

## A RECORD OF ENGAGEMENT METHODOLOGY, PROCESSES, AND OUTCOMES

### Introduction

This section sets out the overall engagement approach adopted for the BEP, and the specific engagement methods, techniques and tools employed throughout the BEP development phases.

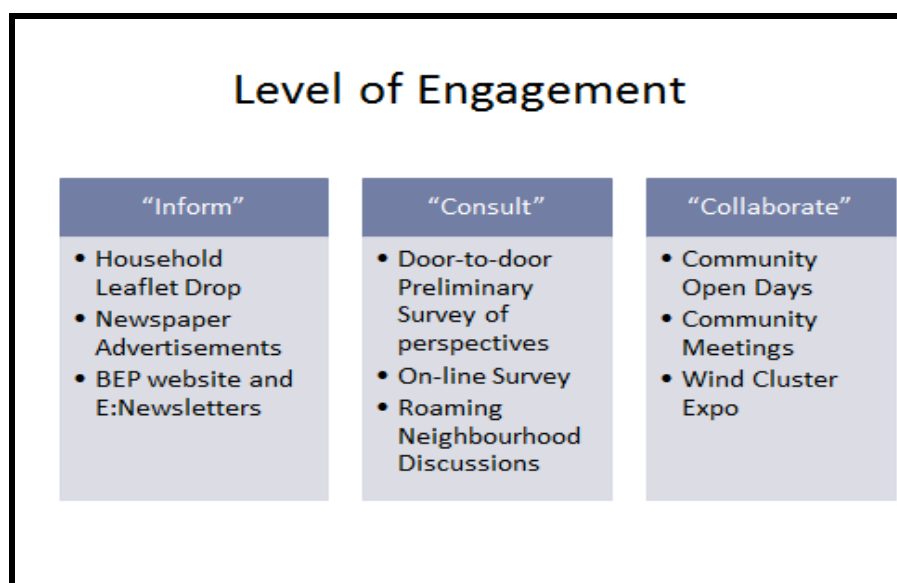
### Overall Engagement Approach

The overall engagement approach consists of a mix of both qualitative and quantitative participatory/consultative methods. The chosen approach represents an applied and active research process where there is an on-going circuitry feedback loop whereby research findings and outcomes are incorporated into, and inform, the on-going direction of the research and engagement strategies.

One of the objectives of the BEP is to pilot a new approach to community engagement in relation to REG development. It aims to follow best practice principles in relation to the 'inform', 'consult' and 'involve' aspects of community involvement where appropriate throughout the development process, and to extend beyond these aspects into the 'collaborate' and 'empower' parts of the participation spectrum. A key outcome of the BEP is to develop a community engagement model targeted and tailored specifically to REG development in New Zealand.

The BRCT seeks to ensure that, where practicable, all members of the Blueskin community and the wider Dunedin area have the opportunity to share their opinions and views throughout the project development and decision-making processes. To achieve this, the BRCT have employed a range of participatory approaches that will ensure the *active participation* of the community throughout the crucial stages of the BEP.

**Figure X :** BEP – Proposed Levels of engagement - based on IAP2 Participation Spectrum



## Engagement Strategy and Approach

The BRCT adopted a multiple engagement approach, represented by a combination of specific engagement initiatives across the key project development phases. The engagement strategy consists of four broad project development phases, each with its own engagement processes, methods, outcomes and milestone dates as submitted previously to EECA. These four phases are summarised below along with a progress report on each.

**Table X:** Engagement Strategy – Progress to date.

| Project Development Phase                                                                                                                 | Nature of Project Development Phase                                               | Progress to date                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PHASE 1 -                                                                                                                                 | BEP CONCEPT, OWNERSHIP AND BUSINESS MODELS AND PROSPECTIVE SITE OPTIONS           | <p>Preliminary Door-to-Door research survey completed.</p> <p>Three community open days completed.</p> <p>Preliminary Survey Results obtained.</p> <p>Roaming follow-up Neighbourhood discussions underway</p> <p>Feedback to community on Phase 1 outcomes scheduled for March 2012</p> |
| <p style="text-align: center;"><b>PHASES 2, 3 &amp; 4</b></p> <p style="text-align: center;"><b>IMPLEMENTATION SCHEDULED FOR 2012</b></p> |                                                                                   |                                                                                                                                                                                                                                                                                          |
| PHASE 2 –                                                                                                                                 | PROJECT DEVELOPMENT<br><br>WIND TURBINE: PARAMETERS, CONFIGURATIONS, SITE OPTIONS | Begin April 2012                                                                                                                                                                                                                                                                         |
| PHASE 3 -                                                                                                                                 | PROJECT DEVELOPMENT<br><br>PREPARE FOR RESOURCE CONSENT APPLICATION               | Begin April 2012                                                                                                                                                                                                                                                                         |
| PHASE 4 -                                                                                                                                 | FORMAL NOTIFICATION - THE RESOURCE CONSENT PROCESS                                | Aim for December 2012                                                                                                                                                                                                                                                                    |

