

# Greater Wellington

## Regional Land Transport Strategy

### Consultation Plan

**DRAFT**

October 2005

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| Quality Assurance Statement   |   |
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| <b>MWH New Zealand Ltd</b><br>Level 1, MWH House<br>123 Taranaki Street<br>P O Box 9624<br>Wellington<br>Tel: 64-4-381 6700<br>Fax: 64-4-381 6739 | <b>Project Manager:</b><br>Sylvia Allan                     |
|   | <b>Prepared by:</b><br>Greater Wellington, Stewart McKenzie |
|   | <b>Reviewed by:</b><br>Sylvia Allan .....                   |
|   | <b>Approved for issue by:</b><br>.....                      |

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## Greater Wellington

# Regional Land Transport Strategy Consultation Plan

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## 1. Background

The Regional Land Transport Strategy (RLTS) is a statutory document that Greater Wellington Regional Council (GW) must produce under the Land Transport Act 1998. It is a key tool for setting transport policy and investment priorities for the next ten years. The RLTS's draft vision is:

***“to deliver an integrated land transport system that supports the region’s prosperity in a way that is economically, environmentally and socially sustainable”.***

The Council formally requested the Regional Land Transport Committee (RLTC) to carry out consultation for the RLTS review following a meeting of the Policy, Finance and Strategy Committee in July 2005.

## 2. Principles

This Plan is based on the following key principles:

- Consultation processes should comply with the relevant requirements of the Land Transport Act 1998 and the Land Transport Management Act 2003;
- Consultation should tie in with other consultative processes being undertaken by local authorities, particularly the WRS process;
- Communication mechanisms should be accessible, and deliver information that is easy to understand, easy for interested people to respond to, and easy to provide feedback from;
- Communication and consultation needs to be relevant to all target audiences.

This consultation plan has also been developed within the framework of GW's consultation procedures, as set out in the internal 'Special Consultation Procedures Report', issued in April 2004. This was prepared taking into account S83 of the Local Government Act 2002 and Part 2, Schedule 2 of the Land Transport Management Act 2003.

There are also a number of generic principles that must underpin any major consultation strategy to ensure that the consultation process is both robust and transparent:

- The analysis leading to the adoption of the RLTS is visible and understandable;
- commitment to disclosure to ensure that appropriate information is available to the public and stakeholder groups;
- willingness to listen, consider, and (as appropriate) incorporate community inputs, issues and concerns;
- preparedness to provide feedback on how decisions were made; and
- responsiveness to Māori issues and concerns.

### 3. Objectives

Key objectives of the consultation plan are as follows:

- Identify relevant external stakeholder groups;
- Provide a comprehensive plan for informing the public and stakeholder groups about the RLTS;
- Increase awareness and understanding of the RLTS amongst the public and stakeholder groups;
- Implement a robust consultation process at a level commensurate with the needs of the public and stakeholder groups;
- Communicate the RLTS via a range of methods thereby maximising the uptake of information;
- Develop a list of key themes (messages) for use in all external communications;
- Implement procedures which ensure the smooth flow of information from the RLTS review team to the public and external stakeholders.

Although consultation is mandatory, it is often difficult to engage the community. This is especially relevant in developing the RLTS because the subject is somewhat intangible and most of the effect of the planning will not occur for several years. It is during the “effect” stage, when things start happening, that people are more easily engaged.

Although the community is difficult to engage, many will still have a view, they’re just not motivated to express it unless persuaded to do so. The consultation strategy for the RLTS needs to ensure that encouragement is given to people to become involved at this stage, and that the processes are such that the RLTS cannot be reasonably challenged later on the grounds of inadequate consultation processes when components of the Strategy are put into action.

Consultation needs to be particularly strong among stakeholders and interested parties. These groups are potential advocates for the Strategy.

Because of the nature of transport systems, and the method of preparation and review of the RLTS, the RLTS review team has a role in ensuring the region’s territorial authorities are thoroughly involved in implementing the communications plan, and thus the consultation plan.

### 4. Identifying Stakeholder Groups

#### 4.1 Defining the groups

The following table is in draft form but it identifies the key groups with whom consultation on the RLTS is considered either useful or necessary. They have been identified as statutory and non-statutory stakeholders in the table i.e. those who have to be consulted and those whom it is considered useful to consult with directly.

