

Chapman Road Tactical Activation Pilot

Working Party Term of Reference (TOR)

PILOT BACKGROUND

In June 2017, Council adopted the Geraldton City Centre Revitalisation Plan (GCCRV). Revitalisation is a common term used to describe a collective city renewal movement, where cities can re-imagine themselves in order to survive changing global circumstances. Cities, including Geraldton, are re-inventing themselves in an era of change to become more dynamic, resilient and sustainable and in the process are revisiting their roots and their core purpose; being a place for people.

The GCCRV identifies the opportunity how the existing section of Chapman Road between Cathedral Avenue and Durlacher Street could be reconfigured to activate the street by attracting more foot and bike traffic into the area.

The City has secured RAC grant funding to pilot an innovative Tactical Urbanism Pilot in which local stakeholders collaborate to develop an action plan, informed via broader community engagement, to turn Chapman Road into a place for people, not just cars (e.g. tree planters, parklets, art and minor street works to narrow the road to accommodate widened footpaths, provide bike lanes and improved crossing opportunities) along Chapman Road to create a safer, more pedestrian-friendly streetscape adding vibrancy to the area.

Pilot objectives:

- Reduce traffic speeds
- Improve cyclists and pedestrians safely for vulnerable and enhance movement networks
- Increase streetscape amenity and outdoor dining options
- Create a more shaded, comfortable pedestrian environment
- Attract visitation by local communities and tourists

Design Jam, a consultant located in Melbourne, has been contracted to undertake the community and stakeholder engagement and deliver the final design report.

Following the engagement, the design will be implemented in a 12 month pilot that will test the series of low-cost improvements identified and developed via the engagement process.

Recent engagement with the community regarding future services further supports the pilot.

This is a new approach by the City. We are trying something different in the hope to increase innovation in the area.

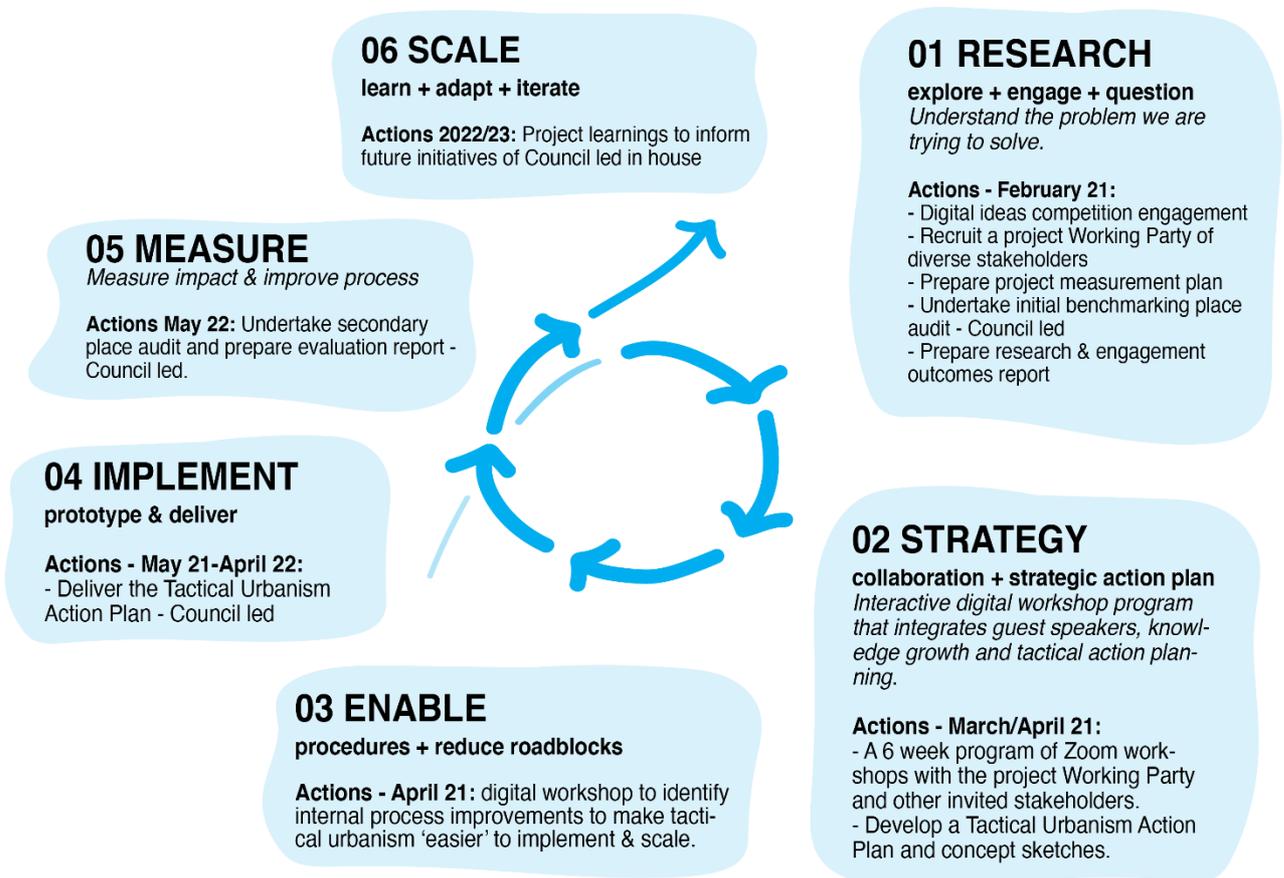
PILOT STAGES

The pilot includes 6 key stages:

1. Research
2. Strategy
3. Enable
4. Implement
5. Measure
6. Scale

ROADMAP DIAGRAM

Tactical projects are collaborative in nature, designed to test and trial new approaches to find solutions to local problems. Outcomes are measured, learnings identified and the approach adapted so it may be rolled out in other locations - hence it is represented as a cycle and not a linear timeline.



