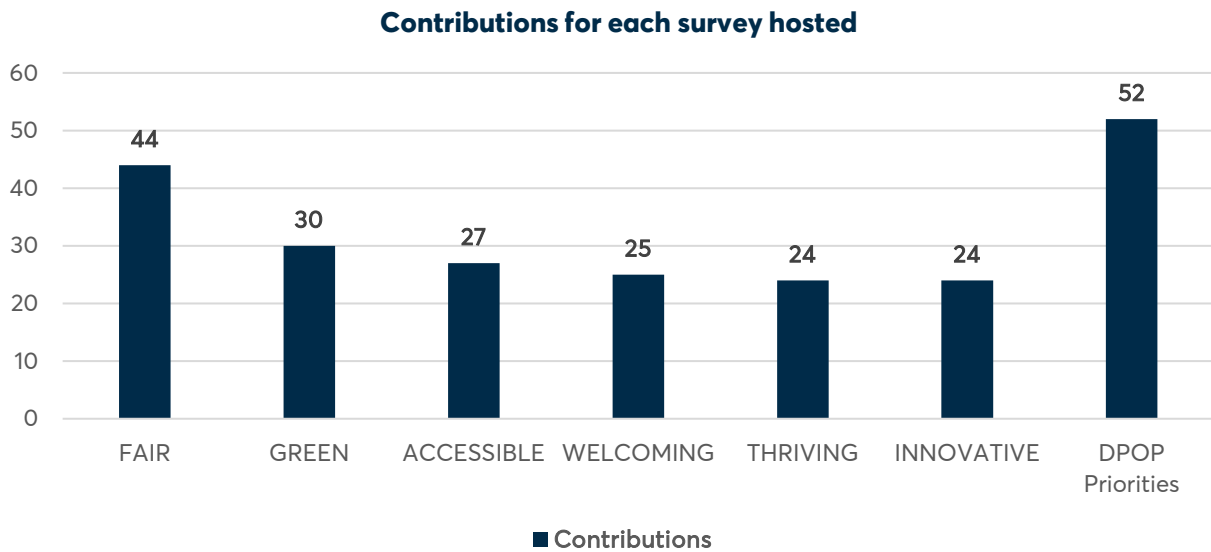


View the project page here: [participate.cityofparramatta.nsw.gov.au/yourparramatta](https://participate.cityofparramatta.nsw.gov.au/yourparramatta)

# 4. KEY FINDINGS

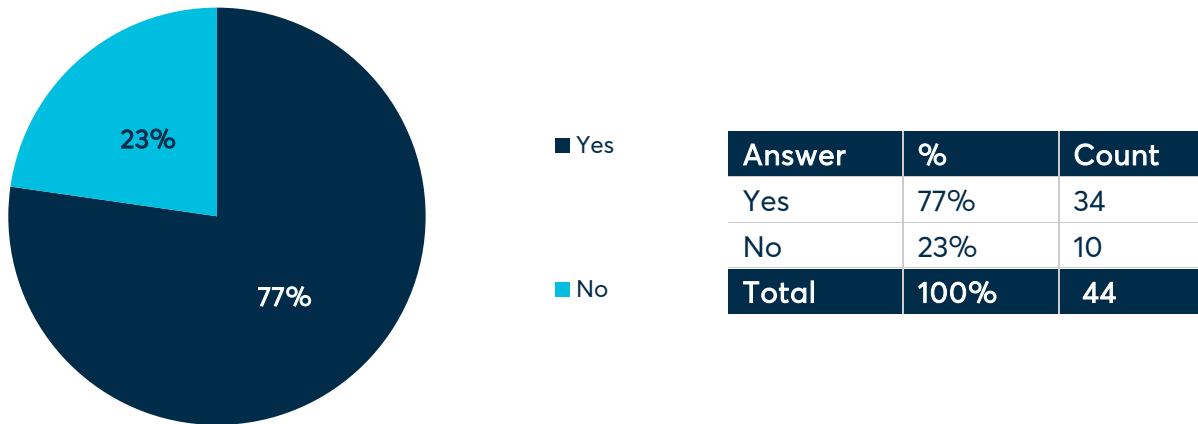
The consultation provided separated forms or spaces for the community to talk about each goal.