| Specified party  | Contacts   | Statutory | Method of Communication   |
|--|--|-----------|---------------------------|
| Transit New Zealand  | <i>Wellington Regional Office</i>  | Yes       | Letter & RLTS             |
| Land Transport New Zealand                                 | <i>Wellington Regional Office</i>  | Yes       | Letter & RLTS             |
| Commissioner of Police                                     | <i>Wellington District</i>   | Yes       | Letter & RLTS             |
| Emergency Services   | <i>Fire Service<br/>Police<br/>Ambulance Service</i>   | No        | Letter & summary document |
| Territorial authorities in the region and Community Boards | <i>Wellington City Council<br/>Porirua City Council<br/>Kapiti Coast District Council<br/>Hutt City Council<br/>Upper Hutt City Council<br/>Masterton District Council<br/>Carterton District Council<br/>South Wairarapa District Council</i> | Yes       | Letter & summary document |
| Adjoining regional councils and territorial authorities    | <i>Manawatu-Wanganui Regional Council<br/>Horowhenua District Council<br/>Tararua District Council</i>   | Yes       | Letter & RLTS             |
| Historic Places Trust of New Zealand                       | <i>Wellington Area Office</i>  | Yes       | Letter & RLTS             |
| Land transport users and providers                         | <i>Automobile Association<br/>Road Transport Forum<br/>Heavy Haulage Association<br/>Toll Holdings<br/>Ontrack<br/>Bus operators<br/>StageCoach<br/>Walk/cycle user organisations<br/>NZ Taxi Federation</i>                                   | Yes       | Letter & RLTS             |
| Relevant Government Departments and Ministries             | <i>Ministry for the Environment<br/>Ministry of Economic Development<br/>Ministry of Transport<br/>Ministry of Health<br/>Ministry of Education<br/>Parliamentary Commissioner for the Environment<br/>Department of Conservation</i>          | No        | Letter & summary document |
| Crown Agencies and quasi-government organisations          | <i>EECA<br/>Human Rights Commission</i>  | No        | Letter & summary document |
| Major Infrastructure Operators                             |  | No        | Letter & summary          |

|   |   |     |                               |
|---|---|-----|-------------------------------|
|   |   |     | document                      |
| District Health Boards                    | <i>Capital &amp; Coast DHB<br/>Hutt Valley DHB<br/>Wairarapa DHB<br/>Mid Central DHB (includes Otaki<br/>Ward of Kapiti District)</i> | Yes | Letter & RLTS                 |
| Educational Institutions                  | <i>Universities<br/>Polytechnics<br/>Secondary Schools<br/>Wanangas</i>   | No  | Letter & summary document     |
| Environmental and Special Interest Groups | <i>Forest and Bird<br/>NZ Fish and Game Council</i>   | No  | Letter & summary document     |
| Chambers of Commerce                      | <i>via Territorial Authorities</i>  | Yes | Letter & summary document     |
| Iwi                                       | <i>Mana whenua iwi<br/>Urban Maori authorities</i>  | Yes | Letter & RLTS<br>Ara Tahī hui |
| Accident Compensation Corporation         |   | Yes | Letter & RLTS                 |

## 5. Timing

The public consultation phases for the RLTS review are being conducted in two phases, Strategic Options (Aug – Dec 2005) and Draft RLTS (Nov - Dec 2006). Significant dates are:

- 15 August 2005 - a ‘strategic options’ consultation document was released in conjunction with the launch of the WRS growth framework
- 30 September 2005 – submissions closed
- 8 December 2005 – submissions were considered at an RLTC meeting
- 31 October 2006 – approve a Draft RLTS for consultation
- February/March 2007 – RLTC sub-committee hears submissions
- April 2007 – RLTC recommends RLTS to Council  
– Council adopts RLTS

Timing is indicative only as the needs of the process may dictate changes to the timeframes outlined above. However, the above timeframe is used as the basis for the consultation timetable in Section 10.



## 6. Communications Plan

### 6.1 Overview

The Communications Plan proposes a series of actions that will be undertaken to facilitate the communication and consultation process. The actions are designed with the objectives in mind and will apply to varying degrees to the public and stakeholder groups. The commentary below details what will occur and details such as responsibility, timing and budget are provided where possible. This is used as the basis for the draft consultation budget and assumptions in terms of the availability and cost of resources are made.

A brief discussion on the relevance and importance of the media is provided below. The key messages to come across in the consultation process are also set out. These will be used as a basis for the preparation of consultation material and will help focus the feedback more effectively.

### 6.2 Use of the Media

Media coverage is good because it is:

- Cost effective (in most cases)
- Unbiased (again in most cases) and therefore credible
- Reaches a wide audience.

However, media also poses challenges:

- The RLTS is not overtly interesting;
- GW don't have total control, and there is potential for the bigger picture to be clouded by inter regional disagreements (e.g. opportunity to revisit the Western Corridor or Rail decisions);

To get the best use out of the media there is a need to:

- Highlight various opportunities that evolve out of the consultation process and package them in a newsworthy way. This will mainly include outcomes from meetings with stakeholder groups;
- Use GW's database of media and the means by which they will be provided information;
- Develop a relationship with key reporters (actioned by a GW communications staff);
- Monitor coverage and implement quick response mechanisms for negative coverage, including letters;
- Ensure all media releases, publications etc are consistently presented and branded, and contain non-technical language;
- Ensure a mix of media outlets are utilised, particularly focussing on printed material to ensure that the public and stakeholders who want to be engaged are given every opportunity to do so.

