
REPORT 1
(1215/52/IM)

2007/08 DRAFT ANNUAL PLAN: CONSULTATION FEEDBACK

1. Purpose of Report

A summary and analysis of the feedback received during the 2007/08 draft annual plan (DAP) is provided.

2. Executive Summary

Formal consultation on the DAP ran from 16 April 2007 until 18 May 2007 and resulted in 978 written submissions. Seventy five people presented their submission to elected members over a four day period. While the majority of submissions focused on the new initiatives or fees and charges, a number made general comments on Council's strategies, activities and projects.

This report provides for the formal receipt of the written submissions and presents a summary of these by strategy area. The report includes analysis of the consultation exercise and a summary of the communication tools used throughout the consultation period.

3. Recommendations

It is recommended that the Committee:

- 1. Receive the information.*
- 2. Note that a response will be provided to all submitters regarding the projects that they have submitted on.*
- 3. Note that submission summaries have been provided to relevant officers, who will incorporate suggestions into work programmes where appropriate.*
- 4. Receive the submissions that were lodged as part of the special consultative procedure for the 2007/08 draft annual plan.*

4. Background

4.1. Summary of the communication tools used to support the consultation

A variety of steps were taken to ensure that there was a high level of awareness of the DAP and its proposals within the community.

4.1.1 Consultation documents

Twelve hundred copies of the DAP were produced. It was publicly available in all libraries, swimming pools, service centres, on request and was distributed to approximately 500 individuals, community groups and businesses on the annual plan mailing list. Over 2,000 copies of the summary document were also distributed. Freepost submission forms were distributed with the documents.

4.1.2 Webpage – summary and draft

The DAP featured on the Council's website during the consultation period. The web content included: summary pages of the new initiatives for each strategy; links to the complete publication and summary; a video and online submission forms.

4.1.3 'Our Wellington' page in the Dominion Post

The 'Our Wellington' page was once again used to highlight the DAP. An editorial feature was included for the opening week of consultation. Adverts highlighting the opportunity to submit were included in the week leading up and during the consultation period.

Public notice of the consultation also appeared in the Dominion Post.

4.1.4 Absolutely Positively Wellington Newspaper

A six page spread on the major matters in the DAP was included in the April issue of the Absolutely Positively Wellington Newspaper. A free post submission form was also included. The paper is provided to every household in Wellington and made available in libraries and service centres.

4.1.5 Radio advertisements

A series of radio adverts were aired on Nui FM, ZM, Access and Samoan Capital Radio. These were focussed on youth, maori and pacific communities who have historically been under represented in the submissions received.

In addition, the Mayor and Chief Executive highlighted the DAP in their regular spots on Newstalk ZB and the Breeze. The Deputy Mayor spoke on Samoan Capital Radio.

4.1.6 Public displays

The publications were displayed in a prominent place within each library with colour posters highlighting their availability. The video was also played on a continuous loop to draw attention at some sites.

4.1.7 Public meetings

The DAP was presented at 14 public meetings with approximately 550 members of the public attending. The meetings included:

- Urban development and Transport (15 attendees)
- Economic and Cultural Wellbeing (12)
- Social, Recreation and the Environment (17)
- Hui (100)
- All strategies (16)
- Youth Forum (72)
- Pacific Forum (100)
- Ethnic Forum (130)
- Southern Ward meeting (26)
- City Housing meeting with tenants (7)
- Retailers (20)
- Eastern ward (25)
- Makara/Ohariu Community Board
- Tawa Community Board.

The DAP was also presented to the Tenth Trust, Ngati Toa and to the Council's advisory groups.

4.1.8 AC Nielsen Survey

An independent survey was undertaken to supplement the information that is received through the consultation process. The Resident Satisfaction Survey in May sought views on the major new initiatives in the plan. The results are summarised below.

4.1.9 Hearings

75 submitters took up the opportunity to present their submission to the Annual Plan Hearings Subcommittee over a period of four days. The Subcommittee report back is included on this agenda. A number of submitters commenting on the development contributions policy were heard by the Development Contributions Subcommittee. The Subcommittee report back is also included on this agenda.

