

Greater Christchurch Partnership Committee
MINUTES ATTACHMENTS

Date: Friday 3 February 2023
Time: 9 am
Venue: Council Chamber, Environment Canterbury,
200 Tuam Street, Christchurch

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Please note that some of the content set out in these A3s is development (i.e. the key questions that we are testing with the community). The community engagement on this work is being held from the 23 February - 26 March 2023. More information about this work can be found at greaterchristchurch.org.nz

Greater Christchurch Urban Growth Work-Programme

Community Engagement and Communications Approach

GCP Committee
3 February 2023



Communications and Engagement Phases

Meaningful community participation is critical to ensure the work is well informed by the views of the public

Purpose of the Community Engagement

1. To raise awareness and clearly articulate the objectives and context of the Greater Christchurch Spatial Plan, including the role of the Urban Growth Partnership.
2. To raise awareness in the community of the proposed Mass Rapid Transit (MRT) route and potential investment.
3. To seek community input on the work to date to inform the development of the draft Greater Christchurch Spatial Plan, MRT Indicative Business Case, and the Greater Christchurch Transport Plan.
4. To deliver a comprehensive, highly visible and multifaceted campaign that promotes and captures an informed conversation on how our sub-region can plan for, and adapt to, future challenges including population growth and climate change with a clear line of sight to intergenerational wellbeing and the community aspirations articulated through Greater Christchurch 2050.
5. To engage with the many audiences that make up the Greater Christchurch community, encouraging active and meaningful participation by stakeholders and the public.

COMMUNICATIONS AND ENGAGEMENT PHASES



PHASE 1: Pre-engagement: develop and test key components of the draft Spatial Plan to inform public engagement and ensure key stakeholders are aware and are engaged in the process.

PHASE 2: Awareness raising / Activate: build awareness of the work throughout the process, including the strategic context, challenges / opportunities being grappled with, explain who is involved, what it will deliver, and how to engage.

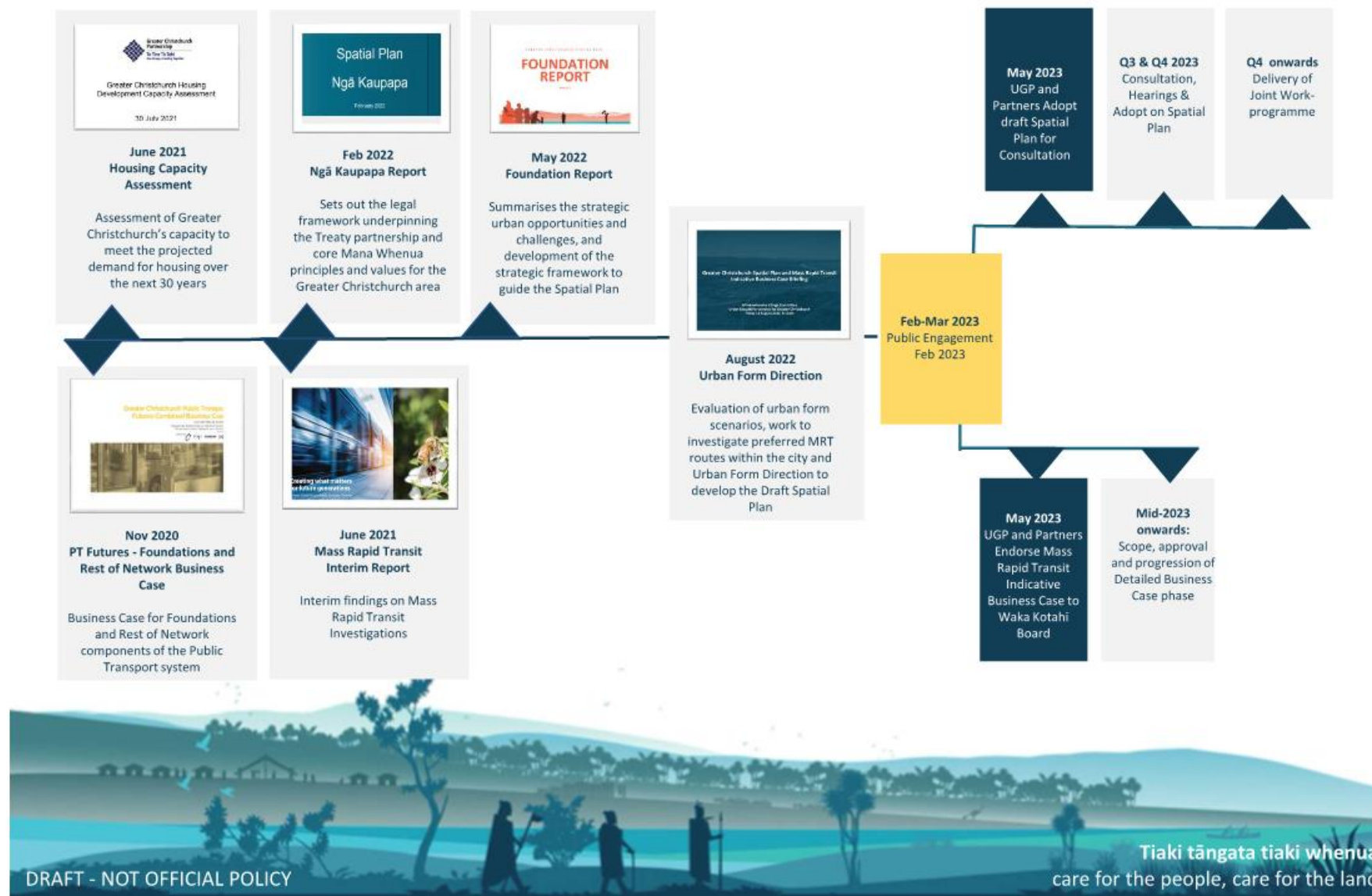
PHASE 3: Community engagement: activate, support, and encourage **participation** by stakeholders and the community to inform the development of the work.

