

WHO'S ON BOARD?

introduction

Who's on Board?

More than 5,000 Knox residents...

Who's on board for better public transport in Knox? That was the question Knox Council asked its community, political representatives and state election candidates with its 'Who's on Board?' campaign – a Knox Council led push to put two major public transport upgrades (Rowville Rail and Knox Tram) on the political agenda in time for the November 2010 Victorian State Election.

And the answer was emphatic.

'Who's on Board?' prompted an overwhelming 5,000 responses of support from the local community, sparked widespread local media coverage. Before the November election, the Liberal-National Coalition had committed to starting the Rowville Rail Feasibility Study within 100 days should they win government.

The Greens also supported plans for the Rowville Rail Feasibility Study, and on 3 November 2010 announced a pre-election promise to construct the tram to Knox.

But perhaps the strongest indication that 'Who's on Board?' was helping set the political agenda was when two Labor candidates running in the seats of Ferntree Gully and Scoresby publicly supported plans for the Rowville Rail, explaining that they would lobby from within their own party for the long-awaited feasibility study. ('Talking up rail plan', *Knox Weekly*, 10 November, 'Polls bring out the rail issues', *Knox Leader*, 21 September).

'Who's on Board?' was, by far, Knox Council's most successful public transport advocacy campaign.

introduction (cont)

The success of 'Who's on Board?' was its ability to turn the Knox community into an army of public transport advocates. Direct mail brochures with a tear off reply paid panel allowed local residents to both show their support, and get physically involved in the campaign. In exchange for returning their reply paid panel, residents could request that a campaign sticker or badge be mailed to them – giving them a visible token of their support. More than 5,000 reply paid panels were returned and up to 3,000 stickers and badges were issued.

Meanwhile, a dedicated webpage www.knox.vic.gov.au/onboard was set up with its main feature being a pre-prepared BCC email to all the region's political representatives and candidates (as well as the Transport Minister and Shadow Transport Minister). The website gave residents a central communications point, and an avenue for them to communicate directly with their local candidates and representatives, across all sides of politics. More than 2043 people have visited www.knox.vic.gov.au/onboard since being set up, with more than 200 'I'm on Board for better public transport in Knox!' emails sent to all political candidates in the region, from all sides of politics.

The ultimate success

The Liberal-National Coalition made a pre-election commitment that it would commence the Rowville Rail feasibility study within 100 days of winning government. The Greens also committed to constructing the Knox Tram, and publicly supported plans for the Rowville Rail feasibility study. Two election candidates also publicly announced their plans to support the Rowville Rail.

History will show that the Liberal-National Coalition did win power and on 2 December 2010, Ted Baillieu was sworn in as Victoria's 46th Premier.

By March 2011, his Government will have commenced the Rowville Rail feasibility study – and there will be thousands of Knox residents, as well as Knox Council, grateful for a commitment being delivered.

Community involvement and interaction, engaging and effective communication, widespread media coverage, setting the political agenda and affecting change – 'Who's on Board?' was a successful, all encompassing community campaign at work.

I'M ON BOARD!



basic campaign overview

How did it work?

Direct Mail Brochures

The Direct Mail brochures were a major component of the campaign, and kicked off 'Who's on Board?'. Basically, the Knox municipality was divided down the middle, with one half of the community receiving a dedicated 'Who's on Board?' Rowville Rail brochure, and the other half receiving a dedicated 'Who's on Board?' Knox Tram brochure as part of a municipal wide mail-out.

The brochure was a simple fold out document that had an introductory panel, and three additional panels that featured a different person from the community – a resident, key stakeholder and public transport expert, all outlining why they were on board for better public transport in Knox.

The final panel was a tear-off reply paid slip that asked the recipient of the brochure to get 'on board' for better public transport in Knox. If they were, they could return the reply paid panel to Council, and had the option of requesting a campaign bumper sticker or badge be mailed to them in exchange.

But more importantly, the brochure directed local residents to the official campaign website – www.knox.vic.gov.au/onboard — where they could contact all of their local candidates and representatives, from all sides of politics, via email (see below for details).

Online

The Corporate Communications Team created a dedicated campaign website for residents: www.knox.vic.gov.au/onboard

The information on the site replicated that contained in the brochure, but the site's main feature was its ability to put local residents in touch with all of their local political candidates and representatives.

The Corporate Communications Team set up an automated 'BCC' email that included the email addresses of all local political candidates and representatives (as well as the Transport Minister and Shadow Transport Minister).