4.1.10 Miscellaneous

In addition to the steps outlined above, the Council issued press releases and officers were encouraged to use their interaction with the community as an opportunity to raise awareness of the DAP and highlight proposals of relevance to the public.

Targeted consultation was also carried out on the amendment to the long term plan. Letters outlining the proposal were provided to tenants in the Council's housing units. A copy of the summary was provided to developers known to be interested in the Development Contributions Policy. A letter was also sent to the occupants of the marinas informing them of the proposed changes to charges.

All submissions have been provided to elected members and have also been made available to the public. Once final decisions have been made officers will provide feedback to each submitter regarding the decisions made to the points raised in each submission.

4.2 Analysis of consultation exercise

4.2.1 Total submissions

The DAP received 987 submissions. Fewer submissions were received than for last year's long term plan but the number continues the upward trend for submissions received on annual plans.

New audiences continue to be reached with a third of submissions coming from first time submitters.¹

The following table details the number of submissions received since 2002.

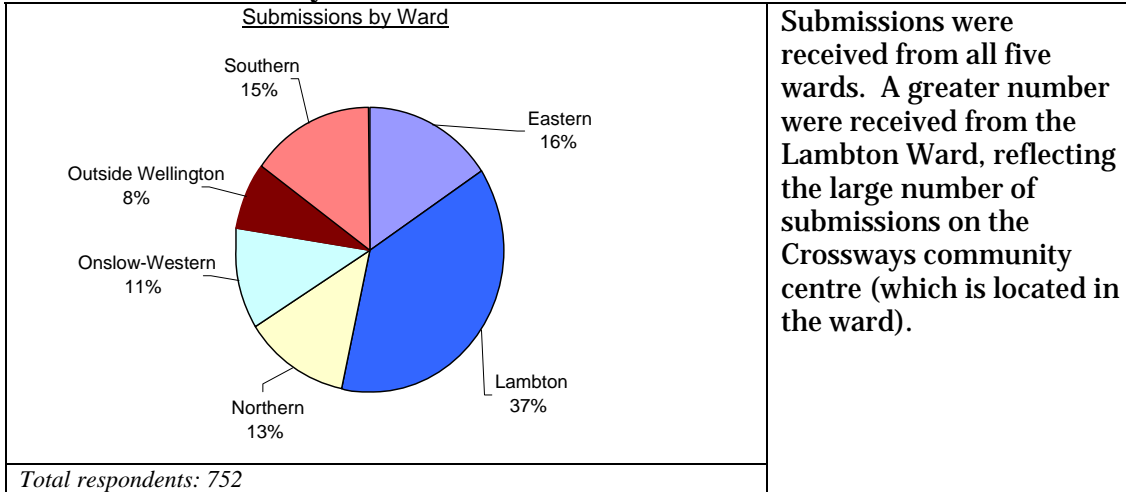
Table 1

DAP 2002	LTCCP 2003	DAP 2004	DAP 2005	LTCCP 2006	DAP 2007
279	578	479	817	1,368	987

A further seven late submissions have been received. All submissions have been provided to elected members.

