

TO: The Council

FROM: Policy Analyst Corporate Plan

MEETING DATE: 24 January 2012

SUBJECT: **2012/13 - 2021/22 DRAFT LONG TERM PLAN
CONSULTATION PLAN**

SUMMARY

This report outlines the proposed approach for meeting the legislative requirements for communication and consultation on the 2012/13 - 2021/22 Draft Long Term Plan. The Summary of the Statement of Proposal and public meetings have traditionally been utilised as the main methods of engagement with residents and ratepayers. It is proposed that the communications approach utilised for 2012/13 - 2021/22 Draft Long Term 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) Policy: | No |
| (ii) Approved Annual Budget: | No |
| (iii) LTP/Funding Policy: | No |
| (iv) Activity Management Plans: | No |
| (v) Community Boards: | No - although Community Boards will be encouraged to participate |
| (vi) Sustainability: | No |

RECOMMENDATIONS

That the proposed approach to consultation on the 2012/13 - 2021/22 Draft Long Term Plan be approved.

INTRODUCTION

This report identifies an approach for meeting the legislative requirements for communicating and consulting on the 2012/13 - 2021/22 Draft Long Term Plan (LTP). The proposed approach aims to improve community engagement with the special consultative procedure by raising awareness of the consultation process and key LTP matters.

BACKGROUND

Under the Local Government Act (LGA) 2002, local authorities are required to produce and notify a Long Term Plan using the special consultative procedure (sections 83 & 84), 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 Community 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 Consultation. This involved setting up a static display related to the Draft Annual Plan content in a public area at a public event or in a shopping centre or supermarket foyer with Executive Staff and Councillors present to answer questions from the public. Feedback 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 static displays were placed in public libraries and efforts were 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 the two previous draft LTP consultations two day Expos have been held in the Town Hall showcasing Council services and providing opportunities for the public to ask questions about services and projects. Programmed funding for an expo event in 2012, as part of the LTP consultation, was removed as a cost cutting initiative in the 2011/12 Annual Plan. Although an effective way of concentrating consultation activity, Expo events tended to attract costs well beyond their allocated budget lines, with council activities committing time and resource to the development of exhibits and staffing of display areas. The costs that the Council activities have to absorb as a result can outweigh the benefits of holding the event.

DISCUSSION

Public consultation on the 2012/13 - 2021/22 Draft LTP is scheduled to take place from Saturday 10 March 2011 to Wednesday 11 April 2011. It is proposed to implement a consultation plan consisting of the following key elements and activities.

- 1 Use of print media, including the 2012/13 - 2021/22 Draft LTP Summary which will be delivered to households with the March edition of City Talk and 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 Annual Plan and the "Your City Our Future" community consultations. Some of these static displays will include opportunity to make an on-line submission
- 3 Hosting of a Chamber of Commerce "Business after 5" session focused on the LTP
- 4 A limited number of road shows and public meetings to provide opportunities for face to face engagement.

Community Boards will be consulted as to 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 2012/13 - 2021/22 Draft LTP Summary is planned to be produced in a tabloid sized format and will be distributed with the March edition of City Talk magazine. It will not be printed inside the magazine this year.

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 be encouraging the public to use the on line/web submission form wherever possible. Last year's draft annual plan consultation saw 60% of all submissions submitted electronically. Questionnaire elements are likely to be included in the submission form this year.

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.

Chamber of Commerce "Business after 5" session

A Chamber of Commerce "Business after 5" session has been booked for Thursday 29 March 2012. This will give the Council an opportunity to present the main LTP issues to the wider business community and will allow chamber members to discuss content with Councillors and Executive Staff. Static display material and copies of the LTP documents will be available for viewing.

Road shows and public meetings

A 'road show' approach was undertaken as an alternative to public meetings for the 2010/11 and 2011/12 Draft Annual Plan Consultations. The road shows involve 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 two year period. However, contact numbers have not been huge. Attendance numbers are attached.

Based on the relative success of certain venues versus others and the resource and time involved in the road shows, we have decided to reduce the number of road show events this year and focus on static displays and print media. It is proposed to hold one public meeting in the central city plus 2 - 3 roadshows with venues yet to be determined. It appears that the supermarkets and shopping centres are more successful. Input from Councillors as to where the road show events should be held would be welcomed.

CONCLUSION

This report has outlined a suggested approach to encourage more meaningful participation from ratepayers in the Council's 2012/13 - 2021/22 Draft LTP decision-making process. From here, subject to Council's approval, staff will commence preparation of the Summary document and work with the 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: 13 January 2012

Attachments:

Road Show and Public Meeting attendance records

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Table 1: Road Show Attendances 2011/12

Venue	Date and Time	No. of Contacts /Attendees *
Portobello Coronation Hall	Tues 22 March 5:30pm–7:30pm	5
Pak n Save, South Dunedin	Thurs 24 March 4:30pm-6:30pm	30
DPAG Auditorium	Tues 29 March 5:30pm–7:00pm	20
Mosgiel New World	Thurs 31 March 2:30pm–4:30pm	18
Blueskin A & P Show	Sat 2 April 10:00am-2:00pm	22
Edgar Centre	Wed 6 April 3:30pm-7:30pm	26
Total:		121

Table 2: Road Show Attendances 2010/11

Annual Plan Road Show and Public Meetings	Day	Date	Time	No. of Contacts /Attendees *
Blueskin Bay - A & P Clearing Sale and Country Fair, Bland Park, Waitati	Saturday	20-Mar	10 am - 2 pm	44
Go Otago', Taieri Agricultural Park Cnr of Gordon and Dukes Rd, Mosgiel	Sunday	21-Mar	10 am - 2 pm	17
University Link Cumberland Street, Dunedin	Tuesday	23-Mar	12 - 2 pm	18
Broad Bay Hall (Public Meeting) Clearwater Street, Broad Bay	Tuesday	23-Mar	7.30 pm	25
Moyles Supervalve 211 Main South Road Green Island	Wednesday	24-Mar	4 - 6 pm	21
Mosgiel New World Supermarket Hartstonge Ave, Mosgiel	Thursday	25-Mar	2 - 3.30 pm	15
Pak'nSave Hillside Road, South Dunedin	Thursday	25-Mar	5 - 7 pm	35
Rolfe Room, Port Chalmers Library Beach Street, Port Chalmers	Tuesday	30-Mar	5 - 7 pm	10
Meridian Mall George Street, Dunedin	Wednesday	31-Mar	12 - 2 pm	35
Fullwood Room, Dunedin Centre Harrop Street, Dunedin (Public Meeting)	Wednesday	31-Mar	5.30 pm	27
Total				247

* Attendance count is based on number of members of the public present at public meetings or a count of people who engaged with Councillors or staff on issues at road shows.