PHASE 4: Consult: activate, support and encourage participation by stakeholders and the public on the draft.



Context

We are ready for engagement



Urban Growth Programme Partners and Audiences

Understanding the priorities and drivers of everyone who can influence or is influenced by our urban form

GREATER CHRISTCHURCH URBAN GROWTH PROGRAMME AUDIENCES



Partners through the Urban Growth Partnership

| | |
|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Local & Central Government | These are the local and central government Partner organisations of the Whakawhanake Kāinga Komiti (Urban Growth Partnership for Greater Christchurch). Communications and engagement with partners (both management and governance) must be consistent and effective. |
| Partnership with mana whenua | Meaningful partnership with mana whenua is critical to the success of this work. Partnership with mana-whenua with respect to this programme, includes: <ul style="list-style-type: none"> • Provision of advice from Mahaanui Kurataiao Limited on the inclusion of mana whenua values, priorities and outcomes into the process. • Development of a mana whenua led Kāinga Nohoanga strategy. • Commitment from all Partners to support and advance implementation of mana whenua priorities. • Representation at Governance and full participation in decision-making. |

Through this public engagement approach

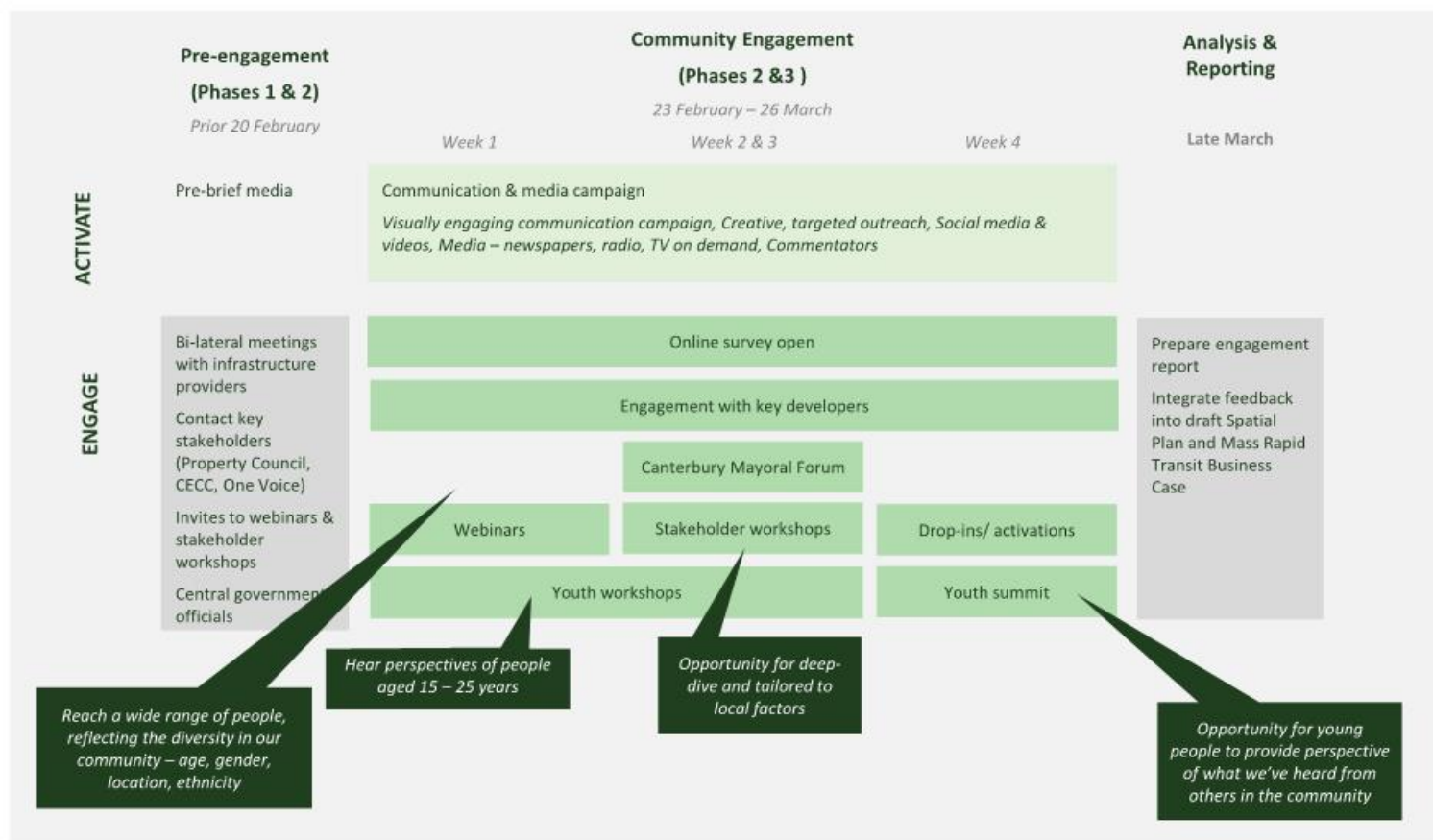
