

2 DETAILS OF CE CHANNELS AND ACTIVITIES

2.1 Introduction

During the Stage 1 CE from 1 February to 31 March 2016, various activities including roving exhibitions, questionnaire survey, meeting with HC and the Planning, Works and Housing Committee of the Eastern District Council (EDC), focus group meetings and community workshops cum site visits were held. Background information of the Study and preliminary designs were disseminated to the public and stakeholders via project website, facebook page, CE digest and pamphlet, etc. The public and stakeholders were also invited to provide their comments and opinions via the project hotline, email, fax and mail. Surveys with a structured questionnaire format were conducted on the website, as well as during the roving exhibitions and the various CE activities. Highlights of the CE activities and channels are summarized below.

2.2 CE Activities

A summary of the CE activities carried out are listed below:

Table 1– List of CE Activities

Date	Activities	Location
Stage 1 CE Programme (1 Feb 2016 – 31 Mar 2016)		
1 Feb 2016	Stage 1 CE Kick-off Start of roving exhibition and questionnaire survey	
1 Feb 2016 to 24 Mar 2016	Roving Exhibitions	Please refer to Section 2.6.1 for details
1 Feb 2016	Consultation with the Planning, Works and Housing Committee of EDC	EDC conference room
17 Feb 2016 18:00 – 20:00	1st Focus Group Meeting (academic and professional institutions)	Leighton Hill Community Hall
21 Feb 2016 13:00 – 14:00 (site visit) 14:30 – 17:00 (workshop)	1st Community Workshop cum Site Visit	Causeway Bay Community Hall
25 Feb 2016 18:00 – 20:00	2nd Focus Group Meeting (concern groups: green groups, cyclist groups and harbour concern groups)	Leighton Hill Community Hall
29 Feb 2016	Consultation with the Task Force on Harbourfront Developments on Hong Kong Island of HC	Heritage Discovery Centre
2 Mar 2016 19:30 – 21:00	Briefing Session organized by Eastern District Councillor Ting Kong Ho	Quarry Bay Community Centre
5 Mar 2016 13:00 – 14:00 (site visit) 14:30 – 17:00 (workshop)	2nd Community Workshop cum Site Visit	City Gallery
30 Mar 2016 16:00 - 17:30	HC boat trip site visit for the proposed boardwalk under IEC	Central to North Point on Victoria Harbour
30 Mar 2016 19:00 – 21:00	Briefing Session organized by Legislative Councillor Kwok Wai Keung	North Point Kaifong Association Chan Shu Kui Hall

Date	Activities	Location
31 Mar 2016	Completion of Stage 1 CE	

A copy of the questionnaire is attached at Appendix A. A total of 1306 completed questionnaires were received. The questionnaire was reviewed by Prof. John Bacon-Shone of The University of Hong Kong.

2.3 Channels for Enquiry, Comment and Opinion

During the Stage 1 CE, the public and stakeholders were invited to submit their enquiries or provide their comments and opinions via the following channels:

- (i) Email: boardwalk@cedd.gov.hk
- (ii) Hotline: (852) 2231 4408
- (iii) Fax: (852) 2577 5040
- (iv) Mail: Civil Engineering and Development Department

Hong Kong Island & Islands Development office
13/F, North Point Government Offices,
333 Java Road,
North Point, Hong Kong

To facilitate the public and stakeholders to provide opinions on the boardwalk proposal, a questionnaire (see Appendix A) can be downloaded from the project website or collected during the roving exhibitions.

The major comments on the proposal are collated and summarized in Section 3 of the Report.

2.4 Project Website and Facebook Page

A project website (www.boardwalk.gov.hk) and a facebook page (www.facebook.com/boardwalkiec/) were launched in early February 2016 to disseminate the updated information and progress of the Study to the public and stakeholders.

A post to promote the Study was also published on Development Bureau's facebook page (發展局 Development Bureau) on 1 March 2016 (<https://www.facebook.com/DevelopmentBureau>).

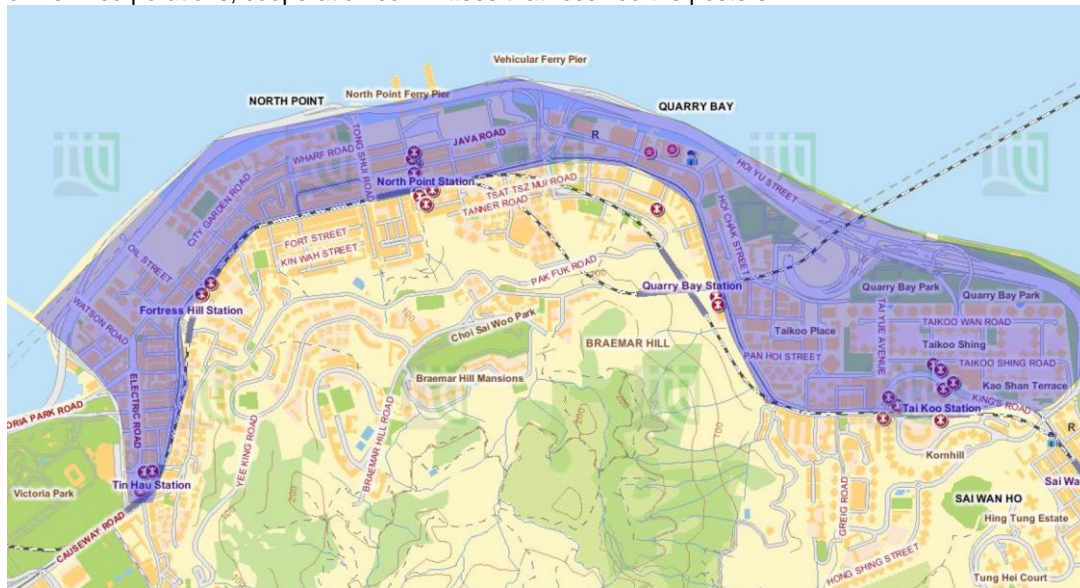
The corresponding frontpages of the project website and the facebook page are shown in Appendices B1 and B2.