All residents had to do was click on the link, type their message and hit send and their email would have been sent to every single candidate from every party running in their local electorates. 'Who's on Board?' literally put all political candidates at the fingertips of Knox residents.



Media

Engaging the media was a key component of the campaign. Prior to the campaign kicking off, the Knox Council Corporate Communications Team enlisted the support of local media, with the *Knox Leader* providing especially strong advocacy. As the campaign gained momentum and public transport shaped up as a key election issue in Knox, the other major community newspaper, the *Knox Weekly*, also began covering 'Who's on Board?'. The result was significant widespread positive media coverage right from the outset of the campaign right up until the election. It kept the community informed and involved, and maintained passion for the campaign.

Community Engagement

Naming competitions, colouring competitions, presentations (to the community and politicians), an online presence, 'Who's on Board?' ambassadors, festival attendance, t-shirts, stickers, badges, brochures... the community engagement component of this campaign was extensive. It led to an overwhelming response to the campaign, direct communication between residents and politicians, and eventually the realisation of improved transport policy direction from what is now the Victorian State Government.

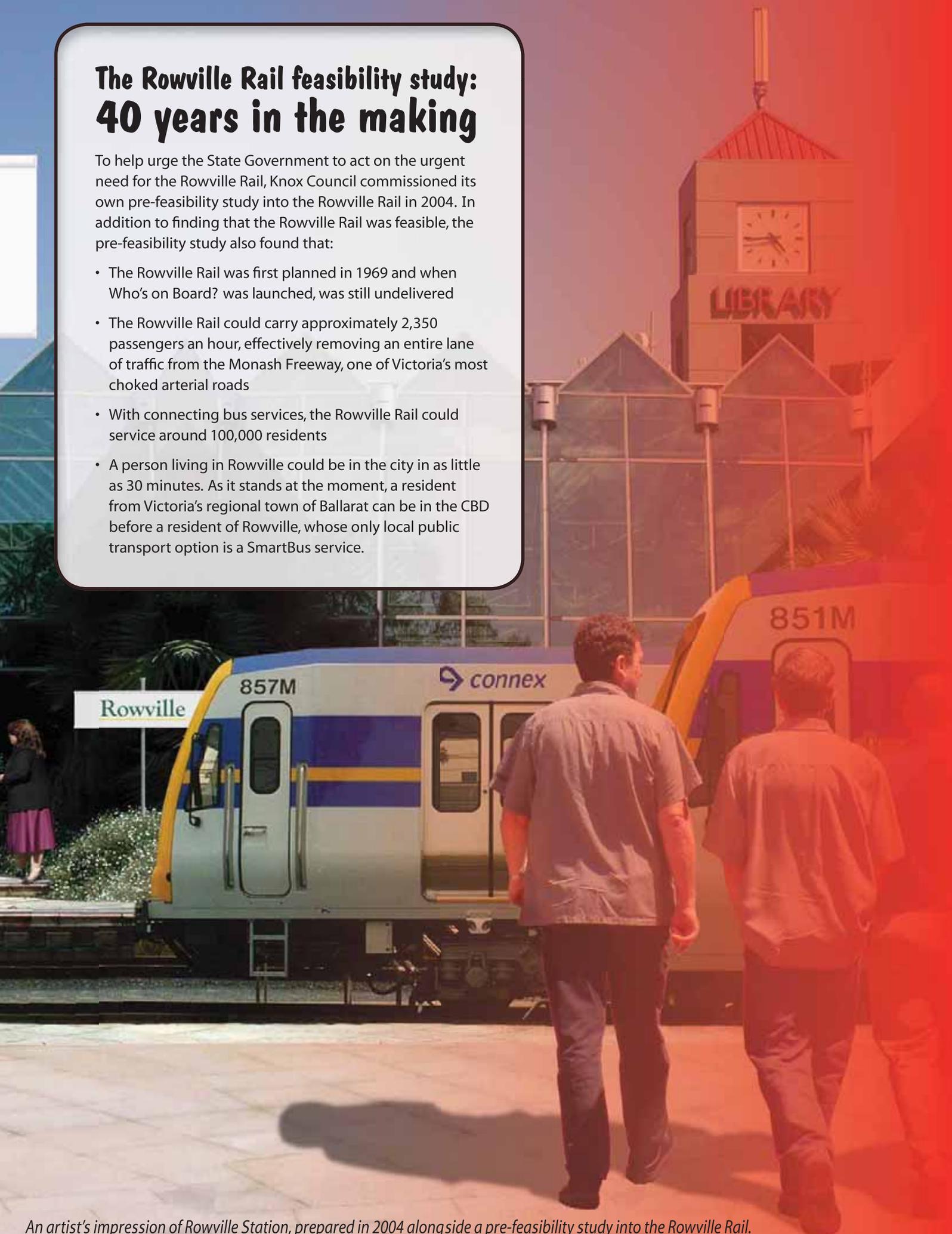
All is explained in further detail inside.



