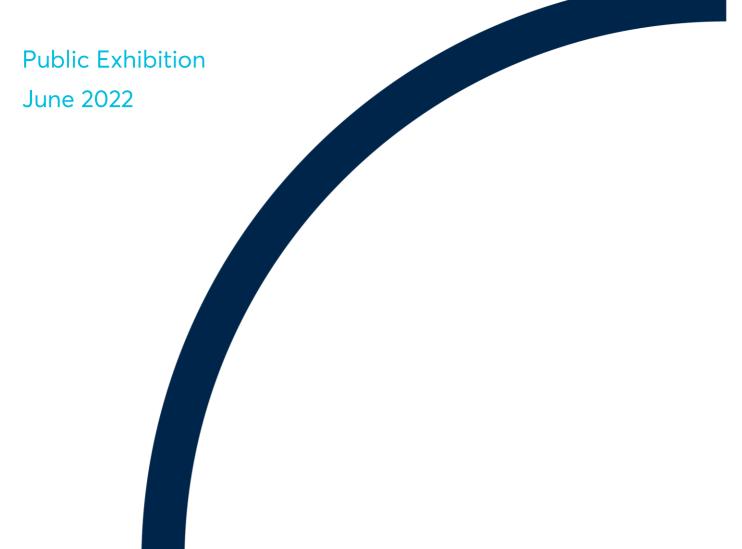


# Draft Disability Inclusion Action Plan 2022 - 2026





## Draft Disability Inclusion Action Plan 2022 - 2026

**Public Exhibition** 

June 2022

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## 1. INTRODUCTION

City of Parramatta Council invited the community to comment during Public Exhibition of the draft Disability Inclusion Action Plan (DIAP) 2022 – 2026 from Monday 23 May 2022 – Tuesday 21 June 2022.

The draft DIAP was the culmination of more than 12 months of engagement externally with the community and internally with Council staff, to evaluate and report on the actions from the previous DIAP and determine a direction for the new DIAP.

#### 1.1. Background

All NSW Government Departments, some other government agencies and all Local Councils are required to develop a Disability Inclusion Action Plan (DIAP) under the Disability Inclusion Act 2014.

Each DIAP follows four key objectives:

- Creating liveable communities
- Developing positive community attitudes
- Supporting meaningful employment
- Improving access to services through better systems and processes

The City of Parramatta is due to have a new Council-endorsed plan in place by August 2022 that is informed by the relevant stakeholders and community members.

An Engagement Plan was developed with four phases:

	Engagement Level	Objectives
Phase 1	Inform Involve	Engaging community and stakeholders with lived experience in intensive focus group style activities (this Phase also included initial conversations with Council Staff)
Phase 2	Inform Consult	Consult with the broader community about their experiences, ideas, opportunities they see for the City of Parramatta
Phase 3 (internal)	Inform Involve	Involve City of Parramatta staff members in forming new actions and deliverables for the strategy
Phase 4	Inform Consult	Facilitate a formal exhibition of the draft Disability and Inclusion Action Plan informed by previous consultation

Phases 1-3 were completed in November 2021 leading to preparation of the draft DIAP document. Please refer to the draft DIAP Key Findings and Engagement Evaluation report (November 2021) for information about initial engagement activities.

Public Exhibition is the fourth and final phase of the Engagement Plan and the subject of this report.

## 2. EXECUTIVE SUMMARY

The public exhibition page on Participate Parramatta for City of Parramatta's draft Disability Inclusion Action Plan received **775 views** during the four-week consultation period (Monday 23 May 2022 – Tuesday 21 June 2022).

50.9% of visitors were acquired through social media and 35.7% came directly to the site via a link.

There was strong interest in the documents provided online.

Overall there were 240 document downloads:

- 123 Final draft DIAP PDF
- 21 CoP DIAP 2017-2021 Action Plan
- 15 Community Summary 2022-2026 (English)
- 31 Easy English Summary accessible
- 10 DIAP Stakeholder Update Feb 2022
- 26 Community Summary 2-22-2026 (Translated versions)
- 8 Word version of draft DIAP accessible
- 6 Word version DIAP Stakeholder update accessible

Three (3) submissions were received via the online survey tool and four (4) email submissions were received by the project team which served to reinforce actions identified in the draft plan.

Other feedback was gathered during a webinar and through in-person engagement at the Farmers Market and Epping Family Fun Day included in this report.