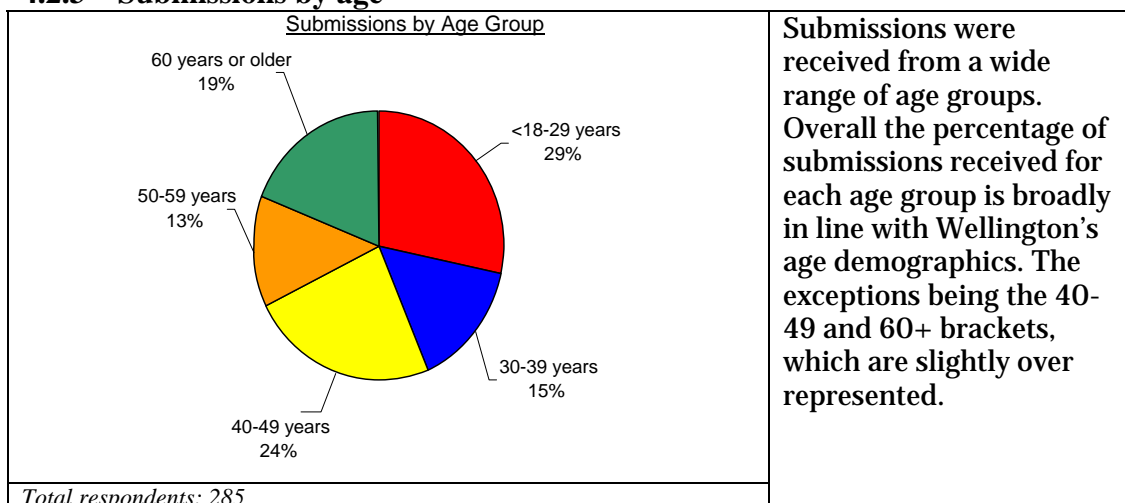
All submitters who lodged a submission prior to the closing date were given the opportunity to speak at the hearings and 75 submitters took up this opportunity. For more information on the oral hearings please see the separate report back of subcommittee on this agenda.

4.2.2 Submissions by ward



¹ 32 percent of those who indicated (n=269) were submitting for the first time.

4.2.3 Submissions by age



The demographic data collected during the consultation process will be reviewed by officers and used to guide the consultation plan for next year's annual plan.

4.3 Analysis of submissions and survey results

The analysis process involves officers reading every submission, identifying comments and matching them to an activity, summarising any themes and specific requests. A summary index is then provided to elected members, along with the complete set of submissions, and this summary report is provided.

Initiatives that have received significant comment, requests for new funding or raise new points (that were not considered at the time of adopting the DAP) are reviewed by officers and are discussed in the *prominent issues* report on this agenda.

A response to each comment made in submissions is prepared by officers and provided to the submitters once the final annual plan is adopted.

4.3.1 Residents satisfaction survey

As a supplement to the consultation exercise a residents' satisfaction survey was undertaken by an independent research company on the new initiatives. The results are noted in the relevant place in section 4.4. ²

The survey was done on a call back basis. This means that each respondent was provided with and asked to read the summary of the DAP ahead of answering the questions. The margin of error for this survey was +/- 5.4 percent.

This year's survey provided the respondents with the opportunity to outline their relative preference in relation to the new initiatives – in essence they were asked to rank the initiatives in terms of what they considered the most important to undertake.

² The full results of the May residents' satisfaction survey are provided separately to this report.

The exercise required respondents to indicate the initiative that they thought was the most important with a score of 100 and the least important with a score of one. For the remaining initiatives, they were then asked to provide a value between two and 99 to indicate their importance relative to the most and least important attributes. The higher the number the more important the initiative.

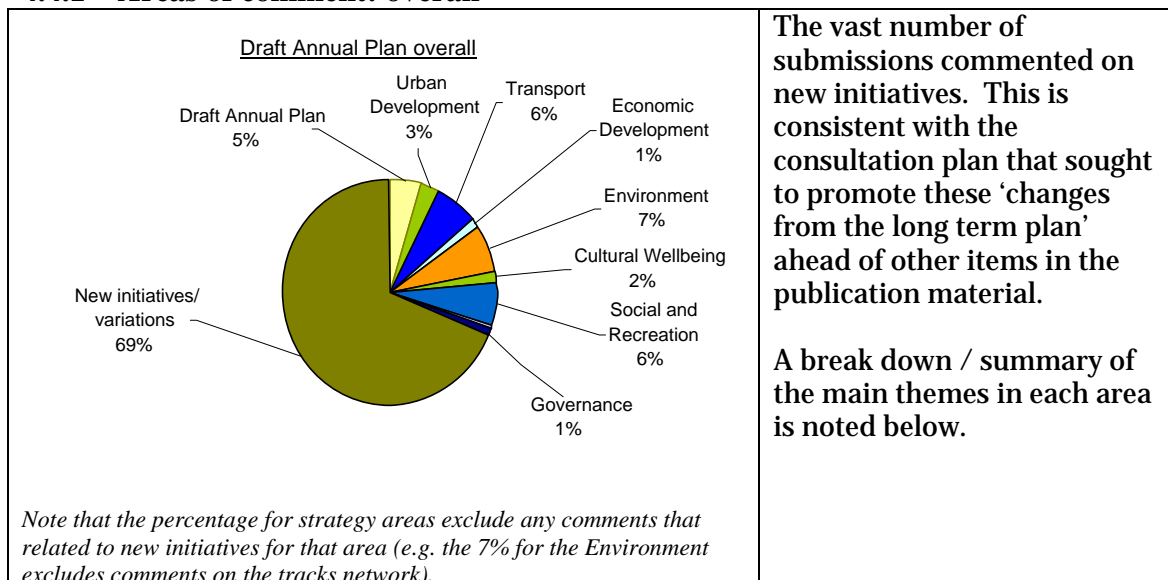
The exercise resulted in the following preferences:

