

**TO:** Council

**FROM:** Policy Analyst Corporate Plan

**MEETING DATE:** January 2013

**SUBJECT:** **2013/14 DRAFT ANNUAL PLAN CONSULTATION PLAN**

## SUMMARY

This report outlines the proposed approach for meeting the legislative requirements for communication and consultation on the 2013/14 Draft Annual Plan. The Summary of the Statement of Proposal and a mix of road shows and public meetings have been utilised as the main methods of engagement with residents and ratepayers in recent years. It is proposed that the communications approach utilised for 2013/14 Draft Annual Plan be a variety of print and electronic media, supported by a reduced number of public meetings and 'road shows' as a means of engaging the public.

## IMPLICATIONS FOR:

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| (i) <b>Policy:</b>                     | No   |
| (ii) <b>Approved Annual Budget:</b>    | No   |
| (iii) <b>LTP/Funding Policy:</b>       | No   |
| (iv) <b>Activity Management Plans:</b> | No   |
| (v) <b>Community Boards:</b>           | Yes –Community Boards have indicated they wish to participate in consultation activity |
| (vi) <b>Sustainability:</b>            | No   |

## RECOMMENDATIONS

That the proposed approach to consultation on the 2013/14 Draft Annual Plan be approved.

## **INTRODUCTION**

This report identifies an approach for meeting the legislative requirements for communicating and consulting on the 2013/14 Draft Annual Plan. The proposed approach aims to improve community engagement with the special consultative procedure by raising awareness of the consultation process and key annual plan matters.

## **BACKGROUND**

Under the Local Government Act (LGA) 2002, local authorities are required to produce and notify an Annual Plan using the special consultative procedure (sections 83 & 85), as well as distribute a summary (section 89) of the major matters contained in the draft plan. Local authorities around the country employ a variety of communication media to promote Annual and Long Term Plan matters. This includes the use of expos, newspaper broadsheets, radio, television, electronic media such as interactive websites, web blogs and social networking tools as well as public meetings and road shows.

In recent years Dunedin City Council has utilised alternatives to previously poorly attended public meetings to improve community engagement with consultation processes. A 'road show' approach was undertaken as an alternative to public meetings for the 2010/11 and 2011/12 Draft Annual Plan consultations. Feedback has indicated that the public welcomed the opportunity to engage with staff and elected members on a one on one basis in a less formal environment than a public meeting. In 2011/12 and 2012/13 static displays were placed in public libraries and other public spaces such as sports facilities ( Moana Pool and Edgar Centre) Efforts were also made to make material more accessible by providing website resources in e-reader format and utilising social media to raise awareness of the consultation process and materials.

In 2012 a mix of roadshow activities, public meetings, static displays and social media were utilised by the Council for the 2012/13 Long Term Plan consultation. Events were generally well attended with a couple of exceptions and there was some criticism from Community Boards regarding the timeliness and approach taken to advertising of events.

## **DISCUSSION**

Public consultation on the 2013/14 Draft Annual Plan is scheduled to take place from Saturday 9 March 2013 to Tuesday 9 April 2013. It is proposed to implement a consultation plan consisting of the following key elements and activities:

- 1 Use of print media, including the 2013/14 Draft Annual Plan Summary which will be delivered to households just prior to the consultation period opening and which will be available on the Council's website
- 2 Use of static displays in public places such as the libraries, service centres, shopping malls, and sports arenas. These were used successfully in the previous community consultations. Some of these static displays will include an opportunity to make an on-line submission
- 3 A limited number of road shows and public meetings will be held to provide opportunities for face to face engagement.

In response to criticism regarding the timeliness and approach taken to advertising of events in Community Board areas a consultation workshop was held with community board members in October 2012. This workshop recommended that a communications strategy be developed for each community board for this year's consultation activity. This will be included on the agenda for the first community board meeting round of 2013 along with the opportunity to indicate their preferred options for activity in their area - advertisement and or article in their local community newspaper or newsletter, static display, public meeting or road show event.

## **Print Media Consultation**

The 2013/14 Draft Annual Plan Summary will be produced in an A4 sized format and will be distributed to every household in Dunedin using the same distribution channel as the FYI publications.

Greater use will be made of community newsletters and the like to advertise the consultation, consultation events, draw attention to key issues and direct the public to sources of further information. Posters advertising the consultation process and events will be more widely distributed than previous years as well. These activities are aimed at raising awareness of the consultation and the key issues contained in the LTP. Copies of the summary will also be distributed more widely, for example to places where people wait for appointments and reading material is provided for browsing while they wait.