The Rowville Rail feasibility study: 40 years in the making

To help urge the State Government to act on the urgent need for the Rowville Rail, Knox Council commissioned its own pre-feasibility study into the Rowville Rail in 2004. In addition to finding that the Rowville Rail was feasible, the pre-feasibility study also found that:

- The Rowville Rail was first planned in 1969 and when Who's on Board? was launched, was still undelivered
- The Rowville Rail could carry approximately 2,350 passengers an hour, effectively removing an entire lane of traffic from the Monash Freeway, one of Victoria's most choked arterial roads
- With connecting bus services, the Rowville Rail could service around 100,000 residents
- A person living in Rowville could be in the city in as little as 30 minutes. As it stands at the moment, a resident from Victoria's regional town of Ballarat can be in the CBD before a resident of Rowville, whose only local public transport option is a SmartBus service.



An artist's impression of Rowville Station, prepared in 2004 alongside a pre-feasibility study into the Rowville Rail.

research & situation analysis

Two long-awaited public transport upgrades, a State Election and a window of opportunity...

Knox, a metropolitan municipality in Melbourne's outer east, is one of the most well populated, boasting a resident base now beyond 153,000. But it's also one of the most in need of upgrades to public transport. Years of unfulfilled promises or absences of commitments, and lack of comprehensive local forward planning from all governments, regardless of politics, has created a community overly reliant on cars.

For years, residents, businesses and advocacy groups alongside Knox Council have been pushing for better public transport in Knox. Their pleas have been spearheaded by two major upgrades, the Rowville Rail and Knox Tram.

research & situation analysis (cont)

Knox Tram

The Knox Tram is one of Knox's most long awaited public transport upgrades. At just five kilometres of rail line, it would connect a major transport interchange in Vermont South to one of the region's largest retail and entertainment precincts – Knox Shopping Centre. It would be an investment that would have major benefits for our community. It will put local residents at the doorstep of one of our biggest business and retail precincts and give elderly residents and young people access to a safe, reliable mode of transport.

Prior to the 1999 State Election, the opposition of the day actually promised to construct the Knox Tram as part of their transport policy. Despite winning power in that election – and retaining it for more than a decade after – the Knox Tram was never constructed.

Rowville Rail

In the case of the Rowville Rail, residents have been waiting for more than four decades for its construction. It was first mooted in 1969 but is yet to be constructed. Meanwhile, residents of Rowville are left with little transport choice other than buses, or cars, both which have to navigate already choked arterial roads.

The Rowville Rail is arguably the most long-awaited and highly-anticipated public transport project in Melbourne's east. Despite all the lobbying, petitions, pleas and political advocacy, much like the Knox Tram, the Rowville Rail remains undelivered.

But with the 2010 Victorian Election looming, Knox Council devised a local campaign to change all that.

Major objectives

Seeing the 2010 State Election as an opportunity to get firm political commitments to its two major, yet still undelivered public transport upgrades, Knox Council's Corporate Communications Team came up with the 'Who's on Board?' public transport campaign, with its main objectives being:

- Creating an innovative, engaging and 'new' campaign to breathe fresh life into a long-running advocacy push
- Unifying Knox's two major public transport upgrades under a single banner: 'Who's on Board?'
- Turning residents into advocates. Literally getting the community 'on board' for better public transport in Knox. A major thrust of the campaign was letting the community know that with a State Election looming they had the ability to play a major role in helping deliver better public transport in Knox – and 'Who's on Board?' had to give them the means to play that role in a positive and constructive way.
- Creating alliances with local residents and stakeholders, ensuring that this wasn't just a Knox Council initiative, this was a whole Knox community initiative.
- Putting Knox's two major public transport upgrades, the Rowville Rail and Knox Tram on the political agenda for the 2010 State Election.

