

**Communications Report**  
**Anthony's Bridge replacement**

December 2014

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## Introduction

Anthony's Bridge on Mistral Road at Dunbible is listed as the top priority on the bridge replacement program. It has been listed for replacement as Item CP2.4.3.53 of Council's Delivery Program 2013/2017 and total funding of \$1,552,000 has been proposed for the project.

Concrete bridges are designed to last a minimum of 100 years and are therefore positioned to suit a long-term optimal road alignment. The optimal road alignment requires that the new bridge is positioned in the same location as the old bridge. Therefore, the old bridge will be demolished before the new bridge is commenced.

In these circumstances, Council has two options for managing vehicular access until the replacement bridge is complete:

- Construct a side track and temporary bridge to keep the road open during construction; or
- Close Mistral Road at the Stokers Road intersection and redirect traffic to an alternative route.

Council's preferred option is to temporarily close the road as this will result in less damage to public roads, less environmental damage, less wet weather risk and less cost to the community.

At its meeting of Thursday 15 May 2014, Council resolved to 'indicate(s) its intention to temporarily close Mistral Road at the Stokers Road intersection during the replacement of Anthony's Bridge and seek community feedback on the effects of the temporary closure'.

To ensure the Tweed community was given an opportunity to have a say on the proposal, a detailed communications plan was prepared in line with Council's Community Engagement Strategy.

The matter was placed on public exhibition from Tuesday 14 October until Tuesday 24 November 2014.

This report provides details of the various communications tools and methods that were used, and an evaluation of the overall effectiveness of the communications plan in achieving the stated objective.

## Communications objective

The communication objective, as articulated in the communications plan was:

*To **seek feedback** from the community about any **anticipated impacts** likely to result from the closure of part of Mistral Road during the construction of a replacement for Anthony's Bridge between South Murwillumbah and Dallis Park.*

## Level of engagement and target audiences

In accordance with Council's Community Engagement Strategy, the level of engagement identified for this project was 'Consult', so our promise to the community was:

*We will listen to you, consider your ideas and concerns, and keep you informed.*

The following primary stakeholders / target audiences were identified:

- Tweed Shire residents
- Tweed Shire ratepayers
- Business/industry
- Councillors
- Council staff
- Media

## Budget

A budget of \$600 was allocated for communications activities.

The total expenditure on these items was \$765.80, with the excess cost due to: the requirement for a larger advertisement size than was estimated; the production of an additional large-scale alternative route map for use at the information booth; and the roadside signage being slightly more expensive than anticipated.

A detailed budget is included as *Attachment 1*.

## Internal communications

This section outlines the activity undertaken to communicate with internal Council stakeholders about the project.

The importance of internal communications is two-fold. Firstly, Council employees need to be informed about the programs being delivered by the organisation, both for their personal awareness and to ensure they are able to appropriately direct any questions or comments from the community. Secondly, with more than 600 employees, Council's staff represents a large and diverse audience base, capable of disseminating key messages to broader networks in the community.

## Corporate Knowledge Base

Council's custom-built Corporate Knowledge Base (CKB) is the organisation's multi-purpose corporate business system, comprising 600 pages of content-managed information including both public content that feeds through to Council's websites and supporting notes and information for staff reference.

### **Activity summary**

Prior to the commencement of the exhibition period, a new page was created on the CKB for this project. The page content included basic project information and staff notes directing customer service enquiries to the relevant project officer.

### **Cost**

Nil

### **Outcome**

Providing timely details about the project on the CKB ensured any Council staff member with computer access was able to be informed about the project and was appropriately equipped to deliver high quality customer service to community members with enquiries or comments.

## **External communications**

A range of communications tools were used to communicate with the Tweed community about the project.

### **Tweed Shire Council website**

With more than 30,000 hits per month, the corporate website [www.tweed.nsw.gov.au](http://www.tweed.nsw.gov.au) is an important medium for Council when communicating with the community.

### **Activity summary**

A new page was created on the Council website at [www.tweed.nsw.gov.au/anthonysbridgereplacement](http://www.tweed.nsw.gov.au/anthonysbridgereplacement) under the Current Projects section.

This page included basic information about the project and included a link to the Your Say Tweed page (see relevant section below).

### **Cost**

Nil

### **Outcome**

During the consultation period (Tuesday 14 October - Tuesday 25 November 2014), the newly created project page received 33 page views (30 unique page views).

The average time users spent on the page was 1 minute, 42 seconds.

Sources of this traffic were:

- 21 (63.64%) organic search
- 7 (21.21%) referral
- 5 (15.15%) direct

Most visitors to the page (28 users, 84.85%) accessed the page via a desktop computer, while others used a tablet (4 users, 12.12%) or a smartphone (1 user, 3.03%).

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## Contact Centre

Council's Contact Centre handles the majority of customer service interactions over the phone, in person, by email and online. Based across two office locations at Murwillumbah and Tweed Heads, the Contact Centre team receives an average of 8000 calls and 5000 walk-in enquiries each month and aims to handle the majority of these at the first point of contact.

### Activity summary

On Tuesday 7 October, a week prior to the commencement of the public exhibition period, the project officer met with the Contact Centre team to provide a project briefing, including background information and directions for staff receiving calls in relation to the project.

For the duration of the project, the Contact Centre staff played a key role in fielding customer enquiries relating to the project and directing these to the project officer.

### Cost

Nil

### Outcome

Records kept by the Contact Centre staff showed a substantial number of calls were received in relation to this project during the consultation period.

## Tweed Link

Tweed Link is a gazetted weekly newspaper, produced in-house at Tweed Shire Council and distributed to 40,100 households across the Tweed. According to an independent survey conducted in May 2010, it has a readership rate of 79 per cent. Tweed Link is the only newspaper to cover the entire geographic footprint of the Tweed Shire.

### Activity summary

The following table outlines the relevant editorial and advertising content published in the Tweed Link:

Issue run date	Content type	Details	Cost
Tuesday 14 October 2014	Advertisement	15x3	\$415.80
Tuesday 21 October 2014	Editorial	Building bridges	N/A

Copies of the published Tweed Link content are provided in *Attachment 2*.

### Cost

\$415.80



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## Outcome

Based on a readership of 79 per cent across 40,100 households, the advertisement and editorial content mentioned above would have resulted in approximately 63,385 impressions relating to the project.

As the Tweed Link is distributed to all households in the local government area, all residents had the opportunity to be informed about the proposal and to have their say.

## Direct mail

Direct mail is an effective way to provide information and printed materials directly to a defined stakeholder group, by delivering it to their home or postal addresses. Council uses its existing databases and/or GIS systems to generate mailing lists that target those members of the community most likely to be affected by a given project or initiative.

## Activity summary

On Monday 13 October, the day before the consultation period commenced, Council officers sent a letter to 242 residents and ratepayers in Byangum, Dallis Park, Dunbible, South Murwillumbah and Stokers Siding.

On the same day, a letter was also sent to 24 businesses and organisations, including Destination Tweed, Murwillumbah Business Chamber, Stokers Siding School, emergency services, local transport companies, local businesses and community organisations.

Both letters advised recipients about the proposed replacement of Anthonys Bridge, provided a comparative cost analysis of the two options being considered for managing vehicular access until the replacement bridge is complete, and invited feedback on the preferred option. The letter also invited interested members of the community to attend a pop up information stall in Dallis Park on Wednesday 29 October 2014 to discuss the matter further with Council officers.

Copies of both letters are included as *Attachment 3*.

## Cost

\$186.20<sup>1</sup> (approximately)

## Outcome

Using direct mail ensured all households and known organisations in the immediate vicinity of Anthonys Bridge were directly informed about the proposal and given the opportunity to learn more and have their say.

This correspondence was referenced in several of the submissions received and also by attendees at the pop up information session, which shows it was effective in reaching its target audience.