| | |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Youth | We recognise the particular importance of continuing the youth voice from Greater Christchurch 2050 into this Greater Christchurch Urban Growth work-programme. To make sure their views are included, we will have dedicated youth engagement during the engagement phase led by a youth engagement expert with existing strong youth networks. Particular focus will be given to ensuring a diversity of youth voices through the engagement. |
| Reaching our diverse communities | It is important that the needs and priorities of our diverse cultural communities and people with disability are heard through this process. This is often challenging to achieve, and tailored mechanisms are required to reach and engage these communities. |
| External key stakeholders | Achieving the Urban Growth Programme objectives requires the contribution of a wide range of public and private sector players. Understanding the priorities and drivers of these key stakeholders is critical to effective implementation. <ul style="list-style-type: none"> • Wider central government agencies and wider Canterbury local Councils. • Providers of nationally significant infrastructure and additional infrastructure (NPS-UD requirements); Development sector; Business sector; Transport sector; Building and construction sector; Social housing sector; NGO/ third sector; Health, Education and social service sector organisations; Environment sector; Urban development and transport experts, Professional bodies and associations. |
| Wider community | <ul style="list-style-type: none"> • Greater Christchurch residents (Christchurch City, Waimakariri, and Selwyn residents). • Parents with young children, grandparents, young people, students, school children. |