### 6.3 Key messages

The key messages represent the main themes that the public and stakeholders should take out of communication. At a functional level, the messages need to bring about an understanding of the RLTS generally, what is being planned, and the need for feedback. Key messages are:

- The Strategy is a key tool for setting transport policy and investment priorities for regional land transport investment over the next ten years.
- *Key consultation 'catch-cry' - a substantive 'what we want' message – to be confirmed*
- Feedback is valuable in helping the Regional Land Transport Committee form the final Strategy, which is due to be released in early 2007.
- The RLTS is closely linked with the Wellington Regional Strategy, and will help shape economic, social and environmental outcomes for the Region. It will support the land use and transport initiatives that flow from the Wellington Regional Strategy process.
- This consultation is about how all the components of the strategy work together to achieve its objectives. It is not about revisiting recent decisions on any corridor plan or modal strategy. The following is a summary of the legal advice received in this respect:

Greater Wellington has a statutory duty under section 179 of the Land Transport Act 1998 to consult when preparing a Regional Land Transport Strategy. Consultation must be carried out in accordance with the special consultative procedure under section 83 of the Local Government Act 2002.

The Land Transport Act 1998 does not expressly require consultation on the RLTS to be carried out as one single exercise. Therefore carrying out successive consultation as various parts of the RLTS are developed, in accordance with section 83 of the LGA, is considered to be acceptable.

It is recommended that the corridor plans and sub strategies already consulted on are included in the draft RLTS document. An accompanying note should explain that as consultation in accordance with the LTA has already been undertaken (specifying dates & decisions), submissions which re-visit decisions made on these parts on the RLTS will not be considered.

## 6.4 Public notices

Public Notices are a statutory requirement for consultation on the RLTS. The format is proposed to be very similar to the public notices that appeared in the Dominion Post and Wairarapa Times on 23<sup>rd</sup> August 2005 calling for public submissions on the Regional Travel Demand Strategy. Note: (A public notice also appeared in the Dominion Post on 18<sup>th</sup> July 2005 calling for submissions on the RLTS strategic options document). The public notices were prepared, proofed and placed in the two daily newspapers by tmp.worldwide following approval of content by GW, and tmp.worldwide will be used to prepare, proof and place the required public notices.

| Action  | Responsibility/role   | Timing  | Budget   |
|---|---|---|--|
| Preparation, proofing and placement of public notices in the Dominion Post and Wairarapa Times Age. To include list of District libraries where the draft RLTS and summary documentation can be viewed. | Content to be prepared by GW technical staff in consultation with communications staff. tmp.worldwide will be responsible for proofing and placement. | Saturday edition, early November depending on release date of the Draft RLTS. | - \$2900 for the Dominion Post<br>- \$2900 for the Wairarapa Times Age |
|   |   |   | <b>TOTAL \$5800</b>  |

## 6.5 Newspaper advertising and media releases

In accordance with the objectives of the consultation programme, meeting statutory requirements is not considered sufficient by itself. Various forms of media advertising are proposed to increase public awareness and to encourage feedback on the draft RLTS. Newspaper advertising is proposed because it has the potential to raise general awareness more than other forms of advertising. It provides an easy entry point for readers who are not motivated enough to read a standalone publication or a more detailed news article.

A short, focussed newspaper advertising campaign is proposed, making use of the two major daily newspapers within the region (The Dominion Post and the Wairarapa Times Age) along with several community newspapers. The community newspapers proposed to be used are listed as follows:

- Cook Strait News
- Hutt News
- Western News
- Porirua City News
- Otaki Mail
- Kapi Mana News
- The Wellingtonian
- Wairarapa News
- Upper Hutt Leader
- Kapiti Observer
- Ethnic community newspapers (eg. Chinese newspaper)

Although they do not have the same individual circulation as the two major daily newspapers, community newspapers perform an important role. They are generally delivered free of charge to households throughout the region and can reach out into different ethnic communities and groups.

One-off advertisements are proposed for all newspapers, either half-page or full-page in size. Although full advertising rates are quoted in the table below, there is the potential for discount or even free advertising, especially in the community newspapers, given the importance of the RLTS and its potential effect on various communities within the region.

A media release should also be prepared and include direct quotes from project leaders and possibly local politicians from the relevant district or area. This should be timed to coincide with the release of the draft RLTS and should repeat the key message. It is also possible that several community newspapers could make it a lead or feature story thus negating the need to place a separate advertisement. This is by no means assured however and paid advertising may well be the only way to ensure that the draft RLTS, and encouragement of feedback on it, is promoted consistently throughout the Region.