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<sup>1</sup> Note: Postage of Council correspondence is not included in the communications budget

## Printed and digital communication materials

Printed and digital communication materials such as posters, flyers, brochures etc are a simple, attractive and cost-effective way of communicating additional detail about Council initiatives.

### Activity summary

The following printed and digital communications materials were prepared to support project communications:

- **Alternative route map A** - Showing the proposed Stokers Road detour and estimated additional travel times. Printed on corflute at 600x900mm and also made available digitally on Your Say Tweed.
- **Alternative route map B** - Showing the proposed Bakers Road detour and estimated additional travel times. Printed on corflute at 600x900mm and also made available digitally on Your Say Tweed.
- **Digital signage (QFlow)** - Inviting people to have their say and directing them to Your Say Tweed. Displayed on the digital (QFlow) screens in Council's customer service areas at Murwillumbah and Tweed Heads throughout the consultation period.
- **Feedback form** - Providing basic information about the proposal and including space for people to write comments or feedback for consideration by Council. A small number of these (20) were printed in-house for use by attendees at the pop-up information booth.
- **Poster** - Providing information on the proposal and inviting people to have their say. Printed in-house at A4 and put up in the window of the Stokers Siding General Store. Also made available digitally on Your Say Tweed.
- **Sign A (x2)** - Advising of the proposed replacement of Anthonys Bridge and inviting people to have their say. Erected either side of Anthonys Bridge, facing oncoming traffic and remained in place for the duration of the consultation period.
- **Sign B** - Inviting people to attend a pop-up information booth to be hosted in Dallis Park on Wednesday 29 October 2014 to discuss the matter further with Council officers. Erected on the road frontage of Dallis Park on Tuesday 28 October, the day before the information session.

Copies of these materials are included as *Attachment 4*.

### Cost

\$350

### Outcome

The digital signage, poster and roadside signs were important tools to inform people of the proposed replacement of Anthonys Bridge and the opportunity to have a say. In particular, the signs placed at the bridge and at Dallis Park ensured the messages would be received by any regular users of the road / bridge.

The alternative route maps were useful to help people visualise how the proposed road closure might affect them, personally.

Eleven of the 20 feedback forms printed for use at the pop-up information booth were returned either on the day or via post before the end of the consultation period, confirming their value as a convenient tool for people to use to have their say. Demand for these forms exceeded supply, and those who missed out were encouraged to provide their feedback in a written submission via post, email or Your Say Tweed.

## **Your Say Tweed**

Your Say Tweed is Tweed Shire Council's online hub for community engagement; a one-stop source of information about all of Council's engagement campaigns, including access to online forums, surveys, quick polls and videos.

Anyone can view content on Your Say Tweed, but only registered users can contribute feedback via the platform. Registration requires two-step verification of an active email address.

## **Activity summary**

A new project page was created at [www.yoursaytweed.com.au/anthonysbridge](http://www.yoursaytweed.com.au/anthonysbridge) and went live on Tuesday 14 October 2014.

Content on the page included:

- Background information about the project
- Key dates, including details of the pop-up information booth and the closing date for submissions
- Supporting documents and information, including:
  - A comparative analysis of the two proposed options
  - Frequently asked questions and answers
  - A poster advising details of the pop-up information booth
- An online submission form, which people could complete to have their say
- Details of how to make a submission by email or post, including a link to Council's email address
- Contact details for further information

*Note: The page remains live, however the online submission form has been removed and content has been updated to advise the consultation period has now concluded.*

## **Cost**

Nil.

## Outcome

Your Say Tweed uses the definitions 'aware', 'informed' and 'engaged' to describe the level of participants' activity on the site.

Aware	Informed	Engaged
<i>People who visited the 'Anthonys Bridge replacement' project page.</i>	<i>People who took an additional action (e.g. downloading a document or visiting other pages on the Your Say Tweed site).</i>	<i>People who actively contributed feedback (e.g. by using the online submission form).</i>
<b>107</b>	<b>70</b>	<b>7</b>

**Informed users** took the following additional actions while on the project page:

- 58 viewed the comparative analysis
- 35 visited the document library
  - 18 viewed the poster
  - 20 viewed *Map - Alternative Route A*
  - 19 viewed *Map - Alternative Route B*
- 22 visited the frequently asked questions

**Engaged users** actively contributed in the following ways:

- 7 completed the online submission form.

The online submission form required users to provide their full name, residential address, suburb and postcode. All respondents resided in the 2484 postcode, in the suburbs of Dunbible, Stokers Siding and Uki.

*Note: The above figures apply to the consultation period (Tuesday 14 October until Tuesday 25 November 2014).*

## Community conversation (pop-up information booth)

A community conversation is an opportunity for members for the community to attend a structured, two-way information session hosted by Council, usually about a specific project or topic.

### Activity summary

On Wednesday 29 October 2014, Council officers hosted a pop-up information stall in Dallis Park (along Bakers Road, just down from Anthonys Bridge) between 2 and 4.30pm.

This session was advertised in the Tweed Link and promoted via a poster displayed at the Stokers Siding General Store, roadside signage at Anthonys Bridge, online at Your Say Tweed and in direct mail correspondence distributed to local residents, businesses and community organisations.

## Cost

Nil

## Outcome

Approximately 60 people attended the information booth throughout the afternoon, with the majority of these (approximately 30 - 40) arriving at 2pm.

Council was represented by the project officer and a representative of Council's Communication and Customer Services Unit.

The session took an informal structure, with participants raising a variety of questions and concerns in relation to the proposal, which were addressed, as far as possible, by the project officers. Following this group discussion, some individuals took the opportunity to chat on-on-one with Council officers.

Participants were encouraged to submit their feedback in writing to Council as a formal submission.

## Summary of community feedback

During the consultation period, feedback was invited and received in a variety of forms.

A total of **63 submissions were received**, comprising:

- 34 emails
- 12 letters
- 9 feedback forms (7 completed at Council's information booth, 2 returned by post)
- 7 online forms completed at Your Say Tweed
- 1 petition, signed by 136 people

The general question asked of the community was, *'Do you support the temporary closure of Mistral Road at the Stokers Road intersection?'* during the replacement of Anthony's Bridge.

Of the submissions received<sup>2</sup>:

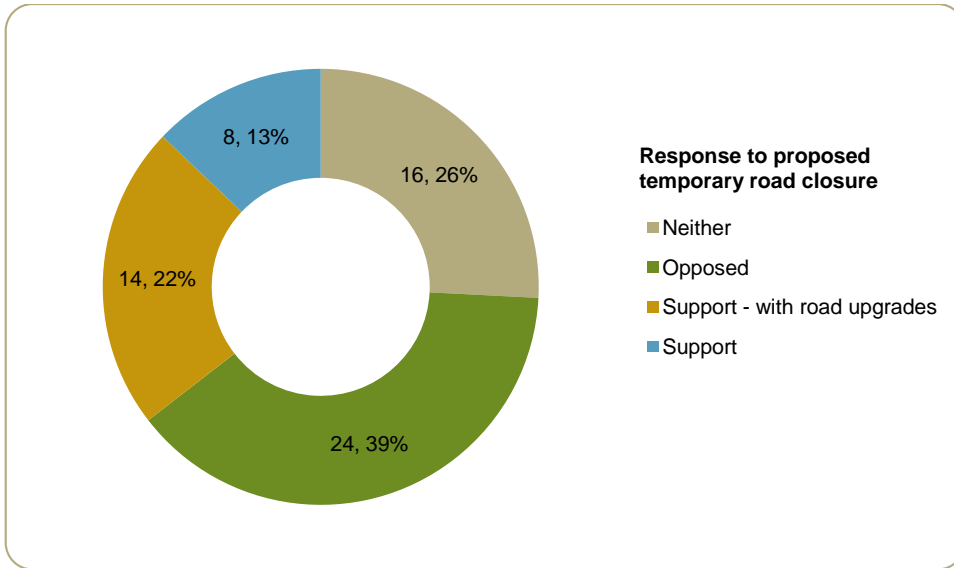
- **39% opposed** the temporary road closure;
- **22% supported** the temporary road closure, **only with upgrades** to the proposed access routes along Bakers Road and/or Stokers Road;
- **13% supported** the temporary road closure; and
- **26% did not give a definitive response** either way.