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Community Engagement Elements

Overview of the community engagement elements and timeline (note some elements are in development)



Pre-engagement (Phase 1) & Activate (Phase 2)

Raising awareness and testing our conclusions ahead of community engagement

Phase 1 – Pre-engagement

Pre-engagement with key stakeholders (underway)

The purpose of the pre-engagement phase is to test key components of the work to date to inform public engagement and ensure key stakeholders are aware and are engaged in the process.

Pre-engagement with key stakeholders is underway and includes:

1. Wider central government officials (i.e. MfE, Treasury, MBIE)
2. Business / Commerce (Chamber of Commerce); Economic Development Agencies
3. Tertiaries (UC, Ara, Lincoln)
4. Transport / Energy / Telecommunications (i.e. CIAL, LPC, Kiwirail, Orion, Mainpower, Transpower, Enable, Spark)



Phase 2 – Awareness Raising & Activate

Communication campaign

A mix of print, social, radio and TV on-demand advertising will be used to raise awareness and encourage engagement from the Greater Christchurch community, including media that targets specific groups in our community (e.g. ethnic minorities and local communities). The purpose of the campaign is to:

- Raise awareness of the urban challenges facing Greater Christchurch and the conclusions of the work to date on how these might be addressed; and
- Encourage community feedback, particularly through the online survey.

Advertising Campaign



Media



Social Media and videos



Commentators / Thinkers

Creative, targeted outreach



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Public engagement (Phase 3)

Key elements of the community engagement

Phase 3 – Engagement

Online survey

An online survey has been designed to capture the views of a diverse range of people within the Greater Christchurch community (target – 3,000 people) on key aspects of the work to date, including desired pattern of growth and proposed MRT route.

Demographic information on participants will be captured to monitor reach into different parts of our community (age, gender, ethnicity location, household type) and to enable adaptive targeted promotion during the engagement period.

Some questions are tailored to where people live e.g. questions on living and accessibility for towns.

The survey is relatively short (15 questions) and is designed to be easy to on mobile devices.



Youth

We are using the same approach and Youth Engagement Lead as for Greater Christchurch 2050.

A Youth Advisory Group involving young people and representatives of the youth sector is being established to provide advice on the youth engagement stream.

Engagement with youth will involve workshops run in partnership with Youth Councils and tertiary student associations. Workshops will also be run with high school students in a small number of schools. The schools selected to ensure spatial and socio-economic distribution. Some schools along the MRT corridor will also be targeted.

A Youth Summit is proposed towards the end of the engagement period (likely 16 March) to enable a youth review of the output of the engagement to date.



Face-to-face engagement

Four tools are being used to enable dialogue and more comprehensive feedback from stakeholders. These tools are:

- **Webinars** – open to the public and stakeholders and provide an opportunity for a large number of people to hear a presentation and engage in Q&A. These will be scheduled in the couple weeks of the engagement period, will be recorded and available to view on the website.
- **Stakeholder workshops** – two in the city, and one in each District. These will be invite only targeting special interest and community groups. The purpose of these workshops is to receive more comprehensive feedback. These workshops will be tailored to reflect topics relevant to local audiences e.g. the future function of towns in the context of growth.
- **Workshop toolkit** – the provision of a workshop toolkit on the website to enable individual organisations to run workshops with their own communities.
- **Key stakeholder engagements** – Engagement with key stakeholders and organisations, including: Canterbury Mayoral Forum, bi-lateral meetings with key developers, Property Council South Island Regional Committee briefing, Local Economic Development Agencies briefings, One Voice, community housing providers etc.



