
REPORT 1.2
(1215/52/IM)

LONG TERM COUNCIL COMMUNITY PLAN 2006/07 – 2015/16: CONSULTATION FEEDBACK

1. Purpose of Report

A summary and analysis of the feedback received during the draft Long-term Plan consultation is provided.

2. Executive Summary

The Council initiated the special consultative procedure on its draft Long-term Plan on 12 April 2006. Formal consultation on the draft Long-term Plan ran until 12 May 2006 and resulted in 1,368 written submissions and 30 late written submissions. One hundred submitters made an oral presentation of their submission to elected members over a four day period. While the majority of submissions focused on the new initiatives and proposed service level changes, 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 possible.*
- 4. Receive the submissions that were lodged as part of the special consultative procedure for the draft Long-term Council Community Plan 2006/7 – 15/16.*

4. Discussion

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

This following section outlines the various steps and communication tools that were taken to support the consultation exercise to ensure that there was a high level of awareness of the draft Long-term Plan and its proposals within the community.

Consultation documents

Fifteen hundred copies of the draft Long-term Plan were produced. It was publicly available in all libraries, the service centre, on request by calling the Call Centre and distributed to approximately 500 individual, community groups and businesses on the annual plan mailing list. Over two thousand copies of the summary document were also distributed. Freepost submission forms were distributed with the documents.

Webpage – summary and draft

The full and summary draft Long-term Plan documents were available from the Council's website www.Wellington.govt.nz. Online submissions could be made for the third year – with an increase in the percentage using this.

Public Notice

Public notices of the consultation appeared in both the Wellingtonian and the Dominion Post.

'Our Wellington' page in the Dominion Post

Council's 'Our Wellington' page focused on key aspects of the draft Long-term Plan every week of the consultation period. The first week the entire page was dedicated to informing the community of the draft Long-term Plan and its proposals. In subsequent weeks the editorial was used to highlight key aspects of the draft plan. All public meetings were also advertised.

Absolutely Positively Wellington Newspaper

A six page spread on the major matters in the draft Long-term Plan 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.

Rates News

An outline of the draft Long-term Plan and the proposed rates impact was included in the May issue.

Radio advertisements

A series of radio ads highlighting key issues and the availability of the draft were aired during consultation. The following stations were used: The Rock; The Edge; Nui FM; Samoan Capital Radio; Te Upoko o Te Ika 1161am; and Atiawa Toa FM 96.9 & 94.9 FM. Both the Rock and the Edge have surveyed listeners and the advertisement reached

approximately 40 percent of listeners within the target audience of 15-24 years of age. The remaining radio stations have not been surveyed.

Mayor Prendergast and Garry Poole (CEO) highlighted key aspects of the draft Long-term Plan in their regular spots on The Breeze and Newstalk ZB during the consultation period.

Public displays

The draft Long-term Plan documents were displayed in a prominent place within each library with colour posters highlighting their availability. The service Centre and the Central Library played the draft Long-term Plan video on a loop.

Public meetings

The draft Long-term Plan was presented at 16 public meetings, including 7 strategy meetings, the Tawa and Makara/Ohariu Community Boards, the Pacific Island Forum, the Ethnic Forum, the Hui, the Youth Forum, and Council's advisory and reference groups. The Wellington Regional Council also presented their draft Long-term Plan in conjunction with Council at three of the strategy meetings. Approximately 485 people attended the 16 meetings in total. The draft long-term Plan was also presented to the Tenth Trust and Ngati Toa.

AC Nielsen Survey

The Resident Satisfaction Survey in May covered the major new initiatives of the draft Long-term Plan. These are summarised in section 5.3 of this report.

Video

A video outlining Council's proposed outcomes and summaries of the new initiatives was produced. 25 copies were made, shown at all public meetings and made available to community groups. A subtitled version of the video was produced and circulated to community groups and to the Disability Reference Group.

Hearings

One hundred oral submissions were heard by the hearings subcommittee over a period of four days. The hearings Subcommittee report back is included as Report 1.1 on this agenda. A number of submitters commenting on the development contributions policy were heard by the Development Contributions Subcommittee.

Misc.

