

社區聯繫 Community Engagement



社區人士及居民為洗衣街項目提供不少寶貴意見。
Community leaders and residents express views on the way forward for the Sai Yee Street project.

Community engagement has become an entrenched feature of URA's modus operandi to ensure that the sentiments and concerns of stakeholders in individual projects are taken into consideration during the planning and acquisition of such projects. The Authority reaches out to all residents groups, concern groups, local consultative bodies, professional bodies, political groups, and the mass media to cultivate and foster better understanding with all stakeholders as well as to address their legitimate concerns as far as practicable and to enlist both local and general public support.

Since commencing the Kwun Tong Town Centre redevelopment project on 30 March 2007, the Authority has conducted over 60 briefing sessions for all directly and indirectly affected stakeholders in order to brief them on the statutory planning process and current policies on acquisition and compensation. Such briefing sessions targeted residents, shop owners and operators, tenants, hawkers, transport operators, members of concern groups, members of the local District Council, Government departmental representatives, political groups as well as professional institutions.

In Mongkok, in order to better understand the concerns of those affected by the Sai Yee Street redevelopment project and to obtain their feedback on how to arrive at a win-win approach, the Authority organized a special workshop in March 2007 which was attended by over 100 participants comprising representatives of the residents, shop owners, academics, District Council members, professionals, members of concern groups and other stakeholders. In addition, more than a dozen formal as well as informal meetings had been conducted for domestic residents and shop owners during the year with some of them being attended or led by Legislative Councillors.

The Authority is committed to addressing the concerns of stakeholders affected by other major projects, such as the Nga Tsin Wai Village project, for which conservation of historical relics and the relief of the plights of residents are major considerations; the Peel Street/Graham Street project which has attracted strong community demands for the preservation of old shops and the wet market; the Staunton Street project which, due to delays caused by litigation has agitated residents seeking early redevelopment to relieve them from substandard living conditions.

The Authority is fully aware of the importance and benefits of effective community relations and will continue to apply our people-oriented community participation strategy.



市建局邀請不同的社會人士參加工作坊，一起探討深水埗市區更新的未來路向。
Various sectors of the community gather at a workshop to explore the way forward for the urban regeneration of the Sham Shui Po district.

公共關係 Public Relations

年內，本局加強了與傳媒及其他持份者的溝通，令他們更明白本局的工作。

本局的熱線電話、地區辦事處及觀塘辦事處共處理了約七千九百個查詢及求助個案。我們訂下服務承諾，於一個工作天內完成處理百分之九十五的查詢及於五個工作天內回應百分之九十的訴求。我們都能成功達致上述的工作目標。此外，市建局、房協及屋宇署更合作設立一站式的熱線服務，有效處理公眾人士對樓宇復修及保養的查詢及訴求。

為了更廣泛地宣傳本局的樓宇復修資助計劃，我們與房協及屋宇署於二零零七年一月合作舉辦了一項「樓宇安全嘉年華」活動，吸引近五千八百人參與。於二零零七年初，本局製作了一條三十秒的宣傳短片，在本地電視頻道播放，以加強市民對樓宇復修的了解。



市建局設立熱線電話供市民查詢、求助及提出投訴。
URA's Hotline handles public enquiries, requests and complaints.



市建局為觀塘市中心項目新增網頁，加強溝通。
URA produces a special website on the Kwun Tong Town Centre project to enhance communication.

本局亦為觀塘市中心重建計劃進行了大規模的公關及宣傳工作，為期兩個月的公眾諮詢活動，包括在四個地點舉行的路演、記者會、編輯招待會、傳媒訪問、電台和電視節目專訪等。觀塘辦事處亦設置了項目的設計模型及展板，供公眾參觀。

本局的網頁亦進一步加強內容，特別新增版面介紹觀塘市中心重建計劃的有關資訊。年內，本局的網頁共錄得超過一千五百六十萬人次點擊，比上一個年度增加百分之三十二。本局亦更新了介紹本局4R工作的短片。

為了加強公眾對本局4R工作的了解，以及所面對的挑戰和困難，行政總監就市區更新的課題，向多個本地及海外的商務和專業團體、研討會及會議，發表演說。

本局亦參與二零零七年六月由特區政府在北京舉行的「香港特別行政區十周年成就」展覽，展出本局4R工作如何配合香港的持續發展。

年內，本局與多個來自海外的訪問團，包括英國、瑞典、馬來西亞、星加坡、曼谷、台北和澳門，以及國內城市例如無錫、廣州、上海和杭州，交流市區更新的經驗。本局的高層職員亦出訪多個海外城市，包括歐洲的柏林、德勒斯登、維也納和倫敦，了解當地的舊區重建及活化工作。



市建局在北京舉行的「香港特區成立十周年成就展覽」上，展出介紹4R工作的資料及觀塘市中心項目模型。
URA exhibits information panels on its 4Rs work and a Kwun Tong Town Centre project model at the exhibition in Beijing to celebrate the 10th anniversary of HKSAR.