Opportunities for Governors Involvement

Activate

- Promote engagement through social media channels,
- Mayoral OpEd in local papers

Engage

- Attend a stakeholder workshop or drop in
- Support presentation at Canterbury Mayoral Forum

What we are engaging on

The key questions and content we are testing with the community

Key Questions (draft in development)

In the context of growth:

How we protect our environment

- How important is protecting, restoring and enhancing our environment as we grow?
- What actions should we prioritise to protect, restore and enhance our environment?

Where and how we live and work

- Test support for accommodating growth through intensification around centres and along public transport corridors
- What will make neighbourhoods attractive places to live in the future?
- What will make centres attractive places to be?

How we get around

- How important is reducing our carbon footprint?
- What would encourage you to use public transport, walking and cycling more?

Mass Rapid Transit

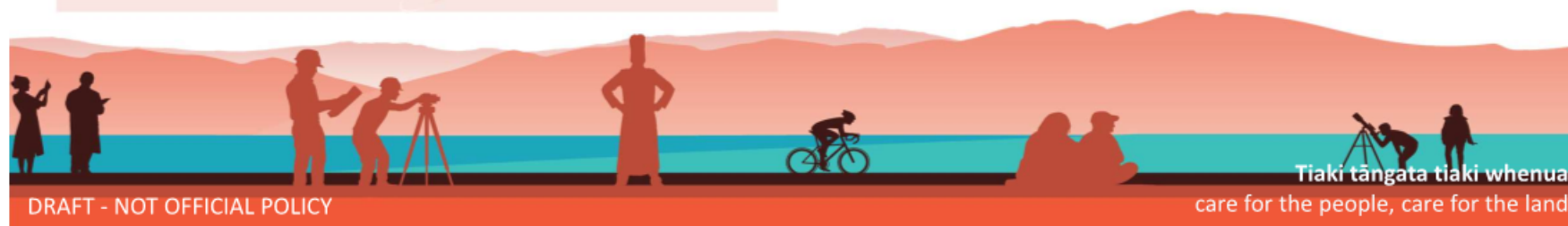
- Test the proposed MRT route
- What would make using MRT attractive?
- How should we allocate our limited road space to different user in the MRT corridor?

District-specific questions

- How do you best travel to places in the future?
- How to accommodate growth in your town in a way that provides wellbeing?

Content

- Engagement material will draw off the work undertaken to date:
 - Test conclusions of the work done to date.
 - Seek more specific community feedback on the future functions of towns and key centres; the priorities for environmental enhancement; how we support transition to public and active modes of transport.
- Engagement material will be supported by the following technical information:
 - Urban Form Scenarios Evaluation Report
 - Areas to Avoid and Protect Report



What we are engaging on

Key messages articulate the why and what we are engaging on

Overarching

- Greater Christchurch has been transformed in the last decade and is growing at a significant pace. The foundations are in place for creating the most sustainable, modern and attractive place to live, but we need to get ahead of the game in relation to planning for future growth in Greater Christchurch and give effect to our residents' aspirations for the future of Greater Christchurch.
- In 2020 we heard from our residents about what they would like Greater Christchurch to be like in 2050.
- Central government, mana whenua, and local government are now working together to prepare an ambitious urban growth plan for Greater Christchurch which includes the Greater Christchurch Spatial Plan, Greater Christchurch Transport Plan and Investment Programme, and the Mass Rapid Transit Investigation.
- This urban growth work programme brings together planning for land use, centres and transport in our urban area, including the potential of a mass rapid transit system, to ensure Greater Christchurch continues to provide a quality urban environment for its people, its businesses and the environment in the context of population growth and climate change.
- As these projects all work together, we are engaging on these projects together as this will give the community a fuller picture of our possible future.
- This work is being delivered through the Whakawhanake Kāinga Komiti (Urban Growth Partnership for Greater Christchurch) which brings central government, mana whenua and local government partners around this table to drive collective action to plan for an ambitious future for the sub region and to future-proof Greater Christchurch for generations to come. This work will also be useful as a building block in a dynamic reform environment.

