

# Draft Consultation Plan for the Draft Ngauranga – Wellington Airport Corridor Plan

12 May 2008

## 1. Communications

The communications relate to the draft Ngauranga – Wellington Airport Corridor Plan

## 2. Introduction

This consultation plan aims to ensure good level of awareness of the draft Plan and the opportunity to make a submission amongst stakeholders, interested parties and the general public. All individuals who are interested in the Plan will have had an opportunity to learn about it and to make submissions. A market research survey of residents and businesses in the region will be used to obtain the views of those who are unlikely to otherwise provide feedback.

## 3. Consultation Legal Requirements

There is no specific statutory obligation under the Land Transport Act 1998, Land Transport Management Act 2003, Local Government Act 2002 (LGA) or the Land Transport Management Amendment Bill currently before Parliament to adopt the plan. The decision to ‘adopt’ the plan is a decision to adopt a non-statutory document which will assist the Regional Land Transport Committee (RLTC) in making subsequent decisions, and in particular in developing its Regional Land Transport Programme.

Greater Wellington is therefore not obliged to use the special consultative procedure as outlined in the LGA to adopt the Corridor Plan. However, the general decision making obligations set out in Part 6 of the LGA will apply to the decision. These include an obligation to give consideration to the views and preferences of interested or affected persons. The RLTC has a broad discretion as to the appropriate manner in which to meet that obligation and the four stage process that has been adopted for the Plan development is seen as being appropriate.

## 4. Consultation Timeframes

Best practice suggests a six week period for submissions from the first public notice. The proposed consultation timetable is therefore as follows:

Steps	Who	Timing
Development of draft Corridor Plan	Technical Working Group (TWG)	April
Draft Plan to the three organisations for endorsement	GWRC T&A Committee, Transit NZ Board and Wellington City Council	May
Draft plan to RLTC for approval	RLTC	June
Public Notices in newspapers	GWRC	Wed 11 June
RLTC consultation on draft Plan (including market research, public displays and meetings as required)	RLTC	June – July
Consultation period closes		Wed 23 July
RLTC Hearing Sub Committee hearing of submissions	RLTC Hearing Sub Committee	August
Final Corridor Plan to the three organisations for endorsement	GWRC T&A Committee, NZTA Board and Wellington City Council	September
Final Corridor Plan to RLTC for approval	RLTC	October 2008

## 5. Target Audiences

The key audiences are:

- Key stakeholders as identified by the TWG
- Other interested parties, including those who made submissions on the Stage Two consultation document and requested to be contacted for the next stage of consultation (approximately 1,000)
- Residents and businesses of the region, especially Wellington City CBD businesses
- Media will be a key information conduit for the general community, especially during the consultation period.

## 6. Objectives

There are two broad objectives for the consultation plan:

- To engage stakeholders and the community in the draft Plan
- To facilitate awareness and understanding of the Plan so interested parties have the opportunity to make submissions. The Plan potentially affects

- many people from throughout the region, which means that anyone who is interested in being involved is given the opportunity to do so.

## 7. Key Messages

The Plan involves many components and initiatives, some of which are complex. The project details will be in the Technical Report which will be available to the public. The consultation material will outline:

- The activities (projects) and groups of activities and their indicative timelines
- The other committed activities that support the network, e.g. PT real time and electronic ticketing, TDM, Urban Development Strategy, etc
- The “adaptive approach” rationale, including assumptions, review guidelines that identify “unknowns”, etc

## 8. Consultation Elements

The consultation will involve a submission process. Written submissions will be invited, with submitters then being given the opportunity to present their submissions orally. In order to provide the opportunity to submit the following communications tools will be used.

### 8.1 Direct communication with key parties

The external audiences we will communicate directly with are:

- Key stakeholders as identified by the TWG
- Other interested parties, including those who made submissions on the Stage 2 consultation document and requested to be sent the draft plan (approximately 1,00).

The Plan’s lead consultants, Opus, have a current database that will be updated to ensure the contact details are accurate. Each party on the database will receive:

- A covering letter
- The summary document and draft Plan

In addition, wider consultation with the regional community will be undertaken using the communication methods described below.

## 8.2 Public notices

Public notices (call for submissions, open days and hearing notices) will be placed in the Dominion Post, Wairarapa Times Age and local Wellington City community newspapers.

## 8.3 Market research

Research will be undertaken during the consultation period either via a telephone or web based survey (still to be determined) of residents and businesses. The purpose of this survey is to test the views of the community in relation to the draft Plan. The survey will also test the level of awareness of the draft Plan's consultation.

## 8.4 Media coverage

Media coverage will increase the draft Plan's profile and with that, debate over its merits. When this occurs it is important a consistent view is conveyed by the Plan's spokespeople. It is proposed that both the Chair of the RLTC, Mayor of Wellington City and the Chair of the NZTA act as combined spokespeople for the draft Plan. Coordination of communication activities will be via each organisation's Communications Advisors.

The following media activity is planned to increase public awareness and to encourage feedback on the draft Plan:

- a) A media release will be issued when the strategy is released for consultation. The media release will include direct quotes from the RLTC Chair, Wellington City Mayor and NZTA Chair. As well as usual outlets, a media release will be sent to organisations like the Automobile Association and other road transport users.
- b) Opinion pieces will be prepared for the Dominion Post, Wairarapa Times Age and community papers, for publication around the start of consultation to give readers some background to the draft plan and its significance and encourage them to have their say.
- c) Radio interviews will be set up at the start of consultation, in an attempt to make motorists aware of the draft plan.
- d) Prepare articles in both the WCC "Our Wellington" page of the Dominion Post and in GWRC's "Our Region" publications.
- e) Opportunities for 'new media' activity, e.g. various websites and blogs will be explored, to ensure that as many sectors of the community as possible are aware of the draft plan.

During the consultation process media coverage is likely to involve letters to the editor, news stories and opinion pieces prompted by various advocates.

Following the close of submissions there is likely to be media activity around:

- Key conclusions resulting from submissions

- Adoption of the Plan

## **8.5 Web pages**

Greater Wellington will be the primary web host site on behalf of the Regional Land Transport Committee. The existing pages on Wellington City Council and Transit NZ's websites will direct interested parties to GWRC's website for further information.

All three organisation's websites will require updating to reflect the current status of the Plan review process and the fact that the draft Plan is open for consultation. Links to the relevant page will need to be prominent on the home page, or other appropriate location of the respective organisation's websites.

Greater Wellington's web page will include a link to the online submission form, along with the full draft Plan, the summary document and any other background technical documents in PDF format. Links to other related web sites should also be provided. This will occur prior to commencement of the consultation period.

## **8.6 Public access to the consultation documents**

The Plan summary document and will be available from the offices of the three partner organisations, selected public libraries and any other relevant locations.

## **8.7 Meetings with Councils and other interested parties**

The senior members of the project team will make themselves available to talk with any interested parties or Councils. An offer will be extended to the region's Territorial Authority Councils for the project group to attend Council meetings, should the respective Councils want this to occur.

Consideration will also be given to senior members of the project team engaging directly with key groups (e.g. Greens, Chamber of Commerce, etc)

## **8.8 Public Open Days**

GWRC will investigate running public open days at appropriate locations around the region, details of which are still to be determined.

## **8.9 Posters on Buses and Trains**

Posters advertising the draft Plan and how the public may submit on the Plan will be designed and distributed around the region's trains and buses operating primarily within the Wellington City area.