New Initiative	Mean score
Add to the Events Development Fund.	60.89
Town Belt and Outer Green Belt tracks.	58.84
Upgrade of Council's social housing.	58.72
Roading improvements at the 'city gateway' area.	55.48
Establish a new fund of \$100,000 per year to support sports clubs and active recreational groups.	53.91
Increase Wellington Museum's Trust funding to allow it to maintain current levels of service.	51.18
Install a tsunami warning system.	50.65
Set up a 'flying squad' to protect the city's streetscapes from graffiti	47.75
Additional funding of \$117,000 per year to Council's grants pool to assist with increasing day-to-day costs.	46.20
Provide access to affordable broadband networks to everyone in Wellington.	45.15
Support the establishment of a wet hostel in the city.	43.30
Increase the budget to deal with legal costs from leaky homes claims.	41.67
Establish a new regional economic development agency.	40.58
Community Centre support (Newlands and Khandallah in particular).	32.59

4.4 Summary of submission comments

The following section provides a summary of the main themes raised in submissions.

4.4.1 Areas of comment: overall

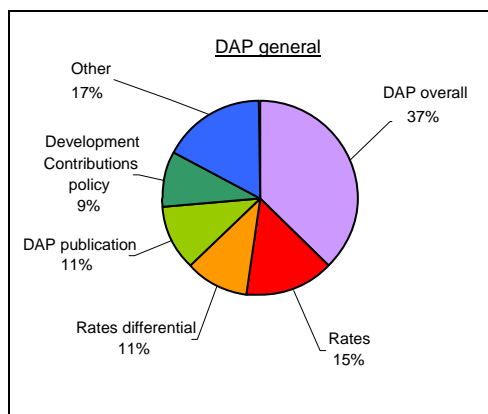


4.4.2 DAP general

5 percent of the total comments in submissions were of a general nature – they did not relate to specific activities. These comments can be summarised as:

Consultation documents

The DAP publications received favourable comment from a number of submitters. The majority considered the layout user friendly with the relevant information easy to locate.



Rates

Rates received 15 percent of all the comments under this section. Views ranged from those that opposed any rates increase to those that considered the proposed 3.8 percent increase acceptable given the cost pressures that the Council faced.

The survey asked respondents what they thought of the proposed rates increase. The results were as follows:

- Too much: 18 percent
- A little too much: 28 percent
- About the right amount: 44 percent
- Not quite enough: 1 percent
- Don't know: 9 percent.

Rates differential

Submissions on the rates differential were split. Residents tended to be opposed to the notion of the transition, while commercial ratepayers expressed concern at the impost. One noted that local authorities utilise differentials primarily for political expedience – moving the liability of politically unpopular rates increases from the residential sector on to the commercial sector.