In addition to the above communication tools, Council issued press releases and officer's were encouraged to use their interaction with the community as an opportunity to raise awareness of the draft plan and highlight proposals contained therein. A pamphlet on the proposed Indoor Community Sport Centre was distributed to residents and local supermarkets in the vicinity of the proposed site.

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 their submission.

4.2 Analysis of consultation exercise

Total submissions

The number of submissions received has risen from 817 last year to 1,368 this year. All submissions have been made available to Councillors, including the 30 late submissions.

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

Table 1

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

All submitters who lodged a submission prior to the closing date were given the opportunity to speak at the hearings and 100 submitters took up this opportunity. For more information on the oral hearings please see Report 1.1 of this agenda.

Submission method

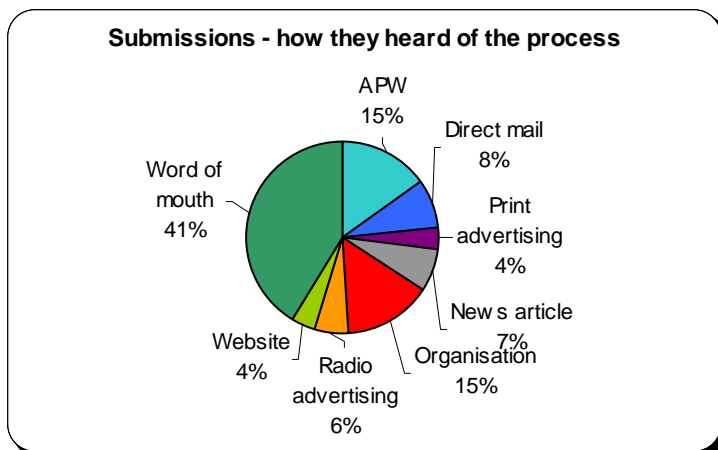
Over fifty percent of all submissions were made electronically for the first time. The large number of online submissions reflects positively on the Council's website and the comparative ease of completing the online submission form. The percentage of hardcopy submissions continued to decline. Free post submission forms contained within the Absolutely Positively Wellington newspaper and other free post submission forms circulated to all libraries and service centres were once again well utilised but are steadily decreasing in usage.

Table 2

	DAP 2002	LTCCP 2003	DAP 2004	DAP 2005	LTCCP 2006
Total	279	578	479	817	1,368
Email	2%	9%	8%	8%	11%
Letter	23%	25%	24%	15%	9%
Online submission	20%	20%	27%	40%	46%
Submission form	55%	46%	41%	37%	34%

Feedback on communication tools

The following chart outlines how submitters heard about the draft Long-term Plan. The majority of submitters heard of the draft Long-term Plan through word of mouth, from an organisation they are a member of, or through Council's Absolutely Positively Wellington newspaper. While radio and print advertisements were not cited as frequently, radio continues to add to the general awareness of the draft Long-term Plan and the 'Our Wellington' page continues to be an effective means of informing the community in greater detail of Council's draft proposals.



Age

The following table shows submissions by age group. This year has seen a shift away in the percentage of submissions received from those over 50 years of age towards an increase in the percentage of submissions from those less than 29 years of age. Overall, the percentage of submissions received for each age group this year is a truer reflection of Wellington's age demographics.

This year the communication strategy placed added emphasis on engaging with those under the age of 29 who have traditionally been under-represented in the consultation process. The percentage of submissions from those in the 18-29 age bracket has increased significantly and is now similar in terms of the percentage they make up of Wellington's population.

While the percentage for those less than 18 years of age has decreased, in real terms the actual number of submissions has remained static. The primary source of submissions from those under 18 years of age is the Youth Council, and the reduction in the percentage is a reflection of the significant increase in the total number of submissions.

The percentage of submissions from the 50-59 and over 60's age brackets has decreased and is now also more representative of the percentage they make up of Wellington's population.

