

## **Attachment 2**

### **Island Bay Seawall: Engagement Plan for....**

### **A project to develop a long-term solution for managing storm and wave hazards in Island Bay**

NB This plan should be read in conjunction with the Island Bay Seawall project plan

**August 2014**

**Endorsed by**

**Councillor Iona Pannett (Environment Committee Chair)**

**Councillor David Lee (Southern Ward Councillor)**

**Councillor Paul Eagle (Southern Ward Councillor)**

# 1. Purpose

To implement a comprehensive communications and engagement plan in conjunction with the community, that:

- informs residents, businesses and key stakeholders of key project information
- establishes processes to allow the community and stakeholders to collaborate with Council on the development of options outlined in the project plan or emerging from public consultation.

# 2. Objectives of the Plan

- Ensure the community have had opportunity to have their say on the project and options.
- To build trust and confidence with the community.
- To partner with the public on each aspect of the project, including the development of options and identification of the preferred solution.
- Provide easy access to information (Council reports, commissioned reports, historical reports, relevant information) to a wide variety of audiences so the community and stakeholders are fully informed.
- For the Council, stakeholders and the community to understand people's views particular to the options being considered and on other relevant matters.
- To inform the public of the decision making process (what has been decided previously and how future decisions will be made)
- Address any concerns and questions quickly and transparently to ensure a smooth implementation of remainder of project
- Gathering of information from the community on their preferred options and ongoing deeper engagement as the project progresses.

# 3. Principles

The following principles will guide the Council officers' approach to delivering this project:

- **The community has ample opportunity to be involved in the decision making process.**  
An engagement plan will be delivered to ensure that the Island Bay and wider city communities can be involved in the decision making process by providing feedback on options identified. Any options developed will also be subject to formal engagement and consultation before recommendations are made by officers to Council committees.
- **The Council considers a wide range of options**  
Councillors will work in the community on the consultation process and will be provided with comprehensive information to ensure that: (1) the views of the

community are taken into consideration and (2) decisions are not taken hastily and that any potential opportunities are not missed.

- **Decisions are made in a timely manner**  
The Council and the community will ensure that this project will be progressed in a timely manner so that informed decisions can be taken and work can commence.
- **Consultation and engagement must be treated with care and attention with genuine effort put into it.** Consultation and engagement must be based off the Council's Consultation and Engagement Plan
- **Consultation and engagement documents must be clear as to their purpose and object.** They must be written in plain English and provide accurate information that is clear, impartial, correct, consistent and sufficient for the reader to make informed decisions.
- **Consultation requires opportunity and adequate time for those consulted with to provide their views.** Submitters should not be placed under unreasonable time pressure and adequate time needs to be provided for consultation questions to be answered.

## 4. The Council's Engagement Policy 2013

The Council's Engagement Plan adopts the IAP2 process for engagement and decision making. The Council has committed to using the level of engagement which is appropriate to the given situation. The options are below:

Inform	Consult	Involve	Collaborate	Empower
Provide balanced and objective information to assist people to understand the issue	Obtain public feedback on analysis, options and/or decisions	Work directly with the public throughout the process to ensure that public concerns and aspirations are understood and considered	Partner with the public on each aspect of the decision, including the development of options and identification of the preferred solution	Public makes final decisions

Table 1 IAP2 spectrum

The Council intends to Collaborate with the community on the development of options and preferred solution with this project. As part of the project, different parts of the community may request different levels of engagement with the Council. This will be accommodated where possible.

## 5. Public commitment to how we will engage

Wellington City Council is committed to working towards effective engagement in partnership with Wellingtonians. This will help us deliver on our commitments to: 'position Wellington as an affordable, internationally competitive city' and 'deliver what's right'.

### 1. Te Tiriti o Waitangi/Treaty of Waitangi

We will continue to engage with the Māori community and ensure their views are appropriately represented in our decision-making.

### 2. Listen first and seek to understand

We will collect and reflect on what we hear from Wellingtonians before we develop and engage on any proposal.

### 3. Engage early

We will engage when proposals are still at a high level and there is flexibility to address any issues raised.

### 4. Seek diverse perspectives

We will seek and use the rich diversity of insights from Wellingtonians to enable good problem-solving, policy development and decision-making.

### 5. Build commitment and contributions to advance Wellington City

We will engage in ways that give Wellingtonians opportunities to not only contribute their ideas and views, but also partner with us to advance the city

### 6. Give and earn respect

We will give respect to everyone we engage with and work to earn the respect of the people who engage with us.

### 7. Trust

We will work to build trust and credibility for engagement with Wellingtonians and act with integrity when we analyse and present the results.