Overall, public submissions were positive reinforcing actions such as:

- Footpath safety
- Ease of access and navigation around the CBD and LGA
- Ramp access to premises (public and private)
- Education about universal design
- Need to broaden awareness that well designed access helps everyone including parents of young children, older people, tourists, business deliveries
- Simplifying access to information and services

Submissions on the draft DIAP also expressed positive sentiment toward inclusive events, Council's green spaces and the light rail.

A description of the resources developed, engagement methods and performance metrics follow.

## 3. ENGAGEMENT EVALUATION

Several methods were used to promote awareness and engagement throughout the LGA. The engagement was promoted for four weeks from Monday 23 May till Tuesday 21 June.

Overall, the opportunity to share feedback was presented on 68,294 occasions, culminating in 775 views of the project page; 240 document downloads and 27 submissions (survey, email, verbal).

#### 3.1. Resources

- Postcard with QR code inviting residents to make a submission
- Posters with QR code for display in Council's libraries, contact centre and distribution to stakeholders
- Parra News advert
- City of Parramatta website banner
- City of Parramatta website landing page
- Media release
- Designed draft document (full version)
- Community summaries (English, Chinese, Hindi, Korean, Arabic)
- Easy English summary
- Participate Parramatta project page



## **HAVE YOUR SAY!**

Share your feedback with Council by scanning the code or go to participate.cityofparramatta.nsw.gov.au/diap.

#### Submissions close 5pm Tuesday 21 June 2022

For assistance contact the team on (02) 9806 8439 or diap@cityofparramatta.nsw.gov.au





To access the National Relay Service visit relayservice.gov.au and provide them the City of Parramatta contact number, 1300 617 058.



#### 3.2. Accessibility

To support a wide range of needs and preferences, the project team ensured there were verbal methods as well as in-person opportunities to contribute.

- 1. Verbal submission uploads
- 2. Calendly appointments
- 3. Webinar (online in person)
- 4. Farmers market pop ups x 2
- 5. Epping Family Fun Day attendance

The face-to-face engagement was made possible thanks to the lifting of COVID-19 public health orders.

- The pop-ups collected 18 submissions.
- The webinar, promoted to followers of the DIAP project, received 7 expressions of interest and 2 people attended the session.
- Calendar appointments was not utilised by the community during this exhibition.

#### 3.3. Media

A media release was published on Council's website on Tuesday 31 May, 2022. Link: https://www.cityofparramatta.nsw.gov.au/about-parramatta/news/media-release/parramattas-planto-improve-accessibility-nears-finalisation

#### 3.4. Electronic Direct Mail

The project team leveraged various Council newsletters subscriptions and reached out to previous participants and organisations from Phase 1.

Channel	Subscribers	Date	Open rate
Participate Parramatta Newsletter May 2022	10661	25/05	45.6%
Community Connective	1600*	06/06	n/a
ePulse June 2022	22118	14/06	50.9%
Phase 1 Participants & Subscribers	102	31/05 & 14/06	45.3%

#### 3.5. Social Media

Paid campaign results:

Paid advertising	Result	Benchmark
Spend	\$497.53	n/a
Reach	27,640	n/a
Impressions	60,114	n/a
Frequency (no. times seen)	2.17	2-3
Link clicks	565	n/a
CPC (cost per click)	\$0.88	\$0.50-\$1
CTR (click through rate)	0.93%	More than 1%
Post engagements	3431	n/a
Engagement rate (ER)	5.70%	More than 2%
Organic (Participate)	Result	Benchmark
Reach	1812	n/a
Post engagements	15	n/a

- Overall, the draft DIAP social media campaign performed well in some respects and less well in others
- High engagement indicates the content resonated with the audience however lower than average CTR indicates the content didn't entice the community to click through to the website to learn more.
- A recommendation for future campaigns would be to leverage video content from the beginning of the campaign to provide more opportunity for clicks to the website and maximise the use of budget.

#### Top performing ads:



#### 3.6. City of Parramatta website

The DIAP Exhibition banner on Council's homepage received 32 clicks. The page on Council's website received 187 views.

#### 3.7. Participate Parramatta

Public Exhibition of the draft DIAP public exhibition concluded on Tuesday 21 June 2022 at 5pm.

During exhibition the page received **775 views** from 490 unique visitors. Fifty one percent (50.9%) were acquired through social media and 35.7% came directly to the site via a link.

The visits resulted in 240 document downloads and 3 submissions using the online survey tool.