Table 3

	% of Wellington population	DAP 2002	LTCCP 2003	DAP 2004	DAP 2005	LTCCP 2006
Total		178	291	286	509	660*
Under 18	25.4%	10%	12%	21%	15%	8%
18-29	19.1%	17%	6%	9%	7%	19%
30-39	18.8%	21%	15%	16%	19%	23%
40-49	14.4%	22%	34%	24%	22%	26%
50-59	10.4%	10%	15%	14%	18%	13%
Over 60	11.9%	20%	18%	16%	19%	10%

*Number of submitters who provided information for this section

Ethnicity

Council submission forms (paper, on-line and in APW) asked submitters what ethnic groups they belonged to. The percentage of submissions from each ethnic group is - in broad terms - similar to Wellington's ethnic make-up. The Asian, Pacific and other minority ethnic communities remain underrepresented and this will be taken into account for the 2007/08 annual plan consultation process. In line with the Census question, submitters were able to pick more than one ethnicity (which is why the percentages in the table below add up to more than 100 percent and why no chart is shown).

Table 4.

	% of Wellington population	DAP 2002	LTCCP 2003	DAP 2004	DAP 2005	LTCCP 2006
Total		182	283	275	497	679*
New Zealand European	81%	86%	87%	73%	86%	82%
Maori	7%	5%	3%	8%	5%	5%
Pacific	5%	0%	1%	3%	3%	2%
Asia	10%	1%	2%	7%	2%	1%
Other	1.7%	8%	10%	16%	10%	10%

*Number of submitters who provided information for this section

Gender

The following table outlines the percentage of submissions received by gender.

Table 5.

	% of Wellington population	DAP 2002	LTCCP 2003	DAP 2004	DAP 2005	LTCCP 2006
Total *		215	411	392	553	1028*
Male	48%	61%	60%	47%	50%	45%
Female	52%	39%	40%	53%	50%	55%

*Number of submitters who provided information for this section

4.3 Outline of submissions and survey results

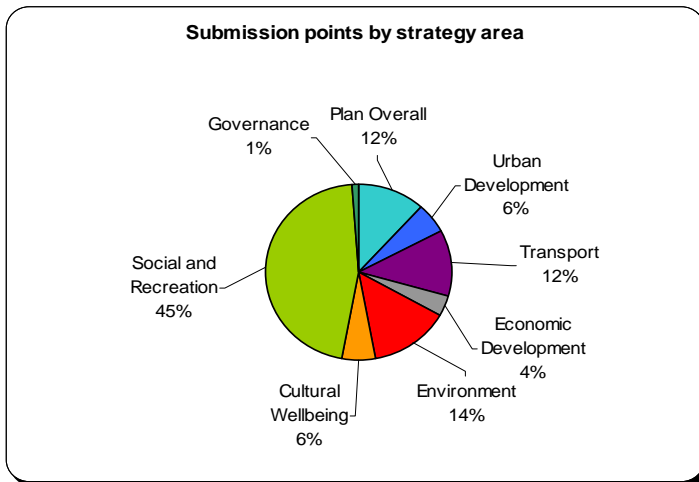
The following section provides a high level outline of the major matters raised within each strategy area.

New initiatives and issues that received a significant percentage of the total comments for any strategy area are expanded upon below. The results of the May Resident Satisfaction Survey on the draft Long-term Plan are also included. This year the survey focused on a smaller number of the new initiatives/service level changes but included additional questions around the proposed funding for each new initiative to obtain a more detailed understanding of Wellingtonians views. A new initiative was included as part of the survey if:

- a) there was significant cost attached to the proposal
- b) it was a new function Council was performing
- c) there was significant public interest

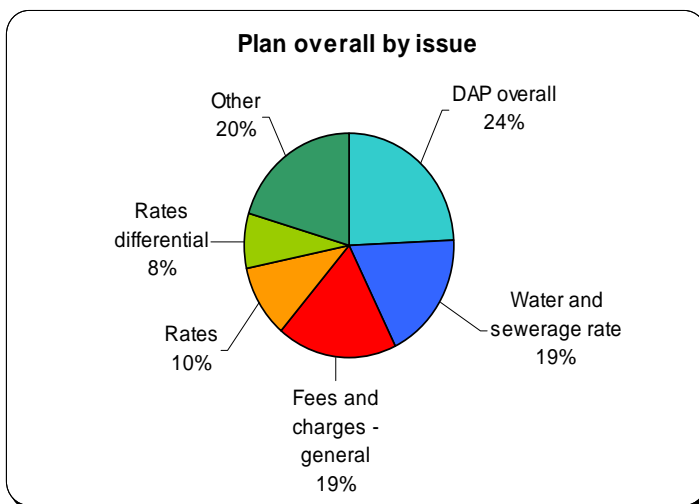
- d) the proposal has a city-wide affect
- e) no existing data available to gauge public views

