

Kapiti Coast District Council (KCDC)
And
Greater Wellington Regional Council (GWRC)
District Plan / Regional Plan
Guiding Principles

31 July, 2014

1. That KCDC and GWRC do not both require resource consent for the same activity within district and regional plans.
2. That KCDC and GWRC attempt to achieve regulatory efficiency by aligning the regional plan and district plan as much as possible.
3. That GWRC exclusively manage the beds of rivers, streams, lakes, wetlands, and structures in the Coastal Marine Area within their regional plan.
4. That plan provisions for both the management of wetlands and their margins and riparian management for the purposes of water quality and stock exclusion should be contained within the regional plan.
5. That a consistent approach between regional and district plans be developed for Waahi Tapu sites to ensure appropriate protection of such sites and that resource consent requirements are not duplicated by both Councils.

6. That joint compliance inspections and high levels of communication exist on non-compliance issues that both Councils have jurisdiction over.
7. In the case of Council officers not being able to resolve any issues, the issue will be referred to the respective group managers for resolution. If no resolution can be achieved at group manager level, then both Councils will “agree to disagree”.
8. Council officers will take every proactive opportunity to implement these principles in their respective work programmes on both plans.
9. That additional guiding principles can be added with the mutual agreement of both KCDC and GWRC.



COMMUNICATIONS PLAN

Kāpiti Coast PROPOSED District Plan, August 2014

Date: August 13 2014

Author: Dave MacIntyre (also drawing from May 2011 Plan prepared by Donna Kieboom and February 2011 Plan prepared by Allie Webber)

KĀPITI COAST PROPOSED DISTRICT PLAN

Communications Plan

Project Outcome

A revised operative District Plan for the Kāpiti Coast District.

Mission Statement

To develop a District Plan which achieves good practice and provides for the future of the District by protecting and further enhancing its attributes and social wellbeing. This will embrace the established lifestyle of the Kāpiti Coast community and protect the unique environmental and cultural aspects of Kāpiti, including relationships with iwi, while at the same time promoting economic development.

Project Description

The Resource Management Act requires the Kāpiti Coast District Council to review each part of its District Plan every 10 years. The Council commenced the District Plan Review in 2008 and a Proposed District Plan (PDP) was notified in November 2012.

The PDP process was put on hold in late 2013 until two major independent review reports were released -- the review by an expert panel on science and assessments related to Coastal Erosion Hazards, and the independent planning and legal review of the PDP itself.

Both review panels submitted their final reports to Council and on 24 July 2014 Council decided on the recommendations, choosing Option 4 of those offered by the PDP Review. Following that decision, staff have committed to a new round of extensive re-involvement with stakeholders.

The target is to achieve agreements and solutions with submitters, particularly in forums before the formal legal RMA process begins again, to smooth the progress towards an operative District Plan. This will serve to reduce costs for Council and submitters in the formal statutory processes of pre-hearings and hearings.

Process from here

1. Agreement from Council to proceed - Option 4 (July 2014)
2. Drafting of PDP Version 2 (post – 24 July 2014)
3. Submitter consultation and feedback (late 2014-2015)
4. Pre-hearings and hearings (second half 2015-2016)
5. Council will now formally withdraw all the coastal hazard provisions of the PDP and will commit to a two-to-three year programme of scientific and engineering research
6. Council to form a Coastal Advisory Group (CAG) comprised of statutory agencies and Community representatives to guide Council's future work programme in consultation with the community

Appeals - Following decisions there is a 30 working day appeal period for each decision

- There are likely to be some appeals to the Environment Court on some provisions
- Generally mediation will be undertaken and an Environment Court hearing only set down when mediation options have been exhausted

Operative

- Once all appeals are resolved the PDP can be made operative.
- If appeals are limited to a particular part of the plan the remainder of the provisions can be made operative before those appeals have been resolved.

Strategic Direction

Staff are committing to a “fresh” review of all issues with an open mind. The adoption of Option 4 opens the door for greater re-engagement with submitters, while at the same time achieving the intent of Option 3.

