

# Long Term Plan 2012 - 2022

## Communications and Engagement Plan

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### 1. Background

The Long Term Plan sets out what services Greater Wellington Regional Council (GW) proposes providing for the next 10 years, how much it will spend doing them and how it will pay for them.

Greater Wellington provides a wide range of services throughout the region. We manage and fund public transport services; we provide regional parks; we provide drinking water for most of the people in the region; we manage our environment to make sure activities do not harm our important natural resources – freshwater, coasts, air, soil and biodiversity; we promote economic development; we actively promote community resilience.

Regional residents pay for these services through their rates, through their rent, or through other contributions.

The LTP is a key document for engagement with the community about GW's proposed activities and services. Under the Local Government Act there is an extensive statutory consultation process required. The formal consultation will run from 26 March to 4 May 2012. In addition GW will seek to engage on a broader front to maximise the feedback and understanding of the regional community.

### 2. Engagement objectives

- To ensure information on the draft Long Term Plan is disseminated to the regional community.
- To engage widely across the Greater Wellington region about the proposals outlined in the Draft Long Term Plan.
- To obtain feedback on the proposals from a wide cross-section of the community.

### 3. Key messages

- Greater Wellington's proposed rates increase (as outlined in the Council's Draft Long Term Plan) for the 2012/13 year comprises three components:
  - Existing services, which includes the bulk of our day to day activities. The increase for this is 1.3%, lower than the rate of inflation. This equates to \$6 per year (12 cents per week) for the average ratepayer
  - Previous commitments for projects that still have to be completed, such as the delivery of Matangi trains and flood protection work. Funding these projects will need a 2.5% increase in rates. This equates to \$11 per year (21 cents per week) for the average ratepayer
  - Proposed service improvements that our communities have requested. Funding these improvements will need a 1.7% increase in rates. This equates to \$8 per year (15 cents per week) for the average ratepayer. Council decisions about how to progress these will be shaped by public submissions.
- In total, the proposed rates increase for 2012/13 is 5.7%, which equates to \$25 per year (48 cents per week) for the average ratepayer.
- In recommending these rates increases for regional services, Greater Wellington Councillors have been particularly mindful of the strain on household incomes from the worldwide economic downturn.
- Because rates are tied to property values and also to specific Greater Wellington Regional Council activities undertaken in different areas, the actual rate in each city and district will be different from the average rate. Residential rates will tend to be lower than the average due to the higher property values of rural and commercial properties.
- Greater Wellington provides essential services across the region. These include public transport, flood protection, emergency management, pest plant and animal control, drinking water for the four cities, environmental monitoring and protection work. These services significantly enhance the region's environmental, economic and cultural well beings.
- Key service improvements proposed in the Draft Long Term Plan are:
  - Emergency management joint office and hub
  - Electronic integrated public transport ticketing
  - Wairarapa water use project
  - Expanding soil erosion programmes
  - Expanding pest control programmes
  - Improving regional parksThese proposed projects are either activities that communities have requested or collaborative projects with other councils in the region.
- Greater Wellington is actively seeking to increase jobs and develop business opportunities in the region. It is proposing to refresh the Wellington Regional Strategy, working closely with other councils and public and private sector organisations, and continue to fund the region's economic development agency
- Greater Wellington wants to hear what your opinions on the services we provide for the region. Do you receive good value for money? Can we do better? Do you want us to do more or less or our proposed activities?