## **Submission Format**

Residents will be able to make submissions using the submission form in the Summary, by letter, by email or via the Council website. We will again be encouraging the public to use the on line/web submission form wherever possible. Last year's draft long term plan consultation saw approximately 75% of all submissions submitted electronically. Questionnaire elements are likely to be included in the submission form again this year, but are unlikely to be as extensive as in last year's LTP submission form.

## **Static Displays**

Static displays consisting of poster content, with copies of the Summary and submission forms will be set up in indoor public spaces such as libraries, service centres, shopping centres and other areas with high volumes of people moving through like the Edgar Centre.

Use of touch screen survey technology that will allow the public to make submissions "in situ" is being considered for use at selected static display sites. This technology was successfully utilised in the "Your City Our Future" consultation in 2011. This works well for straight forward submissions where people do not want to provide detailed comments on other issues. The final format of the submission form will determine whether this technology can be used for the 2013/14 Draft Annual Plan.

## **Road shows and public meetings**

In recent years 'road show' approach has been undertaken as an alternative to public meetings during the public consultation period. A road show involves setting up a static display in a public area at a public event or in a shopping centre or supermarket foyer with Executive Staff and Elected Members present to answer questions from the public. The road shows have improved the opportunities for less formal contact with elected members, with a range of venues trialled over the last three years. Contact numbers are not usually large unless active approach/engagement tactics are applied.

Based on the relative success of certain venues versus others and the resource and time involved in the road shows, the Council may wish to consider reducing the number of road show events this year and place more focus on static displays and print media. It is proposed that there be one public meeting in the central city, plus 2 - 3 road shows with venues yet to be determined and possibly another public meeting in a community board area. Input from Councillors as to where the road show events/meetings should be held would be welcomed and these suggestions will be considered along with input received from the community boards.

It is planned to schedule consultation activity involving elected members in the two week period from Wednesday 13 March - Wednesday 27 March 2013.

Attendance figures for the public meetings and road shows in recent years are attached.

## **CONCLUSION**

This report has outlined a suggested approach to encourage more meaningful participation from ratepayers in the Council's 2013/14 Draft Annual Plan decision-making process. From here, subject to Council's approval, staff will commence preparation of the Summary document and work with feedback from the community boards and the Council's Marketing and Communications Agency to implement the above approach.

Prepared by:

Approved for submission by:

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Approved by: Sue Bidrose  
**GENERAL MANAGER CITY STRATEGY AND DEVELOPMENT**

Date report prepared: 8 January 2013

## **Attachments**

Roadshow and Public Meeting Attendances 2010 – 2012

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### 2012 (2012/13 Draft Long Term Plan)

Location	Date	Type of Event	No. of Contacts/Attendees
PakNSave Supermarket South Dunedin	22 March 2012	Roadshow	52
Portobello Coronation Hall	27 March 2012	Public Meeting Co-hosted with Civil Defence	96
Municipal Chambers	28 March 2012	Meeting hosted by Sustainable Dunedin	20
Municipal Chambers	29 March 2012	Chamber of Commerce "Business after 5" session hosted by the Council	94
Blueskin Bay A & P Show	31 March 2012	Roadshow	98
Mosgiel New World	2 April 2012	Roadshow	118
St Martin Hall, North East Valley	10 April 2012	Public Meeting	7
Burns Hall , First Church	12 April 2012	Meeting hosted by Citizens and Ratepayers Association	45

### 2011 (2011/12 Draft Annual Plan)

Location	Date	Type of Event	No. of Contacts/Attendees
Portobello Coronation Hall	22 March 2011	Roadshow	5
Pak n Save, South Dunedin	24 March 2011	Roadshow	30
DPAG Auditorium	29 March 2011	Public meeting	20
Mosgiel New World	31 March 2011	Roadshow	18
Blueskin A & P Show	2 April 2011	Roadshow	Not recorded
Edgar Centre	6 April 2011	Roadshow	26

### 2010 (2010/11 Draft Annual Plan)

Location	Date	Type of Event	No. of Contacts/Attendees
Blueskin A & P Show	20 March 2010	Roadshow	44
Go Otago',	21 March 2010	Roadshow	17
University Link	23 March 2010	Roadshow	18
Broad Bay Hall	23 March 2010	Meeting	25
Moyles Supervalve Green Island	24 March 2010	Roadshow	21
Mosgiel New World Supermarket	25 March 2010	Roadshow	15
Pak'nSave South Dunedin	25 March 2010	Roadshow	35
Port Chalmers Library	30 March 2010	Meeting	10
Meridian Mall	31 March 2010	Roadshow	35
Fullwood Room, Dunedin Centre	31 March 2010	Meeting	27