It was a fresh, innovative (and animated!) campaign designed to motivate the community and communicate with them in a new and exciting way. But more importantly, it was designed to give the community an opportunity to communicate directly with their local political candidates and representatives. With 'Who's on Board?', Knox Council recognised that a public transport campaign would have more resonance with politicians and candidates if it comprised residents putting the Rowville Rail and Knox Tram on the political agenda rather than the local Council. Knox Council just had to empower residents to play that role.

Kicking off in September 2010 and continuing the momentum right up until the 27 November election, the 'Who's on Board?' campaign prompted an overwhelming response from the community, with more than 5,000 local residents showing their support and flooding local political candidates with requests for better public transport. With widespread media coverage and opportunities keeping the spotlight on public transport right up until election day, 'Who's on Board?' shone a spotlight on what candidates thought about the issue. The Liberal-National Coalition had made a pre-election commitment that it would commence the Rowville Rail feasibility study within 100 days of winning government. Two local ALP candidates for the seats of Ferntree Gully and Scoresby supported plans for the Rowville Rail. The Greens also committed to constructing the Knox Tram, and publicly supported plans for the Rowville Rail feasibility study.



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planning & plementation

In July 2010, Knox Council's Corporate Communications team presented its Council with a strategy it was confident could put better public transport in Knox on the political agenda in time for the 2010 State Election.

The Councillors gave it the thumbs up, and in July 2010, Knox Council's Corporate Communications team embarked on the community's newest public transport campaign – 'Who's on Board?'

Campaign scope

The scope of this campaign focused on residents and the role they could play in putting the Knox Tram and Rowville Rail on the political agenda. The campaign centred around a direct mail brochure distribution (one half of the community received a Rowville Rail brochure, the other half a Knox Tram brochure). Supportive media releases, an online presence, campaign materials and ongoing community engagement, were key components of the campaign.

planning & implementation (cont)

Objective 1:

Creating an innovative, engaging and 'new' campaign to breathe fresh life into a long-running advocacy push

Enthusiatic and traditional media campaigns, petitioning and politicking had all been tried but to no avail. Old campaign methods were just that — old and hadn't worked. Instead of persisting with these previously unsuccessful methods, the Corporate Communications Team decided to go to the other end of the advocacy spectrum and created a campaign that was engaging, creative and somewhat light-hearted. It consisted of two major components:

- A direct mail brochure to each household with supporting stickers and badges as well as a dedicated website where residents could contact politicians and candidates at www.knox.vic.gov.au/onboard and,
- A series of supporting initiatives, ranging from media opportunities to public appearances from the Corporate Communications Team.

Meeting this objective

To achieve this objective, the Corporate Communications Team decided to make 'Who's on Board?' an animated campaign. A series of cartoon images were designed, based on real images of train and tram carriages. Photos of Victoria's old 'conductors' were also inspiration in the final design. Animated images of local icons were also created, including the Knox Shopping Centre Towerpoint (for the Knox Tram brochure), and the distinctive Rowville Library building (for the Rowville Rail brochure).

Objective 2:

Unifying Knox's two major public transport upgrades under a single banner: 'Who's on Board?'

In preparing a public transport campaign for Knox, the Corporate Communications Team was acutely aware of the challenge it faced. Essentially, it had to effectively communicate the community's need for two different, arguably competing, public transport upgrades. The team knew that running two separate campaigns ran the risk of diluting messages and undermining efforts to promote each project respectively. It had to be the one title almost acting as an 'umbrella' message over both projects. 'Who's on Board?' was created.

The campaign 'Who's on Board?' didn't focus on the Rowville Rail or Knox Tram in isolation of each other, but rather focused on better public transport in Knox as a whole, with both the Rowville Rail and Knox Tram being the two key components. 'Who's on Board?' united them under one public transport banner.

Meeting this objective

A single, unifying title was used across all communications media, whether it was Rowville Rail or Knox Tram related. The title became known as 'Who's on Board?' and although one side of Knox received a Rowville Rail brochure and the other received a Knox Tram brochure, the consistent imagery and the single 'Who's on Board?' banner meant that this was very much a single push squarely focused on better public transport – not an isolated campaign promoting one project over another.

Introducing Barney Boardman...

