

10-year budget

Communicating to and engaging with
Aucklanders on the 10-year budget



Kenneth Aiolupotea
Dan Lambert
Alan Howard Smith



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A photograph showing three students (two women and one man) standing outdoors next to a large digital display on an easel. The display has a header 'Have your say' and contains a list of text-based feedback items. The students are smiling and looking at the screen. The man is pointing at the screen. The display also features a small logo in the bottom right corner that reads 'University of the South'.

-
- A photograph showing three students (two women and one man) standing outdoors next to a large digital display. The display has a header 'Have your say' and contains a list of text-based feedback items. The students are smiling and looking at the screen. The man is pointing at the screen. The display also shows a 'Feedback by' section with names and dates.

Context: Media coverage: before consultation

7 July 2014

Major cuts in Auckland Council's 10-year budget

4:00 PM Monday Jul 7, 2014

Auckland Council Politics

☆ f 36 t 0 in 0 g+ 0



The Auckland Council will need to slash up to \$2.8 billion of new spending to hold rates at 2.5 per cent, or \$2 billion to hold rates at 3.5 per cent.

The Auckland Council has released the first details of a new 10-year budget, which includes proposals for major service cuts to parks and community services and key transport projects.



Auckland Transport

7 November 2014



18 November 2014

Council votes for 40 per cent rates rise for some

3:16 PM Tuesday Nov 18, 2014

Auckland Region Aucklander Must Read Super City

☆ f 890 t 0 in 1

The Auckland Council has today voted for massive household rates increases of 40 per cent or more next year for some households.

Councillors were deeply divided on how to implement big rates rises arising from new property valuations and a new rating system.

Mayor Len Brown led the case for adjusting rates in one hit next year, saying the council should not continue to tinker around the edges.



Photo / NZ Herald

Auckland Council
Te Kaunhere o Tāmaki Makaurau



Context: Media coverage: after consultation

1 May 2015

Council: true cost of mayor's budget plan unknown

4:12 PM Friday May 1, 2015

Auckland Council Auckland Region Local Government ... ☆ f 9 t in 0

The Auckland Council does not know the true cost to ratepayers of Mayor Len Brown's latest budget plan.

Mr Brown announced a special "transport levy" on top of an overall rates increase of 2.5 per cent, which is down from the previous figure of 3.5 per cent.



READ MORE

- [Average rates hike put at \\$200](#)

The levy is \$99 for households and \$159 for businesses.

The Herald has been asking council and mayoral staff for details of the combined rates rise and levy, but today a council spokeswoman said "at this stage we don't have this data" Photo / Jason Oxenham



Auckland Transport

26 June 2015

Auckland rates hike: How much more will you pay?

12:29 PM Friday Jun 26, 2015

Auckland Council ☆ f 4.1k t in 9



- Mayor admits: Some households will be expected to pay more
- \$1000 a year rise in rates after budget passed by single vote
- Scroll down to see which areas will get hit the hardest

Do you think the rates hike is necessary?

6750-6800 votes

- ☐ No, I already pay too much
- ☐ It's frustrating but I

27 June 2015

Party time for Auckland council

5:00 AM Saturday Jun 27, 2015

Auckland Council Local Government Politics ... ☆ f 571 t

Brown defends function as thank you to staff but critics say 10% rates hike is nothing to celebrate.



Auckland Mayor Len Brown threw a party for council staff.

Auckland Council
Te Kaunhere o Tāmaki Makaurau



Key LTP/ RLTP issues consulted on

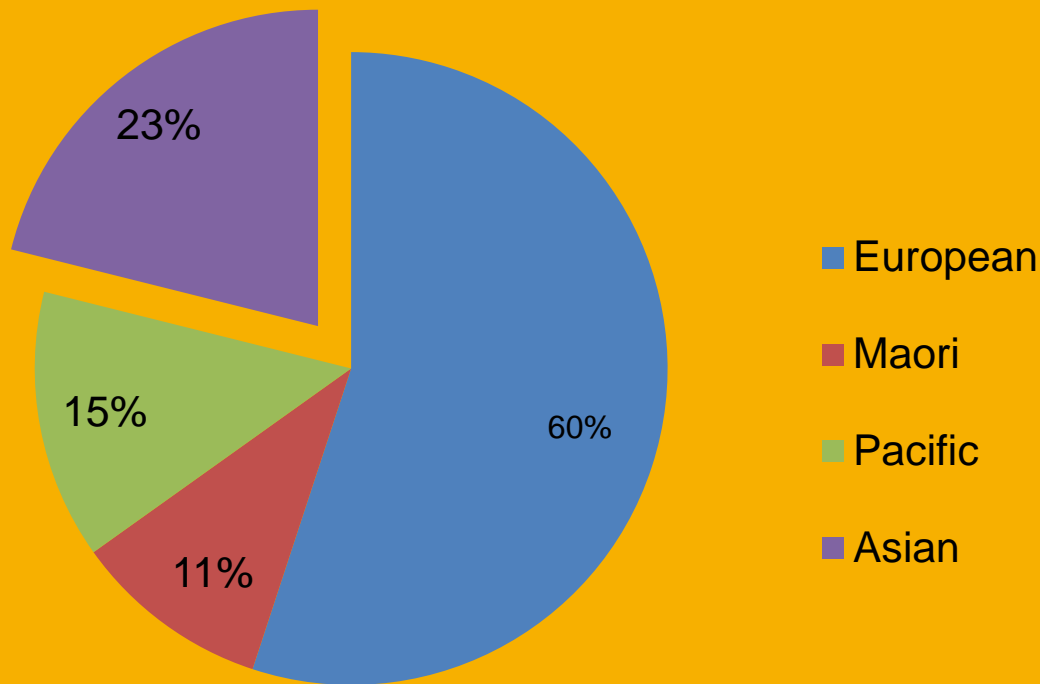
1. Investing in Auckland – balancing progress with affordability
2. Fixing Auckland's transport
3. A more active development role for council
4. Your rates