## Engagement Methods

Specific engagement methods, techniques and tools employed throughout the project development phases include the following:

- Household leaflet drop
- Newspaper advertisements
- BEP Website and e:newsletters
- Public Noticeboards
- Preliminary Research into Engagement Needs
- On-Line Survey
- Community Open Days
- Follow-up Neighbourhood Discussions
- Community Feedback Meetings

## Engagement Outcomes

This section presents a synthesis of the community feedback obtained through the key engagement methods employed during Phase 1 of the Engagement Strategy. The section is structured under the following headings:

- **Preliminary Research into Engagement Needs**
- **Interim Survey Results**
- **Community Open Days**

### Preliminary Research into Engagement Needs

In April 2011 a report was completed by an Otago University student which canvassed the preliminary community perspectives on the BEP project. The purpose of the research was to identify the extent and level of community awareness and knowledge of the BEP, and to identify the key areas of support and concern in relation to the project.

The research involved a combination of telephone interviews and face-to-face interviews of 16 local residents. The interviews were based on a series of 15 questions about various aspects of the BEP.

An analysis was undertaken of all the interview transcripts which allowed for a thematic stocktake of community views, knowledge, concerns, and questions. The results of the study assisted in understanding the engagement needs for the BEP throughout the projects phases.

## Interim On-Line Survey Results

An on-line survey was launched on Saturday 10 September 2011 as another key mechanism to capture community views and preferences in relation to the BEP. This section presents the interim results of the on-line survey as of 18 October 2011. A more detailed analysis of the survey will be undertaken once it has been made inactive at the end of December 2011.

The on-line survey tool 'QuestionPro' was utilised to design the survey which consists of a range of both open-ended qualitative questions, and quantitative Y/N questions. The survey was promoted and distributed to the community via the local newspaper and the BRCT regular e: newsletters. The key result areas are presented in order of the corresponding survey questions below.

- As at 18 October 2011, 40 people had participated and completed the on-line survey.
- Of the 40 survey respondents, the large majority indicated they had heard about the project directly from the BRCT via the various media channels including 'Blueskin News', the BEP Mailing List, and the 'ODT'.
- Of the 40 respondents, 10 reported having attended an open day, while 17 reported they had not attended an open day.
- When asked to indicate their place of residence, the majority of respondents identified Waitati. Warrington was the second most represented area in the Blueskin Area.
- Respondents were asked to select from a range of statements regarding future ambitions in relation to energy use. Respondents most commonly identified a future ambition of 'being able to better manage household energy consumption'. The second most represented statement related to the future ability to 'have control over own electricity generation'.
- Respondents generally value landscapes in the Blueskin area. Respondents value the landscape for various reasons, with the most commonly reported reasons being 'value wild places' and 'beautiful, functional, and productive'. Some viewed the landscapes as being multi-functional. Others signalled they did not want any further developments on the landscapes without discussion.
- The significant majority of respondents supported the proposition that the community should try and meet energy needs within the local rural landscapes. Just one responded disagreed.
- With regard to site preferences, 41% of respondents indicated a preference for the Porteous Hill site, while a further 28% of respondents indicated it was too early to comment in relation to site preferences for the turbines. Of all respondents, 6% did not want to see turbines anywhere.

- When asked if they would be interested in investing in the local wind cluster if it was a viable project, 73% indicated 'YES' and 7% indicated 'NO'. Others (20%) commented that investment would depend on their financial circumstance.
- In relation to the required capital investment required to get the BEP to development, 31% of respondents indicated they would contribute \$6,000; 13% would contribute \$4,000; and 10% would contribute \$10, 000. The majority of respondents signalled they were unsure with regard to this question.
- When asked if they would be interested in signing a long-term contract with one of the electricity retailers if there was some protection from price increase and a rebate on electricity bills, 85% of those who responded to this question indicated 'Yes', while 24% responded with 'No'.
- Of the respondents that answered the question in relation to community dividends, 80% were in favour of a modest community dividend as well as a return to investors. A similar proportion of respondents also indicated they would value the community dividend going back into energy initiatives such as insulation and solar hot-water etc. 60% of respondents also supported the reinvestment of community dividends being reinvested into other community initiatives.
- In terms of respondents' preferences in relation to ownership and business structure the Community Co-operative/Limited Liability option received the highest representation as being the most preferred option, followed by the Joint Venture, and lastly the Conventional Company Structure.
- In relation to the role of the BRCT in approaching the BEP, the most commonly selected statement by respondents variously indicate that the majority of respondents believe the BEP organisation to be clear, well organised, 'serious', moving at the right speed, with an inclusive process.