The animated character created for 'Who's on Board?' was central to the campaign's success. He became known as Barney Boardman (as named by a local student primary school student Tayla during a naming competition held as part of the campaign – see page 15 for details). But he played two very distinct roles. Primarily, he gave the campaign the fresh look the Corporate Communications team was looking for. It was new, engaging and friendly. But more importantly, his friendly face shifted the traditional focus from politician to public transport user. By allowing Barney Boardman to become the face of the campaign, Knox Council successfully respected the increasing scrutiny local government is facing to be politically bi-partisan. Barney allowed Knox Council to enter the political and election sphere without creating tension while recruiting groundswell support. In a sense, Barney Boardman was the perfect ambassador.



Former Knox Mayor, Joe Cossari, joins Barney Boardman, local residents and students at Swinburne University, Wantirna South to call for better public transport.

planning & implementation (cont)

Objective 3:

Turning residents into advocates

Empowering residents. That was one of the most important objectives of the campaign. The Corporate Communications Team knew there was so much community passion surrounding public transport in Knox, it just had to tap into it, and channel it. 'Who's on Board?' achieved that.

Meeting this objective

The direct mail brochures to every household in Knox kicked off the campaign. The brochures contained simple, conversational language mixed with basic facts and figures about each project. It was also pitched as a 'call to arms' and invited residents to get involved – all they had to do was return the reply paid panel attached to their brochure. In exchange, a campaign sticker and badge was mailed back to them on request. More than 5,000 of these reply paid panels were returned to Council.

The brochures also strategically used the photos and case studies of local residents alongside key local stakeholders and public transport expert – an indication that residents had the same role and relevance as large organisations and experts in the field.

Running concurrently to the mailout was a concerted media push to highlight the campaign in local news outlets. The campaign received unprecedented coverage in local press as they reported on the success of the campaign, public transport commitments made by local politicians and ways local residents could get involved and stay involved. The media coverage kept the spotlight on 'Who's on Board?' like no other Council campaign before it. And over the weeks, the constant coverage and public conversation on public transport generated passion as a major election issue.

But most importantly, the campaign directed residents to a key online component: www.knox.vic.gov.au/onboard where the Corporate Communications Team had set up a central communications point for local residents to contact their political candidates and representatives.

An automated 'BCC' email that included the email addresses of all local political candidates and representatives (as well as the Transport Minister and Shadow Transport Minister) was made available to residents who visited the campaign page. All residents had to do was click on the link, type their message and hit send and their email was sent to every single candidate from every party running in their local electorates. 'Who's on Board?' literally put all political candidates at the fingertips of Knox residents.

The result was that residents were the ones who put better public transport in Knox on the political agenda, and their voices were loud enough to prompt real progress. Essentially, the residents became the advocates and 'Who's on Board?' was the vehicle for that.

Objective 4:

Creating alliances with local residents and stakeholders, ensuring that this wasn't just a Knox Council initiative, this was a whole Knox community initiative

The Corporate Communications Team knew that if 'Who's on Board?' was to be a successful advocacy campaign, then the whole community had to join with Knox Council and make their voices loud and clear. Simply, this had to be a whole of community approach.

Meeting this objective

The brochures, reply paid panel, sticker, badge and online component of the campaign were the primary vehicles for creating those alliances with the community.

But these activities were supported by a series of additional initiatives that helped the community get 'on board' with the campaign and demonstrate that better public transport in Knox was receiving a groundswell of support.

Media

One of the most successful aspects of the campaign was the widespread media coverage it received, and its support from local news outlets. Both *Knox Leader* and *Knox Weekly* newspapers gave the campaign significant local coverage. Much of the coverage was based media releases, responses and opportunities (both photo and interview) generated by the Corporate Communications Team. Between September and November 2010 – 'Who's on Board?' was either reported in, or helped generate 11 major news reports in local weekly papers.

Special presentations

Knox Environment Youth Summit, September 2010

The Corporate Communications Team were special guests at the Knox Environment Youth Summit in September 2010, where they presented 'Who's on Board?' to a crowd of more than 200 local students. They also used the summit to launch the 'Who's on Board?' naming competition where they invited participating students to 'name' the new face of public transport. See below for details.

Eastern Transport Coalition Public Transport Forum, October 2010

The Corporate Communications Team also made a special 'Who's on Board?' presentation to the Eastern Transport Coalition Public Transport Forum in October 2010. The forum was a public event where local candidates from all

major parties publicly stated their stance on public transport in Knox.

The Corporate Communications Team kicked off the forum by updating the crowd on the progress of the 'Who's on Board?' campaign – and presenting the 12 candidates with the more than 4,000 reply paid panels the team had received in support of the campaign at that point.