| Action  | Responsibility/role   | Timing  | Budget   |
|---|---|---|--|
| <p>Preparation, proofing and placement of advertisements in the Dominion Post and Wairarapa Times Age. Given the proposed size there is the potential for the key messages of the RLTS to be stated, along with calling for public submissions and possibly incorporating a pre-printed comment form to further encourage submissions.</p> <p>A short media release should be prepared,</p> | <p>To be prepared by GW technical staff in consultation with communications and marketing staff. tmp.worldwide will be responsible for proofing and placement.</p>                      | <p>To follow placement of the public notices by a period of one week to maximise exposure</p>   | <p>Rates for full page and half page advertisements for both papers are as follows:</p> <p><b>Dominion Post</b><br/>           HP \$7,191.80<br/>           FP \$14,383.60</p> <p><b>Wairarapa Times Age</b><br/>           HP \$2,642.00<br/>           FP \$5,045.00</p> <p><b>TOTAL HP \$9,833.80</b><br/> <b>FP \$19,428.60</b></p>  |
| <p>Preparation, proofing and placement of advertisements in the community newspapers listed above. Given the proposed size there is the potential for the key messages of the RLTS to be stated, along with calling for public submissions and possibly incorporating a comment form and possibly incorporating a pre-printed comment form to further encourage submissions.</p>            | <p>To be prepared by GW technical staff in consultation with communications and marketing staff. tmp.worldwide will be responsible for proofing and placement of the advertisement.</p> | <p>Community newspapers have a weekly circulation and placement times will vary depending what day they are published. They should follow placement of the public notices by a period of one to two week to maximise exposure</p> | <p>There is the potential for a news 'feature article' to be placed for free, although this is not expected to be the case with every newspaper. Rates for full page and half page advertisements for most papers are as follows:</p> <p><b>Cook Strait News</b><br/>           HP \$1,400.49<br/>           FP \$2,764.13</p> <p><b>Hutt News</b><br/>           HP \$1,917.80<br/>           FP \$3,460.60</p> <p><b>Western News</b><br/>           HP \$1,400.49<br/>           FP \$ 2,764.13</p> <p><b>Porirua City News</b><br/>           HP \$1,400.49<br/>           FP \$2,764.13</p> <p><b>Otaki Mail</b><br/>           HP \$439.92<br/>           FP \$904.28</p> <p><b>Kapi Mana News</b><br/>           HP \$1,610.57<br/>           FP \$2,846.14</p> |

|  |  |  |  |
|--|--|--|--|
|  |  |  | <b>The Wellingtonian</b><br>HP \$1,968.34<br>FP \$3,561.68<br><b>Wairarapa News</b><br>HP \$1,051.97<br>FP \$1,728.94<br><b>Upper Hutt Leader</b><br>HP \$1,400.00<br>FP \$1,450.00<br><b>Kapiti Observer</b><br>HP \$1,500.00<br>FP \$2,475.00<br><br><b>TOTAL HP \$8,676.85</b><br><b>FP \$15,253.70</b> |
|--|--|--|--|

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## 6.6 Community Notices and Radio Advertising

Although not as lasting as newspaper advertisements, community notices and commercial radio advertisements have the potential to reach a large audience and get key messages across quickly. Radio advertisements require only passive energy for the target audience to digest, and have the potential to greatly increase awareness and encourage substantial feedback.

### 6.6.1 Advertising Format

There are three radio advertising formats available:

- Community notices;
- Commercial advertising;
- Chat show or interview format.

A brief summary of the advantages and disadvantages of each format is provided below:

#### Community Notices

- A free service, they normally follow news bulletins at peak listening times meaning exposure to a potentially large audience;
- Only offered by a few radio stations;
- Radio stations prefer not to repeat them and notices must be kept short to maintain listener interest;
- Potential to sound boring, with the potential for listeners to ignore them or to change station.

#### Commercial Advertising

- High impact, professionally produced, gets key messages across clearly and with impact;
- Advertising can be focussed at target audiences in terms of time and station;
- Comparatively high cost.

#### Chat show or interview format

- Potential for in-depth discussion and explanation of key messages;
- Comparatively long air-time;
- Free in most instances;
- Only available on a limited range of stations;
- Only appeals to a limited audience;
- Potential to be 'high jacked' by interviewer;
- Potential to sound dry and boring.

### 6.6.2 Radio Organisations

In addition to the three possible formats for advertising, there are three key radio organisations who collectively own or control all publicly funded and/or major commercial radio stations, with the possible spread of advertising across the three a matter for consideration. The organisations and the stations they represent are as follows:

- **Radio New Zealand Ltd** - Publicly funded and responsible for National Radio and the Concert Programme. Non-commercial.
- **Radio Networks** - A large commercial broadcaster that owns and controls radio stations 'Classic Hits', 'ZB', 'Radio Hauraki', 'ZM', 'Radiosport' and 'The Coast'. Of these radio stations only 'Classic Hits', 'ZB' and 'Radio Hauraki' offer a community notice service.
- **Radio Works** - Similar to Radio Networks, a large commercial broadcaster that owns and manages radio stations 'The Edge', 'The Rock', 'The Breeze', 'More FM', 'Kiwi FM', 'Solid Gold', 'Radio Live' and 'Kiwi FM'. Of these radio stations only 'The Breeze', 'Solid Gold' and 'Radio Live' offer a community notice service. The Breeze also runs a three-minute interview slot although this is subject to commercial rates.

The remaining radio stations fit under the category of 'community and specialised stations', some of which are as follows:

- **Community and Specialist Stations** – Normally small or local non-profit radio stations with programmes geared towards either local or specialist audiences. Includes within the Wellington Region 'Wellington Access Radio 783AM', 'KCFM', 'Radio Active 89FM', 'Beach FM 93.5', 'Coast Access FM', 'The Rage 88.7FM', 'Mana FM', 'Te Upoko O Te Ika Trust 1161AM', 'Kapiti FM', 'Groove 107.7 FM', 'Arrow FM', **Samoa Capital Radio**, and any other stations identified as appropriate.