The feedback activities were set out as 7 separate short surveys so that participants could give feedback on the strategies, goals and priorities that mattered to them (or all if that was their preference).



## 4.1. FAIR

### Q1). Do you agree with these long-term strategies for the next 10-20 years to achieve a FAIR City?



34 agreed and 10 disagreed with the long-term strategies for Fair.

### Q2). Why not?

This question was presented to those who selected 'no' in question 1.

N = 10

For those who answered 'no', key themes were around lack of trust and accountability of Council, the Parramatta Pool, perpetual growth being unsustainable and impacting affordable housing, disparity of funding distribution across wards, and environmental sustainability.

### Q3). What does a FAIR Parramatta look like to you?

N = 44

44 comments were received highlighting affordable living, equitable access to services, and transparency in decision making regarding the community and development.

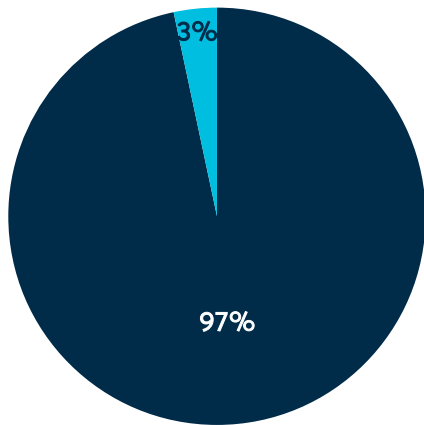
Overall feedback indicates the want for Parramatta to be a place of equal opportunity, where all can access education, health, housing, and services, and live a healthy and fulfilling life.

*"A place where all people - regardless of gender, religion, ethnicity, age or economic status have access to opportunities and the ability to be heard and represented."*



## 4.2. GREEN

**Q1). Do you agree with these long-term strategies for the next 10-20 years to achieve a GREEN City?**



■ Yes

■ No

Answer	%	Count
Yes	97%	29
No	3%	1
<b>Total</b>	<b>100%</b>	<b>30</b>

29 agreed and 1 disagreed with the long-term strategies for **Green**.

### **Q2). Why not?**

This question was presented to those who selected 'no' in question 1.

N = 1

One (1) respondent advised that actions 5 and 6 are 'philosophical' and that these are outside of Council's remit.

### **Q3). What does a GREEN Parramatta look like to you?**

N = 29

29 comments were received highlighting renewable energy, green spaces, and a clean city.

Overall, the community want the City to become more sustainable, and for it to become easier for them to live a "greener" life through greater access to solar panels, waste recycling opportunities, and charging points for electric vehicles.

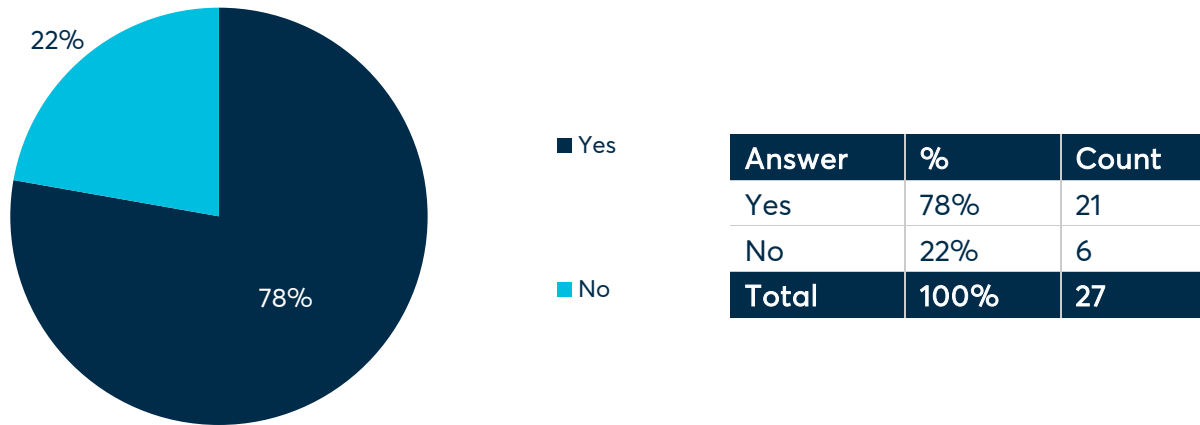
The community is aware of the impacts of urban heat and would like an increase in tree density and promotion of light-coloured roads and roof tiles.

