

RECOVER + REIMAGINE

Workshop Purpose:

To update Council Members on actions taken to date to assist in the recovery of city businesses from the impacts of COVID-19 and seek further ideas.

PROGRAM: Director Growth

APPROVING OFFICER: Ian Hill

CORPORATE

Recover + Reimagine

KEY QUESTIONS



In the context of the Impact, Cost and Time principles:

- Do Council Members have any further ideas for investigation and potential delivery in the next few months?
- Are there any particular community led initiatives that you would like us to explore?



KEY MESSAGES



- Update on actions taken and projects which are being investigated. These are aimed at assisting city businesses to take advantage of the relaxation of restrictions that had been imposed by the State Government due to COVID-19.
- Recovery engagement with Council Members to date has included:
 - CEO update session on 15 April 2020
 - Detailed summary emailed 30 April 2020
 - Direct phone contact seeking Ideas on 7 May 2020
 - Survey from the Lord Mayor on 8 May 2020
- A new ideas engagement tool seeking community input has been developed and is live.



Recover + Reimagine COMMUNICATIONS TO COUNCIL MEMBERS



Recovery + Reimagine Update #1



Ian Hill

To Alexand Hyde; Anne Moran; Arman Abrahamzadeh OAM;
 Franz Peter Knoll; Helen Donovan; Jessy Kherra; +5 others
Cc **Executive**; Ben Saint; Carole Johns; Council Liaison Officer

30/04/2020

Dear Lord Mayor and Councillors

Further to the Special CEO briefing re our response to Covid-19 on 15/4 I wanted to update you regarding our Recovery + Reimagine work to date.

In summary we have:

- established a small cross portfolio working group to coordinate recovery activity. The group is meeting twice a week to ensure we are prepared to roll out initiatives subject to health advice changes relating to current restrictions.
- been working to keep our community connected during the current period. This has been done primarily through Council's website and social media channels under the banner of 'Stay Connected'. Our ANZAC Day content, particularly the lone piper playing Amazing Grace on the Town Hall Balcony has had over 31,000 Facebook shares.
- regularly been updating the COVID-19 information page and FAQs page on Council's website which is attracting 4 times as many visitors as the CoA home page. The page remains an important source of information for the public with over 1,000 daily views.
- received feedback from our tenants around the \$4m COVID-19 Response Package, which has been extremely positive
 - "Thank you to the Council for helping all of us through this difficult period." (a small business)
 - "Thank you for the rent freeze." (hospitality business)
 - "Thank you for providing the rent relief during these difficult times." (transport company)
 - "We are extremely grateful for the councils (sic) decision to waive the rent for the next 3 months." (hospitality business).
- activated the Small Business Task Force which has provided direct advice to over 70 small business owners and almost 200 visitor economy stakeholders, as well as providing weekly electronic updates to almost 8,000 subscribers on grants, insights and sharing initiatives by CoA, industry organisations and State and Federal Governments.
- we are currently finalising an agreement with Business SA to provide additional and ongoing services for city businesses. This will continue beyond Covid-19. Business SA continue to provide invaluable support around grants, cash flows, industrial relations etc
- grown the UPark Plus initiative to more than 6,000 accounts allowing customers to register and park at any of our UParks for a flat rate of \$8 per day for April and now extended to May. Importantly we have created an online platform to engage directly with UPark customers. <https://www.upark.com.au/upark-plus/>

I will be providing a more detailed update at next Tuesday's Committee meeting. This will include some specific mechanisms that enable us to gather information and ideas from Council Members on how we can best "welcome back" city users to Adelaide.

Keen to unlock your ideas as well as those that your constituents are raising with you.

Your support is greatly appreciated at a really challenging time for our city.

Cheers

Ian

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COUNCIL MEMBER IDEAS

Council Member Ideas

All fields marked with an asterisk (*) are required.

Introduction

Thinking about the [four community outcomes in the City of Adelaide Strategic Plan 2020-2024](#) and recovering our city at this time, please provide your ideas about how Council can support this:



Input into CoA Recovery Plans



Ben Saint on behalf of Sandy Verschoor

To **Council Members**
Cc **Executive**; Kathryn Calaby; Ben Saint

Fri 8/05

Dear Members

On Tuesday night we talked through some of the challenges facing the City of Adelaide as we move into the recovery phase following in the impacts of COVID-19. Our Executive also went through some of the immediate actions we've taken to respond and support our businesses and community through this time.