*Note: A further two feedback forms were received by post after the closing date for submissions. Copies of these have been included in the confidential attachment to the Council report, but their content has not been addressed in the analysis of this communications report.*

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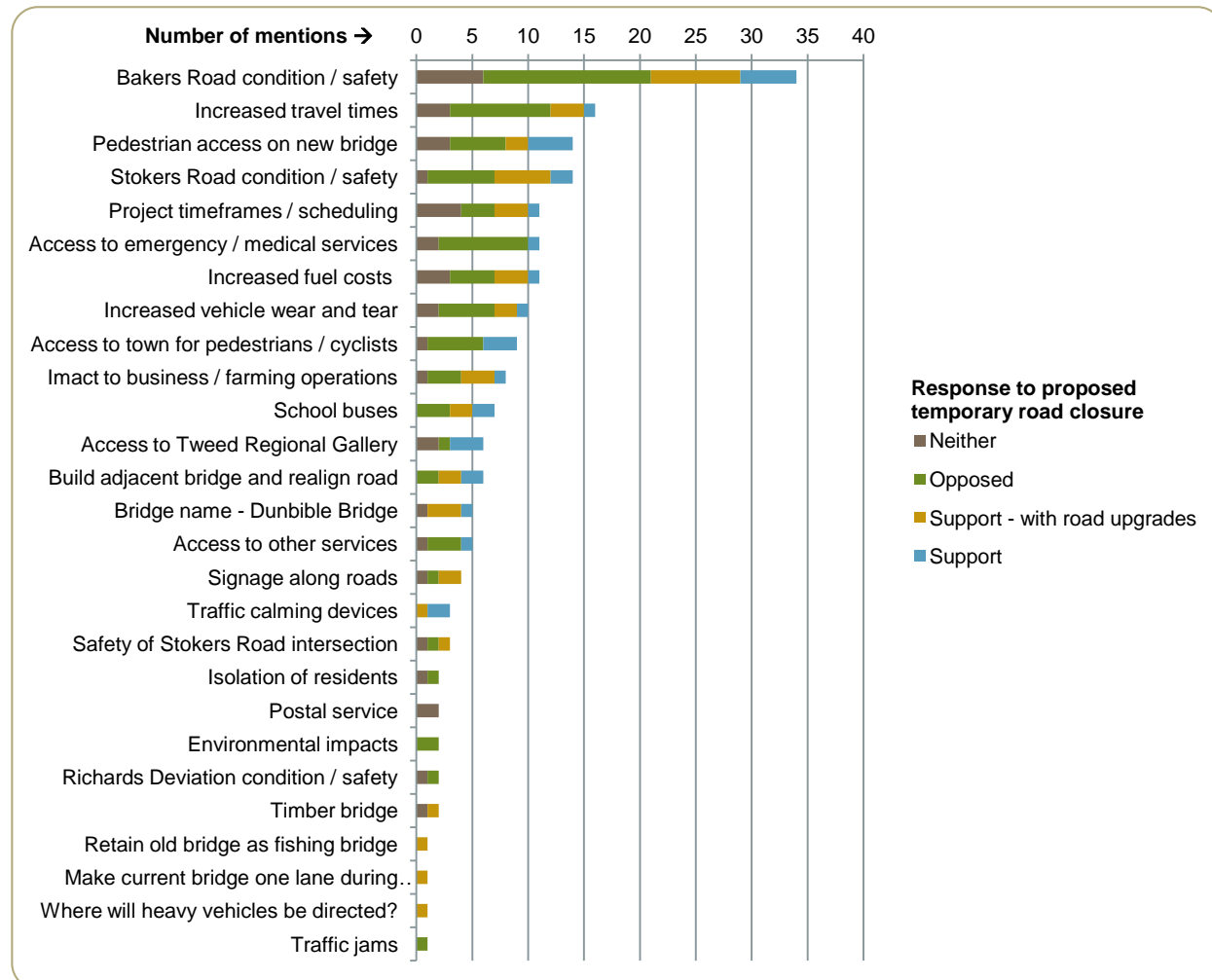
<sup>2</sup> These figures do not include reference to the petition.

**Figure 1: Community feedback - overall sentiment<sup>3</sup>**



An analysis of the feedback received highlights the following recurring themes and concerns:

**Figure 2: Community feedback - recurring themes and concerns<sup>4</sup>**



<sup>3</sup> These figures do not include reference to the petition.

<sup>4</sup> These figures do not include reference to the petition.

Some of the comments relating to these recurring themes are provided below. Please note, this list is not exhaustive.

- **Bakers Road condition / safety**

- *Quoted from your information 'although these are not optimal roads'. If you are aware that they are not optimal there needs to be another option that is more suitable.*
- *The alternative roads are not safe for any extra traffic. Surely Council has the expertise to know this, and is it worth not putting the temporary bridge in, and putting lives at risk. I am sure Council has a duty of care to protect motorists. If somebody is hurt or killed on these unsafe roads, who is going to be accountable -- the Council, or the people who work for the Council who made a poor decision.*
- *It makes no sense for Council to close off Mistral Road and force people to make more daily trips along Bakers Road without considering the safety of residents and the wider community.*
- *Both of these roads are in a bad state of repair and already dangerous. Higher usage will only cause more damage to the road surface and the possibility of accident or damage to vehicles will be greatly increased... It was explained that road maintenance was a different department and as such not part of the bridge replacement project parameters. It does however seem unreasonable to me that the Council cannot ask the relevant department for the road maintenance of their proposed alternative routes to be fast tracked. Repair to these roads needs to be done irrespective of the work on the bridge. Without a road upgrade a temporary bridge should be built.*
- *It is very disappointing to note that the Council paper fails to acknowledge the high risk for residents every time they are forced to take the detour via Byangum Bridge. The road is too narrow in sections to easily allow two cars to pass; it would be miraculous if no accidents occurred during a temporary closure.*
- *...no funding for what we consider to be essential road repairs on Bakers Road, especially at the Byangum Bridge end. That road is demonstrably too narrow to carry the volume of traffic required if Dunbible Bridge access is removed. Large vehicles cannot safely share the road with smaller vehicles, and a Police report has been put to Council earlier this year.*
- *Bakers Road is already an embarrassment to TSC and the extra traffic on it for 5+ months will totally destroy it... I would hate to meet the detouring school bus whilst negotiating it. Bakers Road is not a viable option and Stokers Road is no better.*
- *TSC has not repaired that section for a long while and is quite hazardous particularly for cyclists and motorcyclists especially when cars have to navigate around the pot holes.*
- *I'm not so sure that the option of going over Bakers Road to Byangum Bridge would be satisfactory alternative route considering the road surface and width of the road. Is it adequate for the increase in traffic and the vehicles that will be using it on a daily basis?*
- *Having lived in Dallis Park for the last 26 years, I have driven along the road to and from Byangum Bridge many times (though as little as possible) and frequently need to take radical evasive action to avoid on-coming vehicles, especially those that are obviously non-local who are unfamiliar with this road and driving on narrow, winding*

country roads. Encountering an oncoming truck or bus is simply traumatic and passing is dangerous. Potentially expose TSC to compensation for vehicle damage, injury or death...The re-direction of heavy vehicle traffic onto Bakers Road is extremely dangerous.

