

18 October 2006

Draft Regional Land Transport Strategy

Consultation plan

1. Communications

The communications relate to:

- The statement of the proposal (Draft Regional Land Transport Strategy)
- The summary of the statement of proposal ('Making connections' – draft RLTS summary document)
- The draft Regional Passenger Transport Plan.

It is anticipated that the draft Regional Passenger Transport Plan (PT Plan) will be ready for release for public consultation alongside the draft RLTS. The summary of the draft RLTS includes a section on the PT Plan. The full strategy includes a 'place marker' to identify where the PT Plan is expected to sit once adopted.

Consultation on the draft RLTS will be coordinated with consultation on the draft PT Plan. It is proposed to enclose the PT Plan with the RLTS mail out. It is also likely that the PT Plan will 'piggy back' on other communication methods described within this plan where appropriate. However, separate submission forms have been developed to ensure submissions on each document are distinct from each other. Submissions on the PT Plan will be considered separately by Greater Wellington's Passenger Transport Committee (PT Committee). The chair of the RLTC together with the chair of the PT Committee will agree a method of ensuring considerations relevant to both process are integrated.

2. Consultation timeframes

The LGA 2002 requires a minimum of one month for submissions from the first public notice. However, to enable wide distribution of the RLTS summary document to every household and to allow adequate time for individuals and organisations to prepare submissions on both the strategy and the PT Plan the proposed consultation timetable is as follows:

Distribution of the strategy	mid November 2006
First public notice	mid November 2006
Market research	November 2006 - February 2007
Consultation closes	Mid February 2007

This allows around 8 weeks for submissions on the draft RLTS, not including the 3/4 week holiday period over Christmas and New Year.

3. Target audiences

The external audiences are:

- Statutory stakeholders as defined by section 179 of the LTA 1998 (approximately 55)
- Other interested parties, including those who made submissions on the Strategic Options consultation document (approximately 300)
- Residents and businesses of the region.

The internal audiences are:

- Greater Wellington councillors and relevant officers
- Territorial Authority councillors and relevant officers
- Ara Tahi.

Media

Media will be a key information conduit for the general community, especially during the consultation period.

4. Objectives

There are three broad objectives for the communication plan:

- To engage stakeholders and the community in the development of the RLTS
- To facilitate awareness and understanding of the strategy so interested parties have the opportunity to make submissions. The strategy potentially affects everyone, which means that anyone who is interested in being involved is given the opportunity to do so.
- To ensure the communications programme meets the requirements of section 179 of the LTA, including the special consultative procedure section of the Local Government Act (LGA) 2002.

5. Key messages

The strategy involves many components and initiatives, some of which are complex. For the most part the external communications will not cover initiatives in detail. To do so would be unlikely to engage the reader. In any event, those who want the detail will have ready access to it.

The following key messages are proposed:

- The strategy is a key tool for setting transport policy and priorities for regional land transport investment over the next ten years.
- The RLTS is closely aligned with the Wellington Regional Strategy, and will help shape economic, social and environmental outcomes for the region.

- The long term aspiration of the Committee is to deliver a resilient and sustainable transport network that makes getting around the region easy, safe and affordable. The strategy will move us towards achieving this.
- Feedback is valuable in helping the Committee form the final Strategy, which is expected to be adopted in June 2007.
 - The Committee is particularly interested in feedback on how all the components of the strategy work together to achieve its objectives, and the balance of investment in the regional transport programme.
 - The Committee is not seeking feedback on the details of the recently adopted Western Corridor Plan which was subject to its own extensive consultation process.

6. Consultation Elements

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

6.1 Direct communication with key parties

The external audiences we will communicate directly with are:

- Statutory stakeholders (approx 55) as defined by section 179 of the LTA 1998
- Other interested parties, including those who made submissions on the Strategic Options consultation document (approximately 300).

We 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 'Making connections'
- The draft RLTS document
- The draft Regional Passenger Transport Plan.

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

6.2 Distribution to households

The draft RLTS summary document will be distributed to every household in the region.

6.3 Public notices

Public Notices are a statutory requirement for consultation on the draft RLTS. Public notices will be placed in the Dominion Post and Wairarapa Times Age.

6.4 Market research

Quantitative research will be undertaken during the consultation period via a telephone survey of residents and businesses.

The purpose of this survey is to test the views of the community in relation to the region's transport system, particularly in relation to the six objective areas, personal priorities and willingness to pay for transport improvements. The survey will also test the level of awareness of the RLTS consultation.

A sample size of 800 residents and 100 businesses will be used and should give a reasonably robust region-wide result.

6.5 Media coverage

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

- A media release will be issued at the time the strategy is released for consultation. The media release will include direct quotes from the RLTC chair.
- Media coverage is likely to involve opinion pieces prompted by various advocates and feature articles, primarily in community newspapers.

Media coverage following close of submissions may involve the following:

- Key conclusions resulting from submissions
- Adoption of the strategy.

Over the past year media interest in regional transport matters has focused on:

- The Western Corridor, particularly Transmission Gully Motorway
- Current rail capacity issues
- The future of the Johnsonville rail line.

The initial media release will cover the strategy's position on these matters.

In addition to the above, there will likely be ad hoc 'opportunities' that arise for media coverage. This could include debate over subjects of potential public interest – for example the balance of investment in roading versus passenger transport.

Media coverage will increase the strategy's profile and with that, debate over its merits. When this occurs it is important a consistent view is conveyed by Strategy spokespeople.

The following spokesperson structure is proposed:

- Spokesperson on the overall RLTS - Chair of the RLTC
- Spokesperson on the overall PT Plan - Chair of the PT Committee

6.6 Web page

The existing RLTS page on Greater Wellington's web site will require updating to reflect the current status of the RLTS review process and the fact that the draft strategy is open for consultation. Links to the RLTS page will need to be prominent on the Greater Wellington home page.

The web page will include an online submission form, along with the full draft RLTS, the summary document and any other background technical documents in PDF format. Links to other related web sites such as the WRS should also be provided. This will occur prior to commencement of the consultation period.

6.7 Public displays

Display boards will be produced for several locations such as Greater Wellington's Wakefield Street reception, Wellington Central Railway station and other major locations as deemed appropriate. Copies of the RLTS summary document and submission forms should be available at the displays.

Posters based on the RLTS summary document 'Making connections' will be produced for display in public library and other relevant locations.

6.8 Public meetings

A series of public meetings are planned for each district around the region to provide an opportunity for people to discuss the strategy with the Committee and officers. These meetings are to be chaired by the chair (or deputy chair) of the RLTC with support from local RLTC representatives wherever possible. Other members may also wish to attend these meetings.

6.9 Existing Council communication vehicles

Council and other Committee representatives will be encouraged to use their existing internal and external communication tools to communicate the strategy and the potential implications of it for their district or communities of interest.

7. Conclusion

This consultation plan aims to ensure good level of awareness of the draft strategy and the opportunity to make a submission amongst stakeholders, interested parties and the general public. All individuals who are interested in the strategy 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.

The consultation plan ensures the relevant requirements of the LTA 1998, including the special consultative procedure under the Local Government Act 2002 are met.