### 6.6.3 Advertising Campaign

A range of options are available and are presented below:

| Action   | Responsibility/role   | Timing   | Budget  |
|--|---|--|---|
| Preparation of community notices for commercial radio stations 'The Breeze', 'Solid Gold', 'Radio Live', 'Classic Hits', 'ZB' and 'Solid Gold'. Notices to state key messages and call for submissions, and also where possible encourage attendance at open days. | To be prepared by GW technical staff in consultation with communications and marketing staff. | During Nov/Dec 06 – exact timing to coincide with advertising open days. | Free service  |
| Approach National Radio regarding the potential for an interview slot.   | GW communications staff to make contact.  | During consultation period.  | Free service  |
| Approach Radio Networks and Radio Works and obtain quotes for targeted advertising campaigns.  | GW communications staff to make contact. Production would be provided by radio                | Campaign to be targeted during November 06 over a two-week               | Varies markedly depending on station, time of day, proximity to news bulletins, length of advertising campaign etc. |



|  |   |   |   |
|--|---|---|---|
|  | companies.  | period.   | Rates vary from <b>\$66 to \$28</b> per advertisement, based on advertising packages.<br><b>Packages vary from \$4000 - \$10,000</b> for both Radio Networks and Radio Works. |
| Subject to further research, preparation of community notices for those specialist and non-commercial radio stations deemed relevant. Notices to state key messages and call for submissions, and also where possible encourage attendance at open days. | To be prepared by GW technical staff in consultation with communications and marketing staff. | To be integrated with open days happening in various centres during Nov/Dec 06. | Free service  |
|  |   |   | <b>TOTAL \$0 – 20,000</b>   |

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## 6.7 Stakeholder meetings

Potential stakeholder groups are listed in section 4.1 and it is proposed to send these groups the RLTS summary document and a cover letter outlining key messages and encouraging feedback, with an invitation to meet with RLTC members or delegated officers if they would like to take this opportunity.

| Action  | Responsibility/role  | Timing   | Budget   |
|---|--|--|--|
| Letter and draft RLTS document to be sent to stakeholder groups listed in table in section 5.1. | Document and letter To be prepared by GW technical staff in consultation with communications and marketing staff. Technical staff to attend meetings if at all possible. | To coincide with the release of the Draft RLTS is released to allow time for meetings to be scheduled if required. | Cost of producing and printing the document for these groups <b>\$500</b> .<br><br>Officer time at meetings is not included in the cost. |
|   |  |  | <b>TOTAL \$500</b>   |

## 6.8 Open Days

Open days are considered a very useful interactive consultation tool as they provide a forum for direct feedback and allow explanation of more detailed concepts. They also provide a physical presence in the community and provide a human face to the consultation programme. In this respect, they are important by virtue of being seen to happen as much as the value they provide in terms of feedback.

Open Days should incorporate and involve Territorial Authority representatives to help explain local matters pertinent to the RLTS. This also gives Territorial Authority's a sense of ownership in terms of the process and allows utilisation of internal communication networks.

Consultation material will need to be prepared suitable for display, along with provision of summary documents, submission forms and comment boxes. Open days should ideally run from late morning to mid-evening, so that the local urban working population, senior school children, and the farming population can all have ample opportunity to attend.

Open Days are proposed within each Territorial Authorities, and two are proposed for Wellington given its larger population base. Realistically it is expected to take up to three weeks to complete the series of Open Days given the travelling distances involved and the preference for early and mid-week dates. Proposed venues and costings are provided for each Territorial Authority.

| Action   | Responsibility/role   | Timing                              | Budget   |
|--|---|-------------------------------------|--|
| Open Days to be organised at a suitable location in each district throughout the region. | <p>Consultation material to be prepared by GW technical staff in consultation with communications and marketing staff.</p> <p>Technical staff and local community representatives and/or councillors to attend Open Day if at all possible.</p> | To be undertaken during Nov/Dec 06. | <p>Cost of producing, printing and laminating consultation material.<br/><b>\$1000</b></p> <p>Travel expenses<br/><b>\$1000</b></p> <p>Display Board Hire:<br/>5 x sets of 3-panel free standing boards @ \$35 per week each for 3 week duration:<br/><b>\$525</b></p> |
| Wellington Open Day - Central  | As above  | As above                            | Wellington Library Meeting Room <b>\$15p/h.</b><br>Available 4pm – 8.30pm weekdays.  |
| Hutt City Open Day   | As above  | As above                            | Town Hall supper room  |

|                          |          |          |  |
|--------------------------|----------|----------|--|
|                          |          |          | or Horticultural Hall supper room @ <b>\$160 per day</b> weekdays.   |
| Kapiti Open Day          | As Above | As above | Community Centre available @ <b>\$100 per day</b> weekdays.  |
| Porirua Open Day         | As above | As above | Mungavin Community Hall supper room available @ <b>\$10.50 p/h</b> weekdays.   |
| Upper Hutt Open Day      | As Above | As above | Expressions Art Centre, Upper Hutt. Rotary Foyer @ <b>\$100 per day</b> weekdays.  |
| South Wairarapa Open Day | As above | As above | Martinborough Council Chambers <b>Free</b> .<br><br>There is unlikely to be a cost involved with use of the Chambers although a booking would need to be made well in advance. |
| Carterton Open Day       | As Above | As above | Carterton Town Hall – Supper Room @ <b>\$40 per day</b> weekdays.  |
| Masterton Open Day       | As Above | As above | Frank Cody Lounge, Masterton Council Chambers @ <b>\$80 Per day</b> weekdays.  |
|                          |          |          | <b>TOTAL \$3145</b>  |