Project Page Events	Gather	Exhibition
Views	1,202	775
Visitors	816	490
Contributions	22	3
Contributors	14	3

#### Downloads:

- 123 Final draft DIAP PDF
- 21 CoP DIAP 2017-2021 Action Plan
- 15 Community Summary 2022-2026 (Eng)
- 12 Easy English Summary 2022-2026\_FINAL accessible
- 10 DIAP Stakeholder Update Feb 2022
- 10 Accessible PDF of Easy English DIAP accessible
- 9 Easy English Summary v2 accessible
- 9 Community Summary Chinese
- 8 Word version of draft DIAP accessible
- 7 Community Summary Korean
- 6 Word version DIAP Stakeholder update accessible
- 5 Community Summary Hindi
- 5 Community Summary Arabic





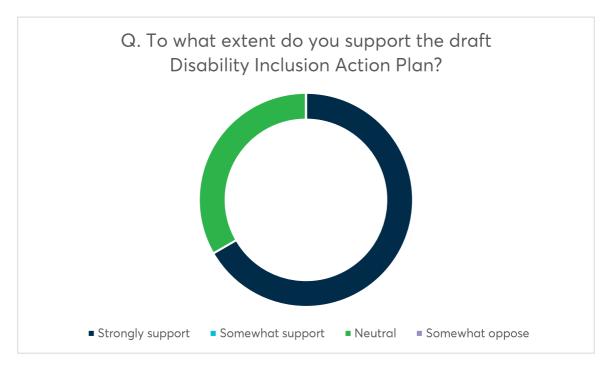
Link to Participate Parramatta page: <a href="https://participate.cityofparramatta.nsw.gov.au/diap">https://participate.cityofparramatta.nsw.gov.au/diap</a>

## 4. KEY FINDINGS

#### 4.1. Survey responses

There were three (3) online submissions made by community members during the exhibition period. The feedback was as follows:

Q. To what extent do you support the draft Disability Inclusion Action Plan?



Q. To what extend do you support the draft Disability Inclusion Action Plan? (Required)		
Strongly support	66.66%	2
Somewhat support	0	0
Neutral	33.33%	1
Somewhat oppose	0	0
Strongly oppose	0	0

Q. What aspects of the Draft Disability Inclusion Action Plan do you like? (Optional)

Response
That all members of the community are valid and respected and included the [ends]
The recommendations around footpath widening.

Q. Would you like to provide feedback on any of the individual actions? (Required)

Yes	1
No	2

Comment (Yes response)

Please ensure that parks have suitable access for wheelchairs and also disabled toilets are a changing place style toilet with hoists and change tables. I have lost count the amount of times that I have had to change my child on the floor.

Q. Are you happy with your access to the information provided for this exhibition? Would you like to make a comment or suggestion?

Yes happy

The statement is detailed and in many place could be expressed in simpler terms.

End of survey responses.

#### 4.2. Email responses

There were four (4) email submissions. Please read full email submissions in the Appendix.

#### Email 1. Received 24/06/2022

Subject: Access from Sorrell Street to the foreshore

"At the moment the path down to the foreshore from the end of Sorrell Street is very very steep. There are many apartments on this road and thus too many people residing on this stretch on Sorrell Street. Many of these people might find it difficult to get down with a pram or a wheelchair."

[Name & Phone number supplied]

#### Email 2. Received 01/06/2021

Subject: Ramps into premises and employment for people with special needs

"Ramps everywhere. Many places people cannot get into including Docs and chemists. Not just wheelchairs, but vision, older people, ladies with strollers etc."

[Name & Address supplied]

#### Email 3 Received 21/06/2022

Subject: Quick wins, footpaths, public transport

"Council could consider small things that could be quickly and cheaply done to make the everyday lives of disabled and older people easier to navigate our footpaths, public spaces

and public transport. These simple things need to be repeated the same every time a piece of infrastructure is installed, repaired or replaced."

#### Email 4. Received 20/06/2022

Subject: Education

"Education and promotion to council staff, residents and businesses is essential for understanding that addressing inclusion for people with disabilities makes life better for everyone. People such as pushing trollies delivering large items, travellers with suit cases walking to the rail station, prams and shopping trolleys and people who have sensory and mobility issues."