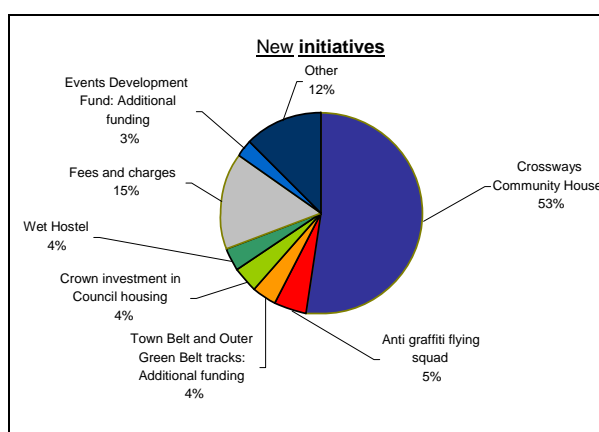
Note that Development Contributions are discussed separately.

4.4.3 New initiatives

The vast majority of submissions were received on new initiatives. Both those outlined in the DAP and new proposals raised by the community. The comments can be summarised as:

Crossways Community House

Over 500 submissions sought Council's support to ensure the continuation of the Crossways Community House in Mt Victoria.



The facility is currently owned by the Presbyterian church and used by the local

community for a variety of activities. Submitters believe it to be a valuable social asset that sits at the heart of the community. The church is proposing to sell the building.

The majority of submissions were made on a standardised form that outlined concerns and asked that the Council provide a grant of \$350,000 to defer the sale until the community can raise the remainder in order to purchase the building.

Anti graffiti flying squad

The proposal to extend the Council's graffiti removal service to private property was widely supported through the submissions. An increase in the incidence was noted and the Council was congratulated for the initiative and for working closely with other agencies such as the police.

One group noted that they had success at implementing a similar project in their community and was eager to discuss how they could assist in the implementation of the initiative.

The initiative received wide spread support in the survey, with only 14 percent of respondents either opposed or somewhat opposed to the initiative.

Fees and charges

Submissions on fees and charges were generally confined to specific activities with very few making the connection to how the activity should be funded in the absence of fee increases. That said, objections were generally on the basis that the activity was seen to be a public good (and presumably funded through rates) or that the policy basis for charging was inconsistent. This was evident in submissions to marinas where it was argued that the 'recreational' aspects of the activity were not rates funded when most other recreational activities were at least part funded through rates.

The main themes in the submissions on fees and charges were:

Libraries: opposition to magazine fees with many noting that this would impact on withdrawals and people on low incomes.

Swimming pools: that the increase would impact on low income families and act as a barrier to the goal of a healthy community. A number of submissions related to the charges at the Tawa pool. It was argued that these would lead to a drop in revenue as people will use Porirua facilities. There was also general opposition to the proposed increase in spectator fees.

Marinas: it was argued that: the proposed increase was too severe and should be inline with the rate of inflation; there needed to be a clearer demarcation of what constituted the marina and what did not as some of the facilities are used by the public and commercial boat owners; and there was limited evidence of investment to warrant the fee increase as the facilities are generally run down and poorly maintained.

Tracks

Over 40 submissions commented on the tracks proposal. The vast majority of those were in support. Other submitters were supportive either in principle but did not regard it as a priority or agreed with upgrades but not the extension to the

network. One group raised specific concerns about the lack of consultation in regards to a track adjacent to their properties.

The initiative received overwhelming support in the survey. Seventy nine percent of respondents were either in favour or strongly in favour of the initiative and only 19 percent thought the increase was too much. The initiative ranked second in terms of the relative preference section of the survey.

Investment in social housing

Over 40 submissions commented on the proposal to enter a partnership with government to upgrade the city's housing stock. The majority of submitters supported the proposal. Some supported it with the condition that it not negatively impact on rentals. Those in opposition stated that social housing was an activity better left to central government.

The initiative ranked third highest in terms of the relative preference section of the survey.

Wet hostel

The vast majority of the 40 submissions were in favour of this proposal. Many congratulating the Council for working collaboratively with other agencies. Some offered conditional support – stating that funding should be provided only if it is a one-off grant and/or that the ongoing operation of the facility is clear (including consideration for the safety of users in particular woman at such a facility).

The initiative was generally supported in the survey, with 48 percent of respondents stating they were supportive of the initiative and a further 20 percent neither in favour nor opposed. Though there was some level of concern at the proposed cost with 44 percent of respondents feeling it was either too much or a little too much.