It is clear that these unprecedented times call for new and different ways of thinking and I have asked our Administration to provide a way to include our ideas ahead of formulating recovery plans for further Council consideration.

To begin this process, the Administration are creating an online platform to capture ideas which we can use to support our city in its recovery. The project team are seeking our input and will assess ideas against a quick win framework using three criteria: viability, cost and impact.

I encourage you to share your ideas by clicking [HERE](#). Please do not share this link with the community, as the public site will look a little different and be activated shortly.

This will be launched to the wider community next week by promotion online, through social media as well as through our many networks. We will send you a link to the community site once it's active to enable you to share it with your networks then.

I also look forward to further exploring the new ways in which we can support our city to recover at our workshop on Tuesday, 19 May 2020.

Thank you for helping us to reimagine our city and the possibilities for our Council and community.

Regards

Sandy

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COUNCIL MEMBER IDEAS



The Advertiser

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CITY

Adelaide city councillors share their wishlists to help CBD recover from COVID-19

Would 24-hour shopping in the CBD lure back visitors after COVID-19? How about “Magical Musical Mystery Tours” or free parking at night? Adelaide city councillors have been brainstorming – see their ideas here.



Lord Mayor Sandy Verschoor

- A 24-hour sidewalk sale in Rundle Mall, with shops lit up and musicians playing to create a party atmosphere.
- Tours celebrating the city's UNESCO City of Music status, with good food and wine. Small groups of people would be taken on a “magical musical mystery tour”, experiencing different types of music in unusual places, giving everyone a chance to rediscover the city.

Deputy Lord Mayor Alexander Hyde

- An all ages coronavirus after party with entertainment and fireworks.
- Looking into a permanent 10 per cent rate reduction to help stimulate the economy and investment.

Cr Phillip Martin

- Extending outdoor dining and closing roads at times to accommodate extra diners at cafes and restaurants.

Cr Jessie Khera

- Push the Federal Government to treat recovery as a “post war” situation, pointing out that it essentially has a deficit luxury and can issue its own currency to invest in major infrastructure projects that Local Government will help deliver.

Cr Anne Moran

- Mainstreet investment with a focus on helping the little cafes and eateries that need the council's support.

Cr Franz Knoll

- Lighting up and celebrating the city and the parklands to get the public back into the city, while practising social distancing.

Cr Robert Simms

- Make city and North Adelaide streets more inclusive of cyclists and pedestrians by introducing pop-up bikeways, widening footpaths for pedestrians and reducing speed limits in key areas.
- Source government funding to build a social housing hub in the CBD to provide shelter for the homeless, as well as act as an economic stimulus and create jobs.

Cr Simon Hou

- Provide free carparking in the city after 5pm to encourage reactivation in the evenings.

Cr Mary Couros

- Investigate ways the council can host more events that showcase the best of the state's food, wine, fashion, art, music and sport all year round, starting with a Christmas in July event.

Cr Arman Abrahamzadeh

- Investigate a mobile application that tells the user everything about Adelaide and North Adelaide. It can be used to learn more about shopping, heritage, parklands, transport and tourism.

