

2 DETAILS OF CHANNELS AND ACTIVITIES

2.1 Introduction

- 2.1.1 During the CE2 from 29 November 2016 to 28 January 2017, various activities including meeting with the HKTF and the Planning, Works and Housing Committee of the Eastern District Council (EDC), focus group meeting and community forums were held. Progress of the Study, findings of CE1 and the recommended Boardwalk scheme were disseminated to the public and stakeholders via the project website and Facebook page established in CE1, as well as CE2 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. An opinion survey by way of an opinion collection form was conducted on the project website, as well as during various CE2 activities. Highlights of the CE activities and channels are summarized below.

2.2 CE Activities

- 2.2.1 A summary of the CE2 activities carried out are listed below:

Table 2.1– List of CE 2 Activities

Date	Activity	Venue
19 Oct 2016	Consultation with the HKTF	Conference Room, 15/F, North Point Government Offices,
Stage 2 Community Engagement Activities (29 November 2016 to 28 January 2017)		
29 Nov 2016	Commencement of CE2	-
29 Nov 2016	Consultation with the Planning, Works and Housing Committee of EDC	Conference Room, 11/F, Eastern Laws Court Building
15 Dec 2016	Focus Group Meeting	Activity Room 1, Hong Kong Central Library
17 Dec 2016	1st Community Forum	Dr Seaker Chan Shu Kui Hall, North Point
12 Jan 2017	Consultation with the HKTF	Conference Room, 15/F, North Point Government Offices
14 Jan 2017	2nd Community Forum	Quarry Bay Community Hall
28 Jan 2017	Completion of CE2	-

2.3 Channels for Enquiry, Comment and Opinion

2.3.1 During CE2, the public and stakeholders were invited to submit their enquiries or provide their views via the following channels, which were the same as CE1:

- (i) Email: boardwalk@cedd.gov.hk
- (ii) Hotline: (852) 2231 4408
- (iii) Fax: (852) 2577 5040
- (iv) Mail: Hong Kong Island & Islands Development office
Civil Engineering and Development Department
13/F, North Point Government Offices,
333 Java Road,
North Point, Hong Kong

2.3.2 To facilitate the public and stakeholders to provide opinions on the Boardwalk proposal, an opinion survey was conducted. Views were collected through an opinion collection form (see Table 2) available on the project website and distributed during the CE2 activities. Online submission was also available on the website.

Table 2 – Questions in the opinion collection form for CE2

問題 1 - 設計風格和氛圍：你對於行人板道的設計風格和氛圍有什麼看法？你喜歡地標式、簡約或自然的風格呢？你喜歡繽紛、活潑或恬靜的氛圍呢？

Q1 - ON DESIGN CHARACTER AND AMBIENCE

What are your aspirations on the design character and ambience for the Boardwalk? Would you like an iconic, simplistic or natural design? Would you like a colourful, lively or tranquil ambience?

問題 2 - 連接性和暢達性：你對於建議的連接點有什麼意見？

Q2 - ON CONNECTIVITY AND ACCESSIBILITY

What are your views on the proposed access points?

問題 3 - 其他意見：你有沒有其他意見？

Q3 - OTHER VIEWS

Do you have any other views?

2.4 Project Website and Facebook Page

2.4.1 A project website (www.boardwalk.gov.hk) and a Facebook page (www.facebook.com/boardwalkiec/) were launched before CE1 to disseminate the updated information and progress of the Study to the public and stakeholders. These were also used for disseminating updated information for CE2, whereas the CE1 Report and photos have also been uploaded to this project website for public information.

2.5 Other Publicity Materials

2.5.1 CE2 Digest and Pamphlet

The CE2 digest and pamphlet were published on 29 November 2016. Apart from distribution during focus group meeting, community forums and other meetings, as well as having them uploaded onto the project website, the pamphlets were distributed to the residents in the vicinity of the proposed project site between Hing Fat Street and Tai Koo Shing (see Figure 2.5.1).