## 4. Community engagement activities

Tactic	Date delivered	Led by
<ul style="list-style-type: none"> <li>Summary Draft LTP delivered across the region. This contains a feedback form. Delivery is done by NZ Post and includes apartments</li> </ul>	Week of 26 March	Corporate Planning
<ul style="list-style-type: none"> <li>Draft LTP delivered to key stakeholders</li> </ul>	Week of 26 March	Corporate Planning
<ul style="list-style-type: none"> <li>PDF versions of the full and summary versions of the LTP published on GW's web site</li> </ul>	15 March	Corporate Planning/Communications
<ul style="list-style-type: none"> <li>Statutory public notices in daily newspapers (Dominion Post and Wairarapa Times Age)</li> </ul>	26 March	Corporate Planning/Communications
<ul style="list-style-type: none"> <li>Feedback form on the Greater Wellington website (for those who may prefer to respond online, rather than completing a published form)</li> </ul>	26 March	Corporate Planning/IT
<ul style="list-style-type: none"> <li>Media briefing. Media invited to a presentation that precedes the release/publishing of Council papers.</li> </ul>	4pm on Friday 2 March	Communications
<ul style="list-style-type: none"> <li>Councillors attend GW-hosted public open days, scheduled for 2-3 hours each</li> </ul>	From April	Corporate Planning
<ul style="list-style-type: none"> <li>Letters to community organisations to invite GW to their meetings to present on the LTP</li> </ul>	From 26 March	Corporate Planning
<ul style="list-style-type: none"> <li>Develop a Councillor pack that localises information and issues for their respective constituencies, focusing on local rates numbers and local projects</li> </ul>	From 9 March	Corporate Planning/Finance/Communications
<ul style="list-style-type: none"> <li>Councillors interact with councillors from cities and districts. This may provide an opportunity to share forums and to use material in the Councillor's Local Information Pack</li> </ul>	From April	Councillors
<ul style="list-style-type: none"> <li>Councillors available at key community events to discuss the LTP – events to be identified and councillors to be supported by promotional material</li> </ul>	From April	Councillors
<ul style="list-style-type: none"> <li>Our Region cover feature in advance of the summary's release. Promoting the arrival of the LTP summary and highlighting the key issues</li> </ul>	Week of 19 March	Communications
<ul style="list-style-type: none"> <li>A LTP forum is hosted on GW's Bang The Table site. This site will be promoted on LTP related materials and also through Facebook and Twitter</li> </ul>	26 March	Corporate Planning/Communications

<b>Tactic</b>	<b>Date delivered</b>	<b>Led by</b>
<ul style="list-style-type: none"> <li>Social media (Facebook, Twitter). Directing traffic to the GW web site for information and formal submission form; to Bang The Table for comments and discussion. Online discussions monitored and GW input provided as necessary</li> </ul>	26 March	Communications/Corporate Planning
<ul style="list-style-type: none"> <li>Radio interview. Focused discussion on the LTP's key projects</li> </ul>	From 9 March	Chair/Communications
<ul style="list-style-type: none"> <li>Letters to affected landowners about change in targeted rate for WRECI project funding</li> </ul>	As needed	Land Management
<ul style="list-style-type: none"> <li>Develop a video (YouTube) that highlights the key features of the LTP and encourages submissions. 3-4 minutes long. Posted to YouTube and linked to GW's web site and to the Bang The Table LTP forum</li> </ul>	26 March	Communications
<ul style="list-style-type: none"> <li>Market research on key issues across a representative sample of regional residents</li> </ul>	March-May	Corporate Planning
<ul style="list-style-type: none"> <li>Hearings (for submitters requesting oral presentations to Council)</li> </ul>	21-23 May	Corporate Planning
<ul style="list-style-type: none"> <li>Written feedback to submitters</li> </ul>	July-August	Corporate Planning

## 5. Details of public open days

<b>Venue</b>	<b>Date</b>	<b>Time</b>
<b>Wellington</b> Greater Wellington offices Meeting Room 1 142 Wakefield Street Wellington	Wednesday 28 <sup>th</sup> March	7.00 – 9.00pm
<b>Kapiti</b> Paraparaumu Library 9 Iver Trask Place Paraparaumu	Wednesday 4 <sup>th</sup> April	2.00 – 5.00pm
<b>Wairarapa</b> South Wairarapa Workingmen's Club 120 Main Street Greytown	Monday 16 <sup>th</sup> April	3.00 – 6.00pm
<b>Porirua</b> Pataka Helen Smith Room Corner of Norrie and Parumoana Street Porirua	Wednesday 18 <sup>th</sup> April	4.30 – 7.30pm

<p><b>Wellington</b></p> <p>Greater Wellington offices  142 Wakefield Street  Meeting Room 1  Wellington</p>	<p>Friday 20<sup>th</sup> April</p>	<p>11.00am – 2.00pm</p>
<p><b>Lower Hutt</b></p> <p>New Dowse Museum  James Coe Two Room  45 Laings Road  Lower Hutt</p>	<p>Monday 23<sup>rd</sup> April</p>	<p>4.30 – 6.30pm</p>
<p><b>Upper Hutt</b></p> <p>Upper Hutt Library  844 Fergusson Drive  Upper Hutt</p>	<p>Tuesday 24<sup>th</sup> April</p>	<p>7.00 – 9.00pm</p>

