



# NORTH EAST LINK PROJECT - iMAP

INTERACTIVE PROJECT PORTAL

CASE STUDY



Figure 1: North East Link Project - iMap home page.

## 1 BACKGROUND

North East Link Project (NELP) will fix the missing link in Melbourne's freeway network, connecting the M80 with an upgraded Eastern Freeway. It will be a safe and efficient freeway connection for up to 135,000 vehicles a day, linking key growth areas in the north and south-east. The project has focused on public consultation and stakeholder engagement activities over the past 12 months. Digital engagement material and services supplied by Urban Circus has allowed communication of the project design, benefits and impacts. Through 2019-20, NELP is working on planning approvals, which is informed by the Environment Effects Statement (EES) process, with public hearings commencing from July until September.

## 2 CHALLENGE

NELP is a large-scale infrastructure project, with an extensive footprint across greater Melbourne; it is essentially three separate projects within an overall vision, which includes:

- 1 Connection between M80 Ring Road and the Eastern Freeway
- 2 Expansion and Upgrades of the Eastern Freeway
- 3 Doncaster Busway – public transport component

A project with a city-wide coverage is also subject to varying details and change. Therefore, there is a need to communicate to a wide variety of stakeholders, including project stakeholders, the broader public and community groups that are impacted at a local scale. How can all stakeholders access centralised information (images, videos, updates, info etc.) through one online location that covers all three project components of NELP?

## North East Link Project - iMap, VIC

## 3 SOLUTION

Urban Circus built project content into a singular communicable portal, which is accessible online and navigated by users through a map interface. It includes several levels of viewable information that users can click on depending on their project and location interests, including:

- Overall Project Map – home page and interchange points
- Precinct Location Map – highlighting key landmarks along project corridor
- Project Information Callouts – images, videos, stakeholder feedback & project information

The iMap provides stakeholders with a vision of the proposed project and understanding of the design thinking at any location or point in time.

Link to NELP iMap:

[http://nelprojectmap.u-c.com.au/NELprojectmap\\_v06/index.html](http://nelprojectmap.u-c.com.au/NELprojectmap_v06/index.html)

## 4 RESULTS

Since September 2018, the NELP iMap has achieved considerable community reach and continues to be used frequently as the project transitions through the EES phase. It has become a key tool for public engagement and direct stakeholder briefings; it is kept updated and relevant with new content and information as the project progresses and new communication requirements come into focus.

Total Visits: 10 Months: 73,241 Visits

Total Hits: 10 months: 15,994,562



Figure 2: Example of the iMap's project information page, including latest communication video, images and description overview.