Naming and colouring competitions The animated nature of the campaign presented Knox Council an opportunity to present public transport to its youngest residents in a new and exciting way. In the early stages of the campaign, Knox Council hosted its annual Knox Environment Youth Summit, a gathering of more than 200 local students to discuss all things sustainable. At that point, the 'Who's on Board?' campaign was still in its infancy, and the character we now know as Barney didn't have a name. Recognising this as an unacceptable situation, the Corporate Communications Team presented 'Who's on Board?' to students at the summit and invited them to enter a competition to name the new face better public transport in Knox. With an 8-gig iPod touch as the prize, the students worked themselves into a frenzy to name the new face of better public transport in Knox.

A local student from Knox Gardens Primary School took out the prize, with Mayor of the day, Joe Cossari, selecting 'Barney Boardman' as the best name from more than 200 submissions.

In addition, the Corporate Communications Team also ran two colouring competitions. A 'Council Kids Colouring Competition' internally for staff, as well as a public competition run as part of the 2010 Stringybark Festival.

Suddenly, public transport had become an exciting topic of discussion amongst young people, and subsequently amongst their friends, parents and families.

Display stands at the Knox Civic Centre and Rowville Customer Service Centre The Corporate Communications Team set up 'Who's on Board?' distribution points at its two Customer Service centres in Wantirna South and Rowville. A life-size Barney Boardman cut-out (made from a wood and metal composite material) was placed in the foyer of each building, with brochures, stickers and badges in an adjacent display. It helped capture the imagination of residents visiting the Council buildings and helped the team cope with an almost overwhelming amount of requests for stickers and badges from the thousands of reply paid panels they were receiving at the time.

Stringybark Festival 2010 A dedicated 'Who's on Board?' stall was set up at Council's 2010 Stringybark Festival – Australia's longest running suburban sustainability festival. The Stringybark Festival is held each year in Rowville, the heartland for Rowville Rail advocates. In an attempt to tap into that passion, a stall was set up at the Festival where

residents could take campaign material, ask questions and generally show their support for 'Who's on Board?'

Who's on Board? Ambassadors In the same week that 'Who's on Board?' brochures started hitting letterboxes, the Knox Council's Customer Service Team became honorary 'Who's on Board?' Ambassadors. Each front counter staff member was given a t-shirt to wear for the week. Between the brochures being delivered, the coinciding media coverage and the Ambassadors, no Knox resident could have escaped the 'Who's on Board?' campaign launch.

And the result?

The 5,000 community responses to the campaign, 200 emails to political candidates and widespread and ongoing media coverage speaks volumes for how 'Who's on Board?' became a community-wide campaign.

Objective 5:

Cementing the Rowville Rail and the Knox Tram on the political agenda for the 2010 Victorian State Election

The ultimate goal. Getting a political commitment to the Rowville Rail and Knox Tram projects. And 'Who's on Board?' succeeded. In fact, not only did it emphasise better public transport in Knox on the political agenda, the response to the campaign meant 'Who's on Board?' actually helped cause real change.

Before the November election the Liberal-National Coalition had committed to starting the Rowville Rail Feasibility study within 100 days should they win government. By March 2011 this new Government will have commenced the Rowville Rail feasibility study — and there will be thousands of Knox residents, as well as Knox Council, grateful for a commitment being delivered.

The Greens also supported plans for the Rowville Rail Feasibility Study, and on 3 November 2010 announced a pre-election promise to construct the tram to Knox.

But perhaps the strongest indication that 'Who's on Board?' was helping set the political agenda was when two Labor candidates running in the seats of Ferntree Gully and Scoresby publicly supported plans for the Rowville Rail, explaining that they would lobby from within their own party for the long-awaited feasibility study. ('Talking up rail plan', *Knox Weekly*, 10 November, 'Polls bring out the rail issues', *Knox Leader*, 21 September).

'Who's on Board?' was successful beyond everyone's expectations.

'We have been a resident in Knox for 2 decades and have been waiting for the tram line extension to Knox for a long time! Do something and no empty promises! - Stephen

'I think we have suffered enough, it is time for the government to act with care. We will only support the government who support the Rowville railway line. Please do something if you care.' - Joseph

'Please, Please, Please' - Miriam

NEWS

4000 climb aboard rail campaign

BY WINSTON TAN

FOR Brad Hibbs, public transport is simply not a viable option.

There are a few options.

He could drive his car to work.

But he doesn't want to.

So he has joined a campaign to improve public transport.

