

Summary of ‘Shape your City’ engagement – April and May 2020

Purpose: For the UFTD June 2020 report, in support of the Quarterly Project Updates for Te Papa Spatial Plan and Plan Change 26

The focus of this stage of engagement was to involve the community in both the Te Papa Plan and the Housing Choice Plan Change and to ensure knowledge about both interlinked projects was as widely spread as possible. The engagement sought to provide people across Tauranga with an opportunity to give us their views on ideas for supporting growth in Te Papa, and on proposed changes to the City Plan to enable more housing choice. Note this was not a formal consultation process under the RMA.

Unfortunately, in COVID-19 Alert Level 4 and 3 we were not able to meet the community face-to-face to talk about how we can shape the future of our city, neighbourhoods and homes together. Therefore, between 7 April and 19 May 2020 we provided a wide range of other ways people could give us their feedback and to get in touch or learn more about the projects. To ensure the project reaches all audiences, online engagement was supported by elements that target older audiences and audiences that are not online savvy, such as radio advertising, free community paper and newspaper advertising, as well as phone-in opportunities to speak to a member of the team, etc., to supplement the lack of face-to-face engagement.

Who we engaged with	How we engaged
Wider community/ grassroots communities/ interested residents	<ul style="list-style-type: none"> • Extensive online information provided about the background to the projects, technical information, previous engagement, how to provide feedback and where to go for more information – www.tauranga.govt.nz/shapeyourcity and across project pages www.tauranga.govt.nz/housing-choice and www.tauranga.govt.nz/tepapa. • Webpages (including have your say and all project pages) were viewed 25,783 times. • Feature item on TCC homepage for the entire period of engagement. • An online survey - Incentives were offered for survey respondents to win. A hard copy of the survey was available – either online or people could call Council to request a copy with a freepost envelope to return to Council. • 1:1 chats with experts – people could book a one-on-one chat with one of our project team members between 4 and 18 May 2020 to talk about the topics of interest to them, share their views and find out more. Through these discussions we encouraged feedback via the survey and the Te Papa or City Plan email address. • Ask a question – online chance to submit questions and an expert emailed a response within two working days. The dedicated emails (tepapa.project@tauranga.govt.nz and cityplan@tauranga.govt.nz) provided a feedback channel with a personal response to every email. • Videos of community members sharing their views on how living in a future city and Te Papa could look like: (Living in a more compact city: https://www.youtube.com/watch?v=hX4F1FSjHw&t=1s, Connected: https://youtu.be/55vHrT6Tvk4, Unique: https://youtu.be/G-o5Yh980R0, Healthy: https://youtu.be/wEniOD-f5l). • Worked with external organisations to share information through their communication channels such as Facebook, websites and newsletters • 3 Te Papa e-news issued to 1800 subscribers with an average 41% open rate – these provided information about the projects and promoted the engagement opportunities, including the 1:1 chats and the online survey. • 3 City news e-news issued to 1500 subscribers with an average 48% open rate – these featured information about the projects and promoted ways to share feedback.

Who we engaged with	How we engaged
	<ul style="list-style-type: none"> • Promoted on the Council’s main phone queue and in any email responses from contact centre staff for the last 2 weeks of the engagement period. • Issued two media releases to local media and responded to two media enquiries. • 10 articles published in print and online outlets (Sunlive, Bay of Plenty Times) reaching 32,000 readers. • Two half page features in the Weekend Sun reaching 70,000 readers (per issue) and one half page and four quarter pages in Bay of Plenty Times reaching 29,000 readers (per issue) and a quarter page in Bay of Plenty Business News. • 1 story in Our Place Magazine online issue and newsletter reaching 15,000 subscribers. • Overall digital advertising to create awareness generated 2.5 million impressions (the number of times an ad or piece of content was displayed on screen), 6400 link clicks to the have your say and project webpages (0.25% click through rate compared to 0.06% industry average). • 108 posts across council’s social media channels (Facebook, Neighbourly, LinkedIn, Youtube, Twitter and Instagram) reached 213,000 people, displayed posts 625,000 times on screen (impressions), resulting in 71,600 post engagements (total number of actions people take such as likes, comments, shares and clicks) and 6650 unique link clicks to our webpages. • 15 insertions in the Sunlive daily news bulletin over four weeks reaching 5,200 subscribers weekly. • Four different 30-second and 60-second radio ads played 840 times across eight radio stations: The Edge, Mai FM, More FM, The Breeze, ZM, Hauraki, The Hits, Newstalk ZB.
TCC Councillors	<p>Regular updates were provided to Councillors throughout this stage of engagement to assist in ensuring they were fully briefed of the purpose and plans for engagement and had the opportunity to input on behalf of their constituents. This included:</p> <ul style="list-style-type: none"> • Regular updates provided in weekly Council Catch-ups. • All Councillors received the e-newsletter updates.
Mana whenua	<ul style="list-style-type: none"> • The Housing Choice plan change have held a number of hui with iwi and hapu representatives since April 2019 and monthly attendance at the Te Rangapu Mana Whenua o Tauranga Moana hui since October 2019. • Over the pre-consultation period, the Plan Change had hui x 2 with Te Rangapū to share information, provide an overview, invite questions, comments and clarification, confirm key issues and have further discussion. • Project email sent to Te Rangapū Partnership. • Project email sent to Tauranga Māori Business Association. • Tangata whenua groups received the regular e-newsletter. • For Te Papa, a specific Mana whenua representative group has been set up with engagement occurring since October 2019 and planned through to Sept 2020, including regular hui and other project wananga (workshops).
Programme partners / stakeholders	<p>Organisations, project relationship partners and key stakeholders were contacted during this stage of engagement, including UFTI, BOPRC, WBOPDC, SmartGrowth, NZTA, MHUD and Accessible Properties. The purpose of this was to continue the dialogue about the project and also to raise awareness to the opportunities for engaging with the community. This included:</p> <ul style="list-style-type: none"> • Face-to-face workshops with WBOPDC, BOPRC and MHUD were held prior to the lock down. • Skype workshop with Kāinga Ora was held prior to the lock down. • Detailed presentations with video and technical documents were sent to programme partners and opportunities for conversations/ feedback to project teams provided.