- As you would be well aware, the condition of Bakers Road, particularly the last 1½ kms to Kyogle Road is atrocious, and indeed dangerous, particularly to cyclists. If that is to become the main route to town, we suggest urgent remedial work to that section of Bakers Road before access over the bridge is unavailable.
- I would support option 2 - closure of Mistral Road - ONLY if road works were carried out on Baker's Road first. Having travelled this road for the last 21 yrs, there has been deterioration in the road surface, especially the @ 500 mtrs at the Byangum end of Baker's Road, making it a safety issue for current traffic and any increased traffic with option 2...If this road cannot be improved, then the only option is to build a side track and temporary bridge to keep Mistral Road open.
- At this present time the road is patch on patch with the drain side of the road falling away. It is with caution two vehicles can pass as I regularly have to stop to let oncoming vehicles pass safely. With the increase of traffic flow during the construction period including school buses and milk tankers the road is not in a condition to sustain such an increase.
- The surface on Bakers Road is continually breaking up and being patched. The 200 metres or so up from Byangum end is disgusting and destroys vehicle tyres and suspensions. The cost of damage that the increased traffic flow will cause during bridge construction should be considered in any comparison. The risk/cost of hitting one of the hundreds of trees right on the edge of the road should not be dismissed. The cost to human life should be respected!
- The western end of Bakers Road leaves much to be desired. It requires repair in its own right, and unless this is done prior, the extra traffic of option 2 will degrade it further from its currently borderline safety level.
- The state of the other two roads area a danger to people and kids.
- I don't support a closure unless Bakers Road is safer.
- The section of Baker's Road from Dallis Park to Byangum Bridge is in no state to cater for existing traffic, let alone the extra traffic that would occur if the bridge was closed.
- These two sections of road are unsafe and school children must travel over the Dunbible Stokers Road every day for school.
- **Increased travel times**
  - We are a family of five with three teenage children. We have a very busy lifestyle like most families with teenagers. We use this bridge to transport to work, school, any afternoon activities and to take our teenagers to their jobs... the extra time required is really going to have a significant impact on our lives.
  - The extra distance we will have to drive via Bakers Road is 10 km taking 20 mins. The extra distance we will have to drive via Stokers Siding is 18 km taking 25 mins.
  - We are of a different opinion to whoever has suggested that it will add another seven minutes going via Bakers Road and another thirteen minutes through Stokers Siding. I have travelled both these roads several times this year and I can guarantee you I have never done either of those routes in anything close to that.



- *The extra time taken to travel on the preferred option also affects the family as we will have to allow for the extra time that it takes to get town to drop our children off at school and their sporting commitments.*
- *Additional half hour on the trip to go around.*
- *To take the alternative route back along Bakers Road, which is a road in unacceptable condition, would add another 15 - 20 minutes to my trip each way as I travel in peak hour.*
- *It will add 20 minutes each way.*
- *Four cars from our family go to town every day. They will have to go the long way around.*
- *If using Stokers Road to get to Murwillumbah CBD, it will take about 15-20 minutes longer.*
- **Pedestrian access on new bridge<sup>5</sup>**
  - *I just hope the footpath on the bridge will be put on the top of the list so Geoff (a paraplegic), the school children and all the rest of us can safely cross the new bridge as having such a new bridge will certainly speed up the reckless ones.*
  - *Will the bridge include a pedestrian footpath & something for the increasing number of cyclists? ...Even now at least one resident uses the bridge regularly to get to the CBD in his wheel chair. The Tweed Art Gallery is also a town bus stop. Dunbible / Dallis Park residents should be able to access it safely by walking.*
  - *Our community believes Council has a clear responsibility to provide a safe dedicated pedestrian crossing. We contend Dunbible Bridge is a suburban bridge connecting the two populations of Dallis Park and South Murwillumbah and must, therefore, provide a safe footpath. To not do so would be shortsighted and would significantly increase the risk of pedestrian injury with all the ensuing trauma and possible litigation.*
  - *We applaud the people today who suggested that the new bridge should include a footpath. This would be a very sensible addition to the design and would ensure those who wish to walk to the Art Gallery to catch the bus can continue to do so in safety. Children also walk or ride their bikes to sporting fixture, and teenagers need to have safe access to their part time jobs.*
  - *A suggested \$50,000 seems a small long term investment for the future to link Dallis Park/Dunbible with the rest of the Murwillumbah community... Please reconsider the wishes of the people and the future benefits for the wider community and ratepayers including the disabled forced to use a wheel chair. Stop the isolation at Dallis Park! remember, Tweed Shire Council did the first subdivision at Dallis Park! Where are the footpaths!*
- **Stokers Road condition / safety**
  - See comments under 'Bakers Road condition / safety'
- **Project timeframes / scheduling**
  - *I disagree that 17 weeks is a 'relatively short time' for closure of Mistral Road. Given the disruption it will cause, the estimated 4-5 months is a significantly long time for me.*

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<sup>5</sup> Note: A petition signed by 136 people and requesting inclusion of pedestrian access on the new bridge was also received by Council and is also addressed in this report.

- *It is quite obvious that people are concerned about disruption to traffic and every effort should be put into building the new bridge as quickly as possible. If speed is of the essence it seems obvious that not constructing a temporary bridge would allow more time to be spent on building the main bridge.*
- *Do not schedule work around big holiday periods or traditionally rainy times of the year. Please organise the work to optimise the use of tools and labour so that work proceeds quickly.*
- *I can see no indication of the estimated duration this upgrade would take? This is clearly an important factor for residents having to take a long detour if that option is chosen.*
- *When do you propose to start work? How long would the project take? 6 weeks ,3 mths, 6mths or even longer? When the bridge was last closed in 1993 for 6 weeks it created a great deal of inconvenience and cost to us locals , so it's important we have all the facts.*
- *In the letter that I received it didn't state how long the project will take. If the work will be completed in a few months, then I personally will be happy to take a detour for that time, as it does save a lot of time and money for the council.*
- *What is the estimated period for the bridge construction project? Will Council indicate the planned commencement date?*
- **Access to emergency / medical services**
  - *I have an ABI and am a disability pensioner and due to my disability is I have seizures, (4 in the last 18 months) the extra time for an ambulance to reach me and get me to hospital is far too dangerous.*
  - *I have numerous medical conditions, one in particular is life-threatening. Time can mean life or death.*
  - *We also have health concerns and the worry of the extra time to get to care or to have it get to us is a major worry.*
  - *I am currently involved in working at the Murwillumbah District hospital as a Visiting Medical Officer, and am on two emergency rosters covering in and out of hours services to inpatients. Having to travel the extra distance via Bakers Road and Bray Park adds significantly to my response time*
  - *My husband has serious, life-threatening conditions, we need quick access to the hospital so we need a temporary bridge, the other routes to Murwillumbah are TOO FAR.*
  - *My mother, who lives with us, has a heart problem, along with others that live in Bakers Road (forty minutes longer for an ambulance).*
  - *I am concerned about my partner who suffers seizures and has in the past required the services of an ambulance. The extra time taken for an ambulance taking an alternative route could have a detrimental outcome!*
  - *We have concerns that the number of disabled people living in Dallis Park and those single people will be at increased risk in that medical services will not be available in a timely manner.*
  - *It would take Emergency Services (ambulance, fire brigade etc) great deal more time to reach homes in our area. If they take 20 – 25 mins longer to reach us we could be dead from the heart attack or our house could be burnt to the ground!*

