

HUTT RIVER CITY CENTRE PROJECT STAGE TWO: CONCEPT DESIGN COMMUNICATIONS PLAN

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COMMUNICATIONS APPROACH

Stage Two of the HRCCUP will involve a sequenced series of reports on different aspects of the project over 2016/17, culminating in a preliminary design report for submission to the HVMFMS in October 2017 and a decision to proceed with the preparation of application for resource consent and notice of requirement.

Between now and then the communications strategy will tell an unfolding story of progress towards how we will realise Option A, which will be told piece by piece at regular opportunities via a broad range of media.

The approach will be three-fold:

- **Re-build awareness of the flood protection scheme** – it's been several month since the decision on Option A was released. Reporting has since focused on the interests of property sellers from a "human interest" perspective. There's plenty of activity in the local property market (emergence of agents offering services, rising prices) and the potential for negative publicity. To balance this, we should take the opportunity to remind the Hutt community of the benefits of the project to the protection and lifestyle of the city and set the scene for what's to come.
- **Maintain the confidence of the community** – we need to continually demonstrate that our approach is sound and that all affected parties are being treated fairly. This will require regular communications with two groups: those involved in the sale process (a largely private matter); those indirectly affected by the physical aspects of the project (stopbank placement, access and transport, adjacent neighbourhood, property values etc.).
- **Engage the community around project outputs** as they are released by the project team – the phased release of reports on various aspects of the design (stopbank design, urban design and landscaping, transport links and so forth) provides good opportunities to show progress and gather response both from the public and key stakeholders.

Given there are 18 months until the publishing of the preliminary design report, and there is no single focus to the project as there was with deciding options, the challenge of this communications plan is to maintain a flow of interesting information to the public and maintain its awareness and involvement in this preliminary design.

Also, as more information on the transport and Making Places elements of the project becomes available, NZTA and HCC should play a more public role in messaging to their communities. It may also be that they will require their own community engagement processes. No decision has been made on the nature of public engagement as yet, whether, how or when we consult. The recommended approach is to:

- set up an online mechanism for feedback on the GWRC website for use in gathering public views on each element of the project as it's released
- hold stakeholder meetings on the same matters to gather more informed views – these could take place before or during the writing of the reports.

COMMUNICATION OBJECTIVES

Landowners whose property is required

- Ensure they understand the land purchase programme and the impact of the changing environment in which negotiations are taking place.
- Win their confidence that they are being given full information and are being treated fairly.
- Minimise the likelihood of negative publicity.

Other landowners

- Ensure landowners outside of the project boundary understand how the preliminary designs affect their property/neighbourhood.
- Secure their involvement in the preliminary design process.
- Win their confidence that they are being given full information and are being treated fairly
- Minimise the likelihood of negative publicity.

The broader Hutt Valley community

- Provide an opportunity for the community and stakeholders to comment on and influence preliminary designs.
- Build understanding that the HRCCUP is an inter-agency project and co-ordinate public consultation from GWRC/NZTA/HCC where possible to reduce stress on the community and maintain its confidence in the project as a whole. We will continue to present this as integrated public investment which will yield a broad range of benefits greater than “the sum of their parts”
- Create clarity around different aspects of the project by responding to issues raised during Stage One hearings (dredging etc.)
- Coordinate project messages with the Hutt River Environmental Strategy review engagement around the river corridor.

KEY MESSAGES

The messages below focus on phase two of the project, they will be used in conjunction with overarching messages from phase one about the risks posed by flooding of the Hutt River, the link to volatile weather caused by climate change, and the need to future proof flood defences.

Landowners subject to purchase purchase:

- where landowners are facing property purchase, GWRC will continue to treat them fairly and in accordance with the law
- we will keep them abreast of any changes to the law that affect their interests
- there is no hurry to complete the purchase process and landowners facing property purchase will not be required to move in the near future.

Other landowners:

- we will give other landowners opportunities to contribute to the design of the scheme
- We will work with them to mitigate, where possible, its impacts on their property
- We will work with them to mitigate through design and planning the likely impacts of construction activities on their property
- where landowners are facing zoning or policy changes we will work with them to ensure they are informed and have an opportunity for input into the process as early as possible
- we will offer a range of support to affected businesses to facilitate their continued presence in the Hutt CBD.

The broader Hutt Valley community:

- during 2016 we will focus on developing more detailed designs based on the chosen option – stakeholders, representative groups and the Hutt community will be given the opportunity to comment on them through regular communication from the joint project team
- the outcome of this engagement will inform a set of final designs that will go forward for approval and costings in late 2017
- the community will have a formal opportunity to comment on the designs during the statutory consenting process in 2018
- this is an inter-agency project that will yield substantial flood protection, city revitalisation and transport benefits for the Hutt Valley community.