Each submission was analysed and the key comments were recorded by project name under each strategy area. The pie chart below shows the percentage of comments across the seven strategy areas. The Social and Recreation strategy area received close to half of all the submissions on the draft Long-term Plan. This can largely be attributed to the indoor community sports centre proposal and the proposed changes in the level of service for swimming pools.



Draft long-term plan overall

This section includes all funding and financial policies, rates, fees and charges, outcomes, performance measures, the consultation documents and the sewerage and water rate. This section received 12 percent of all the submission comments.



Water and sewerage rate

The proposal to increase the water and sewerage rate received 19 percent of all the submissions within this section. The vast majority of submitters opposed the proposal citing the negative impact it would have on lower income households. A smaller number of submitters supported the proposal.

Parking fees/enforcement

The majority of submitters under this section commented on the proposed introduction of a parking fee for the Freyberg car park. A smaller number of submitters commented on the introduction of the proposed taxi rank permits and the increase to coupon parking. The majority of submitters opposed the introduction of any fee for use of the Freyberg car park. The primary concerns were that it would increase the cost to use the Freyberg facility. Many submitters considered that those that used the Freyberg facility should receive dispensation from paying for the period that they used the facility.

The proposal to make changes to some parking fees and increase general enforcement to improve the availability of parking throughout the city and ensure that everyone can equally access car parks was included as part of the survey. The survey results show 24 percent of Wellingtonians support the proposal, 14 percent are neither in favour or opposed to the idea and 61 percent oppose the proposal. The proposed increase to coupon parking from \$4.00 to \$5.00 per day is considered too much by 60 percent of those surveyed, 29 percent think the increase is about right and 8 percent believe the proposed increase is not enough.

Consultation documents

The draft Long-term Plan documents and the summary document received favourable comment from a number of submitters. The majority considered the layout user friendly with the relevant information easy to locate. Some submitters suggested minor improvements to the layout of the document. The fact that it was printed on recycled paper was favourably commented on by a number of submitters.

Rates

Rates received 10 percent of all the comments under this section. Views ranged from those that opposed any rates increase to those that considered any increases should be linked to inflation. Others provided detailed commentary on rating categories.

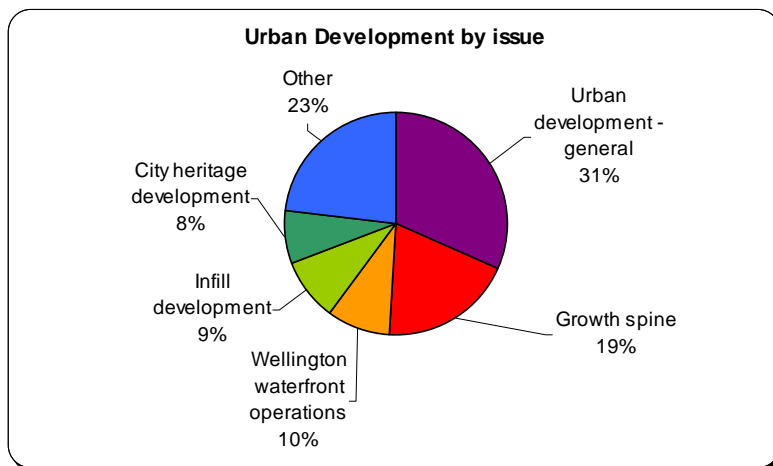
The survey indicates that 65 percent of respondents consider the proposed 4.8 percent rates increase either too much or a little too much. 30 percent believe the proposed rates increase is about right and 1 percent thinks it is not quite enough.

Rates differential

The rates differential received 8 percent of the submission of this section. The majority of those that submitted opposed any continuation in the shift of the differential from the commercial to the residential sector.