- **Increased fuel costs**

- *An extra 30 mins on each trip, each way, will pose a considerable extra cost in fuel and vehicular wear and tear. Multiply that by the number of vehicles involved and it may well prove more cost-effective for the community (we are all ratepayers) to put in the temporary bridge.*
- *I am concerned that the extra time and particularly the expense of the petrol will impact our family greatly. There are so many pressures financially on raising a family and we are concerned about this extra expense. I believe it would be a large sum due to the time required for the bridge to be constructed... The financial impact this will have on our family will be one that we will struggle to meet. Looking at both options our preference is only Option 1 due to extra time pressures we will be under and the considerable amount of our own funds that we will be paying out due to travel expenses. We do a yearly budget and this hasn't been considered and really don't have that sort of extra money each week for fuel.*
- *Your preferred option maybe more cost effective to the council but as a family with budgets it will be more costly to us in fuel as it is an extra 12km round trip which on average will add at an extra 100km a week on each car minimum which will result in a higher fuel bill in each car. On a weekly basis this may not seem much but over your predicted 17 week period it is a substantial amount of money.*
- *Does your cost to the community include those affected daily by the bridge construction/road closure? If not, it should to get a real balance of costs to the community.*
- *The preferred option by council could save the community the above mentioned amount but that is at all the residences expense that would normally use this bridge to commute each day. It is completely unreasonable to pass the expense onto us with so much more fuel consumption due the lengthy time expected this is going to take.*
- *Increased costs and wear and tear on the car.*
- *The increased petrol costs and wear and tear on our vehicles would be unacceptable.*

- **Increased vehicle wear and tear**

- See comments under 'Increased travel times'

- **Access to Murwillumbah for pedestrians / cyclists (during construction)**

- *I cycle into town 5 times a week, the detour via Bakers Road is very dangerous with tight corners, very narrow and disgracefully rough. It will add 20 minutes to my trip each way, it is far too rough to ride on without damage to my good road bike and I doubt whether TSC will pay for the repairs it will need. Detouring via Stokers is just as bad, but will add 45-50 minutes.*
- *My husband rides his push bike to work; he won't be able to withstand the extra distance.*
- *A handicapped guy drives his scooter to town daily. He can't do that via Bakers Road. I am a disabled pensioner and need quick access to town.*
- *As you would know, a number of Gallery volunteers live in Bakers Road. Further, many cyclists, including residents of Dunbible, use the bridge on a daily basis. If vehicular access is unavailable on Bakers Road, could footbridge access be provided across Dunbible Creek while the new bridge is being constructed?*

- *Children also walk or ride their bikes to sporting fixture, and teenagers need to have safe access to their part time jobs.*
- *As you would be well aware, the condition of Bakers Road, particularly the last 1½ kms to Kyogle Road is atrocious, and indeed dangerous, particularly to cyclists.*
- *Some also ride bicycles to work and school.*
- **Impact to business / farming operations**
  - *Australia Post service: I have concerns with the complete closures of Anthony's Bridge it will restrict the mail service to the residents in the Dallis Park area approximately 80 residences. As far as postal service is concerned the problem that the closure of the bridge presents is safety of staff, to travel the alternative route they have to travel along a road with 100KMH speed zone, this is not permitted for postal delivery officers on motorcycles they can only travel to a maximum speed of 80KMH. If Bakers Road can be kept open service can continue as normal but if it closes it presents problems. This leaves me in a situation where normal delivery will stop, the effected residents will have to either collect the mail from the delivery office in South Murwillumbah, South Murwillumbah LPO or the Murwillumbah Post shop. I need to know the council's intention so I can communicate with my customers in Dallis Park.*
  - *School bus service: We provide the school bus, servicing Stokers Siding and Dallis Park. We understand the importance of replacing the bridge, however the construction of the new bridge will have a major effect on our services. We will have to send the bus west along Bakers Road to Kyogle Road in the morning once between 8am and 8.30am. In the afternoon twice between 3.30pm and 4.30pm. As Bakers Road is narrow could temporary signage be put in place during the bridge construction, warning other motorists that a school bus will be on Bakers Road between these hours. As we will have to implement an interim timetable, we would appreciate at least 2 weeks' notice so we can contact all the families concerned.*
  - *Riding for the Disabled: We at Riding for the Disabled (RDA) respectfully request that Option 1 is selected during the replacement of Anthony's Bridge for the following reasons. RDA holds 3 sessions on Tuesday and Thursday and 2 sessions on a Saturday. On each Tuesday and Thursday, 18 riders attend with approximately 12 carers and about 20 volunteers. On a Saturday there are 12 riders, 8 carers and twelve volunteers. They all use Anthony's Bridge. Sending them on an extended detour may result in: confusion as to how to get here; delayed arrivals which will disrupt sessions; some of our lessons are schools which the extra time taken will disrupt class time; cancellation of riders for the period of the closure; delays to volunteers; extra petrol costs for volunteers; loss of volunteers for the period of closure. This could further result in loss of riders; loss of volunteers; loss of income to the centre. If there is bad weather and the road closure is extended this could affect us irreparably for some time. As this is our 25th Anniversary year it would be a shame to go backwards now.*
  - *We have 2.5 thousand tonnes of sugar cane to be harvested and hauled to the mill at the end of May and early June when the mill starts. The variety we grow on this farm are early maturity sugar so any delay in harvesting at this time can greatly affect our income - not only 2015 but 2016 so we don't want to get involved in any litigation over loss of income.*
  - *We grow passionfruit at Dunbible and Dungay, and have to drive a tractor between the 2 farms, and also have staff that travel from each farm through the day so it is going to be costly if we don't have access to a bridge.*

- *As a business owner in Murwillumbah we often make up to five trips to town each day...The extra costs to our business including fuel, wear and tear on vehicles and most of all a massive amount of extra travel time would be detrimental to our business.*
- *If Council close the road at Stokers intersection, it would result in my loss of employment; as we only have one car, my husband rides his push bike to work; he won't be able to withstand the extra distance.*
- *How will...heavy vehicles e.g. the daily milk truck, water trucks, cane trucks; and the construction vehicles for the new dwelling (half way down/up the hill) be directed.*
- **School buses**
  - *What about children's safety? School buses pick up and set down along Bakers Road, Dallis Park.*
  - *Will carers have to take their children down to the bridge to catch the school bus?*
  - *There is also a big issue with children attending school in our area. As it is unsafe for the present big bus to travel the Byangum way it would be essential for this issue to be strongly looked into.*
  - *With our granddaughter travelling on the school bus would Bakers Road be upgraded as a bus travelling that road, it would be very dangerous.*
  - *School children walk along the western end of Bakers Road to get from their bus to their homes and that their lives were at risk with the present state of the Bakers Road.*
  - *I believe the extra cost of the temporary bridge would be money well spent if it means the locals are safe during construction and the school buses don't have to spend more time negotiating narrow and dangerous alternative routes.*
- **Access to Tweed Regional Gallery**
  - *There are a number of residents of Bakers Road that volunteer at the Tweed Regional Art Gallery - a 1 km drive (2 minutes), the closure option will impact particularly on these people.*
  - *To my knowledge there are at least 5 gallery workers who live in Bakers Road and regularly volunteer. Currently a trip takes between 2 to 4 minutes, depending on the residence in Bakers Road. A trip via Byangum Bridge would take 18 minutes, enough to deter volunteers who sometimes change their daily plans to assist when the gallery is so crowded that it is difficult for the rostered staff to cope.*

Some residents questioned the name 'Anthonys Bridge', believing it to be correctly and historically called 'Dunbible Creek Bridge'.

In addition to the various feedback received in relation to the replacement of Anthonys Bridge, concerns were also raised in relation to:

- Road safety and speed limits along Bakers Road / Mistral Road; and
- The safety of the intersection at Bakers Road / Stokers Road.

As previously mentioned, a petition signed by 136 people was also submitted, requesting the inclusion of a footbridge in the design for the replacement of Anthonys Bridge. The wording of the petition is included for reference, as follows:

*The petition of residents impacted by the reconstruction of the bridge over Dunbible Creek on Bakers Road referred to in your signage as Anthony's Bridge.*

*Your petitioners draw your attention to:*

- 1. The number of people from Mistral Rd, Scott St, Macmillan St, Gloucester St and Rose Lane South Murwillumbah as well as Bakers Rd and adjoining roads that choose to walk along Mistral/Bakers Rd*
- 2. The increased vehicle speed that will result when the quality of the bridge is improved the resulting increase in danger to pedestrians and cyclists*
- 3. The petitioners request that the Tweed Shire Council ensure that when the bridge is replaced, a footbridge be included in the design.*

## **Conclusion**

At its meeting of Thursday 15 May 2014, Council resolved to 'seek community feedback on the effects of the temporary closure' of Mistral Road at the Stokers Road intersection during the replacement of Anthonys Bridge.