The law allows significant consultation outside the strict boundaries of the statutory process, in an informal setting.

It is important that Staff approach this engagement by reaffirming Council’s commitment to working with submitters positively, with a blend of new blood plus experienced institutional knowledge.

New blood means there is a fresh ability to look at the PDP and the engagement process, without legacy issues. The continued presence from experienced existing staff ensures that continuity and institutional knowledge stay in the team. This is important so that submitters don’t have to go over old ground.

The objective has to be an engagement that is collaborative and begins the process of reaching consensus on as many areas of contention as possible, prior to entering the formal pre-hearing and hearing process.

Communications Plan Target Groups

Target Groups

The Communications Plan needs to be flexible to embrace four target groups

- Mayor, Councillors and Community Boards (Boards to be engaged through the Chairs), SLT and TWoK
- Submitters and Further Submitters
- Whole of Community
- Internal Council Staff

Mayor, Councillors and Community Boards

Councillors had to deliberate carefully over the options offered by the Review. It is important that staff maintain a communication link to show they are executing the task vested in them. Councillors must be kept informed of progress being made in consultation with submitters, so they can see progress is being made.

This is particularly true in Phase 1, the period following the drafting of PDP Version 2 (post-July) and during the period of submitter consultation and feedback late this year and into 2015. This consultation will occur in an informal setting, as staff endeavour to reach agreements prior to the formal legal RMA process beginning again.

If this is away from the public arena, it will be difficult for Councillors to keep track of what work is being done and what successes (or obstacles) are being encountered.

In Phase 2, when pre-hearings and hearings commence, a quasi-judicial process takes over. Councillors who are not on the Hearings Panel are not part of the decision-making process. The Communications Plan must be altered then so that Councillors are kept informed only.

A regular progress report must be provided to Councillors. The intention is to commit to an update at every meeting of the RMC, with a status report covering the consultation which has been undertaken, outcomes, and timeframes.

Additional Councillor briefings can be undertaken if required.

Other tools for communication with Councillors to be selected “as needed” but may include:

- Briefings / Council and Committee papers and EMB bulletin
- Website content
- Social media (e.g. Facebook)
- Kāpiti Update articles

Submitters

The Council decision will be followed by the drafting of PDP Version 2 (post-July) and the period of submitter consultation and feedback late this year and into 2015. This consultation will focus exclusively on submitters, as opposed to the general public.

This heightens the need for frequent communication with submitters to alert them to the progress being achieved, and the work programme being envisaged to engage them.

As this consultation will occur in an informal setting, away from the public arena, it is important communication tools be used that target submitters exclusively.

Therefore it is recommended a regular progress report be provided to them. This will be via a six-weekly branded “PDP Update” newsletter, sent as a PDF attachment to an email, reporting on the previous period’s activity and plans for the immediate future. The content may be high-level in its detail, given that the needs of the audience is different from Councillors. The timing will be after each RMC update, with Councillors and Board Chairs being copied into what is being sent out.

Other tools for communication with Submitters to be selected “as needed” but may include:

- Website content
- Social media (e.g. Facebook)
- Kāpiti Update articles
- Workshops

Whole of Community

Under Option 4 consultation will focus primarily on submitters, as opposed to the general public. However the whole community will be kept informed of the process and their views will be considered.

Nonetheless, the end objective is the creation of a revised operative District Plan for the whole of the community. Therefore *all* the community is a stakeholder in the plan that is to be shaped.

While the need for frequent communication is less than with submitters, there should be occasional updates at strategic milestones given to the whole community to reassure them that in the background, progress is being achieved, and the target of achieving a robust operative Plan by 2016-2017 is realistically achievable.

Therefore it is recommended an occasional progress report be provided to them, mainly via media releases, Kāpiti Update and social media. This could be on a quarterly or “as needed” basis. The content will tend to be general in nature.