Cr Helen Donovan

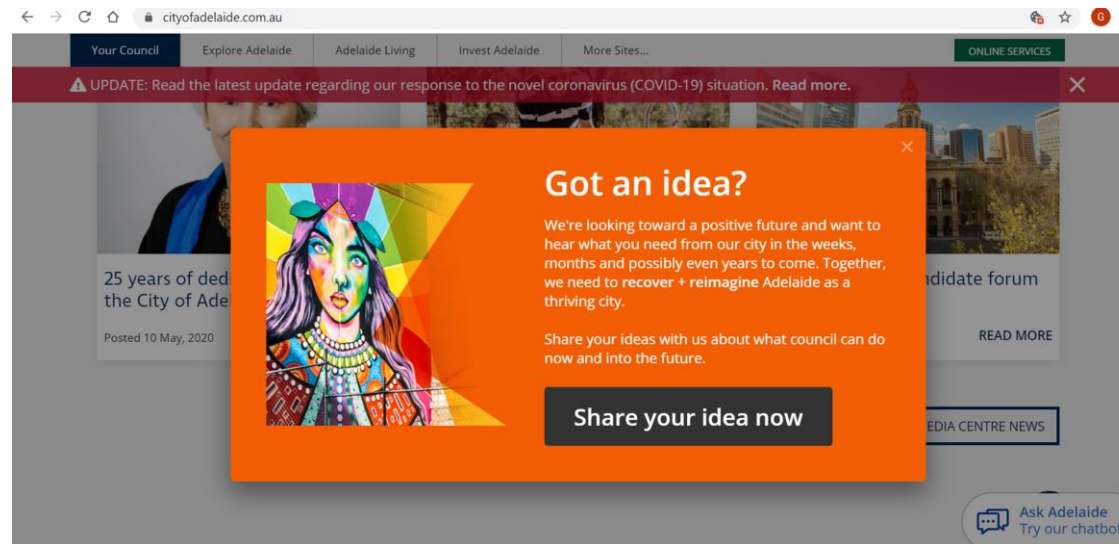
- Focus on strategic investments that yield multi-layered, lasting benefits for residents, businesses and visitors to the city.

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IDEAS ENGAGEMENT TOOL




- Opened on Tuesday 12 May for community input. The tool is promoted through all CoA social media channels.
- Ideas for both immediate response and longer term actions for consideration are welcomed
- We are looking to group ideas under common themes to investigate and implement
- Users are requested to provide an email address when submitting their ideas. This allows us the ability to round back to submitters on the outcome of their ideas



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IDEAS ENGAGEMENT TOOL



Recover + Reimagine

We're looking towards a positive future for our city.

Share your ideas about what Council can do now and into the future.

cityofadelaide.com.au/reimagine

Image: Mimby Jones Robinson
Rainbow Queen Love Goddess 2018, Moger Lane, Adelaide



CityofAdelaide @CityofAdelaide · 5m

Together we can recover + reimagine Adelaide as a thriving city. We're seeking your input on how that looks for you and what we can do to make that happen. Share your ideas now. ow.ly/jZAc50zGRg5
#DesignedforLife #MyAdelaide Art: Seb Humphries



City of Adelaide

Published by Hootsuite [?] · May 12 at 6:00 PM · 🌐

Adelaide is a city designed to continually support and enrich the wellbeing and quality of life of its people.

In the wake of the impact of COVID-19, we're looking toward a positive future and want to hear what you need from our city to help recover + reimagine Adelaide as a thriving city.

We're open to all ideas, but an example might be road closures to allow for extended outdoor dining. Or perhaps providing outdoor heaters and marquees to allow for outdoor entertainment in... [See More](#)