## Community Open Day Results

Various engagement techniques and methods were employed for the open days to encourage community feedback on the BEP. These include:

### Aerial Maps

Large aerial satellite maps of the Blueskin Bay area, and the wider Dunedin area, were presented on tables. All attendees were encouraged to record their residential location on the maps. At the completion of the open days, the residential distribution of attendees recorded on the maps was examined to assess the spatial extent of community engagement, and to identify those areas that were potentially under-represented at the conclusion of this phase of the community engagement. A copy of the Aerial Maps is presented in Appendix X.

### Poster Displays

At each Open Day the Poster Display (which consisted of 13 Posters) was presented along the perimeter walls of each Community Hall. The Poster Display was designed in a way that would encourage attendees to view the poster content in a particular order to ensure that each participant left with an understanding of the:

- Origins and aims of the BEP;
- Preliminary BEP feasibility issues;
- Ownership and Business Structure Options;
- Preliminary BEP prospective turbine sites;
- How to become involved;
- Who to contact with any queries, concerns, ideas.

Attendees were invited to record any comments on 'post-it' notes which could be attached to the relevant poster. A copy of the poster display is presented in Appendix X.

### Vox-Pop Forms

A series of "Vox-Pop" forms were designed to encourage attendees to record any views or concerns regarding any aspect of the BEP. The forms were positioned at the end of the poster display so that attendees were able to 'post' their anonymous views within a ballot-box. A copy of the Vox-Pop series is presented in Appendix X.

### Graffiti Strip

A roll of plain brown "butchers" paper was laid out on a flat surface which attendees could "graffiti" with their "thought-tags". A photographic record of the Graffiti Strip is presented in Appendix X.

### Straw Poll

To gain an appreciation of how the community viewed the various options in relation to the proposed business structure and ownership of the BEP, attendees were asked to cast a vote on one of three options presented in the Poster Display. A photographic record of the "Straw-poll" is presented in Appendix X.

## Comments Book

Prior to leaving the event, participants were asked to provide their contact details, and were given the opportunity of recording any final thoughts and impressions within a Comments Book. A photographic record of the entries provided within the Comments Book is presented in Appendix X.

## Verbal Discussions

During each of the Open Days, the nature of any verbal discussions was recorded where possible. A record of verbal discussions can found in the detailed open day records attached in Appendix X.

## COMMUNITY FEEDBACK – ANALYSIS

The following analysis of community views represents the collation and synthesis of community views captured as a result of the open days. The data represents a mix of quantitative and qualitative information which is analysed for key themes. The analysis provides a snapshot of community views in three coastal community locations, and highlights key areas of interest, concern and knowledge that the community holds in relation to the BEP project. The analysis is presented under the following key headings:

- Level of Community Engagement
- Areas of Community Support
- Key Question Areas
- Community Views on Business Structure and Ownership
- Areas of Community Concern
- Community Visions
- Ideas and Suggestions

### LEVEL OF COMMUNITY ENGAGEMENT

At each open day, attendees were asked to place a coloured sticker on an aerial map to represent where they live in relation to the Open Day community area. Many attendees were accompanied with friends or family, and/or indicated they were representing the views of fellow family members who were unable to make the Open Day. For the purposes of this analysis, the numbers recorded in represent the number of attendee 'parties' who identified with the corresponding residential location. The data does not provide an exact record of attendee numbers.

Overall, the three Open Days attracted a total of 95 'parties'. Of these, the highest proportion attended the Waitati Open Day (42%), with the remaining equally divided across the Warrington and Long Beach Open Days (28% and 28% respectively).

The attendee record demonstrates that the most commonly represented residential location of attendees was represented by Waitati residents (35%), followed by Warrington (25%), and then Purakanui (14%). The least represented areas across all three open days included Evansdale, Heyward Point Road, Seacliff, Osborne and Long Beach.

The Open Days attracted interest from the wider Dunedin area, including those living in Port Chalmers, St Clair, North Dunedin, and Brighton. The Brighton attendee owned a crib in Waikouaiti

and was interested in the nature of the project. This highlights the potential to harness the interest of the non-resident population in the study area and northern coastal areas. The collective spatial representation of attendees across all three open day locations is represented in Maps 1 and 2 attached in Appendix X.

## **AREAS OF COMMUNITY SUPPORT**

Across the three Open Days, many positive statements of support for the BEP were received. Some were clearly impressed with the presentation, content and design of the open days, while others variously reported inspiration and satisfaction in regards to the concept of the BEP, and the progress and achievements of the BEP, and of the local community to date.

A few attendees reported support for the project but qualified this support with the hope that the project will be cost-effective and that the project would gain further political support.

