



people's panel



Awareness of the Auckland Plan People's Panel Survey

22 November 2012

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2 Key findings

Key findings

- 88% of survey participants had heard at least a little about the Auckland Plan, and 22% said they had heard a lot about it.
- Just under a quarter said they knew about the long-term goals of the Auckland Plan, while 54% said they knew little about these.
- Knowledge of the Auckland Plan's details was limited with only 10% of panellists saying they knew about these, and 69% saying they knew little. However 42% of participants were able to identify at least one of the six transformational shifts proposed by the Auckland Plan. Those mostly commonly mentioned related to public transport (32%) and environmental action (17%).
- 83% agreed with the "Move to outstanding public transport within one network" transformational shift.
- Between two-thirds and three-quarters of panellists agreed with the transformational shifts around environmental action (75%), children and young people (70%), living standards (67%) and urban living (72%).
- However there was less agreement around the "Significantly enhance Maori social and economic well-beings" transformational shift – with 40% agreeing and 34% disagreeing.
- Generally, European participants were least likely to agree with each of these shifts. Women were more likely than men to agree with each of the transformational shifts, as were those aged under 35 years compared to those aged 55 years and over.
- The most frequently mentioned suggestions to get more Aucklanders involved in implementing the Auckland Plan were around communicating the plan and its goals more widely so that Aucklanders knew what was being proposed, and increasing the level of community involvement / participation in setting the council's direction.

3 Background

3.1 Survey background

The Auckland Plan is a strategy to guide Auckland's future over the next 30 years. It addresses a multitude of challenges facing Auckland – like transport and housing shortages, giving children and young people a better start, creating jobs in a growing economy, protecting the land and marine environment, and improving the quality of our urban surroundings. It shows how we will prepare for the additional one million people we may have to accommodate by 2040, and the 400,000 new homes needed.

Since the first discussion document – Auckland Unleashed – was distributed in March 2011, The Auckland Plan has evolved through many changes as Auckland Council listened, learned and evaluated feedback.

This survey was designed to measure panellists' awareness of the Auckland Plan, its goals and key directions, and also understand the extent to which people agree with the proposed transformational shifts.

The following report summarises the key results and comments identified in the survey.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were 10,530 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and further recruitment is under way to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

This survey was sent to 8646 People's Panel members. Members who had recently completed a survey which included information about the Auckland Plan were not invited to complete this survey. The survey was open from Wednesday 31 October to Tuesday 13 November 2012 and one reminder was sent to those who had not completed the survey. In total 1103 completed surveys were received.

The feedback has been analysed in two ways:

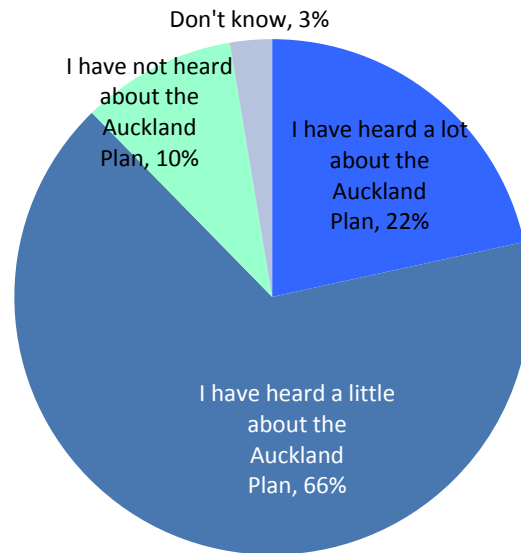
- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

Results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Survey results

4.1 Auckland Plan awareness

Q1A How much have you heard of the Auckland Plan? Which of the follow statements best describes you?