More than 4000 have sent postcards to the council signalling their support for an extension of the Vermont South train to Knox City and the introduction of a rail line to Rowville.

The "Who's On Board" campaign is designed to raise awareness about public transport issues in the municipality in the lead up to November's state election.

Burner stickers, badges and emails to federal and state politicians are also part of the effort.

Knox mayor Joe Costello said the campaign is "a fantastic piece of community leadership."

He said the "Who's On Board" campaign, which runs from Rowville to Camfield, was "undoubtedly the best example" but an advocate for a dedicated rail service.

The state opposition has promised a feasibility study into a rail service, but Mr Hibbs said he wanted a stronger commitment.

"Actions speak louder than words," Mr Hibbs said public transport might not decide his vote, but would still be a factor.

"The politicians have got to have a serious approach to it — not just look at it."

'Rail & Trams are well over due and our political leaders have been negligent in their duties to bring both Rail & Trams to the families in Rowville & Knox. My house hold's 8 votes will be swayed by your actions' - Leonard



Brad Hibbs wants better public transport in the municipality.

WHO'S ON BOARD?



'Act now before the situation worsens' - Glenn

TrueLocal LOCAL BUSINESS VERIFIED Business:

NEWS

Rowville rail could be on track

GOVERNMENT 25 NOV 30 @ 02:00PM | BY ADRIAN BERNARD

'I am writing to you on board for seeing Train is implemented better public trans

Greens push tramline all the way to Knox

On track | James Dinnard

'To our political leaders and candidates; Public transport in the Rowville area is 'nothing short of a farce. It is time for action to reduce congestion and greenhouse gas production. Construct a rail link NOW by building the 12 km rail line between Oakton and Stud Park.' - Brian

FORTY years waiting rail could be about form government th

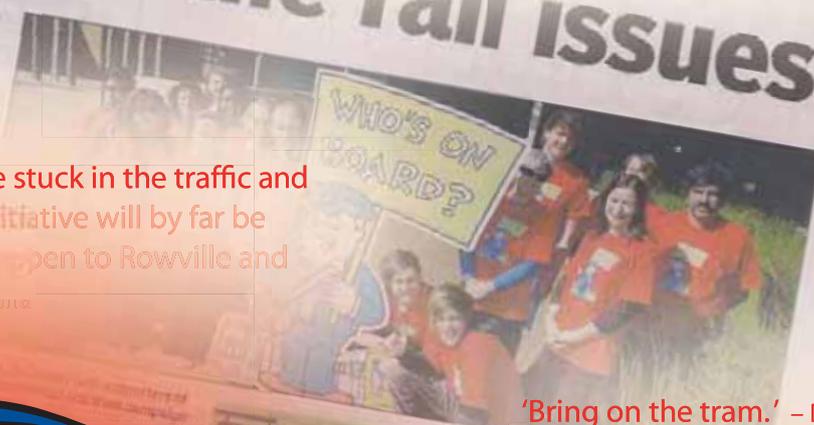
'Let's not wait until it's totally impossible for a Rail line to be built, let's be proactive and make a change for the better for the future of our people.' - Fleur

Polls bring out the rail issues

Pressure on candidates to placate voters frustrated by long wait

By James Dimond
Transport advocates are in a generation class on the long wait for a rail line. It is not yet when we ask for \$2 million for a feasibility study. But in a survey last year, 60 per cent of voters said they would support a rail line if it was built.

'Please help us spend less time stuck in the traffic and more with our families. This initiative will by far be the best thing that can ever happen to Rowville and its adjoining six suburbs.'



'Bring on the tram.' - Desmond



'I would like to let you know that I'm in support of the Knox Tram and Rowville Rail Line. I would like to provide my community with better transport.'

'110% behind the Rowville Rail Line and Knox Tram.' - Michelle

Transport riles voters

'Eastlink has not done enough to stop congestion especially on Stud Road. Please Please Please can we have the tram line extended. I drive everywhere at the moment but if we had the tram, I would certainly use it.'

Sample media coverage and resident emails to political candidates and representatives in response to the 'Who's on Board?' campaign



evaluation

Did 'Who's on Board?' achieve its objectives?

Overwhelmingly so.