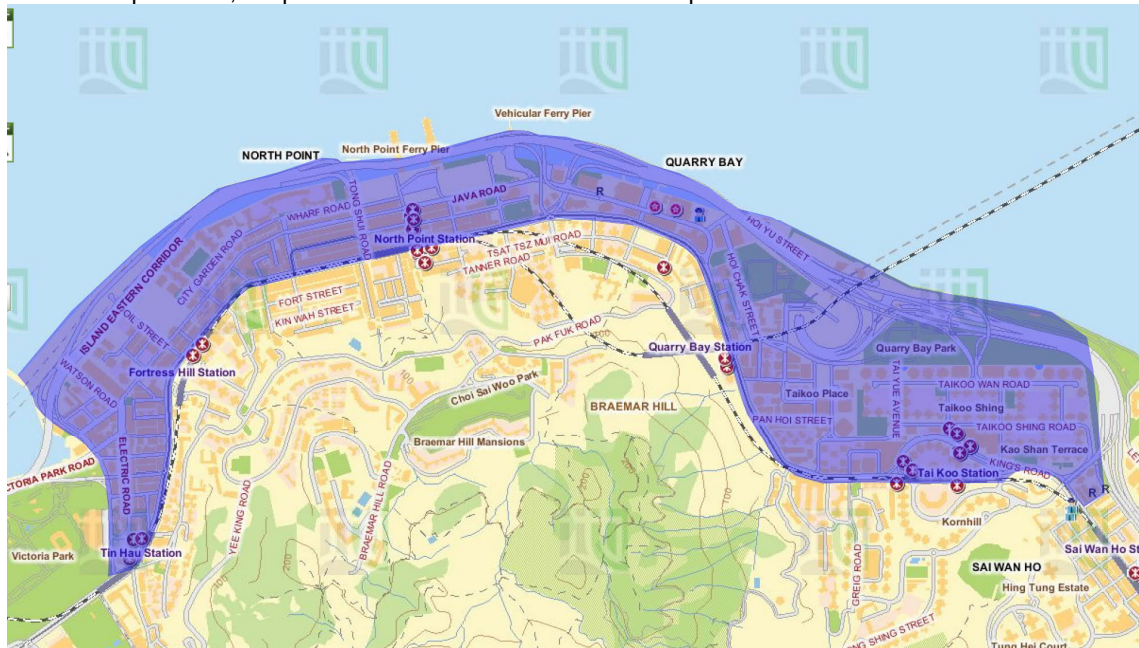
The CE2 digest presented the background, CE1 findings, recommended Boardwalk scheme, considerations of the PHO, an additional access from the hinterland, activity nodes and activities of CE2. The pamphlet is a summary of the digest. The digest and the pamphlet are shown in Appendix A.

2.5.2 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 between Hing Fat Street and Tai Koo Shing (see Figure 2.5.1). Also, banners were put up 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 A.

Advertisements were placed in 3 newspapers, Headline Daily (頭條日報)(Chinese), Sing Tao Daily (星島日報)(Chinese) and The Standard (English) on 9 December, 12 December 2016 and 6 January 2017 to promote the CE activities. Images of the newspaper advertisement are shown in Appendix B.

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



2.6 Media Coverage during CE2

- 2.6.1 During CE2, the project was featured on eight newspapers and one online news platform. Majority of the media coverage focused on the design details of the recommended proposal including the extended width, simplified design, new access points, fishing platform, cycle track, etc. A few media mentioned the additional piled dolphins and structures and their reclamation area, in the context of the PHO.
- 2.6.2 The eight newspapers were South China Morning Post (南華早報), Oriental Daily News (東方日報), Headline Daily (頭條日報), Ta Kung Pao (大公報), Hong Kong Economic Journal (信報), Apple Daily (蘋果日報), Sing Tao Daily (星島日報) and The Standard. The online news platform was Apple Daily Latest News (蘋果日報即時新聞).

- 2.6.3 Views from professionals and various stakeholders on the proposal were also featured in TVB Jade's "A Closer Look" (時事多面睇) aired on 27 December 2016.
- 2.6.4 Please refer to Appendix E for the list of media coverage during CE2.