During the consultation period, the relatively small geographic community of the suburbs immediately surrounding Anthonys Bridge demonstrated significant interest in the proposal through a total of 63 submissions (including a petition signed by 136 people), 107 visits to the project page on Your Say Tweed and 33 visits to the project page on the Tweed Shire Council website.

Through these feedback channels, the community voiced strong concerns regarding the temporary road closure, particularly in relation to the safety and adequacy of the proposed alternative access routes.

Approximately 61 per cent of individual respondents (i.e. not including the petition) were either opposed to the temporary road closure, or supported it only on the condition that the proposed access routes along Bakers Road and/or Stokers Road are upgraded. Thirteen per cent supported the temporary road closure, while 26 per cent did not give a definitive response either way.

The condition and safety of Bakers Road was clearly a major concern for the community, with 55 per cent of individual submissions making reference to it.

Access for pedestrians and cyclists was also a significant concern. Approximately 37 percent of submissions addressed either the need for pedestrian access as part of the ultimate bridge design, or the need for safe pedestrian and cyclist access into Murwillumbah during construction of the replacement bridge (or both). This sentiment was supported by the petition, signed by 136 people, requesting pedestrian access across the bridge.

It is suggested that Council takes into account all feedback received from the community and summarised in this report in its decision regarding the best course of action for the replacement of Anthonys Bridge.

It is proposed that Council's resolution be posted to the Your Say Tweed page for review by the community.

**Attachment 1**  
Communications budget



# Anthony's Bridge (Stage 1)

## Communications Budget

Page 1



Medium	Budget	Publication / type	Budgeted cost	Actual cost	Run date	Details
<b>Tweed Link</b>		Advertisement 01	\$ 297.00	\$ 415.80	14-Oct-14	Budgeted for 10x3, required 15x3 Inviting feedback, notice of info booth
<i>Subtotal</i>			\$ 297.00	\$ 415.80		
<b>Printed materials</b>		Posters (A4)	\$ -	\$ -		N/A Printed in-house
		Feedback forms	\$ -	\$ -		N/A Printed in-house
		Signs - info booth ahead	\$ 120.00	\$ 140.00		N/A 2 x 900x1200mm, colour, on corflute w stakes
		Signs - Anthony's Bridge	\$ 120.00	\$ 140.00		N/A 2 x 900x1200mm, colour, on corflute w stakes
		Maps w alternative routes	\$ 40.00	\$ 70.00		N/A 2 x 600x900mm, full colour, mounted on corflute
<i>Subtotal</i>			\$ 280.00	\$ 350.00		
<b>TOTAL</b>	<b>\$ 600.00</b>		<b>\$ 577.00</b>	<b>\$ 765.80</b>	<b>-\$ 165.80</b>	



**Attachment 2**  
Tweed Link content



## **ON EXHIBITION: PROPOSED TEMPORARY ROAD CLOSURE TO FACILITATE REPLACEMENT OF ANTHONY'S BRIDGE**

Anthony's Bridge on Mistral Road at Dunbible is listed as the top priority on Council's bridge replacement program and Council officers have commenced investigations into the construction of a new concrete bridge to replace the old, timber structure.

Council has two options for managing vehicular access during the bridge replacement:

1. Construct a side track and temporary bridge to keep the road open during construction; or
2. Close Mistral Road at the Stokers Road intersection and redirect traffic to an alternative route.

Council's preferred option is to temporarily close the road, as this will result in less damage to public roads, less environmental damage, less wet weather risk and less cost to the community.

Feedback is invited from interested stakeholders and community members about any anticipated impacts.

Council will take these comments into account before making the final decision.

### **To have your say:**

Make a written submission to:  
Anthony's Bridge replacement  
General Manager  
Tweed Shire Council  
PO Box 816  
MURWILLUMBAH NSW 2484

or email [tsc@tweed.nsw.gov.au](mailto:tsc@tweed.nsw.gov.au).

Alternatively, drop in to chat with Council officers at a pop-up information stall in Dallis Park (along Bakers Road) on Wednesday 29 October 2014 from 2 - 4.30pm.

For more information about the project, visit [www.yoursaytweed.nsw.gov.au/anthony'sbridge](http://www.yoursaytweed.nsw.gov.au/anthony'sbridge) or contact Council on (02) 6670 2400.

## **Building bridges**

One of the Tweed's most dilapidated bridges is set for replacement and community feedback is invited on a potential temporary road closure to facilitate construction.

Anthony's Bridge on Mistral Road at Dunbible, near Murwillumbah, is listed as the top priority on Council's bridge replacement program. Community members are invited to drop in to speak to Council officers about the proposal at a pop up information stall in Dallis Park next week.

The project officer and Senior Construction Engineer, Nigel Dobson, said two options had been identified: construction of a side-track and temporary bridge to keep Mistral Road open during construction, or the temporary closure of a section of Mistral Road until the new bridge is operational.

"Council's preferred option is to temporarily close the road because this will result in less damage to public roads, less environmental damage, less wet weather risk and less cost to the community," Mr Dobson said. "Before we proceed, we're asking people to let us know about how a temporary closure of the road might affect them."

To have your say, visit the pop up information stall at Dallis Park next Wednesday 29 October between 2 and 4.30pm, visit [www.yoursay-tweed.com.au/anthonybridge](http://www.yoursay-tweed.com.au/anthonybridge) or make a formal, written submission to Council before close of business on Tuesday 25 November 2014.

**Attachment 3**  
Direct mail



14 October 2014

XXX  
XXX  
XXX

Dear Sir / Madam

### **Proposed temporary road closure to facilitate replacement of Anthony's Bridge**

Anthony's Bridge on Mistral Road at Dunbible is listed as the top priority on Council's bridge replacement program and Council officers have commenced investigations into the construction of a new concrete bridge to replace the old, timber one.

We are writing to seek your feedback regarding Council's options for managing vehicular access while the works are undertaken.

In order to construct the new bridge to align with the road corridor, the old bridge will be demolished before the new bridge is commenced. Therefore, Council has two options for managing vehicular access until the replacement bridge is complete:

1. Construct a side track and temporary bridge to keep the road open during construction; or
2. Close Mistral Road at the Stokers Road intersection and redirect traffic to an alternative route.

The following table shows a comparative cost analysis of the two options:

	<b>Option 1: Side track and temporary bridge</b>	<b>Option 2: Temporary road closure</b>
<b>Cost to the community</b>	\$310,000 minimum cost.	\$145,000 average cost.
<b>Impact on public roads</b>	77,356 Equivalent Standard Axle Kilometres travelled.	1,440 Equivalent Standard Axle Kilometres travelled.
<b>Impact on environment</b>	Waterway area reduced during construction to 13m <sup>2</sup> .	Waterway area reduced during construction to 45m <sup>2</sup> .
<b>Risks</b>	Increased risk of scour in the creek bed during rainfall events. Increased risk of damage to the partially completed structure during high rainfall events. Loss of temporary bridge and side track if a high rainfall event occurs. Increased risk of damage to neighbouring properties during a high rainfall event. Obtaining permission for use of private land.	Reduced risk of scour in the creek bed during rainfall events. Reduced risk of damage to the partially completed structure during high rainfall events. No loss of temporary works if a high rainfall event occurs. Reduced risk of damage to neighbouring properties during a high rainfall event. No land ownership issues.

Council's preferred option to is to temporarily close the road as this will result in less damage to public roads, less environmental damage, less wet weather risk and less cost to the community, but before we go ahead we want to hear how this might affect you and/or your business operations.