**Note:** Costs exclude officer time to man the open day (at least two per venue all the time).

## 6.9 Public Displays

Public displays are proposed in addition to Open Days as a means of engaging local communities and are intended to be both information and feedback opportunities. Displays will be static but should be eye catching and generate interest. Territorial Authority contacts could be used to help arrange venues.

Given the tight proposed timeframe for consultation, it is considered necessary to run public displays concurrently throughout the region, and up to nine separate displays are considered necessary to ensure the region is evenly canvassed. Potential locations for public displays include district libraries, community service centres and supermarkets (the latter option has the potential to reach a wide potential audience and has been used successfully in the past). Displays should be economical in terms of space and use no more than two or three average sized display boards, given the premium for space at most desired locations. Ideally there should also be submission forms and pens available at the display along with a comments box.

The location of displays should be integrated into media advertising where relevant.

| Action  | Responsibility/role   | Timing   | Budget  |
|---|---|--|---|
| <p>Ten public displays are to be prepared – one for each district throughout the region and two for Wellington City. Possible venues include district libraries, community centres, council foyers, and supermarket entranceways if practicable.</p> <p>Display material to be largely generic although featuring local content reflecting the transport issues and alternatives within the RLTS of relevance to each district.</p> | <p>Consultation material to be prepared by GW technical staff in consultation with communications and marketing staff. Council contacts to be used to advise on appropriate locations within each district.</p> | <p>To coincide with the release of the draft RLTS with displays to be maintained for the length of the consultation programme.</p> <p>Displays to be checked by Territorial Authority staff on a regular basis to ensure completed submissions forms are received, and the integrity of the display is maintained.</p> | <p>Two stand alone display boards are proposed for each display. Approximate dimensions 1.8m x 1.2m. These can either be hired or purpose built using cheap materials.</p> <p>Total cost of printing, lamination and hire and/or purchase of materials is estimated to be <b>\$250</b> per display.</p> |
|   |   |  | <b>TOTAL \$2500</b>   |

**Note:** Venues are assumed to be free. Displays will need to be checked regularly, and arrangements made to collect completed submission forms.

## 6.10 RLTS Publication

An as yet unspecified number of the spiral bound black & white draft RLTS, including all relevant attachments, will be published. Enough copies will be needed to ensure there is one or more for all statutory stakeholders, councillors, council officer's etc, along with public libraries and other relevant public venues where it will be available for viewing. A provisional sum of \$10,000 has been assigned to printing and publishing costs.

| Action   | Responsibility/role  | Timing  | Budget   |
|--|--|---|--|
| Production of RLTS for consultation.<br><br>A copy is to be placed in public libraries and/or community centres in every district throughout the region. | Document to be prepared by GW technical staff in consultation with communications and marketing staff. | Finalised and printed prior to consultation period. | Printing and publishing costs estimated at <b>\$10,000</b> |
|  |  |   | <b>TOTAL \$10,000</b>                                      |

## 6.11 Summary RLTS Publication and 'Elements'

It is proposed that a feature on the RLTS be included in 'Elements' (GW's publication). The feature piece should also be printed separately as a summary document and forwarded to key stakeholder groups identified in the table in section 4.1. Ideally, they should receive this package just prior to 'Elements' arriving in their mailbox, the objective being to show they are being treated as a privileged audience and to optimise feedback.

| Action   | Responsibility/role   | Timing   | Budget   |
|--|---|--|--|
| <p>Production of a summary publication to be featured in 'Elements' and to be sent to key stakeholder groups as a summary document (no more than eight pages).</p> <p>Along with the full RLTS, a copy is to be placed in public libraries and/or community centres in every district throughout the region.</p> | <p>Document to be prepared by GW technical staff in consultation with communications and marketing staff.</p> | <p>To coincide with the release of the draft RLTS.</p> | <p>Technical input from Council Officers and cost of publication in Elements to be met within existing operating budgets.</p> <p>Printing and publication costs estimated at <b>\$5000</b></p> |
|  |   |  | <p><b>TOTAL \$5000</b></p>   |

## 6.12 Transport Futures

Transport Futures is a quarterly newsletter-type publication with a circulation of approximately 4,500 within the Wellington Region, with an audience comprising key transport stakeholders along with interested persons and parties. It is an in-house publication edited by GW communications staff with substantial input from the RLTC chair. The less formal nature of Transport Futures is seen to be complementary to the more formal draft RLTS and proposed summary document, and has the potential to get key messages through along with promoting feedback amongst key groups and stakeholders.