Events development fund

The expansion of the event fund was overwhelmingly supported by those who commented on it. Two submissions were opposed: one on the basis that it was not Council's role; the other thought the cost excessive given the city's debt.

Supporters noted the contribution that events made to the feel and status of the city. The fact that events were and critical factor in attracting visitors was also a common theme.

This initiative received very strong support in the survey with 72 percent of respondents supported the funding and only 32 percent feeling that the increase was either too much or a little too much.

Community facilities and grants funding

These received support from submitters, though in the survey the community centre initiatives received the lowest priority ranking. This result may be explained by the fact that the initiative was largely location specific (Newlands and Khandallah) – the survey sample was drawn on a city wide basis.

Broadband

18 submissions commented on the broadband vision. The comments were evenly split amongst those who argued that broadband was essential infrastructure and

the importance that the city not 'fall behind' the other places and those that argue that this should be left to the private market.

The broadband vision was supported by the respondents to the survey, with only 22 percent either opposed or somewhat opposed to the broadband vision. Fifty three percent were in favour.

Leaky homes fund

The initiative received three comments. Two comments were in support. The other expressed concern that rate payer money would be used to pay lawyers in order to avoid paying compensation.

Tsunami warning system

The Council was overwhelmingly commended for this proposal. Some submitters sought clarification of what areas are to be covered by the system.

City gateways roading improvements

Submissions on this proposal were generally supportive. The initiative ranked highly in terms of the relative preference section of the survey. It was ranked fourth out of 14 initiatives.

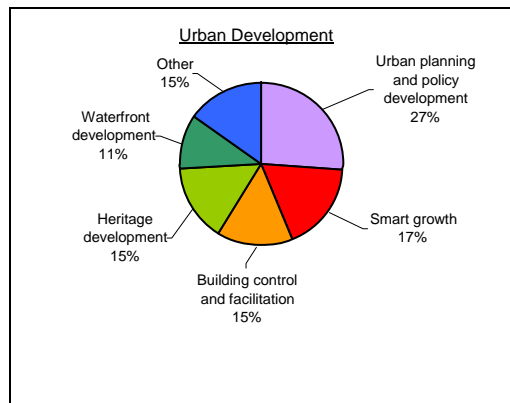
Museums trust funding

Twenty eight submissions were received on the proposal, of those, 24 provided unconditional support. The initiative ranked above the median in terms of the relative preference section of the survey. It was ranked sixth out of 14 initiatives.

4.4.4 Urban Development

The Urban Development area received 6 percent of the total submission comments. This chart outlines the percentage of comments by activity.

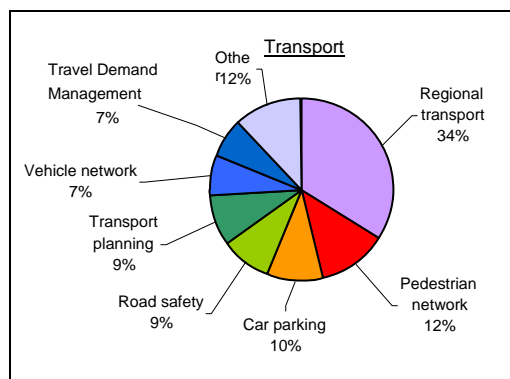
In general, the submissions were supportive of the Council's approach to urban development – urban containment and the proposed changes to infill were seen as appropriate. Continued support for heritage development was encouraged.



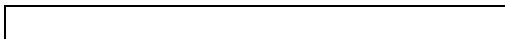
4.4.5 Transport

The Transport area also received 6 percent of the total submission comments. This chart outlines the percentage of comments by activity. Comments in this area were predominantly of an operational nature – they referred to the need for specific works (and will be forwarded to officers for response).

Some of the broader issues that were raised



included:



- encouragement of park and ride options
- support for both Transmission Gully and the link roads
- support for the travel demand management initiatives.

A number of submissions commented on public transport and in particular bus services. Where appropriate these have been referred to the Greater Wellington Regional Council.