COMMUNICATION ACTIVITY

Approach	Activity	When
Re-build community awareness	<ul style="list-style-type: none"> • Review and re-write GWRC project pages, adding a “your questions” section via Bang the Table to promote continuous dialogue and identify community issues • Copy for partner agencies to link to the GWRC pages • Initial media release re the phasing and progress of the project followed by a programme of tactical releases • Video on the phasing and progress of the project (GWRC/NZTA/HCC spokespeople) • Newsletters (<i>Upgrade Update</i>) - bi monthly 	<p>W/B 18/04</p> <p>W/B 18/04</p> <p>W/B 25/04</p> <p>W/B 02/05</p> <p>W/B 18/04 until June 2017</p>
Maintain the confidence of the community	<ul style="list-style-type: none"> • Regular bulletins on the progress of the property purchase programme as required (via mail, newsletter and media release) • Community meeting for Melling residents to set scene for repositioning emerging views on the post-(re)construction suburb (“<i>Death of a Suburb</i>” – Dominion Post). The approach will be to recast the debate around the emergence of a better suburb. • Produce “prospectus” for the suburb showing stopbank placement and “artists” impressions of how it may look • Provide a tour of a similar suburb showing that stopbanks can be good neighbours and communities can recover and thrive follow their redevelopment • Report on stopbank design - letters to Melling community members, Community meeting (if necessary) • Develop a presentation for use by councillors in residents’ and other groups to which they regularly present 	<p>From W/B 18/04</p> <p>TBD</p> <p>TBD</p> <p>TBD</p> <p>W/B 20/02/17</p> <p>TBD</p>
Engage the community around project outputs	<ul style="list-style-type: none"> • Stakeholder group meetings – these meetings should be structured as for Stage One. However, as their purpose at this early stage can only be to report on our approach and timeline our activity there may not be a significant response – an alternative will be to initially visit some of the key stakeholders (and provide copy for their internal members’ communications). More significant meetings will take place either with the release of individual reports or with the release for comment on the preliminary design report. 	TBD
	<ul style="list-style-type: none"> • <i>River channel design works</i> <ul style="list-style-type: none"> ○ Update media release ○ Report media release, simplified webpage narrative and BTT feedback 	<p>August 16</p> <p>W/B 20/02/17</p>
	<ul style="list-style-type: none"> • <i>Stopbank design</i> <ul style="list-style-type: none"> ○ Update media release ○ Report media release, simplified webpage narrative and BTT feedback 	<p>August 16</p> <p>W/B 20/02/17</p>
	<ul style="list-style-type: none"> • <i>Urban works and landscaping</i> 	

	<ul style="list-style-type: none"> ○ Update media release ○ Report media release, simplified webpage narrative and BTT feedback feedback PLUS HCC comms as required 	Sept 16 27/02/17
	<ul style="list-style-type: none"> • <i>Transport design</i> <ul style="list-style-type: none"> ○ update release ○ media release simplified webpage narrative and BTT feedback PLUS NZTA comms as required	October 16 W/B 07/03/17
	<ul style="list-style-type: none"> • <i>Melling intersection</i> <ul style="list-style-type: none"> ○ update release ○ simplified webpage narrative and BTT feedback feedback PLUS NZTA comms as required	October 16 W/B 06/03/17
	<ul style="list-style-type: none"> • <i>Complete preliminary design report</i> <ul style="list-style-type: none"> ○ simplified webpage narrative and BTT feedback feedback, video promotion 	W/B 20/06/17
Decision	<ul style="list-style-type: none"> • <i>Approval to proceed with resource consent and notice of requirement preparation and application</i> 	21/09/17

Programme

Phase	What's this about?	By when?
River channel design works	Chart the exact shape of the river channel Design river edge protection Identify source construction materials	27 Feb 2017
Stopbank design	Decide exact location ("footprint") Develop stopbank profiles for community viewing Work out relocation of services and utilities (power lines etc)	27 Feb 2017
Environmental Strategy Review	Review of river corridor's environment Decide on matters such as environment and amenities (planting, recreation options etc)	3 March 2017
Civil works	Identify works affecting Daly St Consider links between stopbanks, city and suburbs Decide cycle/way pedestrian bridge options Melling Bridge options	14 March 2017
Transport design	Discover impact of project on local transport network Work out improvements to Daly St Develop options for project impact on Pharazyn St Plan car parking Review the layout of Melling Station and adjacent parking and bridge access	31 March 2017
Melling intersection	Complete design	29 June 2017

KEY CHANNELS

Communications Channel	Comment
Private, driven by GWRC negotiations team	Most negotiation will be with: <ul style="list-style-type: none"> • individuals whose properties are to be purchased – generally through meetings with them and their representatives • people indirectly affected by the scheme Meeting details will be recorded in a database.
Regular newsletters	For updating the wider community utilising online and our extensive database for distribution. This could include a response mechanism where public comments are sought on matters such as design, and responses to matters raised during Stage One
Local media	Regular updates relating to progress. Reiterate results from consultation process to demonstrate the extent of our mandate from the community.
GWRC website and social media	Regular updates relating to progress Feedback page for preliminary design
Stakeholder presentations of design options (with feedback mechanism)	Detailed presentations given to stakeholders and representative groups
HCC business team	The team has an established relationship and regular contact with landowners on the eastern side of the river, and should be the primary contact with these landowners.