Specific Community Stakeholders

As sub-groups of the Whole of Community target audience mentioned above, there are some specific stakeholder groups who may need to be targeted on an “as needed” basis. No specific communications plan needs to be prepared in advance for these groups but they are identified as being possible targets during the course of the consultation process, if issues arise which concern them directly. These groups are:

- Residents (particularly those affected by rezonings etc)

- Iwi. Te Whakaminenga o Kāpiti and the Tāngata Whenua District Plan Working Party (TWWP) will be an important part of the engagement process to ensure that Tangata Whenua are fully involved. TWWP will be engaged through the RMC briefing papers and the PDP Update newsletter. The Council Comms Team will also be available to write updates on the PDP process for the iwi quarterly newsletter.
- Landowners/ratepayers
- Real estate agents and valuers
- Developers
- Businesses
- Government agencies
- Interest groups / non-government organisations
- Requiring authorities (e.g. Kāpiti Coast District Council, New Zealand Transport Agency, Transpower, Greater Wellington Regional Council, Met Service, Paraparaumu Airport, New Zealand Railways Corporation, Ministry of Education, New Zealand Police, Electra, etc.)
- Coastal ratepayers
- Local media (including print, radio, internet, etc.)

Other tools for communication with the Whole of Community to be selected “as needed” but may include:

- Press briefings
- Website content
- Social media
- Kāpiti Update articles
- Displays in public places (e.g libraries, community centres/facilities)
- Flyers and handouts in libraries and service centres (and inserted into rates postings)

Note – given there are specific submitter groups involved (e.g. Rural, Heritage etc) it may be necessary to produce separate communications for each sub-group. This would be particularly so if “progress reports” on consultation relate only to that sub-group. This should be addressed on an “as needed” basis, as the informal consultation process proceeds

Internal Staff

The key here is to inform staff, so they can be positive ambassadors of the PDP within the community, via their families and friends living in the District.

The morale of staff will be boosted by seeing that the PDP Process is back on track, and that progress is being made towards the creation of a robust operative District Plan for the whole of the community. This will restore faith that the planning team has the project under control and that the processes being followed are consistent with good practice.

The frequency of “in depth” communication may only need to be by six-weekly Staff Briefings, and even then will be at high level. However any milestones reached or successes achieved can also be conveyed via Inside Out and Eric giving a “private” Intranet medium that is exclusive to this target audience.

Communication aims:

- Run an informed, open and robust communication process to each of the four target audiences
- Choose the appropriate tools for the applicable audience
- Present complex issues as simply as possible
- Build a wide understanding of key issues and the PDP process
- Enable/support constructive feedback by interested parties

Key messages:

Direct engagement with submitters (as opposed to the whole of community) means that this target audience generally already understand the specific issues pertinent to them.

However for Councillors, the Whole of Community and Staff it will be important to stress key messages which underpin the PDP process, including:

- A sustainable future means managing our natural and physical resources so future generations can enjoy a quality of life, similar to that we enjoy today.
- The District Plan sets out what can and can't be done regarding land use and the environment in Kāpiti. The Resource Management Act requires each District Plan provision to be reviewed every 10 years.
- The District Plan includes policies to address significant issues such as urban growth, rural development, coastal management, local character and amenity. It also sets out rules to help manage more detailed issues - such as where a new garage may be located on a property.
- Council is committed to an effective review of the District Plan
- Reviewing a District Plan is a balancing act between being too permissive and too restrictive - submitter input will help find this balance.
- As Council is also undertaking it's 2015-25 Long-Term Planning Process and the Regional Council is developing a new Regional Plan over similar timeframes, it is important that messages be conveyed which explain the differences, and in particular focus on the specific role and relevance of the District Plan in contrast with these other plans.

Issues

Areas that may emerge as the biggest issues include:

- Coastal hazards are to be withdrawn for the immediate future but eventually will need addressing
- Land for economic development – including retail/commercial and industrial zones, plus economic opportunities in the other zones (e.g. the Rural Zone).
- Paraparaumu Town Centre – changes to the land use zoning in the town centre land bordering Rimu and Kāpiti Roads, plus wider planning including land near the Expressway, and the revocation of State Highway 1
- Waikanae Town Centre – including impacts of the Expressway
- Kāpiti Expressway - how the Expressway is consistent with the District Plan objectives.
- Rural areas – subdivision/lot sizes, food production etc.
- Residential density, including building as a percentage of residential land.
- Biodiversity – there is a lot of interest in biodiversity in Kāpiti. However, any new steps to protect biodiversity may be seen by some to infer undue cost and/or as a threat to property rights.