Urban Development

Urban development received 6 percent of the total submission comments. The following chart outlines the percentage of comments per new initiative/project within the strategy area.



Growth Spine

The Growth Spine proposal attracted 19 percent of all the comments in the urban development strategy area. The majority of submitters supported the growth spine concept and approved of urban sprawl containment to specific areas of the city close to transport hubs. Some of the main comments included:

- The quality of the infill along the growth spine needs to be sensitive to the character of the community to avoid slums developing
- Concerns around the quality of the roading infrastructure along the growth spine needed to be adequately addressed before any further development could occur.
- Concerns over the availability of car parks and the need for park and ride facilities.

Wellington waterfront operations

Wellington waterfront operations attracted 10 percent of all comments in the urban development strategy area. The comments ranged from those that supported developments on the waterfront to those who expressed concerns with the development of the waterfront and requested more green space. A number of submitters opposed development plans for the Outer T.

Infill development

Infill development attracted 9 percent of all the comments in the urban development strategy area. A mixture of comments were provided by submitters - from those that supported the concept on the basis that fewer people would be car dependant - to those who opposed the proposal on the basis of its impact on environment. Other comments focused on the affect any infill would have on the availability of residential parking and the loss of sunshine to existing dwellings from multi level infill housing.

City heritage development

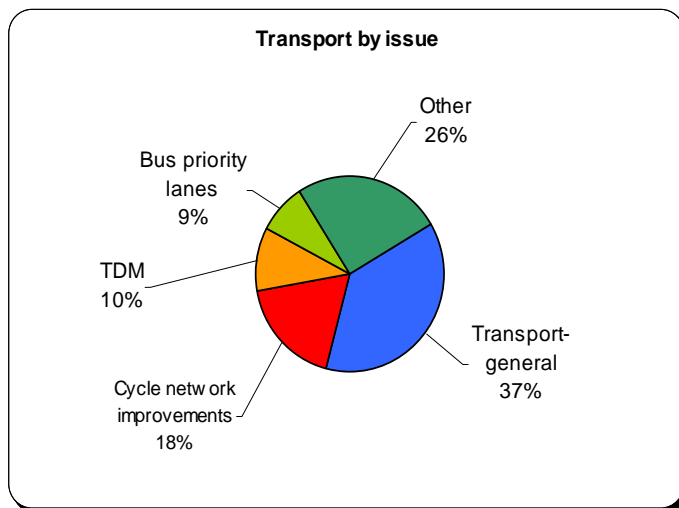
City heritage development received 8 percent of all the comments in the urban development strategy area. Many of the submissions supported the idea that heritage buildings needed a greater level of protection. Suggestions for specific buildings were included in the submissions, including: Futuna Chapel, Owhiro Quarry building, Fort Buckley and the Miramar community centre.

The localised earthquake study

Only a small number of submitters commented on the proposed earthquake study. Views ranged from those that supported the project and wished to be involved to one that wanted to see the funding spent on survival kits for residents and businesses.

Transport

Transport received 12 percent of the total comments made by submitters. The following chart outlines the percentage of comments per project/new initiative within the strategy area



Cycle network improvements

Cycle network received 19 percent of all the comments in the transport strategy area. The main themes of the submissions were the desire to see the cycle network extended, existing lanes improved and more bike lock-up facilities made available to cyclists.

Travel demand management

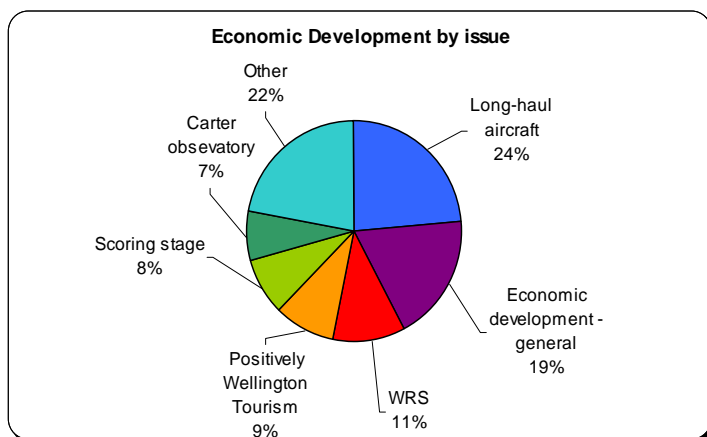
Travel Demand Network (TDM) received 10 percent of all the comments in the transport strategy area. There was a strong level of support for Council's proposal to develop walking and cycling plans as part of the travel demand management plan. Greater encouragement for people to use public transport was also commented on.