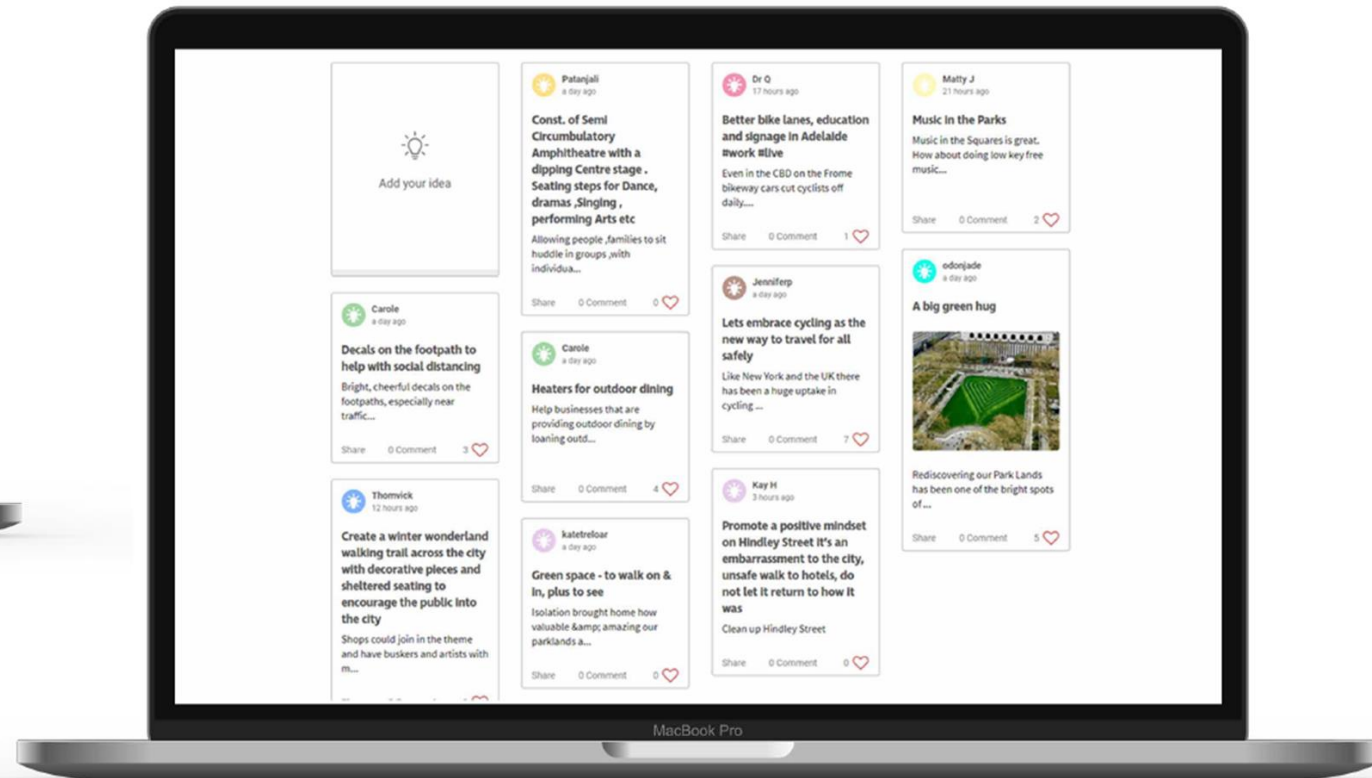
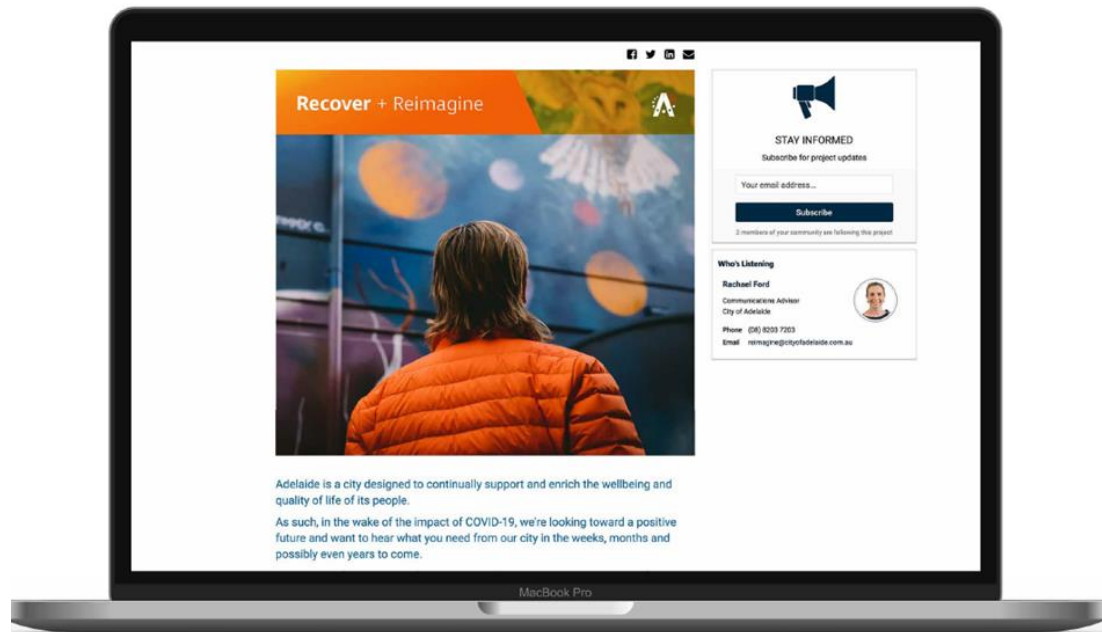
Recover + Reimagine

We're looking towards a positive future for our city and want to hear your ideas about what Council can do now and into the future. Together, let's **recover + reimagine**.