We invite you to provide your feedback in a written submission to: Anthonys Bridge replacement, General Manager, Tweed Shire Council, PO Box 816, MURWILLUMBAH NSW 2484 or email to [tsc@tweed.nsw.gov.au](mailto:tsc@tweed.nsw.gov.au).

Alternatively, drop in to chat with Council officers at a pop up information stall in Dallis Park (along Bakers Road) on Wednesday 29 October 2014 from 2 - 4.30pm.

Council will take your comments into account when making the final decision.

For more information about this project, please visit [www.yoursaytweed.com.au/anthonysbridge](http://www.yoursaytweed.com.au/anthonysbridge) or contact Nigel Dobson, Senior Construction Engineer on (02) 6670 2400.

Yours sincerely

**Ian Kite**

14 October 2014

XXX  
XXX  
XXX

Dear Sir / Madam

### **Proposed temporary road closure to facilitate replacement of Anthony's Bridge**

Anthony's Bridge on Mistral Road at Dunbible is listed as the top priority on Council's bridge replacement program and Council officers have commenced investigations into the construction of a new concrete bridge to replace the old, timber one.

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We invite you to provide your feedback in a written submission to: Anthony's Bridge replacement, General Manager, Tweed Shire Council, PO Box 816, MURWILLUMBAH NSW 2484 or email to [tsc@tweed.nsw.gov.au](mailto:tsc@tweed.nsw.gov.au).

Alternatively, drop in to chat with Council officers at a pop up information stall in Dallis Park (along Bakers Road) on Wednesday 29 October 2014 from 2 - 4.30pm.

Council will take your comments into account when making the final decision.

For more information about this project, please visit [www.yoursaytweed.com.au/anthonybridge](http://www.yoursaytweed.com.au/anthonybridge) or contact Nigel Dobson, Senior Construction Engineer on (02) 6670 2400.

Yours sincerely

**Ian Kite**

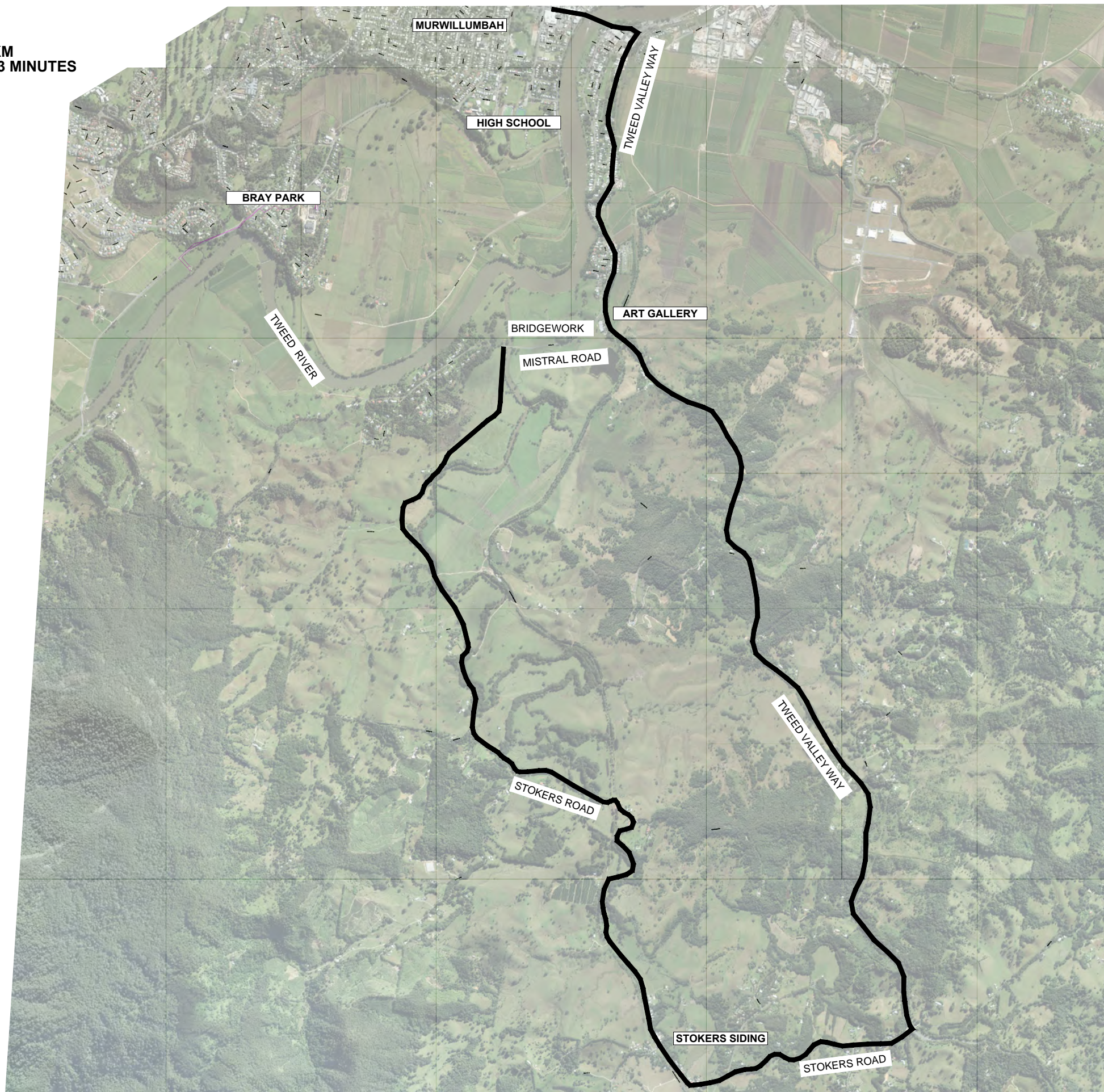


**Attachment 4**  
Printed and digital communications materials





STOKERS ROAD DETOUR  
 ADDITIONAL DISTANCE = 18.4 KM  
 APPROXIMATE EXTRA TIME = 13 MINUTES



A	ORIGINAL ISSUE	J.M.M.	-	07.10.14
ISSUE	AMENDMENT DETAILS	DRAWN	CHECK	DATE

# USE FIGURED DIMENSIONS ONLY. DO NOT SCALE.

**DESIGN UNIT**

COUNCIL OFFICES  
 TUMBULGUM ROAD,  
 MURWILLUMBAH NSW 2484.

PHONE 02 66702400  
 FAX 02 66727513  
 WEBSITE www.tweed.nsw.gov.au

DESIGNED	J.M.M.	07.10.14	COORDS ADOPTED	
DRAWN	J.M.M.	07.10.14	EASTING	
CHECKED	N.D.	07.10.14	NORTHING	
HORIZONTAL DATUM	MGA		R.L.	
VERTICAL DATUM	AHD			

