



# ***Growth Forum Public Consultation Process***

***Brenna Waghorn - ARC***



Auckland **Regional** Council



# SUMMARY OF GROWTH FORUM INTERACTION WITH THE PUBLIC

Mail drop to all households in region with questionnaire: prize draw (Nov 1997 & Jul 1998)

Short story competition

Telephone survey

Public Focus Groups (one-off, Feb & Mar 1998)

Media coverage & advertising

Displays in shopping centres

Technical reports, newsletters in all libraries, service centres

**The Public**

Presentations to community boards, residents assoc, Grey Power, Rotary clubs

Public meetings, displays and workshops (TA led)

Web site

Written submissions

Hearings

Implementation processes e.g. community workshops, displays, meetings, etc.

Videos on draft and final strategy





# PUBLIC CONSULTATION TO DEVELOP DRAFT STRATEGY

- ☀ Region-wide newspaper delivered to all households in region with questionnaire; competitions (Nov 1997, 2,500 responses)
- ☀ Environmental Awareness Telephone survey (Digipol, 550 people)
- ☀ Public Focus Groups (Forsythe Research, Feb & March 1998)





# PUBLIC CONSULTATION TO DEVELOP DRAFT STRATEGY (contd.)

- Media coverage of Growth Forum Launch, advertising, public notices
- Technical reports, newsletters etc in all libraries, service centres





# PUBLIC CONSULTATION ON DRAFT STRATEGY

- ☀ Region-wide newspaper (draft summary delivered to all households in region with questionnaires; (1,072 responses)
- ☀ Presentations to community groups
- ☀ More than 50 public meetings and workshops throughout the region led by the local authorities





# PUBLIC CONSULTATION ON DRAFT STRATEGY (contd)

- Displays in shopping centres
- Web site and all material, including video, available in all libraries, service centres. Sent to schools etc
- Media coverage of draft strategy launch, advertising, public notices
- Written submissions (550) and hearings (80)





## SOME EXAMPLES OF COSTS

- ☀ Region-wide newspaper - mail drop (1) \$52,000 = 11c per paper - (2): \$68,000 = 14c per paper
- ☀ Space in shopping centres: \$6,000
- ☀ Two 15 minute videos: \$20,000 each
- ☀ Displays/materials/stands: \$10,000 plus poster \$6,000





# SUMMARY OF GROWTH FORUM INTERACTION WITH STAKEHOLDERS





# PUBLIC PARTICIPATION IN IMPLEMENTATION OF GROWTH STRATEGY

- ☀ Involvement in local and sector based planning - through public workshops, meetings, circulars etc
- ☀ Involvement through local authority resource mgmt, strategic and annual planning processes
- ☀ Ongoing monitoring of community acceptance of strategy, and specific issues e.g residential preferences
- ☀ Education and advocacy



**PUBLIC CONSULTATION PROCESS**  
(Brenna Waghorn, Auckland Regional Council)

Doug Craig's notes on Brenna Waghorn's presentation

This session started with a brief video of the Growth Strategy.

Points made were that:

Auckland has faced unprecedented growth of above 12% in the last 5 years.

60% of this growth was from natural increase.

Strategies are needed to manage this growth and put in place transport options for the future.

Auckland is now suffering from the effects of past poorly planned growth.

Alternatives for accommodating growth are:

- developing more rural land and rural townships in the vicinity of Auckland for further residential growth (greenfield development);
- intensification within existing urban area by developing vacant land and higher density suburbs.

The strategy decided on is to accommodate 70% of new growth through intensification and 30% through new greenfield sites. By 2050 it is expected that another 5000ha will be added to the metropolitan area.

In upgrading infrastructure to accommodate growth it is expected that open space and parks will become more important.

The Passenger Transport Action Plan envisages transport spending by ARC to go from \$50million to \$80-130M by 2005.

Social services and facilities will be upgraded.

The important point to note is that all of the Auckland territorial authorities are now speaking with one voice. A number of them are also embarking on demonstration projects as part of the Strategy.