Who we engaged with	How we engaged
	<ul style="list-style-type: none"> • Feedback from programme partner colleagues within their organisation was welcomed. • All programme partners received the regular e-newsletter. • Virtual meetings have been set up as requested in response to feedback.
Community stakeholders	<p>Both projects' stakeholder lists were combined to reach out to all key and community stakeholders during this stage of engagement. Stakeholder relay and use of stakeholders' own channels was an important part of sharing information. During the planning stages for Stage 2 engagement a Top 30 stakeholder list was prepared. Each of these stakeholders were contacted directly during the 6-week engagement period. The purpose of this was to continue the conversation about growth in Tauranga, talk about how stakeholders can contribute, and to raise awareness of the opportunities for engaging with the wider community. This included:</p> <ul style="list-style-type: none"> • Prior to the 6-week engagement period we met with a number of groups in March 2020 (prior to COVID-19 Lockdown). • Targeted emails for each stakeholder – including communications collateral to share through their own channels and links to the webpage/survey. • For technical key stakeholders this included detailed presentations with videos, Te Papa discussion document, PC26 overview and draft detailed provisions for PC26. • Worked with internal Council teams to distribute messaging through their existing networks (e.g. Community Development Team and Project Tauranga). Follow up emails to offer the opportunity for one-to-one chats with the project team. • All key and community stakeholders received the regular e-newsletter. • Virtual meetings have been set up as requested in response to feedback.
Internal TCC staff	<p>Internal council teams were updated regularly in the month prior to, and during, this stage of engagement to ensure they were fully briefed of the purpose and plans for engagement and had the opportunity to input on behalf of their teams. This included:</p> <ul style="list-style-type: none"> • The Project Team contacted directly a number of internal teams to offer focused chats. • Face-to-face workshops were held with internal staff to discuss PC26 and PC27 prior to the lockdown and follow up workshops to discuss feedback will occur in the next 2 weeks. • Managers email sent (to relevant Managers) with information to share with teams and an invitation to contact Project Leads for more information. • Regular updates on Insider. • Regular updates on Marty's Message.

Summary of feedback to date

Feedback to the Te Papa plan and Plan Change 26 - Housing Choice has been received by way of an online survey, responses and queries from individuals using the email link contained within the website, feedback from stakeholders, and direct engagement on a one-to-one basis. The engagement period closed on Tuesday, 19 May 2020 at midnight. We are still processing, evaluating and analysing all of the feedback received. Further analysis will come over the next few weeks.

The following provides an initial summary of the Shape your city online survey feedback, including some of the key messages and priorities that are coming through from the community¹. Please note this does not include any other forms of feedback received.

¹ For more details on the definitions of the Ideas and Framework rules please refer to the project webpages – <https://www.tauranga.govt.nz/our-future/projects/te-papa-peninsula> and <https://www.tauranga.govt.nz/our-future/enabling-growth/plan-change-26-housing-choice>

Te Papa plan

- *Ideas for healthy and liveable neighbourhoods in Te Papa* – 293 responses, top 2 priorities are ‘Improve our environment’ and ‘Walking and cycling network’.
- *Ideas for connected neighbourhoods in Te Papa* – 274 responses, top 2 priorities are ‘Public transport’ and ‘Cycleway improvements’.
- *Ideas for the Greerton neighbourhood* – 119 responses, top 2 priorities are ‘Green corridors’ and ‘Pedestrian improvements’.
- *Ideas for Gate Pa-Pukehinahina neighbourhood* – 81 responses, top 2 priorities are ‘Extended hospital campus’ and ‘Meet community needs’.
- *Ideas for Merivale neighbourhood* – 70 responses, top 2 priorities are ‘Meet community needs’ and ‘Accessible walking and cycling’.
- *Ideas for Tauranga’s city centre* – 191 responses, top 2 priorities are ‘City centre vision’ and ‘Improved public spaces’.

In relation to the priorities, there is an overarching theme related to the way people move around, which accords well with the direction taken within the Te Papa approach to date, and will assist to further shape the next steps as the team moves forward.

Housing Choice

- *Duplexes in the suburban residential zone* – Total of 743 responses on 15 topics - the top 3 questions on proposed rules answered in this framework were: Car parking (58 responses), Dwelling size (58 responses) and Cycle parking (54 responses).
- *Rows of townhouses in the suburban residential zone* – Total of 310 responses on 13 topics - the top 3 questions on proposed rules answered in this framework were: Cycle parking (30 responses), Density (29 responses) and Private outdoor (28 responses).
- *Residential developments in Te Papa (townhouses and apartments)* – Total of 482 responses on 15 topics - the top 3 questions on proposed rules answered in this framework were: Heights (51 responses), Cycle parking (42 responses) and Dwelling size (37 responses).
- *Residential activities in the commercial zone* – Total of 144 responses on 3 questions: Proposing to make residential activities in commercial areas a ‘restricted discretionary activity’ (58 responses), Proposing to require responses wanting to develop a residential activity on the ground floor in the commercial zone to go through a more complex resource consenting process (53 responses) and Other smaller changes to the city plan rules (33 responses).
- *Urban design assessment criteria* – 45 responses were provided, plus 18 additional comments.

In general, the responses provided are indicating support in principle for the plan change but are seeking amendments to some of the provisions.