{Name and email supplied]

#### 4.3. Farmers markets and Epping Family Fun Day engagement

The engagement pop-ups conducted on 05/06/2022 at the Epping Family Fun Day and Wednesday 08 and 15 June at the Parramatta Farmers Market involved collecting public comments on post it notes and engaging in conversations about a wide range of issues. The goal was to raise the public profile of the exhibition and speak with community away from online channels.

Response
----------

More social groups which are inclusive in LGA

More accessible public toilets

Fix the footpaths

Access for everyone. Make it simple.

Events having a variety for everyone

Make infrastructure accessible to everyone! (please) 😥

More infrastructure around the light rail which is accessible

Services/transport for people who don't have cars

More green spaces please

Upkeep of our heritage buildings

More affordability around parking

Make sure people can walk/access all parts of the city safely

Live info for people on mobility scooters about roadworks

10 Employment access 20 OT/Therapies in Westmead full overcrowded. More central CBD please. 3. Proving disability is too hard.

More normal people in images used by Council

Increase the market days

Improve footpaths

Need the construction to be finished so that spaces can be opened

[End of pop-up contributions]

#### 4.4. Webinar

Two people (out of seven registered) attended the webinar. Following are key comments collected during the discussion. They cover:

- Council's role as an example to private sector re best practice
- Council's role as advocate for accessibility with developers
- The impact and application of universal design principles
- Awareness and education re universal design and disability inclusion
- Support for wayfinding
- Need for training staff and trickling down of knowledge

Please contact the DIAP Project Officer access to the full transcript.

#### Response

0:25:51.350 --> 0:26:20.230

Participant

The business sector of the City of Parramatta, the large organizations and smaller businesses. Do you see that as part of Council role for media access and employment and feedback from businesses of about partnerships and how they can be involved and making the city and the suburbs better for people with range of disabilities?

0:27:2.250 --> 0:27:18.930

Council representative

Yes, you are quite right. In the first plan we had a we produced a access guideline for businesses about how they could make their business more accessible to their customers and they were distributed and are still available on Council's website.

0:29:30.920 --> 0:29:35.730

Participant

Yep. And also a big tick for the wayfinding.

0:29:36.860 --> 0:29:45.570

Participant

And that'll greatly improve things in the CBD and also the the end of the light rail works will help a lot as well

0:31:34.600 --> 0:31:56.420

Jayne

I was just wondering and you've moved forward a lot since I was there when the first plan was developed, you've achieved so much. That's fantastic. I was wondering in terms of universal design that there's a lot of pushback to that because developers and builders find it hard to understand and think it's very costly....

0:32:45.740 --> 0:32:56.800

Jayne

And ask people to actually follow those principles. So I was just wondering if there's any strategies that you have in place to help that develop and move forward.

0:35:19.280 --> 0:35:49.460

Council representative

A significantly on universal design and part of our role is around kind of setting the standard and and role modelling. What you know, what kind of truly accessible places look like. So so it's you know it's kind of multiple things that I think we can do is as a Council to to kind of influence and advocate for

that within the private sector and ongoing challenge. You know it's something that I think yeah it's something that I think that we need to be focused on.

0:36:18.420 --> 0:36:48.720

Participant

That's excellent. That's great. It's I know that it's really difficult to retrofit when something goes wrong. One of my beefs, I come into Parramatta quite a lot and I've got a mobility disability. So I sometimes use mobility scooter and I always use walking stick now and that merrison building restaurants underneath. It's really hard to access. You have to go through a bar with a mobility scooter or a pram because.

0:36:48.820 --> 0:36:52.740

Participant

You can't get up the stairs. The lift from the car park wherever.

0:40:7.880 --> 0:40:31.320

Partcipant

Individual training, particularly to people who have no understanding about disability, they just haven't had the opportunity to have lived experience and people that you do talk to it just find it really hard to understand why it would be difficult. So I think it's one of the challenges is to get that information to trickle down. This will everybody.

## 5. APPENDIX

#### 5.1. Full submissions received by email

#### Email 1. Received 24/06/2022

Hi,

I wanted to check if the council has any plans to improve access from the end of Sorrell Street to Parramatta River foreshore. At the moment the path down to the foreshore from the end of Sorrell Street is very very steep. There are many apartments on this road and thus too many people residing on this stretch on Sorrell street. Many of these people might find it difficult to get down with a pram or a wheelchair.

Other than this path, there is nothing in close proximity that serves as an alternative.

I myself use this path at times. Pushing a pram up or down is very risky. With better access, more people can enjoy a stroll to the beautiful foreshore.