A few participants supported the proposal in principle, and noted that this view was dependent on financial factors:

One party indicated they were happy to have a turbine on their land in Warrington. Another person reported a recently altered perception of wind turbines having seen wind turbines in operation en-route to Middlesbrough.

## **COMMUNITY VIEWS ON OWNERSHIP AND BUSINESS STRUCTURE**

Attendees were asked to cast a 'straw' vote as to their preferred 'Ownership and Business Structure'. The three options presented included 1) Community Co-Operative; 2) Joint Venture; and 3) Company Structure.

A total of 72 straw votes were cast across the three open days. Overall, Options 1 and 2 were similarly represented, receiving 50% and 47% of all votes cast respectively. The most favoured option across all open days was Option 1 – Community Co-Operative, receiving a total of 36 votes, representing 50% of all votes cast. The second most favoured option across all open days was Option 2 – Joint Venture, receiving a total of 34 votes, representing 47% of all votes cast.

The highest proportion of voters was represented by attendees at the Waitati Open Day, followed by attendees at Long Beach, and lastly attendees at Warrington. Option 1 was the most preferred in both the Long Beach and Waitati communities, while Option 2 received the highest proportion of votes at the Warrington Open Day. The least favoured option across all open days was Option 3, receiving just two votes, representing 3% of all votes cast.

Further comments in relation to ownership and business structure were variously received across post-it notes on the poster display, the graffiti strip, and vox-pop forms. Several people specifically identified support for Option 2 as being the most likely/most feasible ownership and business structure.

A couple of people expressed conditional support for Option 1 or Option 2 which was dependent on personal financial circumstances. One person specifically expressed non-support for Option 3. In relation to the investment options and business structure, several attendees shared their views on how the business structure could work.

## KEY QUESTION AREAS

Across the three Open Days, many questions were raised by the community which have been grouped under seven headings below:

### **Lifespan of Project / Turbines**

A few members of the community were interested in the life-span of the project, and a few were also interested in the anticipated lifespan of the wind turbine models presented.

### **Capacity / Extent of REG Distribution**

Several community members variously raised questions surrounding the spatial extent of the REG distribution that would be provided by the BEP, particularly for wider communities in Seacliff and Port Chalmers, and also the generation capacity of the BEP.

### **Financial Feasibility of Project**

A couple of people expressed the desire to have access to further details in regard to the financial feasibility of the BEP.

### **Project Design**

A number of attendees were interested in the design and characteristics of the proposed wind turbines, and the resilience of the structures in adverse weather conditions.

### **Financial Accessibility**

Perhaps the most frequently asked question by the community related to the financial accessibility of residents to the BEP. Questions were variously raised about the costs of connecting to the REG distribution to.

### **Environmental Effects**

A couple of people were specifically interested in the environmental effects of the BEP:

### **Other**

One attendee requested further information on the extent and location of Landscape Management Areas under the Dunedin City District Plan, and another sought further information in relation to the local employment that would result from the project. One community member was interested in how the government could be mobilised to take “an active interest in such a visionary project.”

## AREAS OF COMMUNITY CONCERN

Across the three Open Days, a number of areas of community concern emerged. These are discussed below:

### **Background Data / Project Feasibility**

There was a level of concern expressed by a few attendees regarding the validity of background data and the preliminary BEP feasibility study findings.

### **Ethical Investments**

Concern was also expressed by one or two attendees regarding the ethical investment principles being compromised by the BEP.

### **Benefits to shareholders / community**

A couple of comments received indicate that there may be some doubts within the community in terms of the actual benefits the community and/or shareholders will realise as a result of the BEP:

### **Prospective Sites**

Numerous attendees commented on the prospective site locations. Notably, several indicated no preference in site location, subject to no environmental impacts resulting. A few specifically expressed a concern regarding the prospective Mopanui site location. One attendee was of the view that other sites should be investigated and provided a suggestion of Heyward's Point area.

### **Environmental Effects**

Many people provided feedback on their concerns and perceptions regarding the potential environmental impacts of the project. These concerns were variously held on the basis of potential impact on bird life, visual impact, and health impacts.

## IDEAS AND SUGGESTIONS

Numerous attendees offered further ideas and suggestions in relation to the BEP project, or related issues. One person mentioned that Hampden is "also trying to get off the grid" and suggested that the Trust investigate what initiatives are underway. Another provided the example of a community in Hopetown in Western Australia with similar energy initiatives.

A few people mentioned wider energy issues relating to hydro / solar / power / LED lighting / batteries / education.

Some offered feedback on the open day engagement initiatives and made some suggestions for improvements.

One attendee had been previously involved in planning processes as part of the Purakanui Environment Group and expressed an eagerness to be kept informed about any DCC future plan changes and implications of the Blueskin Area.

Several people commented that it was too early to provide specific comments as the open day was the first opportunity to familiarise themselves with the project.