Given that Transport Futures is seen to be complementary to the other proposed consultation methods, it is not critical for the relevant edition to be produced at the inception of consultation - it could be sent out at any time during the consultation period. There could be advantages of it following the initial media advertising given its targeted audience.

| <b>Action</b>   | <b>Responsibility/role</b>   | <b>Timing</b>  | <b>Budget</b>  |
|---|--|--|--|
| Publication of Transport Futures during the consultation period with a focus on the draft RLTS. | Produced and edited by GW communications staff with input from RLTC chair. | To coincide with the consultation programme although timing is not critical. | Technical input from Council Officers and cost of publication in Elements to be met within existing operating budgets. |



### 6.13 Market Research

Market Research is the preferred tool to extract direct feedback from ratepayers, and means a guaranteed sample response. It is recommended because:

- Ratepayers are the most important audience;
- It is difficult to engage ratepayers passively on a strategy – they tend to be interested in actions, not strategies;
- It is necessary to get a “valid” understanding of ratepayers’ views. Quantitative research will add balance to responses;
- Research will increase understanding among respondents and will yield more informed results.

Both business and residential ratepayers should be surveyed in a way that allows any differences between the groups to be identical.

The research should commence after the initial publicity on the Draft RLTS as this will ensure there is greater awareness of the strategy among respondents. The research will take the form of a phone survey. The issues identified during the Strategic Options consultation phase will form the basis of a subsequent region wide quantitative survey of 800 respondents. This will provide statistically reliable results for the region.

There are two key advantages of market research:

- It provides a statistically reliable measure of what ratepayers actually think;
- it demonstrates that the RLTC is genuinely and proactively obtaining feedback.

The survey will also include focus groups of 14-24 year olds and the elderly to seek views from these demographics. The RLTC needs to be prepared to receive and understand a wide range of views. It is possible that some aspects of the final strategy will be at odds with the research findings. Where this occurs, the Strategy needs to be clear in explaining the rationale behind its adopted path.

| Action   | Responsibility/role   | Timing  | Budget   |
|--|---|---|--|
| Market research company to be engaged to carry out a region wide phone survey. | Question formulation and technical guidance to be provided by Council Officers. | To occur during November 06 following the initial media campaign. | <b>\$20,000</b> subject to confirming scope of the research, sample size, and presentation of results. |
|  |   |   | <b>TOTAL \$20,000</b>  |

## 6.14 Greater Wellington Web Site

The link to the RLTS needs to be prominent on the GW home page to encourage the public and interested parties to read the online content. The draft RLTS document and all summary documents should also be made available on the website in PDF format. There should also be a clear link to the online submission form and website users should be encouraged to provide feedback. It should also link to the Wellington Regional Strategy website.

The website address also needs to be a mandatory component of all communications, advertisements etc as it will be one of the main mechanisms through which feedback is provided.

| Action  | Responsibility/role   | Timing  | Budget  |
|---|---|---|---|
| Update and make available on line the draft RLTS and consultation material as it is produced. | Existing web site administrators with input from technical staff subject to review by communications staff. | To coincide with the release of the draft RLTS, followed by updates on progression to the final strategy. | Site administration and update costs to be met within existing operating budgets. |

## 6.15 Utilise Territorial Authority Communications Tools

Staff within Territorial Authorities and Positively Wellington Business are potential advocates for the strategy as well as conduits of information. They should receive regular updates in terms of progress, especially around the launch of the RLTS. The information should be conveyed via internal publications, memos, newsletters or other similar communication tools that exist within each Territorial Authority. In addition to regular staff communications, call centre staff should receive a dedicated briefing just prior to the launch. This will include a question and answer along with referral instructions for detailed queries.

In addition, local authorities should use their existing community communications tools to convey information on the RLTS and the potential implications of it for the district.

| Action   | Responsibility/role  | Timing  | Budget  |
|--|--|---|---|
| Personal contact to be made with communications staff at all local authorities and all relevant publications to be sent to them. | Contact to be made by communications staff with relevant documents forwarded on. | To coincide with the release of the draft RLTS although timing is not critical. | Communications to be met within existing operating budgets. |

## 7. Information Management

Many of the consultation actions outlined in the communications plan invite feedback in varying forms, and this will occur chiefly via two avenues:

- written feedback;
- feedback from the web site.

In each of these examples the RLTC needs to ensure it has processes to:

- capture and record feedback;
- acknowledge receipt (for written communication);
- group responses so the scale of similar responses is captured;
- ensure responses are factored into the final document.

These processes will be handled in the first instance by GW although MWH is responsible for collating and analysing feedback and sending acknowledgement letters.

## 8. Consultation with iwi

The RLTC will consult with Ara Tahi in accordance with the Maori Consultation Procedure. This requires the Draft RLTS to be presented to Ara Tahi and to any other Iwi considered relevant. GW's iwi liaison officer is to provide specialist input into iwi consultation processes, and these will need to be developed for the RLTS process.