[Name & Phone number supplied]

#### Email 2. Received 01/06/2021

Hi Council,

Name is XXX,

Used to work with people with special needs for many years

One suggestion is

Ramps everywhere. Many places people cannot get into including Docs and chemists. Not just wheelchairs, but vision, older people, ladies with strollers etc Should be standard building procedure

More jobs for people with special needs.

Last night WW are training school students for work. Excellent

More inclusion with everything

Thanks

[Name & Address supplied]

#### Email 3. Received 21/06/2022

Dear Parramatta Council,

Could the council please consider the attached PDF to be included in the Parramatta Disability Inclusion Action Plan?

Yours in Safety,

[Name & Email supplied]

#### FULL SCRIPT:

Disability Inclusion Action Plan - 2022-2026

Parramatta Council could consider small things that could be quickly and cheaply done to make

the everyday lives of disabled and older people easier to navigate our footpaths, public spaces

and public transport. These simple things need to be repeated the same every time a piece of infrastructure is installed, repaired or replaced.

Cities like Oslo in Norway have reduced their pedestrian fatalities to zero and made navigating the

city for their disabled population safer and more accessible by following similar things below: Footpaths:

- Footpaths need to be clear of objects like stems and poles to allow easy access.
- Wherever possible, reduce signs, move remaining signs onto existing infrastructure or buildings

and place them away from the road if the footpath is next to the kerb.

- Working with other councils to design a pamphlet to show footpath envelope clearances that

can be mailed to households with overgrown vegetation blocking footpaths.

- Identify noxious weeds like Privet, Africa Olive, Camphor laurel and Lantana that are creating

trip hazards and overgrowing footpaths, and remove them by poisoning around the sap line of

the stump.

Footpath Ramps:

- Wherever possible, install ramps wider than the minimum 1.2m width so that disabled pedestrians do not feel that they have to wait for a non-disabled pedestrian to use the ramp. The 1.2m minimum is required if an object like a building is close to a road and does not allow

wider ramp to be built.

- The ramp should be 3.6m wide at traffic signals as per TfNSW's R0300-11 kerb ramp standards.
- The wing of the ramp at traffic signals should start at the pedestrian push button to allow the

visually impaired and people in wheelchairs or elderly using walking frames easy access to

button and not need to step off the kerb but use the ramp without needing to readjust their position.

- At all zebra pedestrian crossings, the ramp should be 3.6m wide as per TfNSW's R0300-11.
- At raised zebra pedestrian crossings, the footpath should be level with the raised crossing with

a grill or drain installed over the gutter so visually impaired pedestrians do not walk in the water.

Bus Stops:

- When upgrading bus stops, ensure the kerb height is 210-230mm (8-9 inches) to allow elderly

and less abled passengers easier access. Under the Australian Disability Standards, the minimum height of an existing kerb before it must be jackhammered up and replaced with a higher kerb is 150mm (6 inches). Other councils around Australia and the world are jackhammering up all kerbs at bus stops with a height of 150mm and replacing them with higher kerbs to make buses more accessible for less abled people.

- The bus stop 2118104 Jenkins Rd before James St Carlingford recently replaced the curb, creating a trip hazard for disabled passengers getting off the bus due to the kerb being reduced

to less than 150mm from the original 210mm.

- A large level pad around the bus stop flag should be installed to allow people in wheelchairs to

board that bus and read the timetable safely.

- Bus stops should be moved to safer locations like after intersections to allow buses to pull into

the stop close to the kerb to enable elderly and disabled passengers to exit the rear door safely.

- Wherever possible, as many objects should be removed from the bus zone area to allow buses

to swing into the stop to enable elderly and disabled passengers to board safely.

- Brand new bus shelters should not have stairs between the shelter and the bus.
- Bus stop seats should be back on the boundary facing the road so that elderly and less able passengers can see the approaching bus and children cannot lean against them close to the road.
- The seat should face the road and be back away from the road, preferably on the property boundary, so that passengers can see the bus coming and be able to see and signal the bus. Pedestrian Crossings:
- Pedestrian crossings must have a clear line of sight so that pedestrians and drivers can see each other.
- All trees and shrubs around crossings should be removed or be extremely low so that drivers can see visually impaired pedestrians, including children, in time to stop safely.
- Signage at pedestrian crossings should be simplified as per Australian Standards with only two

R3-1 signs in both directions and, if at a raised crossing, a single 25km/h sign under the left R3-1 sign. The nearest edge of all signs placed next to the road should be more than 600mm away from the vertical edge of the kerb, so not to be damaged by trucks.