2.5 Other Publicity Materials

Stage 1 CE Digest and Pamphlet

Stage 1 CE digest and pamphlets were published on 1 February 2016. Apart from distribution during roving exhibitions, focus group meetings, community workshops and other meetings and uploading onto the project website, the pamphlets were distributed to the residents in the vicinity of the proposed project site from Hing Fat Street to Tai Koo Shing, to the north of King's Road (see Figure 2.5.1).

Figure 2.5.1 – Coverage (hatched in blue) of the residential buildings that received the pamphlet and owner incorporations, cooperation committees that received the posters



The digest presented the background, objectives of the Study, the benefits and design issues of the boardwalk as well as the implications of the PHO and the Stage 1 CE activities of the project. The pamphlet is the summarized version of the digest. The digest and the pamphlet are shown in Appendix C and Appendix D.

Posters, Banners and Advertisements

Posters for promoting the CE activities were distributed to the owner incorporations and cooperation committees in the vicinity of the proposed project site from Hing Fat Street to Tai Koo Shing, to the north of King’s Road (see Figure 2.5.1). Also, banners were erected at several government facilities for promoting the CE activities and showing channels for enrolment, enquiry, comment and opinion. Photos of the banners at some locations are shown in Appendix E.

Advertisements were placed on 3 newspapers, Headline Daily (Chinese), Sing Tao Daily (Chinese) and The Standard (English) on 5 February, 12 February and 26 February 2016 to promote the CE activities as follows. Images of the newspaper advertisement are shown in Appendix F.

2.6 Roving Exhibitions

Roving exhibitions were put up at six locations from 1 February 2016 to 24 March 2016. The locations and durations of the exhibitions are listed in Table 2 below.

Table 2 – Schedule of Roving Exhibitions

Locations of Roving Exhibition	Duration
Outside North Point Ferry Pier	1 – 5 Feb 2016 15 – 27 Feb 2016
G/F Lobby, North Point Government Offices	1 – 5 Feb 2016 22 Feb – 10 Mar 2016

Locations of Roving Exhibition	Duration
Footpath at Junction of Electrical Road and Fook Yum Road	1 – 5 Feb 2016 15 Feb – 1 Mar 2016
MTR Tai Koo Station	13 – 19 Feb 2016
Area outside MTR Tin Hau Station Exit A1	1 – 5 Mar 2016 8 – 12 Mar 2016 15 – 19 Mar 2016 22 – 24 Mar 2016
Area outside MTR Fortress Hill Station Exit A	8 – 12 Mar 2016 15 – 19 Mar 2016 22 – 24 Mar 2016

During the roving exhibitions, the information and progress of the Study were displayed. Exit surveys were carried out with the questionnaires. Photos of some roving exhibitions are shown in Appendix G and the extract of the exhibition panels are shown in Appendix H.

2.7 Site Visit

A boat trip site visit from Central to North Point on Victoria Harbour was arranged for members of the Task Force on Harbourfront Developments on Hong Kong Island of HC on 30 March 2016.

Site visits to Tong Shui Road and Hoi Yu Street were also arranged for the participants of Community Workshops on both 21 February 2016 and 5 March 2016.

2.8 Media Coverage during Stage 1 CE

During Stage 1 CE exercise, the project was featured in nine newspaper stories, one television programme, and six online news platforms. Majority of the media coverage focused on the study background, details of the CE exercise and the alignment of the proposed boardwalk and its conceptual design.

The nine newspapers were Ta Kung Pao (大公報), Sing Tao Daily (星島日報), The Sun (太陽報), Hong Kong Economic Journal (信報), Hong Kong Commercial Daily (香港商報), Wen Wei Pao (文匯報), Oriental Daily News (東方日報), Headline Daily (頭條日報) and Sing Pao (成報). The television programme, TVB Jade's "A Closer Look" (時事多面體睇) was aired on 22 Feb 2016. Other online news platforms are the Bastille Post (巴士的報), Stand News (立場新聞), RTHK Online Latest News, Digital Broadcasting Corporation's website, the Hong Kong Economic Journal (信報), Metro Broadcasting Corporation's website, and Commercial Radio's website .

Feedbacks from local residents on the purpose of the boardwalk, its design features, and the proposed alignment were reported in Ta Kung Pao (大公報), the Hong Kong Commercial Daily (香港商報) and The Sun (太陽報). The public supported the boardwalk with the understanding that reclamation was required, and urged for early implementation of the project to enhance the waterfront.

Views from professionals and various stakeholders on the proposal were also featured in TVB Jade's "A Closer Look" (時事多面體睇) and The Sun (太陽報).

Please refer to Appendix I9 for the list of media coverage during Stage 1 CE, together with the copies of the news coverage by print and online media.