[Share your ideas](#)

Recover + Reimagine

IDEAS ENGAGEMENT TOOL



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IDEAS PROCESS



Recover + Reimagine

IDEAS PROCESS



- Since 12 May, a cross functional team has reviewed more than 60 ideas provided by Council Members, Council staff and the community
- On 14 May, 23 ideas were discussed in more detail and are being scoped for implementation
- Ideas submitted through the engagement tool will be reviewed and assessed daily.

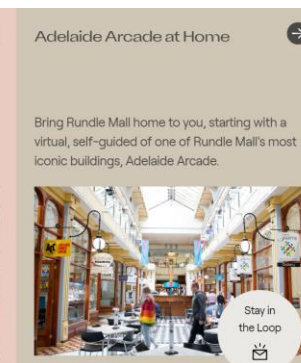
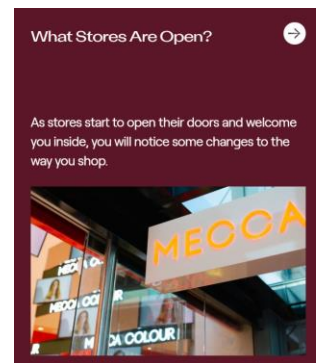
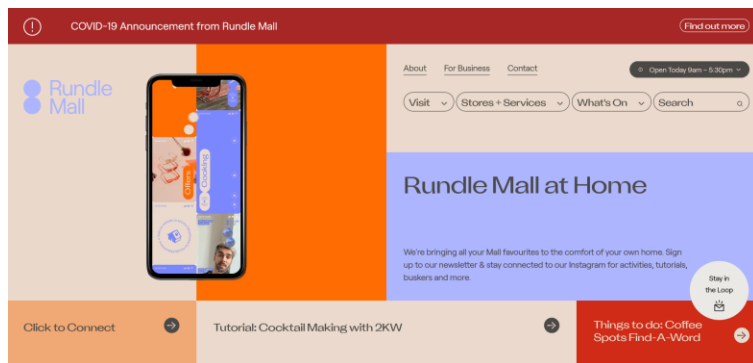


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RUNDLE MALL



- Created the Rundle Mall at Home campaign
- Installed social distancing messaging and signage
- Increased cleaning of high touch points e.g. bins, benches, Malls Balls
- Increased security to ensure retailers, staff and customers feel safe
- Working closely with the South Australian Police to support retailers and additional dedicated foot patrols throughout the Mall
- Working with retailers to ensure customer ratios are in line with restrictions



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ADELAIDE CENTRAL MARKET



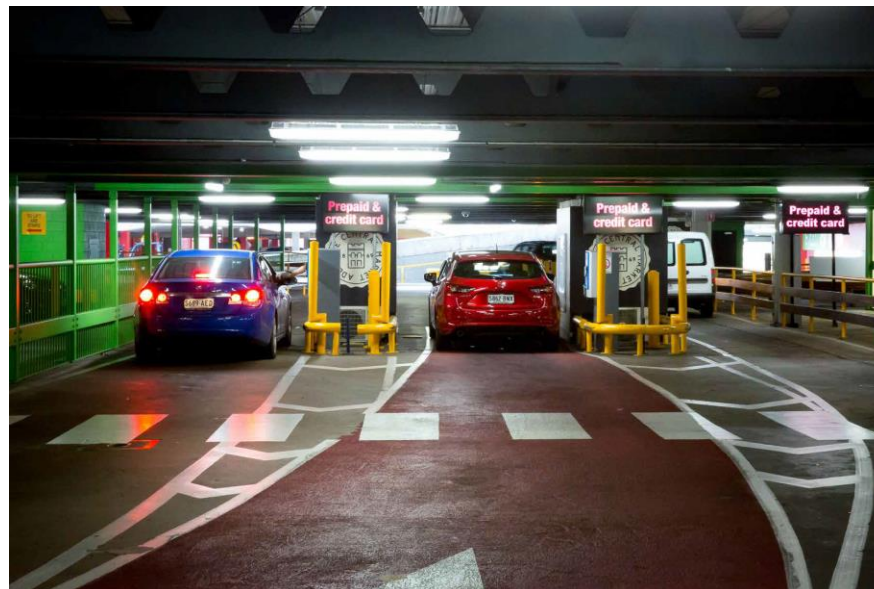
- Introduced two new services:
 - Click and Collect
 - Home delivery service with participating traders
- Has remained open as the market provides essential services for the community
- ACM has additional signage and floor wardens on Saturdays to assist with social distancing
- Additional cleaning of high touch points and hand sanitizer available at entrances and key locations