## 9. Draft Consultation Budget

It is not possible at this early stage to get an accurate idea of the total costs involved with consultation as a range of options and costs have been presented. The final cost will depend on the options favoured, particularly in terms of media advertising. The following option budgets are indicative only. All costs are GST inclusive.

| ITEM   | Option 1 -<br>no newspaper<br>or radio<br>advertising | Option 2 -<br>half page<br>newspaper<br>advertising | Option 3 -<br>half page<br>newspaper/<br>radio ad mix | Option 4 -<br>full page<br>newspaper<br>advertising |
|--|---|---|---|---|
| Strategic Options Printing   | 5,000   | 5,000   | 5,000   | 5,000   |
| Strategic Options Advertising  | 5,000   | 5,000   | 5,000   | 5,000   |
| Managing Strategic Options feedback*   | 0   | 0   | 0   | 0   |
| Update and maintenance of web site**   | 0   | 0   | 0   | 0   |
| Dedicated publication for all ratepayers<br>(Elements)**                       | 0   | 0   | 0   | 0   |
| Internal staff communications**  | 0   | 0   | 0   | 0   |
| Draft RLTS printing  | 10,000  | 10,000  | 10,000  | 10,000  |
| RLTS Summary publication and printing  | 2,000   | 2,000   | 2,000   | 2,000   |
| Stakeholder meetings   | 500   | 500   | 500   | 500   |
| Public Displays  | 5,000   | 5,000   | 5,000   | 5,000   |
| Transport Futures**  | 0   | 0   | 0   | 0   |
| Website updates**  | 0   | 0   | 0   | 0   |
| Newspaper  |   |   |   |   |
| - Public notices - Dominion Post   | 2,900   | 2,900   | 2,900   | 2,900   |
| - Wairarapa Times Age  | 2,900   | 2,900   | 2,900   | 2,900   |
| - half page in daily newspapers  | 0   | 9,833   | 9,833   | 0   |
| - full page in daily newspapers  | 0   | 0   | 0   | 19,428  |
| - half page in community newspapers  | 0   | 14,090  | 14,090  | 0   |
| - full page in community newspapers  | 0   | 0   | 0   | 24,719  |
| Radio  |   |   |   |   |
| - Community Notices  | 0   | 0   | 0   | 0   |
| - Commercial advertising   | 0   | 0   | 4,000   | 0   |
| - Chatshows/interview  | 0   | 0   | 1,000   | 0   |
| Open days – venue hire, display boards,<br>printed material, transportation ** | 3,145   | 3,145   | 3,145   | 3,145   |
| Ratepayer research   | 20,000  | 20,000  | 20,000  | 20,000  |
| Managing Draft RLTS feedback*  | 0   | 0   | 0   | 0   |
| Final RLTS printing and distribution   | 20,000  | 20,000  | 20,000  | 20,000  |
| <b>TOTALS</b>  | <b>\$76,445</b>                                       | <b>\$100,368</b>                                    | <b>\$105,368</b>                                      | <b>\$120,592</b>                                    |

\* = Included within the MWH consultant fee

\*\* = GW staffing costs are not included

## 10. Draft Consultation Timetable

| PERIOD   | CONSULTATION TASK  |
|--|--|
| October 31 <sup>st</sup> – November 12 <sup>th</sup> | <ul style="list-style-type: none"> <li>- Draft RLTS Released</li> <li>- Public notices placed in major daily newspapers Saturday</li> <li>- Summary document and covering letter sent out to key stakeholders</li> <li>- Website updated and documents put on line</li> </ul>  |
| November 13 <sup>th</sup> – 19 <sup>th</sup>         | <ul style="list-style-type: none"> <li>- Public displays commence</li> <li>- Advertisements placed in daily newspapers</li> <li>- Advertisements placed in community newspapers</li> <li>- Stake holder meetings commence</li> <li>- Elements produced and dropped in letterboxes</li> </ul>   |
| November 20 <sup>th</sup> – 26 <sup>th</sup>         | <ul style="list-style-type: none"> <li>- Public displays continue</li> <li>- Advertisements placed in remaining community newspapers</li> <li>- Open days commence</li> <li>- Community notices and/or radio advertising commences integrated with Open Days at various locations</li> <li>- Stakeholder meetings continue</li> <li>- Transport Futures produced and mailed out</li> </ul> |
| November 27 <sup>th</sup> – December 3 <sup>rd</sup> | <ul style="list-style-type: none"> <li>- Public displays continue</li> <li>- Stakeholder meetings continue</li> <li>- Open days continue</li> <li>- Community notices and/or radio advertising continues integrated with Open Days at various locations</li> <li>- Market research commences</li> </ul>  |
| December 4 <sup>th</sup> – 10 <sup>th</sup>          | <ul style="list-style-type: none"> <li>- Public displays continue</li> <li>- Stakeholder meetings continue</li> <li>- Open days finish</li> <li>- Community notices and/or radio advertising continues integrated with Open Days at various locations till completion</li> <li>- Market research continues</li> </ul>  |
| December 11 <sup>th</sup> – 17 <sup>th</sup>         | <ul style="list-style-type: none"> <li>- Public displays finish</li> <li>- Stakeholder meetings finish</li> <li>- Market research finishes</li> </ul>  |