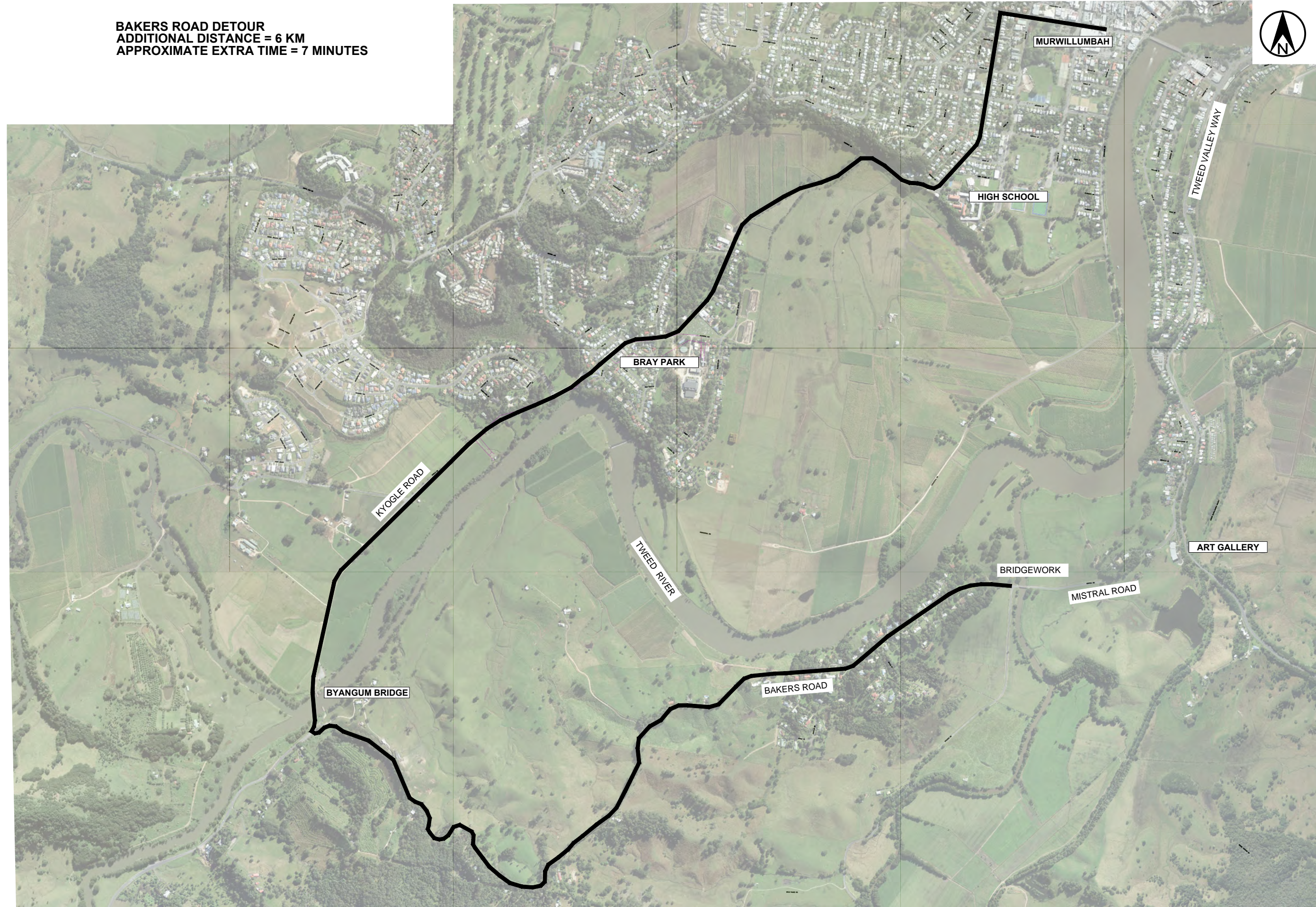
PROJECT: **PRESTRESSED CONCRETE BRIDGE OVER DUNBIBLE CREEK ON MISTRAL ROAD**

PLAN TITLE: **STOKERS ROAD DETOUR**

PROJECT NUMBER:	<b>ROA46</b>
DRAWING NUMBER	<b>SKETCH 11</b>
ISSUE	<b>A</b>



**BAKERS ROAD DETOUR**  
**ADDITIONAL DISTANCE = 6 KM**  
**APPROXIMATE EXTRA TIME = 7 MINUTES**



A	ORIGINAL ISSUE	J.M.M.	07.10.14
ISSUE	AMENDMENT DETAILS	DRAWN CHECK	DATE

# USE FIGURED DIMENSIONS ONLY. DO NOT SCALE.

**DESIGN UNIT**

COUNCIL OFFICES  
 TUMBULGUM ROAD,  
 MURWILLUMBAH NSW 2484.  
 PHONE 02 66702400  
 FAX 02 66727513  
 WEBSITE www.tweed.nsw.gov.au



DESIGN ENGINEER	DATE 07.10.14		
DESIGNED	J.M.M.	07.10.14	COORDS ADOPTED
DRAWN	J.M.M.	07.10.14	EASTING
CHECKED	N.D.	07.10.14	NORTHING
HORIZONTAL DATUM	MGA	R.L.	
VERTICAL DATUM	AHD		

PROJECT:  
**PRESTRESSED CONCRETE BRIDGE  
 OVER DUNBIBLE CREEK  
 ON MISTRAL ROAD**  
 PLAN TITLE:  
**BAKERS ROAD DETOUR**

PROJECT NUMBER:  
**ROA46**  
 DRAWING NUMBER  
**SKETCH 10**  
 ISSUE  
**A**

ACAD FILE No: G:\AAA DESIGN PROJECTS\ROA\ROA46\Anthony's Bridge on Mistral Road\CURRENT DRAWINGS\LASTEST UPDATE 07-08-13\ROA46\_SK10-A.dwg



# Anthony's Bridge replacement

## Have your say on a proposed temporary road closure



**Anthony's Bridge on Mistral Road at Dunbible is listed as the top priority on Council's bridge replacement program.**

**Council intends to close part of Mistral Road while the bridge is replaced, but before we go ahead we want to hear how this might affect you.**



Visit Council's online community engagement hub, Your Say Tweed for project details.

### How to have your say

#### In person:

On Wednesday 29 October from 2 - 4.30pm, speak to Council officers about the proposal at a pop up stall in Dallis Park, Bakers Road.

#### Make a written submission to:

Anthony's Bridge replacement  
The General Manager  
Tweed Shire Council  
PO Box 816  
MURWILLUMBAH NSW 2484

or email [tsc@tweed.nsw.gov.au](mailto:tsc@tweed.nsw.gov.au).

**For more information, contact Council on (02) 6670 2400.**

**Project information is available from:**

**Council's website**  
[www.tweed.nsw.gov.au/currentprojects](http://www.tweed.nsw.gov.au/currentprojects)

**Your Say Tweed**  
[www.yoursaytweed.com/anthony'sbridge](http://www.yoursaytweed.com/anthony'sbridge)

**Council's offices**  
Located at Murwillumbah and Tweed Heads



# Have your say...



On the proposed temporary closure of part of Mistral Road to facilitate the replacement of Anthony's Bridge.

**Want to find out more?**

Ask us, or visit [www.yoursaytweed.com.au/anthony'sbridge](http://www.yoursaytweed.com.au/anthony'sbridge)

# HAVE YOUR SAY: PROPOSED TEMPORARY ROAD CLOSURE

Anthony's Bridge on Mistral Road at Dunbible is listed as the top priority on Council's bridge replacement program.

Council intends to close part of the road while the bridge is replaced, but before we go ahead we want to hear how this might affect you.

**For more information and to have your say:**

Call Council on (02) 6670 2400 or visit  
[www.yoursaytweed.com.au/anthony'sbridge](http://www.yoursaytweed.com.au/anthony'sbridge)





# HAVE YOUR SAY: PROPOSED TEMPORARY ROAD CLOSURE

Anthony's Bridge on Mistral Road at Dunbible is listed as the top priority on Council's bridge replacement program.

Council intends to close part of the road while the bridge is replaced, but before we go ahead we want to hear how this might affect you.

**Chat to Council officers at Dallis Park  
Wednesday 29 October 2014, 2 - 4.30pm**

For more information and to have your say, call Council on  
(02) 6670 2400 or visit [www.yoursaytweed.com.au/anthony'sbridge](http://www.yoursaytweed.com.au/anthony'sbridge)



 **TWEED SHIRE COUNCIL**

mock up only



# TWEED

SHIRE COUNCIL

Customer Service | 1300 292 872 | (02) 6670 2400

[tsc@tweed.nsw.gov.au](mailto:tsc@tweed.nsw.gov.au)  
[www.tweed.nsw.gov.au](http://www.tweed.nsw.gov.au)  
Fax: (02) 6670 2429  
PO Box 816  
Murwillumbah NSW 2484