Tools for Media Preparedness

Potential communications tools for the District Plan Review process from here.

- Identification of agreed spokespeople and parameters for comment (Stephen/Darryl/Ross/Pat?)
- Media training for key spokespeople, if required

- Identify story ideas based on major milestones, overall direction, new concepts, submission feedback etc
- Media briefings at key milestones
- Reactive media management in response to enquiries

- **Kāpiti Update**
 - Programme the use of this monthly, two-page council update in Kāpiti News around key milestones

- **PDP Update Newsletter**
 - Launch the email newsletter template

- **Mayor's newspaper column**
 - Programme comment as appropriate, such as the week before a Kāpiti Update or to coincide with a media announcement.

- **Mayor's radio interviews**
 - Use as appropriate to promote/discuss the PDP

- **Advertisements**
 - There may be statutory requirements for advertising. Advertising may also be considered at other times, such as publicising public meetings.

- **Rates mail out**
 - There may be scope for a very simple flier on revised District Plan provisions

- **Website**
 - Keep website information updated and expand as appropriate. Include a feedback/more information option.
 - Consider Q&As for particular areas.

- **Social Media**

Review the use of the Council's Facebook page as a communication medium, particularly with the Whole of Community

- **Council and Community Boards/tool kit**

Councillors and community board members could be enlisted to assist the PDP team fully engage target audiences. Brief them on key messages. Possible media training as required.

- **Communications editing**

Comms Team to edit/proof all major publicly-issued documents, and website content, to ensure a consistent style and keep content simple.

Action Plan

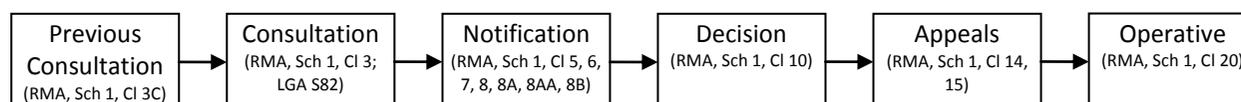
Action plan	Who	When	Status
Communications Plan	Dave/Anna	Now	Current
Media Briefing	Darryl/Stephen	July 24	Completed
Six-weekly Councillors' Update	Darryl/Dave	Start date to be locked into first RMC meeting after July 24 (August)	Post-July 24
Six-weekly Te Whakaminenga o Kāpiti Update	Darryl/Dave	Start date to be decided. Six-weekly afterwards	Post-July 24
PDP Update Template	Dave	Post July 24	Current
Q&As			As needed
Media stories / Mayoral columns			As needed/significant milestones and/or progress points
Media Releases and Conferences			As needed
Kāpiti Update.			As needed

Library displays			As needed
KCDC website and social media			As needed
Internal comms eg ERIC and Inside-Out?			As needed/significant milestones and/or progress points

Appendix 1

Background and Process

Statutory Requirements for public participation: The Resource Management Act and Local Government Act sets out requirements for public, stakeholder and agency participation during the District Plan Review. The legislation provides several stages at which the public can provide input to the District Plan Review process, including, during the preparation of draft plan provisions, submissions during notification, hearing submissions and appeal rights once a decision has been made.



Council began its District Plan Review in September 2008 following resolution by the Environment and Community Development Committee that there should be a full consultation process. The intention was for the proposed District Plan to be notified in the second half of 2011.

Feedback on the initial scoping document closed on 31 March 2010. This feedback, along with a series of workshops with elected members, helped inform preparation of seven discussion documents, released in October 2010.

The seven documents were entitled:

- Biodiversity
- Food and Rural Productivity
- Global Change: Issues and Pressures
- Infrastructure and Essential Systems
- Natural Hazards and Managed Retreat
- Landscape, Character and Heritage
- Urban Form and Transport

Submissions on these documents closed on 15 November 2010. Nearly 100 submissions were received from a wide range of residents, landowners, environmental and community groups, developers, planners, government agencies, education, health and commercial sectors, etc.