Bus priority measures

Bus priority measures received 9 percent of all the comments in the transport strategy area. The majority of submitters supported the proposal to extend bus lanes and the introduction of bus priority measures to increase the efficiency of public transport in the city. A small number of submitters opposed the proposal citing concerns over the reduction to car lanes.

Economic Development

The economic development strategy area received 4 percent of the total submission points raised. The following chart outlines the percentage of comments per project/new initiative within the strategy area



Long-haul aircraft

Long-haul aircraft attraction received 24 percent of all the comments in the economic development strategy area. The majority of the submitters supported the idea and noted business relations, economic, tourism and freight benefits in their submissions. Other issues raised included the desire to see any additional flights restricted from using the airport during night time hours and concerns over the costs associated with attracting the long-haul flights were also raised.

The survey result shows that 78 percent of Wellingtonians are in favour of Council supporting the attraction of at least one regular long-haul air service to Wellington from a south-east Asian market. 10 percent are neither in favour or opposed to the proposal and 12 percent oppose the idea. Of those surveyed, 40 percent consider the level of proposed Council support (\$600,000 over three years) as too much, 45 percent think the level of Council support is about right and 12 percent believe more should be spent to attract regular long-haul air services to Wellington.

Wellington Regional Strategy

Wellington Regional Strategy received 11 percent of all the comments in the economic development strategy area. The majority of submitters provided conditional support of the Wellington Regional Strategy as it related to tourism. The conditions cited include that: Positively Wellington Tourism's structure and governance structure is not modified until a regional tourism strategy is developed; domestic marketing programmes are maintained; the Wellington Regional Strategy Tourism Review recommendations are actioned as priority; and more funding is provided from councils across the region for marketing.

Positively Wellington Tourism

Positively Wellington Tourism received 9 percent of all the comments in the economic development strategy area. The majority of comments were in support of PWT and noted the contribution marketing initiatives had made to Wellington. There was also support for the proposed additional funding for PWT. A number of submitters opposed the increase in funding.

Scoring stage

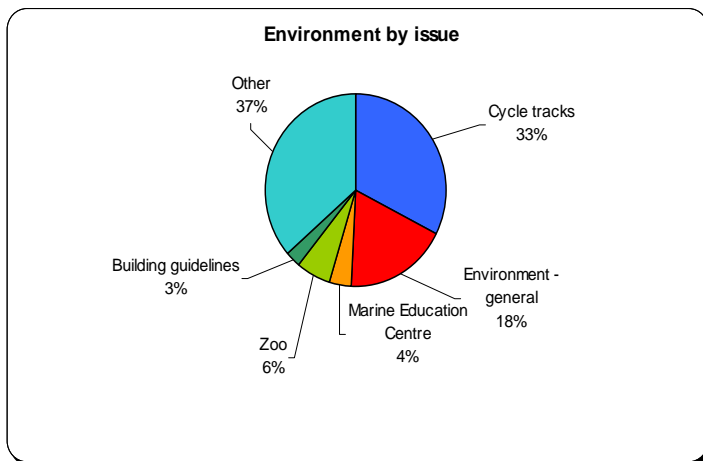
Scoring stage attracted 8 percent of all the comments in the economic development strategy. A small number of submissions were received for this proposal with an even mixture of support and opposition. The primary concerns noted were the effect any involvement would have on borrowings and others questioned whether this was part of Council's core business.

Carter Observatory

Carter observatory received 7 percent of all the comments in the economic development strategy area. All the submitters stated that the Carter Observatory provided valuable educational services to the public and schools and supported the continued funding of the facility.