- If zig-zag marking or advanced signage is required, the pedestrian crossing location should be

reviewed as zig-zag markings must not be installed at new crossings.

- Many brand new crossings around the Parramatta council do not meet the minimum Australian

Standards by having wrong signage instead of two R3-1 signs in each direction. In Oslo, all pedestrian crossings have only two crossing signs in each direction with a clear line of sight so

drivers can see visually impaired pedestrians crossing the road.

Traffic Signals:

- Ask TfNSW to, wherever possible, program pedestrian crossings to be 'Green for Walk' so pedestrians do not need to press the button. Due to Covid-19 and people being distracted, many pedestrians no longer push the button when they arrive at a crossing, meaning that all other pedestrians, including less-able people, cannot cross.
- Green for walk is different to 'Auto Introduction', whereas if nobody presses a button and no vehicles are on any other loops, the lights do not continually change. This in no way will slow down vehicles but will improve vehicle flow.
- Ask TfNSW to install Pedestrian Countdown Timers at crossings without vehicle conflict to allow pedestrians, especially disabled people, to know how long before the vehicles start to come through the crossing. Currently, disabled and elderly pedestrians that take a little longer

to cross the road get anxious nearing the other side even though plenty of time still exists to finish crossing. Outside Westfields Parramatta between the train station was supposed to have

a PCT installed many years ago but still has not.

- Program traffic signals to rest on a pedestrian green man in high pedestrian areas, prioritising

people walking.

TGSI:

Ramps:

- TGSI's should be only installed by certified installers who know what they are doing. Many installations direct the visually impaired pedestrian into the middle of the road instead of safely

to the ramp on the other side of the road.

- At ramps with the correct wings and angles as per TfNSW R0300-11, TGSI should not be installed unless other issues exist.
- At ramps that do not meet these standards, TGSI's should be installed 300mm away from the

edge of the road perpendicular to the direction of travel.

- Install TGSI pavers instead of drilling into pavers/concrete and glueing TGSI buttons to the ground so that they do not perish in the sunlight or dislodge, lasting longer.
- Brand new TGSI has recently been removed and re-installed at the intersection of Carlingford

Rd and Ray Rd Epping and placed in the middle of the footpath directing visually impaired pedestrians into the middle of the intersection. The new ramps meet the disability standards, so

the TGSI's are unnecessary, and the original location of the TGSI was correct. The location of the tiles in the middle of the footpath indicates to a pedestrian using a cane that a hazard exists

on the footpath.

Navigating Busy Areas

- When new footpaths are installed in high pedestrian areas, consider installing guidance TGSI

tiles in the middle of the footpath so that visually impaired pedestrians using a cane do not need to try and navigate around outdoor seating for restaurants and other objects.

Parking / Drop off

- Consider looking at changing sections of 'No Stopping' zones to 'No Parking' zones where it is

safe to do so after intersections or other areas where all passengers, including disabled people,

are likely to need to get out of a vehicle. Many disabled people use rideshare, and disabled spots are rare and occupied. Having a 'No Parking' area for one or two vehicles after intersections would allow drivers to legally stop and set down or pick up people who cannot walk far.

- Convert Taxi Zones (as many as possible) into 'No Parking Taxis Excepted' so these mostly underutilised spots can be used to quickly drop off less abled people close to their destination.

#### Email 4. Received 10/06/2022

Thank you for the opportunity to provide feedback on the DIAP.

l live, work and recreate in the city of Parramatta. Due to having a mobility disability I appreciate the development and implementation of strategies to address inclusion for people who have different abilities.

There are many barriers that affect my life and Council's team who have developed the updated DIAP and implemented the original DIAP have worked so hard and been doing an amazing job.

The range of the consultation processes are of high standard and I found giving feedback easy and appreciate.

Education and promotion to council staff, residents and businesses is essential for understanding that addressing inclusion for people with disabilities makes life better for everyone. People such as pushing trollies delivering large items, travellers with suit cases walking to the rail station, prams and shopping trolleys and people who have sensory and mobility issues.

Well done to all involved in the DIAP. The future of CoP is going to be of high standard and be a place that other cities will want to replicate due to the DIAP. A place people will talk about and want to visit, work and live in.

Best regards

[Name and email supplied]