

Report 13.106
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Committee Social and Cultural Wellbeing Committee
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General Managers' report to the Social and Cultural Wellbeing Committee on 17 April 2013

1. Purpose

To inform the Committee of Greater Wellington Regional Council's activities relating to the Committee's areas of responsibility.

2. The decision-making process and significance

No decision is being sought in this report.

3. Water Supply

The supply/demand situation could be described as comfortable for January and most of February. In mid February things changed; we noticed that demand was increasing and closely matched the trend of February 2008 which was when a sprinkler ban was last imposed.

In consultation with our customers, a sprinkler ban was put in place on 9 March, followed by an outdoor water use ban on 16 March. A very good response to water saving messages meant demand reduced to below the target demand of 130 MLD.

While restrictions were in place, daily meetings were held to give situation updates, identify issues and coordinate communications. Present at these meetings were representatives from Greater Wellington Regional Council (Water Supply, Environment and Communications), the District Health Board, Wellington Region Emergency Management Office (WREMO), and City water/infrastructure managers.

Water restrictions were lifted on 9 April based on the following rationale:

A few days of light rain in early April kept the rivers topped up, and although levels were below average for the time of year there was more than required to

meet demand. Daylight saving ended on 7 April and temperatures dropped. Our estimations at that time were that, without rain, we could meet normal seasonal demand (around 145MLD) for at least four weeks before needing to supplement from lake storage. Supplementing from lakes would allow us to meet demand for at least an additional 4 weeks, before considering the re-introduction of water restrictions.

There have been a number of media comments suggesting that consumers could have had more notice of the impending restrictions. Below is a summary of the media activity leading up to and throughout the summer. We estimate that the cost of this year's summer campaign will be close to \$300,000.

Media activity for summer water conservation campaign 2012/13			
		No.	
September			
Press releases	Greater Wellington	1	
October/November 2012			
Radio	30 second ads - Breeze, Newstalk ZB, Classic Hits	166	
	Time Saver Traffic spots - Newstalk, Classic Hits, Coast, ZM, Hauraki, Radio Sport	99	
	Weather/news/sports headliner spots - Classic Hits	180	
Online	Trade Me, Metservice, Stuff	1,500,000	Page views
	Facebook	1,600	clicks through to GW website
Print advertisements	Dominion Post	5	
	Community papers	16	
Press releases	Greater Wellington	2	
Newspaper articles	Dominion Post	4	
	Community papers	2	
December			
Radio	30 second ads - More, Edge, Breeze	175	
Print advertisements	Dominion Post	1	
	Community papers (4)	4	
Online	Metservice, Stuff	334,000	Page views
Newspaper articles	Dominion Post	2	
	Community papers	3	
January/February 2013			
Radio	30 second ads - Breeze, Newstalk ZB, Classic Hits	155	
	Time Saver Traffic spots - Newstalk, Classic Hits, Coast, ZM, Hauraki, Radio Sport	99	
	Weather/news/sports headliner spots - Classic Hits	446	
Online	Trade Me, Metservice, Stuff	2,100,000	Page views
	Facebook	1,643	clicks
Print advertisements	Dominion Post	4	
	Community papers (4)	16	
Adshels	located in Wellington, Porirua and Lower Hutt	32	panels
Press releases	Greater Wellington	3	
Newspaper articles	Dominion Post	5	
	Community papers	10	
March - 2 April			
Radio	30 second ads - Breeze, Newstalk ZB, Classic Hits (during 16-18 March, 710 of the 1084 ads played on 28 different radio stations)	970	
	Time Saver Traffic spots - Newstalk, Classic Hits, Coast, ZM, Hauraki, Radio Sport	132	
	Weather/news/sports headliner spots - Classic Hits	525	
Online	Trade Me, Metservice, Stuff	687,500	Page views
	Facebook	2,150	clicks
Print advertisements	Dominion Post	7	
	Community papers (4)	12	
Press releases	Greater Wellington	6	
Daily media advisories - started 19 March 2013	Greater Wellington	15	
Newspaper articles	Dominion Post	33	
	Community papers	16	
	Sunday News/Sunday Star Times	2	

4. Environment Management

4.1 Parks department

During March, the Paekakariki Community Board reaffirmed the decision of the Kapiti Coast District Council (KCDC) to take over management of land at the Tilley Road entrance to Queen Elizabeth Park. This change of management had been signalled in the Parks Network Plan and approved by the Department of Conservation subject to good community consultation.

We subsequently gave notice to the current grazier, who is required to remove his animals from the block by 25 April 2013. We expect that KCDC will take over management at that point, and development of the site as a neighbourhood park will start shortly afterwards. To ease traffic congestion, there will be some parking on the Tilley Road site. We expect that other visitors will be encouraged to park near the Wellington Road entrance and use the walking track to access the Tilley Road area, or to walk or cycle from their homes in Paekakariki.

KCDC will also manage the building at Tilley Road, which is currently leased by the weaving collective. Discussions to date have indicated that this licence will be renewed when it expires in May this year.

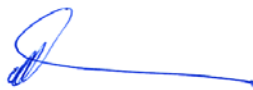
6. Recommendations

That the Committee

1. *Receives the report.*
2. *Notes the content of the report.*

Report prepared by:

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Supply

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