Environment

The Environment strategy area received 14 percent of all submissions. The following chart outlines the percentage of comments per project/new initiative within the strategy area



Cycle tracks

The campaign for the provision of mountain bike tracks for beginners and their families attracted 33 percent of all the submissions under the environment strategy area. The predominant theme throughout the submissions was the desire to see Council provide recreational mountain bike tracks for beginner and junior riders.

Zoo

The Zoo received 6 percent of all the submissions under the environment strategy area. Views ranged from those that supported the current level of funding, to those that supported the Zoo' request for additional funding for the acquisition of animals and to support their centenary celebrations.

Marine Education Centre

The Marine Education Centre received 4 percent of all the submissions under the environment strategy area. Submitter views ranged from total support for the proposal to those who opposed the proposed site of the Marine Education Centre and also that Council funding is used for resource consent application.

Sustainable building guidelines

Sustainable building guidelines received 3 percent of all the submissions under the environment strategy area. There was strong support for this proposal.

Stream protection

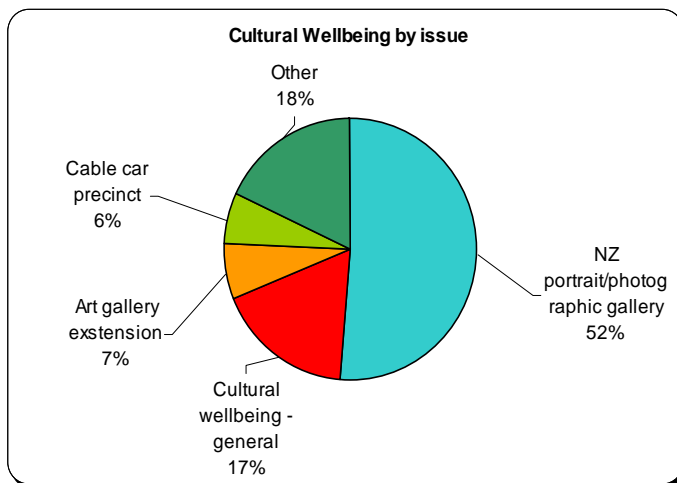
Stream protection received 3 percent of all the submissions under the environment strategy area. There was strong support for this proposal.

Energy Management Plan

Energy management plan received 2.5 percent of all the submissions under the environment strategy area. There was strong support for this proposal.

Cultural Well-being

The cultural wellbeing strategy area received 6 percent of all submission comments. The following chart outlines the percentage of comments per project/new initiative within the strategy area



New Zealand portrait and photographic gallery

The proposal for the establishment of a permanent NZ portrait and photographic gallery at Shed 11 on waterfront attracted 52 percent of submitters under the cultural well-being strategy area. There was a very strong level of support for the proposal. Those who opposed the proposal opposed it on the grounds that it was not part of Council's core business.

The survey results indicate that 64 percent of Wellingtonians support the establishment of a permanent national portrait and photographic gallery in Shed 11 on the Waterfront. 19 percent are neutral to the proposal and 16 percent oppose the idea. The research indicates 34 percent consider the proposed level of financial support as too much, 54 percent believe it is about the right amount and 8 percent think it is not enough.

Art gallery extension

The Art gallery extension received 7 percent of the submissions under the Cultural well-being strategy area. There was a strong level of support for this initiative.

Market research shows that the proposal to convert the cinema in the City Gallery into an exhibition space to display work from the city’s art collection and to relocate the cinema as part of the extension of the gallery complex received 48 percent support from Wellingtonians. 35 percent are neutral to the proposal and 16 percent oppose the proposal. Of those surveyed 59 percent consider the cost (1.3 million) as too much, 35 percent believe it is about the right amount and 3 percent think more should be spent on the proposed conversion.