The river is a key part of the City that the community wants further investment in, especially in improving its cleanliness.

"Clean environment and clean energy."

### 4.3. ACCESSIBLE

**Q1). Do you agree with these long-term strategies for the next 10-20 years to achieve an ACCESSIBLE City?**



21 agreed and 6 disagreed with the long-term strategies for **Accessible**.

#### **Q2). Why not?**

This question was presented to those who selected 'no' in question 1.

N = 6

For those who selected 'no', key points were made around lack of bicycle infrastructure and walkways, traffic congestion issues, parking issues and public transport issues (callout for Silverwater public transport).

#### **Q3). What does an ACCESSIBLE Parramatta look like to you?**

N = 25

All 27 participants were shown this question, however only 25 provided a response.

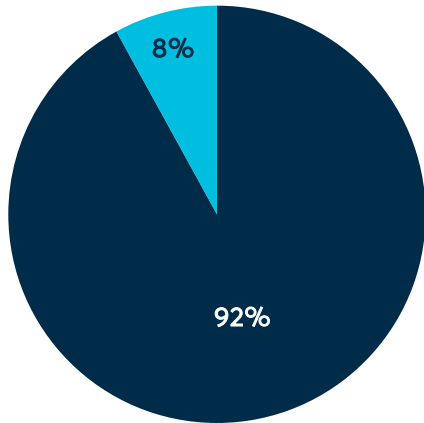
The 25 comments were received highlighting public transport, roads infrastructure, parking, and disability access.

The community want the future City to be one where everyone can get to where they need to go, recognising that different modes of transport are required depending on an individual's needs. Public transport needs to be accessible for all, having the appropriate infrastructure to safely navigate the City via active transport, and an increase in accessible parking.

*"Connecting modes of transport, increased car parking, more access for people with disabilities."*

#### 4.4. WELCOMING

**Q1). Do you agree with these long-term strategies for the next 10-20 years to achieve a WELCOMING City?**



■ Yes

■ No

Answer	%	Count
Yes	92%	23
No	8%	2
<b>Total</b>	<b>100%</b>	<b>25</b>

23 agreed and 2 disagreed with the long-term strategies for **Welcoming**.

#### **Q2). Why not?**

This question was presented to those who selected 'no' in question 1.

N = 2

One comment found the actions offensive, and another comment recommended that the strategies be listed under 'diversity, inclusion and patching mistakes'.

