

TOWN CENTRES TRANSFORMATION - ENGAGEMENT PROCESS

PURPOSE OF REPORT

- 1 This report seeks Council's approval of the proposed communication strategy¹ prepared for the Town Centres Transformation Project.

SIGNIFICANCE OF DECISION

- 2 This report does not trigger the Council's Significance Policy.

BACKGROUND

- 3 The Town Centres Transformation Project is composed of four main work streams:
 - Kāpiti Road
 - Waikanae Town Centre
 - Paraparaumu Town Centre
 - Existing State Highway One ('SH1') reconfiguration to a local road
- 4 Over the last few years, work has been undertaken relating to each of these work streams. However, not all of the work has been completed to the same level of detail. Work on the Waikanae Town Centre and Kāpiti Road was delayed, pending the decision to develop an expressway. A structure plan has been developed for the Paraparaumu Town Centre and concept plans have been agreed for the part of SH1 being handed over to Council.
- 5 The purpose of the project is to advance the conceptual work to a level that allows the Council to develop an affordable implementation programme. This can then be included in the Long Term Plan ('LTP') process, for adoption in 2015.
- 6 To ensure the LTP reflects each community's preferred plan for their town centre and connecting roads a comprehensive communication strategy including a community engagement plan is required to encourage full participation.
- 7 The project team, in conjunction with the project steering group, has been working on setting up the project and reviewing existing information. This work includes the development of a communication strategy that includes a community engagement plan².

¹ Refer to Appendix 1: Communication Strategy – Town Centres & Connectors Transformation

² Refer to Appendix 1: Communication Strategy – Town Centres & Connectors Transformation, Appendix two: Community Engagement Plan

CONSIDERATIONS

Issues

- 8 The project communication strategy sets the framework for all communications to inform affected stakeholders and mitigate some of the risks that could impede the success of the project. One key risk mitigation measure is the development of a comprehensive community engagement process. The proposed strategy includes a community engagement plan that has been developed following project briefings with the Council, Te Whakaminenga o Kāpiti, Waikanae Community Board and Paraparaumu/Raumati Community Board.
- 9 The proposed strategy includes the development of a stakeholder register. This register will evolve as the project progresses, with additional stakeholders being added as they are identified. Each stakeholder is grouped in the proposed engagement plan³ to reflect their differing issues and requirements. Broadly the groups are as follows:
- Council Partners: this group includes; the Council, Waikanae and Paraparaumu/Raumati Community Boards, Te Whakaminenga o Kāpiti, the Youth and Older Persons Councils and Kāpiti Accessibility Advisory Group.
 - Location specific Groups: these will include (but are not limited to); Property owners, business owners, community groups and agencies, emergency services, local schools and local residents/shoppers.
 - Investor group: this will include developers, private investors and Government funding organisations.
 - Wider Community: this will include other interested parties and wider users of the town centres. This wider consultation will include briefing to Ōtaki and Paekākāriki Community Boards.
- 10 The engagement plan will further break down these groups for engagement as the project progresses. For example, the Waikanae Town Centre 'Blueprint' engagement activities will involve a sub-set of these broader groups that are particularly interested in the Waikanae Town Centre.
- 11 The proposed engagement plan identifies distinct location differences that will require focused public engagement. This is to ensure targeted communications can be developed for each area. Each focus area⁴ will cover the project work streams as follows:
- Waikanae – this covers the town centre and the Waikanae portion of the SH1 work.
 - Paraparaumu - this covers the town centre, the Paraparaumu portion of the SH1 work and Kāpiti Road, west of the expressway.
 - Kāpiti Road – this covers the easterly portion of Kāpiti Road, the airport developments and the entrance to Paraparaumu Beach residential area.

³ Refer to Appendix 1: Communication Strategy – Town Centres & Connectors Transformation, Appendix two: Community Engagement Plan

⁴ Refer to Appendix 2: Maps showing extent of Waikanae and Paraparaumu Town Centres relevant to this project.

- District wide – this is to ensure that all users of the town centres have the opportunity to be involved.
- 12 There will be key project deliverables that will require Council and Community Board sign-off. To ensure the deliverables reflect the communities' needs a programme of key engagement activities⁵ is proposed:
- **April/ May 2014 – Project Introduction.** Notification to stakeholders and the community that the project is underway.
 - **May 2014 – Waikanae Town Centre 'Blueprint' Open Day.** This will be a presentation and an opportunity for community feedback on the design principles, community outcomes and design information regarding a proposed Blueprint for the Waikanae Town Centre.
 - **June 2014 – Project Update for Preliminary Concept Design.** Notification to stakeholders and the community that summarises the Preliminary Concept Design discussions and present the four work streams as an integrated community package.
 - **July 2014 – Community Open Days for Town Centre Concept Designs.** This will be a series of Open Days/Design Workshops held for Paraparaumu and Waikanae Town Centres and Kāpiti Road that present preliminary concept design information based on engagement to date.
 - **October/November 2014 – Project Update for Concept Design.** Notification to stakeholders and the community that summarises the Concept Design discussions and presents a preferred Concept Design for the town centres and Kāpiti Road.
- 13 This programme is designed to allow time for the appropriate sign-off of the project's key deliverables. Council decision points are incorporated in the proposed engagement plan⁶ reflecting the three key deliverables arising from the technical and community engagement processes. The plan has these decision points occurring in June, September and October 2014.
- 14 This programme has been designed to lead into the Council's LTP process. One of the top risks identified as part of the project's risk analysis was the difficulty of co-ordinating a number of competing elements. A well developed communication and engagement plan is proposed to mitigate this risk. If the time constraint placed on the public and Community Boards is found to be too restrictive there is the ability to delay some of the key deliverables and still use the information gathered to inform the initial years of the 2015 LTP.

Financial Considerations

- 15 There are no financial implications as all activities⁵ are within the current budgets.

Legal Considerations

- 16 There are no legal considerations.

⁵ Refer to Appendix 1: Communication Strategy – Town Centres & Connectors Transformation, page 15; Appendix two: Community Engagement Plan, page 16; Appendix three: Kapiti Town Centres plan on a page and Appendix four: Live action plan for communication and engagement, for the completed details on activities.

⁶ Refer to Appendix 1: Communication Strategy – Town Centres & Connectors Transformation, Appendix three: Kapiti Town Centres plan on a page.

Delegation

17 The Council has the authority to make this decision.

Consultation

18 The relevant Community Boards and Council partners have been consulted in the development of the proposed engagement plan. As this plan is part of the project's existing planning activities, no wider public consultation was considered necessary at this time.

19 The engagement plan sets out the proposed future consultation process.

Policy Implications

20 There are no policy implications that relate to the approval of the engagement plan.

Tāngata Whenua Considerations

21 Te Whakaminenga o Kāpiti has been consulted regarding the development of the proposed engagement plan. Further engagement with Te Whakaminenga o Kāpiti and Te Ati Awa Charitable Trust will occur throughout the project.

Publicity Considerations

22 Acceptance of the engagement plan will indicate the start of the project's public consultation phase. A press release has been prepared and a media briefing will be held.

RECOMMENDATIONS

23 That Council approves the Communication Strategy - Town Centres & Connectors Transformation as detailed in Appendix 1 of report IS-14-1155.

Report prepared by:

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submission by:**

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ATTACHMENTS:

Appendix 1: Communication Strategy – Town Centres & Connectors Transformation, April 2014.

Appendix 2: Maps showing extent of Waikanae and Paraparaumu Town Centres relevant to this project