Cable car precinct

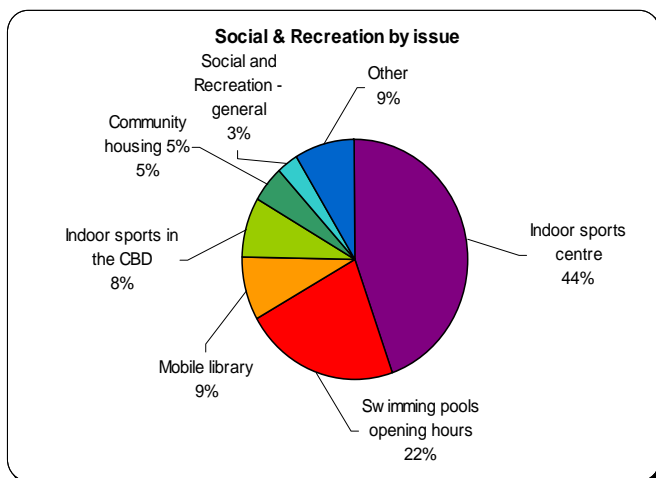
The cable car precinct proposal received 6 percent of all the submissions under the Cultural well-being strategy area. A mixture of comments and views ranging those that support the proposal to upgrade the cable car precinct area to those that thought nothing was wrong with the area or that it was not a high priority.

Maori heritage trail and Waitangi day celebrations

The level of feedback on these two proposals was modest. In general there was support for both proposals.

Social and recreation

The social and recreation strategy area received 45 percent of all submission comments. The following chart outlines the percentage of comments per project/new initiative within the strategy area.



Indoor community sports centre

The indoor community sports centre proposal attracted 44 percent of all submission comments under the social and recreation strategy area. The vast majority of submitters supported the proposal to build a community indoor sports centre on Cobham Drive Park. Those who oppose the proposal expressed concerns over how overflow parking and traffic congestion would be managed. Others stated the costs were too high or the location did not cater to the needs of those in the Northern suburbs. A significant number of submitters also requested that the proposal be amended so that 12 courts were built rather than 8 at the initial stage. These are discussed in more detail in Report 3.1.1 on this agenda.

The survey results show that 68 percent of Wellingtonians are in favour of the indoor community sports centre proposal, 13 percent are neither opposed or in favour and 18 percent oppose the proposal. Of those, 58 percent consider the cost of building the indoor community sports centre facility as too high, 34 percent think the costs are about right and 3 percent believe not enough is being spent on the facility. Market research also shows 3 percent believe that operating costs should be met by Council completely, 16 percent by users completely and 80 percent think both Council and users should meet the running costs of the facility.

Swimming pools – opening hours

The proposal to reduce the opening seasons of Thorndon pool and Khandallah pool, and reduction of opening hours of all pools during the holiday season received 22 percent of all the submission comments under the social and recreation strategy area. Although there was opposition to all the proposals in general, the majority of submitter's comments focused on the shortening of the Thorndon pool season. The vast majority of submitters opposed the proposed change in the level of service and many asked that the season be extended.

Mobile library

The mobile library attracted 9 percent of all submission comments under the social and recreation strategy area. The majority of submissions that commented on the mobile library opposed any change in the level of service. Many submitters stated that it provided a useful service to the community and also provided the opportunity for social interaction.

Indoor sports in the CBD

The campaign to have Council commit to the provision of an indoor sport facility in the central business district in the absence of the availability of Shed 1 received 8 percent of the social and recreation strategy submissions. Submitters request that Council commit to providing a facility for indoor sports in the CBD as part of its long term planning.

Community housing

The proposal to lease 5 percent of Council's housing stock at market rates received 5 percent of all submission comments under the social and recreation strategy area. The majority of submitters opposed this proposal. The reduction in the housing stock available to those who needed it was the primary concern raised by submitters.

The survey results show that 40 percent support the proposal to change council's housing policy to allow a proportion of the housing stock to be let at full market rates. 20 percent are neither in favour or opposed to the idea and 38 percent oppose the proposal.

Governance

The governance strategy area received only 1 percent of all submission comments. The primary theme from those that commented on the governance area requested improvements to the consultation process. A small number indicated they wished to see large consultation exercises such as annual and long-term plans extended to five or six weeks rather than the standard four¹. The low level of feedback on new initiatives and project and programmes within the governance strategy does not allow for any analysis or extrapolation of themes.

5. Conclusion

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

Contact Officer: Baz Kaufman – Corporate Planner.

¹ There were a small number of submitters that requested an extension to the 12 May deadline. In all cases, a small extension to the deadline for those that requested it was provided.