### 8. Transparency

We will provide all relevant information to help people understand a proposal and its implications, and be open and clear about the engagement at each stage of the process.

### 9. Report back

We will give feedback to those we have engaged with and show how their contribution has influenced the decision.

### 10. Monitor and evaluate

We will monitor and evaluate how we engage with the public.

## 6. How will we measure success?

Objective	Measure
<b>The Community trusts and supports the decision making process</b>	<p>Majority of community supports the process. Majority of the community indicate they have had opportunity to be involved in the decision making process and to engage on the issues.</p> <p>Articles from local media reflect general satisfaction with Council approach.</p>
<b>The Council partners with the public on each aspect of the decision</b>	<p>Attendees at workshops and meetings. Emails, letters and submissions received. Quality of the information, questions and submissions received. Number of stakeholders that participate. Number of residents living around the area of focus (The Esplanade, Reef Street, The Parade, Trent Street, Milne Terrace and Beach St (and associated side-streets), Derwent Street etc) Feedback gathered on specific options</p>
<b>Access to information</b>	Majority of community and stakeholders indicated they had access (or opportunity to access) relevant information
<b>Community have the chance to have their say</b>	<p>Number of submissions received. Majority of community felt they had opportunity to submit.</p>

## 7. Identify and describe your audiences.

- Island Bay residents
  - Council will ensure that residents of Reef Street, Derwent Street, Milne Terrace and Beach St (and associated side-streets), Trent Street and certain parts of the Parade and Esplanade are made aware of the project and provided an opportunity to provide feedback on the project
- Wider Wellington community (from young children through to the elderly)
- Shorland Park users
- Dog Park users
- People who park on along the Esplanade
- Walkers and cyclists that regularly use the Esplanade
- Beach users
- Heavy Haulage Association
- Emergency Services
- Road users including businesses that use the Esplanade

- Heritage New Zealand (Historic Place Trust)
- Iwi mana whenua – PNBST and Ngāti Toa
- Fishermen
- Dune Care Society
- NIWA
- Southern Bays Heritage Society
- DOC
- Friends of the Taputeranga Marine Reserve
- Seawall Action Group
- Greater Wellington Regional Council
- New Zealand Coastal Society
- WREMO

## **8. Key Messages**

- The Council has made no decisions relating to this project yet.
- We are just now formally starting the project to initiate a thorough community engagement and consultation project with the community and conduct more analysis where needed.
- We will endeavour to provide the community the right balance of information associated with options.
- The Council is legislatively required to act to protect against coastal hazards. We need to act to ensure the community and infrastructure is protected from storm surge and large wave action now and in the future.
- We have an opportunity to consider what we do long-term with this area including reinstating the status quo as well as looking at alternatives to the existing seawall and road-layout.
- We need to incorporate the community's views on the options and develop a long-term sustainable solution that will protect the community from storms.
- Ahead of a formal submission process, people are being encouraged to take the opportunity to
  - Access information relating to the Seawall Project
  - Attend workshops and public meetings on the Project
  - Ask questions, send suggestions or comments on the project through to officers on the draft options or on other related matters
  - Collaborate with Council to develop options

- Sea level rise is an issue that the Council and community need to start engaging on because:
  - It is highly likely to increase the risk of storm damage in Island Bay (e.g. wave action that currently causes little or no impact to the road network and community may cause more significant impacts in the future)
  - It is highly likely that (under the current lay-out of the Esplanade) parts of the beach closest to Shorland Park will be submerged at high tide in 40-50 years (i.e. there will be a slow, steady loss of beach over time)

These messages will need to be segmented for the different target audiences.

## 9. Communication channels

The following are proposed vehicles for getting information to the community. The exact time and nature of these will be confirmed and finalised in the communications and marketing plan. Other channels will be added. Some of the below may not be used.

1. Billboards/posters at seawall/ beach, Shorland Park, dog walk area, entry to Island Bay and in the shopping centre.
2. Drop-in-centre where the community can view information on the seawall project.
3. Information to be provided in the Island Bay Library and Community Centre.
4. Unbiased, informative and factual articles in the Dom Post, Wellingtonian and Cook Strait News.
5. Information included in rates bills.
6. Community meetings.
7. Radio advertising.
8. The maintenance of a project page – [wellington.govt.nz/islandbayseawall](http://wellington.govt.nz/islandbayseawall)
9. Regular update emails.
10. WCC and WREMO social media
11. The Our Wellington Page
12. Communication through schools, play-centres and kindergartens
13. Communicating through established Island Bay organisations including the bowling club, soccer club, senior organisations and churches.
14. Workshops
15. Letter and flyer drops
16. Door knocking
17. Create “timeline” on project page to show the past, decisions made and research/decisions still to be taken