

2 DETAILS OF CHANNELS AND ACTIVITIES

2.1 Introduction

- 2.1.1 As part of the CE3, various activities including meetings 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 CE2 and the Latest Scheme of the Boardwalk were presented to the public and stakeholders via CE3 pamphlet, various CE3 activities and project website. The public and stakeholders were invited to provide their comments and opinions via project hotline, email, fax and mail. Highlights of the CE3 activities and channels are summarized below.

2.2 CE Activities

- 2.2.1 A summary of the CE3 activities carried out are listed below:

Table 2.1– List of CE3 Activities

Date	Activity	Venue
19 Feb 2019	Consultation with the Planning, Works and Housing Committee of EDC	Conference Room, 11/F, Eastern Laws Court Building
20 Feb 2019	Consultation with HKTF	Conference Room, 15/F, North Point Government Offices
Community Engagement 3 Activities (25 February 2019 to 24 April 2019)		
25 Feb 2019	Commencement of CE3	-
2 Mar 2019	1 st Community Forum	Multi-purpose Hall Causeway Bay Community Centre
5 Mar 2019	Focus Group Meeting for Professional Institutions, Academia, Green Groups and Cyclist Group	Activity Room 1, Hong Kong Central Library
9 Mar 2019	2 nd Community Forum	Dr Seaker Chan Shu Kui Hall, The North Point Kai-Fong Welfare Advancement Association, North Point
24 Apr 2019	Completion of CE3	-

2.3 Channels for Enquiry, Comment and Opinion

2.3.1 During CE3, the public and stakeholders were invited to submit their enquiries or provide their views via the following channels, which were the same as Stage 1 Community Engagement (CE1) and CE2:

- (i) Email: boardwalk@cedd.gov.hk
- (ii) Hotline: (852) 2301 1418
- (iii) Fax: (852) 2369 4980
- (iv) Mail: South Development office
Civil Engineering and Development Department
7/F, Empire Centre, 68 Mody Road,
Tsim Sha Tsui, Kowloon, Hong Kong

2.3.2 To facilitate the public and stakeholders to provide opinions on the Boardwalk proposal, views collection forms were distributed during the CE3 activities. Online submission was also available on the website.

2.4 Project Website

2.4.1 A project website (www.boardwalk.gov.hk) was launched before CE1 to disseminate the updated information and progress of the Study to the public and stakeholders. It was also used for disseminating updated information for CE3. The CE1 Report, CE2 Report and photos have also been uploaded to this project website.

2.5 Other Publicity Materials

2.5.1 CE3 Pamphlet

CE3 pamphlet was published on 25 February 2019. 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 through circular service by Hong Kong Post (see Figure 2.5.1).

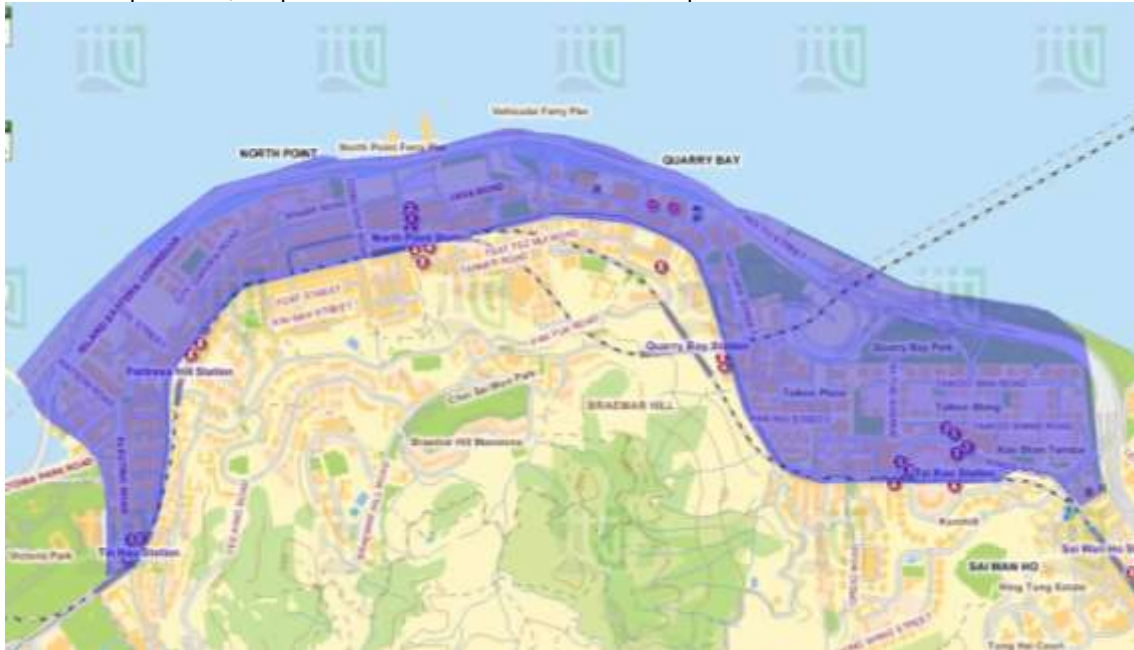
The pamphlet presented the vision of the Project, summary of major views collected during CE1 and CE2, the Latest Scheme and its major features including maximizing the space of the Boardwalk, fully utilizing the shading of the IEC, enhancing connectivity with the hinterland and providing diversified facilities for diversified needs. The schedule of CE3 activities was also presented in the pamphlet. The pamphlet is shown in **Appendix A**.

2.5.2 Posters, Banners and Advertisements

Posters for promoting the CE3 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 CE3 activities and showing channels for enrolment, enquiry, comment and opinion. Photos showing the banners erected at different 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 22 February 2019 and 1 March 2019 to promote the CE3 activities. The newspaper advertisements 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 CE3

- 2.6.1 During CE3 exercise, the project was featured on five newspapers and four online news platform. Majority of the media coverage focused on the design detail of the Latest Scheme including the width of the Boardwalk, utilisation of area underneath existing IEC and anticipated construction programme. Some also mentioned the proposed facilities on the Boardwalk and architectural design shown on the photomontage.
- 2.6.2 The five newspapers were Oriental Daily News (東方日報), Headline Daily (頭條日報), Ta Kung Pao (大公報), Appledaily (蘋果日報) and wenweipo (文匯報). The four online news platform were orientaldaily.on.cc (on.cc 東網), mingpao news website (明報新聞網), The Stand News (立場新聞), HK01 (香港 01).
- 2.6.3 Please refer to **Appendix D** for the list of media coverage during the CE3.