#### **Q3). What does a WELCOMING Parramatta look like to you?**

N = 25

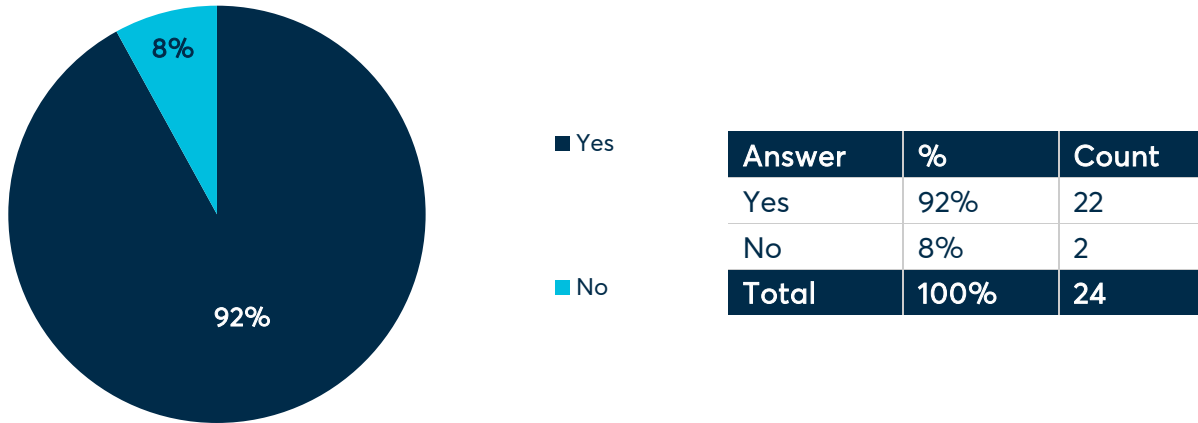
25 comments were received which highlighted acknowledgement and celebration of First Nations' history and culture, as well as the diverse communities that make up Parramatta through education and events.

There were suggestions to utilise historical buildings as museums, including a First Nations museum, and provide signage in alternative languages to English.

*"Our public gathering spaces are warm, inviting and accessible for people of all ages and backgrounds even as development increases all around us and we become more like the city."*

#### 4.5. THRIVING

**Q1). Do you agree with these long-term strategies for the next 10-20 years to achieve a THRIVING City?**



22 agreed and 2 disagreed with the long-term strategies for **Thriving**.

#### **Q2). Why not?**

This question was presented to those who selected 'no' in question 1.

N = 1

The respondent advised "A thriving" CBD will bump into power supply problems, increase GHG emissions and create more heat islands".

#### **Q3). What does a THRIVING Parramatta look like to you?**

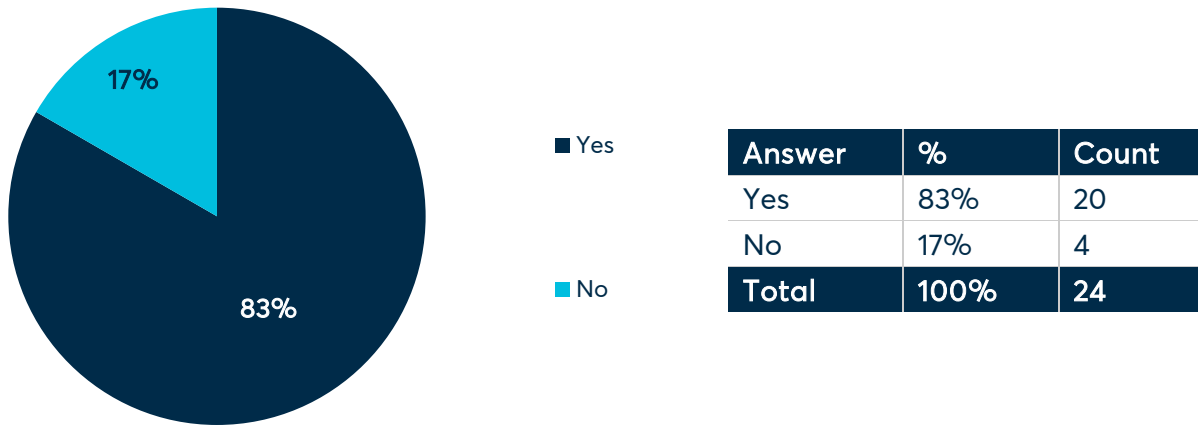
N = 22

22 comments were received highlighting support for local employment and businesses, accessibility to the City to make it a destination to visit easily, focusing on public transport and availability of parking. Suggestions were made to have more focus on the smaller businesses away from major shopping chains, and for development of other parts of the LGA away from the CBD.