Greater Christchurch Spatial Plan

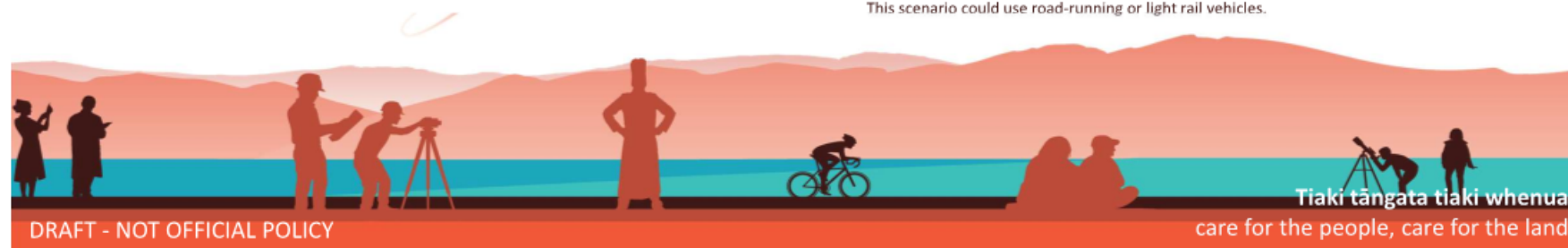
- The Greater Christchurch Spatial Plan will consider how Greater Christchurch can cater for future projected growth and futureproof our urban areas, including how we will respond to other challenges including housing affordability and reducing emissions.
- Through the Spatial Plan we need to ensure that we are enabling diverse and affordable housing in locations that support thriving neighbourhoods, which provide for residents day-to-day need.
- We also need to consider transport investment, such as Mass Rapid Transit, as a mechanism to shape our future urban area and make Greater Christchurch a modern, resilient, sustainable city.

Greater Christchurch Transport Plan

- The Greater Christchurch Transport Plan aims to provide a single transport plan for Greater Christchurch that will outline what is needed into the future.

Mass Rapid Transit

- Mass Rapid Transit is a step up from conventional public transport. As the name suggests, it is about moving more people quickly and reliably to where they want to be.
- Mass Rapid Transit systems can take different forms, but in general they operate on a permanent route (road or rail) that is separated from other traffic.
- Mass Rapid Transit is just one possible part of a wider integrated and effective public transport improvements plan for Greater Christchurch. If we decide to move ahead with MRT, it will not get underway immediately, but if we start planning now, we will be ready when we need it in the future.
- We have been looking into three main scenarios for Mass Rapid Transit that would connect north and south-west Greater Christchurch to the central city.
- These are:
 - Using trains on our existing rail corridor
 - Provision of enhanced bus services following our motorway corridors
 - Creating a dedicated corridor on local roads linking already busy and compact suburban hubs. This scenario could use road-running or light rail vehicles.



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Community engagement output and key dates

Feedback from the engagement will inform the development of the work

Output

Output of the Community engagement

The community engagement feedback will inform the drafting of the Greater Christchurch Spatial Plan, the Mass Rapid Transit Indicative Business Case, and the Greater Christchurch Transport Plan and Investment Programme. Feedback will be collated into an engagement report which will be received by the Whakawhanake Kāinga Komiti, alongside the draft Spatial Plan and Mass Rapid Transit Indicative Business Case in May 2023.

Engagement report

Analysis of community preferences

- Representative sample
- General public feedback
- Youth
- Collated views from specific interest groups



Key project milestones

| Date | Description |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 February | GCP Committee |
| 23 Feb – 26 March | Public engagement |
| Mid Mar-End March | Summarise engagement findings |
| 12 May | Whakawhanake Kāinga Komiti <u>meeting</u> <ul style="list-style-type: none"> • Recommend approving the draft Spatial Plan for consultation to Partner Governance • Recommend endorsing the MRT IBC to Partner Governance |
| Mid May – End of May | Partner governance <ul style="list-style-type: none"> • Approve draft Spatial Plan for consultation • Endorse the MRT IBC |
| Late May | Mass Rapid Transit Business Case to Waka Kotahi Board |
| Q3 & Q4 | Greater Christchurch Spatial Plan Consultation, Hearings, Adopt |



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