

Wheelers Lane Rehabilitation Stage 1

November 2023

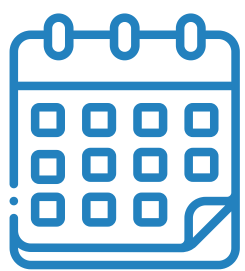
Community Engagement Summary

Council undertook a major road project in the rehabilitation of Wheelers Lane between Birch Avenue and the railway line. The works commenced in May 2023 and were completed in early August, ahead of schedule.

Inform to educate was the intent of this engagement activity. Due to the identified risks relating to the community scale and impact our Your Say platform was developed to address questions, and impacts and build understanding on the works scheduled for Wheelers Lane in an effort to address and reduce pain points within our community.

A summary of the engagement activities is highlighted below.

How we reached you



76 Days of engagement

- 18 May - 1 August 2023



630 Visits to Your Say page

- 13 followers
- 9 feedback and quick poll contributions
- 5 Email campaigns sent to notify project updates



Media & Advertising

- Public Notice to announce the commencement of works
- 3 media releases and a full media package with video developed
- 4 print advertisement in Dubbo Photo News and Daily Liberal
- Radio Adverts placed across 3 stations between 22 May to 11 June 2023



Digital engagement

- **40,924** social media impressions (the number of times a post appears)
- **2,544** social media engagements (the number of times a post was interacted with - which can be likes, shares, comments etc.)



Stakeholder Engagement

- Directly impacted residents were contacted by door knock and courtesy notices
- Schools were notified and provided with information for families, staff and visitors
- Directly impacted businesses were contacted and staff were made available to discuss and understand concerns.

Outcomes and next steps

Stage 1 of Wheelers Lane has reached its conclusion, and this Your Say page is now transitioning to a closed status.

Followers and participants of this page will receive notifications about the completion of Stage 1. Additionally, we will send out an email with details regarding the commencement of Stage 2.

We thank you for your interest in this activity.