WORKING PARTY OVERVIEW

A collaborative process is proposed that includes establishment of a Working Party that includes a diverse group of representative stakeholders, who participate in an iterative co-design process delivered over 6 weeks (additional meetings may be held if required).

Purpose of the group:

- Participate in weekly Zoom workshops – held in a breakfast time slot
- Collaboratively develop a Tactical Urbanism Action Plan that will be implemented by Council over a 12 month pilot period
- Act as a conduit to local networks in sharing project information

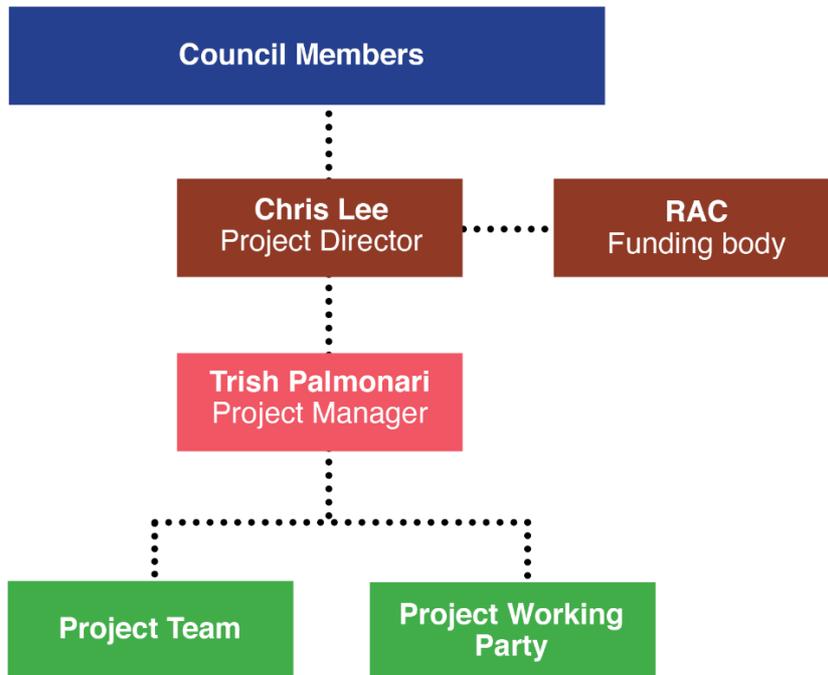
The working party is not a formal committee of council. It is an informal group that will participate in a fun collaborative process together.

Desirable member attributes:

- Thinkers and ideas people

- Business owners who want to improve their street front
- Do-ers, volunteers and people who love taking action
- People who may be interested in contributing to the implementation of the Tactical Urbanism Action Plan

The Working Party reports to the Project Team through the Project Manager as articulated in the project hierarchy below.



GROUP STRUCTURE

Group size: 15 people

Representative mix:

- 4 - Local business/property owners
- 3 - Local community groups/members
- 1 – Geraldton Art Gallery representative
- 1 - Youth representative, 16-24yrs
- 4 - Council staff representation traffic, tourism, economic development & events
- 1 - Main Roads
- 1 - Other interested parties
- Reasonably balanced representation from genders
- Reasonably balanced representation of age groups

MEETING DATES

Working Party meetings are planned within a breakfast timeslot for business owners' convenience. Meetings will run from 7.15-8.45am AWST on Thursday mornings across from 4 March – 15 April 2021.

Proposed dates:

- 4 March – Member welcome, project overview & introduction to Tactical Urbanism, guest speaker Valli Morphett, Design Jam
- 11 March – Innovative traffic approaches to create streets as place for people. Guest speaker Steve Burgess from Complete Streets
- 18 March – New models of activation & governance. Guest speaker David Snyder from Town Teams.
- 25 March – Collaborative action planning session 1.
- 1 April – Collaborative action planning session 2.
- 15 April – Provide feedback on Draft Action Plan

RECRUITMENT

An EOI will be undertaken, promoted via social media, inviting individuals to complete a simple online survey to nominate themselves to join the Working Party. EOI will be open from 5-19 February. The Project Team will evaluate nominees and inform applicants of outcomes by 26 Feb.

ADMINISTRATION

- Agendas and Zoom invites will be distributed 3 days before each meeting.
- Session recordings will be available for 7 days after each session.
- High level notes will be prepared, not detailed minutes.
- The process is iterative, with each workshop building on the previous session. For continuity purposes no proxies are supported should members be unable to attend a meeting.