A submission summary was presented to Council in February 2011.

A key decision made was not to undertake consultation on a consolidated draft District Plan. Rather, the changes were to be made 'available for comment' and consultation would take place with statutory and 'affected' parties,

Subsequent events are summarised in Appendix 2.

Notification of the proposed District Plan provisions was on 29 November 2012.

It is important to note that not everything in the current (operative) District Plan is being reviewed, just those provisions not reviewed in the past 10 years, plus any other high importance areas.

Some provisions have legal effect from the date they were notified, and are listed in the PDP. For the remainder of the PDP provisions, it is only after the outcome of any appeals that Council can decide to make the new District Plan provisions operative, with full legal effect.

Appendix 2

PDP Process to date

2008 District Plan review commenced

- Review put on hold awaiting outcome of RM Act reforms in relation to District Plan review process.

2009 District Plan review “Scoping Report for consultation”

- 2 documents released, 16 page discussion paper and 4 page summary
- consultation released in late 2009 though to 29 April 2010
- 87 responses expressing opinions or interest in being involved in the review

2010 District Plan Discussion documents - Released 28 September 2010

- Seven documents: Global change-issues and pressures; Urban form and transport; Infrastructure and essential systems; Natural hazards and managed retreat; Landscape, Character and Heritage; Biodiversity; and Food and Rural Productivity.
- Included illustrated summary in newspapers and call for submissions.
- Submissions closed on 15 November 2010, 101 submissions received

2010 Tangata Whenua working party set up in October

- Monthly meetings with iwi representatives – still occurring

2011 Developers representatives meeting April 14

2011 March to September Elected Member Workshops

- open to public, advertised in newspapers (13 workshops)

2011 - Meetings with stakeholders

- Either individually or in groups including designating authorities, landowners on Kāpiti Island, developers representatives (April), Reikorangi landowners (approximately 30 attending in May) landowners interested in rezoning, Airport reps, DOC, GWRC & neighbouring Council staff and anyone else who requested a meeting. Approximately 40 meetings held.

2011- August 2012 consultation with Waikanae North Eco-hamlet owners,

- including draft structure plans and draft provisions provided (9 submissions received)

2012- January – October Council workshops and briefings

2012- May - June “Natural hazard information exchanges”

- meetings held at 5 locations around the district

2012- June Consultation with “private” recreation landowners

- letters and meetings re land zoning and provisions) and new ecological site owners (31 new sites were proposed)

2012 - July-Presentations to community boards

2012 - August consultation with Otaki North Eco-hamlet owners, including draft structure plans and draft provisions

- 9 submissions received

2012 – September, consultation on Waikanae Town Centre

- looking at areas for medium density and infill residential surrounding the commercial zones

2012 - September “Coastal hazard open days”

- Affected property owners were invited to meetings across the District announcing the release of new coastal hazard information. Approx 200 people attended the meetings

2012- October advised eco-site and waahi tapu affected properties that the PDP would have these features on their land

- most eco-site landowners had also been consulted with in 2007 and 2008

2012 –November 29 - notify Proposed District Plan

- Open for submissions until March 2013 and coastal submissions extended until April 2013
- Letter sent to all ratepayers, notice in local papers, reminder notices and summary articles. There were 770 submissions received in total

2012 –November – December “Information sessions on Proposed District Plan”

- Sessions held throughout Kāpiti Coast – advertised in print media and radio, and on billboards
-

2013

February – Community Information Sessions across the District

March – April – Submissions closed

- 768 submissions received and summarised.

April – July – Summaries of Submissions notified for further submissions

- 232 Further submissions received and summarised.