*"Growing businesses and opportunities for groups and individuals."*

#### 4.6. INNOVATIVE

**Q1). Do you agree with these long-term strategies for the next 10-20 years to achieve a INNOVATIVE City?**



20 agreed and 4 disagreed with the long-term strategies for **Innovative**.

#### **Q2). Why not?**

This question was presented to those who selected 'no' in question 1.

N = 4

Commentors referred to the statements as 'motherhood' statements and requested further detail.

#### **Q3). What does an INNOVATIVE Parramatta look like to you?**

N = 22

22 comments were received which describe a city that puts innovation at the centre, encouraging green technology such as charging points for electric vehicles, having world-class education and research hubs, which is easily connected by ample public transport.

*"Council-lead initiatives to improve the lives of the residents through new technology and innovation, in areas like transport, energy, and waste."*

#### 4.7. DELIVERY PROGRAM AND OPERATIONAL PLAN (DPOP) – PRIORITIES

**This survey asked respondents to list their top three DPOP priorities for the next four years.**

N = 52

Top themes (in no particular order):

- Investment in green initiatives (tree planting, EV infrastructure, renewables in community infrastructure, etc.)
- Traffic and transport (congestion, provision, improvement)
- Community services and facilities (over 55's programs, libraries, public pools, etc.)
- Open green and recreation investment (programs, facilitates, parks, pedestrian friendly spaces/networks, etc.)
- Affordable and diverse housing/accommodation
- Equal/fairer distribution of funding and facilities across all wards

There were 156 responses (3 priorities each received from 52 individuals) to the DPOP priorities, with a quarter (40) related to "**Green**" issues including comments on protecting the natural environment, waste, electric vehicles, increased tree canopy, protecting and cleaning waterways, and increasing green spaces. This was followed by 21 comments related to "**Accessible**" issues with comments on traffic/congestion, transport connections, parking, pedestrian crossings, public and active transport.

There were 20 comments related to **community infrastructure/services** including the swimming pool, equity in community infrastructure across the LGA, and increased investment by Council in infrastructure/services. There were 13 comments related to "**Fair**" issues including access to education, and support to live a healthy lifestyle.

There were 11 comments related to **governance** including, community engagement, ethical leadership, open processes, and having a directly elected Lord Mayor. Eight comments related to **housing**, urging Council to advocate for affordable and diverse housing choices. Finally, there were five comments related to the "**Thriving**" goal, and three comments on **safety**.

Many respondents also took the opportunity to identify more localised priorities such as small works at pocket parks, requests to upgrade certain local centres and remove 'restrictive' land use zoning in particular areas for personal advantage.

There was also a level of misunderstanding from the community demonstrated within the responses with regards to the scope of Council's work and ability to shape state and federal policy/initiatives. For example, some respondents request that Council "Lobby State/Federal government NOT to resume a high rate of immigration when borders are re-opened".

# 5. RECOMMENDATIONS

This report presents and analyses the key findings and sentiment from the recent community consultation for the CSP/DPOP.

Careful consideration should be given to all the feedback and views presented in this report to help refresh the Community Strategic Plan and Delivery Plan.

Council should respond to each concern and suggestion raised.

**A summary of findings should also be reported back to the community (when appropriate but in a timely manner), highlighting how community feedback has influenced the strategies. The final decision and reasons why particular decisions were taken should be made public and reported back to those who provided feedback.**

These recommendations are in line with Council's engagement principles and commitments outlined in the Community Engagement Strategy and Community and Stakeholder Engagement Policy.

*"We make our decisions in an open and transparent way and provide feedback to our stakeholders in order to explain our decisions and let them know how their input has been considered".*

A key recommendation after reviewing all feedback is that the City of Parramatta should look to consistently refer back to the CSP and DPOP strategies throughout the year and develop educational resources to help the broader community understand the high-level nature of the CSP document.

Council could better promote the CSP strategies and DPOP actions by referring to the documents once a project is completed to show how Council has met certain KPI's determined by the community.