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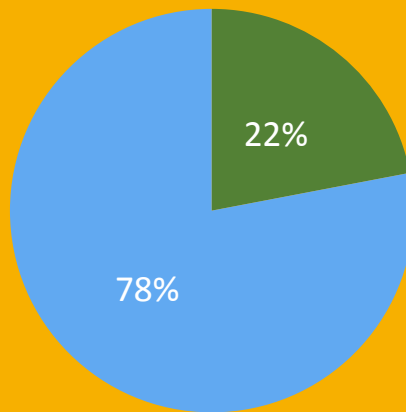


Auckland's diverse communities



Only one in five Aucklanders say they have provided feedback to council in the last two years

And have you given Auckland Council (including your local board) your opinion or feedback in the last two years (for example feedback on a plan or policy they were considering, or changes to a community facility or roading changes or anything like that)?



Base: n=2,022 (all respondents who answered the question)



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Aucklanders like to stay informed, however many lack knowledge of how to share their views nor are confident that council will consider them

- People who like to stay informed about what Auckland Council is doing
- Interested in sharing their views
- Know how and where they can provide their views
- Believe Auckland Council will listen and consider their views when making decisions

Top 2 Box

67%

50%

38%

20%



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Our Engagement Principles

1. Engage Aucklanders how they would like to be engaged
 - Variety of channels to suit Aucklanders
 - Longer consultation (7.5 weeks) from Friday 23 January to Monday 16 March 2015
 - More opportunities for more Aucklanders to be heard by decision makers
 - At times and places that work for Aucklanders



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Our Engagement Approach



1. Getting in front of Aucklanders

2. Getting information to people

3. Reaching Aucklanders online and offline

4. What we heard from Aucklanders

5. Closing the loop with Aucklanders



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Getting in front of Aucklanders

MARKETING

65

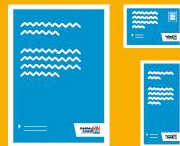
Station ads



65 bus shelter and
train station ads
across Auckland

7000

Distributed



7000 distributed
posters, flyers
and postcards

161

Press ads



Including non-English
publications



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Tā Kaunheria o Tāmaki Makaurau



You're 7 ticks away from deciding the **future of Auckland**

Auckland is the country's fastest growing region. So we're facing big opportunities and equally big challenges. We need to balance investment in our city and improving transport with keeping rates affordable.

To get this mix right, we need you to have your say on Auckland's 10-year budget. Look out for a summary of our budget in your letterbox from 23 January 2015.

Visit **shapeauckland.co.nz** to have your say or provide feedback in person at an event in your area.

**Shape
Auckland
.co.nz**

Have your say on the 10-year budget by 4pm on Monday 16 March 2015

For more information, to provide feedback or to register for a 'Have your say' event, visit **shapeauckland.co.nz**, phone **09 301 0101** or visit your local board office, service centre or library.

Getting in front of Aucklanders

STAKEHOLDER COMMUNICATIONS

28,000

Emails and
newsletters



MEDIA

50

interviews

43

Press
releases



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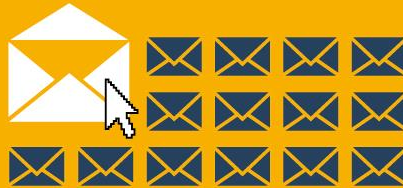


Getting in front of Aucklanders

ONBOARD TRANSPORT EMAIL



Recipients



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Getting information to people

TOOLS

8

Translations



We translated information into more languages than ever before, including NZ Sign Language.