4.4.6 Economic Development

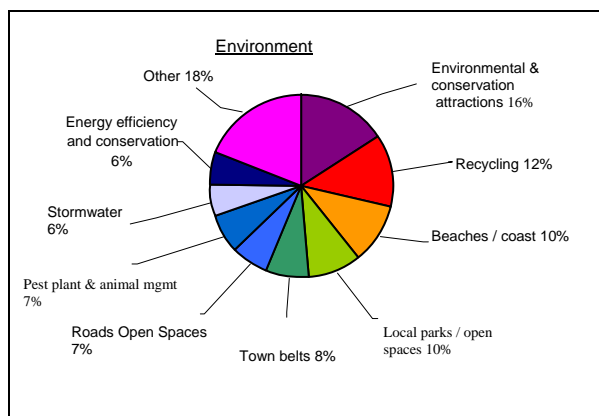
Aside from the new initiatives only a very small proportion of submissions commented on this area. The common theme for those was support of the Council's commitment to tourism attractions and events.

A specific request for funding was received from the NZ Film and Television School. This is discussed in the prominent issues report on this agenda.

4.4.7 Environment

The Environment area received 7 percent of the total submission comments. This chart outlines the percentage of comments by activity.

By and large the comments in this area are of a specific or operational nature. They are outlined in the submission index (previously distributed) and will be provided to the appropriate officer for response.



4.4.8 Cultural wellbeing

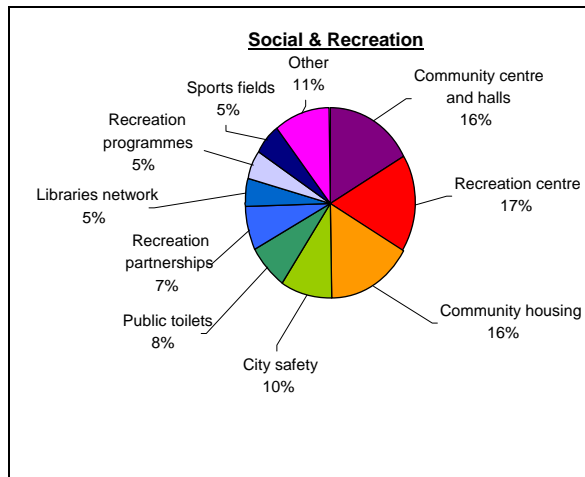
The Cultural wellbeing area received 2 percent of the total submission comments. These were supportive of the Council's strategy. Specifically there was support for:

- The arts and cultural festivals with suggestions for a youth arts festival and that celebration for ethnic groups be done on a rotational basis
- Arts partnerships: the Council was congratulated for its support of the Carter Observatory and NZ portrait gallery
- Continued funding of heritage landmarks
- NZ arts festival and Cuba St Carnival.

4.4.9 Social and Recreation

The Social and Recreation area received 6 percent of the total submission comments. This chart outlines the percentage of comments by activity.

Comments were generally in favour or sought to extend the Council's programmes. The cleanliness of public toilets and targeting events at youth were common themes. The indoor community sports centre was supported. Some submitters stated a preference for the waterfront site and others the former show buildings. Comments on the Cobham Park site sought confirmation that issues relating to traffic, noise and parking would be addressed.



4.4.9 Governance

While there were a range of comments on the DAP consultation, only one percent of submissions commented on the governance area specifically. These comments included:

- the need to monitor the recently agreed engagement policy
- encouragement for the Council's consultation processes to lead to consensus building with the public
- praise for the way the youth forum was run
- opposition to the establishment of e-panels at the expense of neighbourhood workshops
- providing more money to develop relationships with mana whenua
- promotion of governance in schools.

5. Conclusion

The consultation process, including meetings, hearings and submissions, ensured that individuals and groups had the opportunity to participate effectively in the DAP process. This was supplemented by a survey, which gave an indication of how the public views some of the proposals set out in the DAP. The combination of these two data sets will assist the committee to make informed decisions.

Contact Officer: *Baz Kaufman – Senior Corporate Planner*