Joy Grant outlined the work of the growth strategy team and the consultation undertaken. The process took 3 years from the beginning to the launch of the Strategy. It did not start from scratch, but drew upon previous strategic processes.

The overall objective was to get all parties together to plot a clear strategy for Auckland's future growth. The strategy is to remain flexible and be aware of how peoples' lives and needs change over time.

Brenna Waghorn explained the participation and consultation processes used by the Forum. The work was a combination of three inputs: technical analysis, public feedback and political direction. The process to be followed in public consultation was adopted in Sept 1997. Four alternatives were canvassed leading to the draft regional growth strategy:

- intensification,
- growth at the periphery,
- growth of satellite towns,
- mixture of the three.

The submissions and hearings on the Draft Land Transport Strategy took place over the same time frame. There were 250 submissions on the strategy as a whole, and 250 just on the options for the 2<sup>nd</sup> harbour crossing.

Two public forums were held Dec 97 and March 1998. The 1<sup>st</sup> workshop compared visions and priorities, and the 2<sup>nd</sup> workshop looked at trade-offs. Technical reports and newsletters were placed in local libraries and service centres.

Three themes were addressed in the Draft strategy:

- Desirable communities with diversity and choice,
- Accessibility,
- Protection of natural and physical environment.

Issues were ranked. A no, or slow, growth report was published in April 1998.

#### Public Consultation on Draft Strategy

A draft summary was sent to all households in the area as an insert in a region-wide newspaper. There were presentations to community groups and more than 50 public meetings and workshop throughout the region, led by the local authorities. Displays were put in shopping areas. There was a web-site [www.growthforum.govt.nz](http://www.growthforum.govt.nz) and a copy of the video was available in libraries.

There was also considerable media coverage of the release of the Draft Strategy.

There were 1072 replies overall which was said to be disappointing. Reasons advanced for this level of response were:

- consultation overload
- poor timing with other LA plans etc up for submission at same time.

To overcome the latter issue better co-ordination with TLA's was needed.

550 written submissions were made and 80 submissions went to hearings.

Local authorities' submissions tended to back own views.

Public submissions tended to emphasise desirable communities.

In future there will be more detailed planning at the local level with more public workshops. Other involvement will come through TLA's Resource Management strategic and annual plans. There will be ongoing monitoring of the community acceptance of the Strategy together with advocacy and education.

On reflection there will probably never be enough time or money to do a perfect job of public consultation. It is often harder to consult on higher level issues. ARC did test how well the Strategy related to local concerns by commissioning a quantitative survey of 600 people. This used a forced choice of where rates were to be spent.

The task is now to reach and involve people, keep the vision alive, and implement the next phase in local areas.

Questions

Involving children?

Materials were sent to teachers in schools and there was a competition. It was considered that adult methods do not always suit children. Reality of the expected population growth is that 1/3 will be under 18 and 1/3 will be non-European.

Involving ethnic communities?

Huis and meetings were held and written submissions made. Iwi were seen as stakeholders. It was agreed that more needed to be done to reach ethnic communities.

Slow or anti-growth movement?

There was some anti-growth sentiment. North Shore City had some concern about growth forecasts. However anti-growth sentiments are unrealistic as some 60% is from natural increase of existing population. Migration from overseas fluctuates between 30 to 50%.

Iwi as stakeholder and partner in process?

The perception was that one could never get this right. The Forum went to iwi with a blank cheque and asked for input. One iwi wanted to speak directly with the politicians but that didn't happen.

Future growth attributed to Maori/Pacific Island population?

Overall there was a slowly ageing population. But Maori had a younger population base with \_ under 21 years; \_ the Pacific Island population was under 20 years, and \_ the Asian population was under 26. Not all the information on population projections was available yet, and more work was needed on ageing and populations.

A question about issues of State Housing stock and social and economic consequences for tenants was deferred to the Social Infrastructure presentation.

[Overheads]