2000

Budget calculator users



Getting information to people



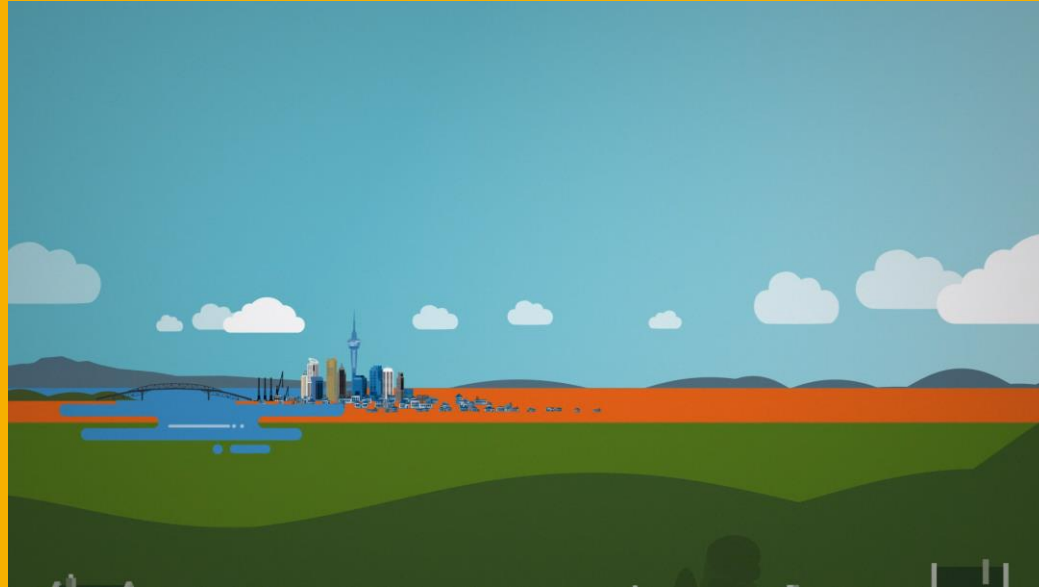
Transport
video views



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Reaching Aucklanders online



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Getting information to people

DOCUMENTS



Household
Summary Document



Local board inserts
in each Summary
Document



Consultation
Document in 105
locations



Reaching Aucklanders offline

AWARENESS RAISING



Locations



People



Reaching Aucklanders offline

HAVE YOUR SAY EVENTS

37

Events



INTERNAL STAFF VOLUNTEERS

300

Internal staff
trained



Reaching Aucklanders online

AUCKLAND CONVERSATIONS



#AKLconversations was the most used hashtag on Twitter in NZ on 2 March.



Views online



Attendees

Reaching Aucklanders online

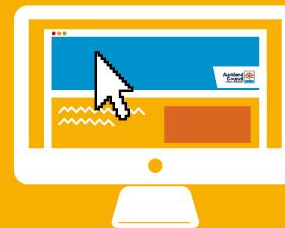
SHAPE AUCKLAND



Views



Click-throughs
from banners



Reaching Aucklanders online

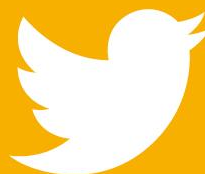
SOCIAL MEDIA



Mentions



Languages tweeted to Aucklanders



Reaching Aucklanders online

TRANSPORT FUNDING OPTIONS PHONE SURVEY



People



- Conducted independently
- Statistically representative sample
- Margin of Error +/-1.4%
- Peer reviewed by The University of Auckland



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Transport – Feedback Q2a & 2b

- Supported the Basic Transport Network
- Supported the Auckland Plan Transport Network
- Supported some other level, generally higher than the Basic Transport Network
- Supported or partially supported the use of increases to rates and fuel taxes
- Supported or partially supported a motorway user charge

CONSULT

29%

50%

16%

SURVEY

32%

58%

-

34%

38%

31%

57%



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What we heard from Aucklanders

BLOGS



Blogs



Comments



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What we heard from Aucklanders

LIVE CHAT EVENT

43

Participants



118

Comments



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What we heard from Aucklanders

WRITTEN FEEDBACK



**3 times more submissions received
compared to previous LTP consultation process**



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Some Key LTP decisions and adoption

- A three-year interim Transport Levy established from 2015/2016.
- Resident rates to change
- Two existing CCOs would be replaced to establish Development Auckland which would take a more active role in urban redevelopment. The agency will be in place from 1 September 2015.



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Closing the loop with Aucklanders

- 'Summary of Decisions' document available online and accessible to Aucklanders. Translations in main ethnic languages also available
- Social media
- Press release/media briefing
- Radio/print
- Ethnic media
- Elected members information pack and rates material
- Intranet
- Article in 'Our Auckland' publication
- Rates notices
- Community Workshops



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Success Factors and Key Learnings

- Collaborate
- Know your audience(s) and how they want to engage
- Accessible and relevant content
- Quantity AND quality of public feedback
- Close the loop well
- Continuous improvement

“He tangata. He tangata. He tangata”



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Questions



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Kenneth Aiolupotea |
Head of Market Research and Engagement
Communications and Engagement
Auckland Council, Level 13, ASB Building 135 Albert St, Auckland
Visit our website: www.aucklandcouncil.govt.nz