As outlined in the planning and implementation section, 'Who's on Board?' not only achieved its objectives, but exceeded expectations as to how well it would perform. The innovative and engaging approach, the overwhelming community response, its role as a conduit between residents and political candidates and its ability to not only cement public transport on the political agenda, but also help advance that agenda, meant 'Who's on Board?' was the ultimate success.

evaluation (cont)

'Who's on Board?' checklist

| The goal... | Performance indicator | ...and the result? | Achieved? |
|---|---|---|---|
| Capture the imagination of residents and engage them in a new and exciting way with a fresh public transport campaign. | A return rate of reply paid panels of 3% or better | More than 5,000 reply paid panels returned, representing a total response of 8% |  |
| Give local residents visible and tangible ways they could show their support for better public transport in Knox | In responding to resident requests, expend at least 90% of available campaign materials. | Demand greatly exceeded initial supply, meaning an additional 1500 stickers and 500 additional badges needed to be printed in the early stages of the campaign. More than 3,000 campaign stickers and badges issued to local residents overall – triple the initial supply. |  |
| Create a central communications point for local residents where they could learn more about the Rowville Rail and Knox Tram, learn more about the campaign and contact their local political candidates and key transport decision makers | Create a dedicated campaign webpage with a unique URL address that attracts at least 1000 site visits. | Campaign website www.knox.vic.gov.au/onboard website created. More than 2043 site visits between September and November 2010 |  |
| Gain widespread media coverage of the campaign, and the public transport issue more generally | Fortnightly media coverage of 'Who's on Board?' or a public transport related story generated by the campaign, or the Corporate Communications Team | 11 major transport articles featured in the <i>Knox Leader</i> and <i>Knox Weekly</i> newspapers from September to December 2010 – correlating to almost one article every week. |  |
| Encourage residents to play an active role as advocates in the push for better public transport | Create an automated pre-prepared BCC email that includes contact details for all local candidates and key transport decision makers | 217 emails sent by local residents to political candidates in the region and the Transport Minister and Shadow Transport Minister via Council's www.knox.vic.gov.au/onboard website |  |
| Put the Rowville Rail and Knox Tram on the political agenda | Get firm political commitments to the Rowville Rail and Knox Tram projects from political leaders and candidates on any side of politics | Pre-election commitment to the Rowville Rail Feasibility Study from the Liberal-National Coalition, to be started within 100 days of winning government Public commitment to construct the Knox Tram from The Greens Continued support for the Rowville Rail line from The Greens Two Labor candidates from the seats of Ferntree Gully and Scoresby also publicly announced their plans to support the Rowville Rail and advocate for it should they be elected |  |

Who's on Board? budget details

Writing, photography and graphic design of 'Who's on Board?' materials were completed in-house by Knox Council's Corporate Communications Team.

Financial details

Who's on Board? animated drawings \$1200

6pp Landscape DL Publication

35,000 each of 2 designs (Tram and Train) \$7,725

Inserted into DXL envelopes (supplied by KCC) \$2,622

70,000 Knox envelopes with overprint \$1,872.50

70,000 Letterbox drop \$2,800

Train driver cut-outs x 3 (for media use)

Composite panel with back strut \$2,160

Button Badges x 1000 \$1,800

T/Shirts x 100 \$2,100

Bumper Stickers designs x 2500 \$1,687.50

Name the driver competition flyers (in-house print) \$0

iPod x 2 \$720

Train set \$69.95

Telescope \$49.95

Badge/Decal Mail Postage \$2,000

Administration support \$1,000

Total expenditure \$27,806.90

Who's on Board? Media Coverage

'Polls bring out the rail issues', *Knox Leader*, 21 September

'Rowville rail may hurt ALP', *Knox Leader* 19 October

'4000 climb aboard rail campaign', *Knox Weekly*, 20 October

'Transport riles voters', *Knox Leader* 26 October

'Forum or against 'em', *Knox Leader* 2 November

'Transport a hot potato', *Knox Leader* 2 November

'Greens push tramline all the way to Knox City', *Knox Leader*, 9 November

'Six-car family rues broken promises', *Knox Weekly*, 10 November

'Talking up rail plan', *Knox Weekly* 10 November

'Wells lists priorities', *Knox Leader*, 30 November

'Bid to get rail plan moving... Groups, Council want action on public transport and roads', *Knox Leader*, 7 December



WE ARE!



Knox Civic Centre, 511 Burwood Hwy, Wantirna South
or Rowville Customer Service Centre,
Shop 32A Stud Park Shopping Centre, Rowville

Council's usual hours of business are
Monday, Wednesday, Thursday and Friday: 8:30am-5pm
and Tuesday: 8:30am-8pm

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