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UPARK PLUS



- To date have over 7,500 accounts have been created
- Investigating opportunities for additional benefits that may be offered by city businesses for UPark Plus card holders.



\$8
Capped rate parking
UPARKPLUS
Start now
upark.com.au/plus

CITY OF ADELAIDE **UPark**

The advertisement graphic features a blue background on the left with white text. On the right, there is a vertical image showing a city street scene at dusk or dawn, with buildings and trees under a colorful sky.

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#MYADELAIDE



Old friends
are waiting.
Coffee this way.

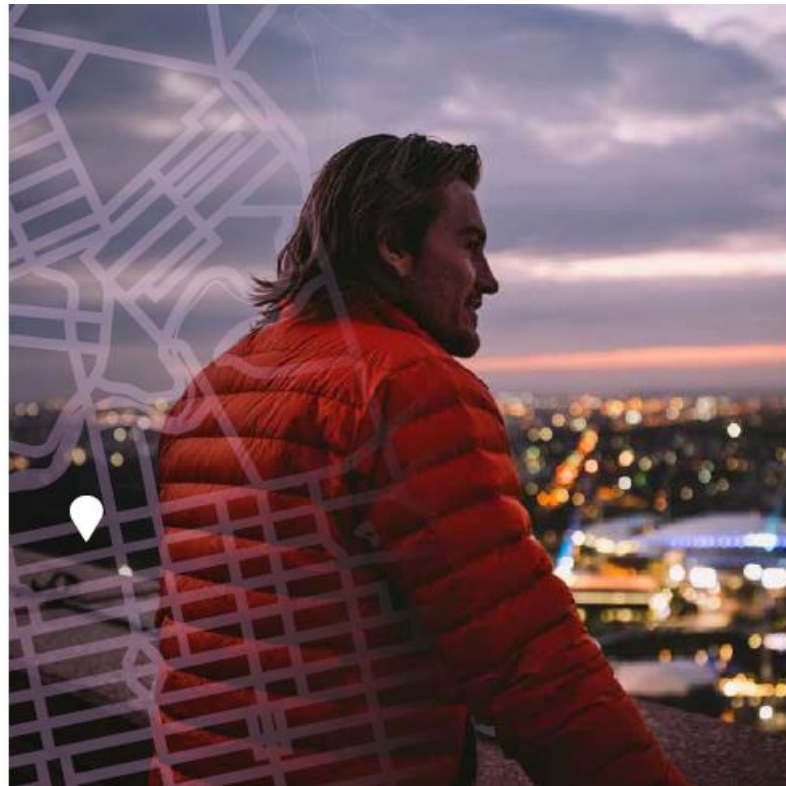
#MyAdelaide
cityofadelaide.com.au
/MyAdelaide

The city streets
have missed
your feet.

#MyAdelaide
cityofadelaide.com.au
/MyAdelaide

We missed you
as much as you miss
your trackies.

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RECOVER AREAS OF FOCUS



Fairy lights



Footpath decals



Heaters



Mowing the heart



Tree Wrapping



Walking



Recover + Reimagine

BUDGET AND FINANCIAL IMPLICATIONS



IMPLICATION	COMMENT:
19/20 Budget Allocation	Reallocation of \$100,000 from existing budgets to enable rapid response to implement identified ideas
19/20 Budget Reconsideration (if applicable)	Not as a result of this report
Proposed 20/21 Budget Allocation	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Implementation of projects will be managed within existing resources
Life of Project or Life Expectancy of Asset	Anticipated projects within the Recover phase will be implemented during the next 2 months with projects in the Reimagine phase having a longer term commencement and delivery phase.
Other Funding Sources	Opportunities for potential funding partnerships to deliver ideas will be identified through the scoping phase for each project.