June – December – Prehearings held

- Prehearings held for Living Environment, Rural and Natural Environment chapters

July – December – Coastal Expert Panel

- Coastal Experts Panel appointed
- Meetings with submitters and technical experts

November – Independent Review of PDP

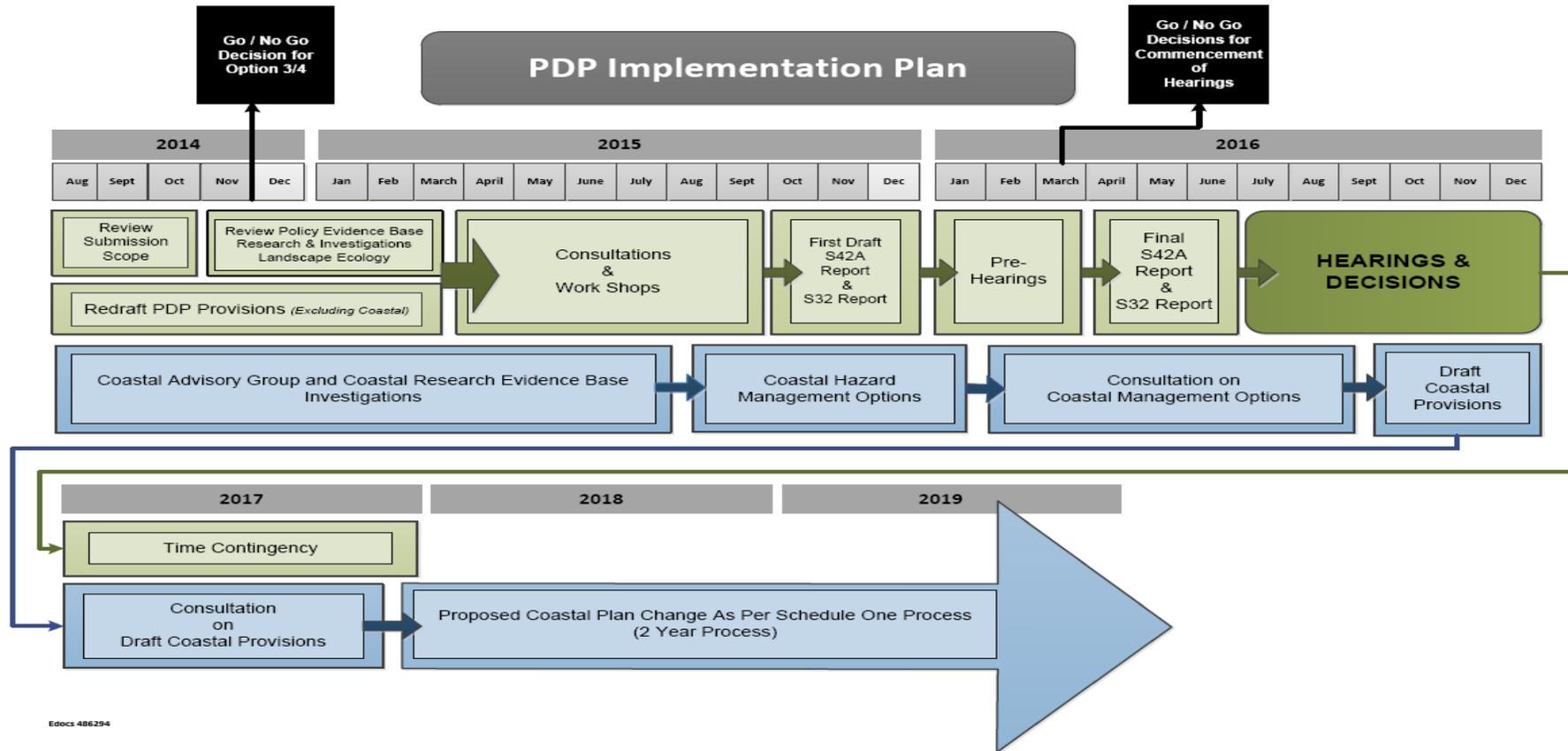
- Sylvia Allan and Richard Fowler commissioned for Independent Review of PDP

2014

June – Draft reports of Coastal Experts Panel and Independent Review of PDP tabled to Council

July – Final reports received and a decision by Council on recommendations from the above two reports

Appendix 3 Option 4 – Indicative Timeline



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