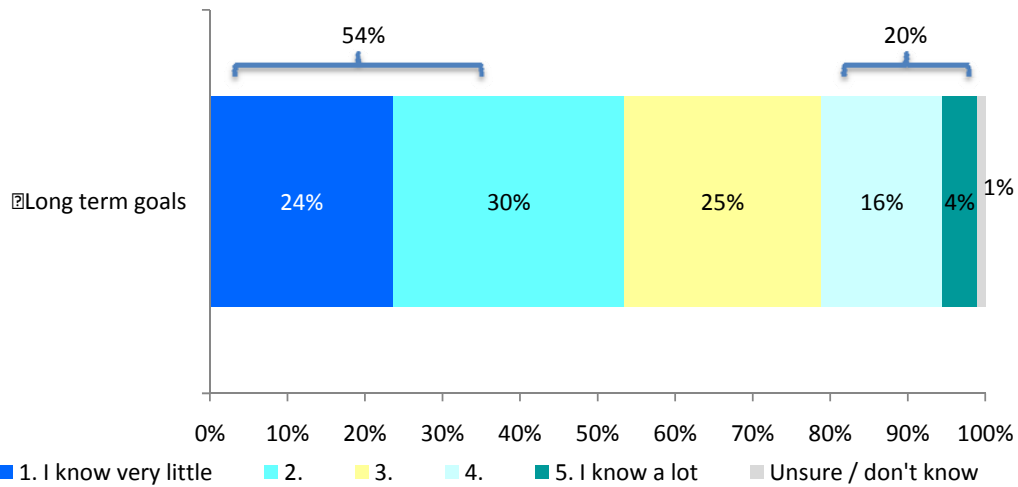
Base: Panellists participating in survey n= 1103.

88% of survey participants had heard at least a little about the Auckland Plan, and 22% said they had heard a lot about it.

Men were more likely than women to say they knew a lot about the Auckland Plan (27% compared to 18%). Those aged under 35 years were less likely to be aware of the Auckland Plan (78% had heard at least a little about it, but 20% had not). Pacific Peoples were also less likely to be aware (70% had heard at least a little about it, but 24% had not), as were Asian participants (79% had heard at least a little about it, but 19% had not).

Panellists were told “The vision of the Auckland Plan is to make Auckland the world's most liveable city by 2040. The Auckland Plan identifies several long term goals that define this vision and describe the place Aucklanders have said they want in 2040.”

Q2A How much do you know about the long term goals of the Auckland Plan?



Base: Panellists who had heard of the Auckland Plan n= 996.

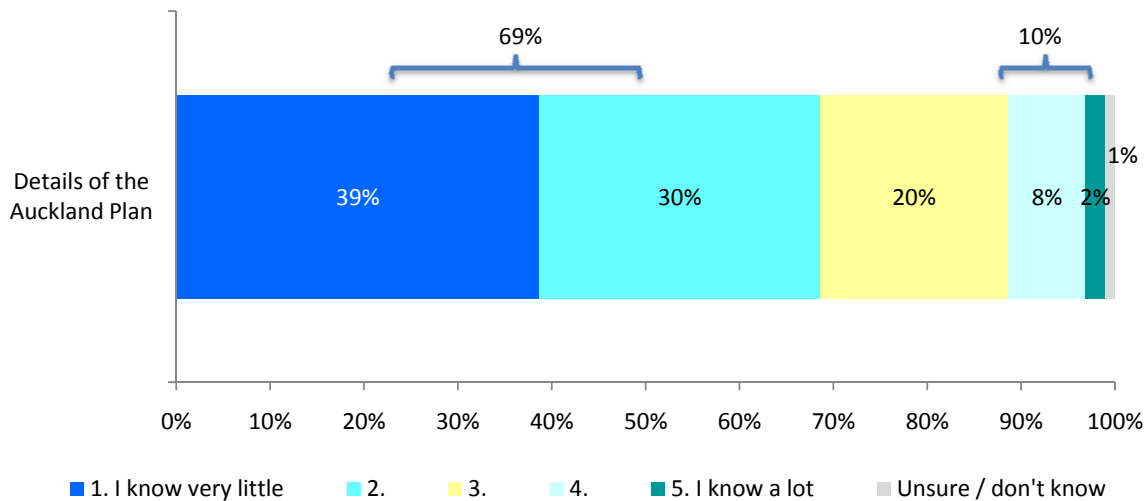
While most survey participants had heard of the Auckland Plan (from 1A above), their knowledge of the plan’s goals was limited. Twenty per cent said they knew about the long-term goals of the Auckland Plan, while 53% said they knew little about these.

Those living in central Auckland were significantly more aware of the plan’s goals (25%) than those living in west Auckland (15%), east Auckland (16%) or south Auckland (17%), while 20% of north Aucklanders were aware of the goals. Men were more likely than women to say they knew about the Auckland Plan’s goals (26% compared to 16%). Pacific Peoples were less aware (9%) than European participants (20%).

Panellists were told “The seven key goals for Auckland in 2040 that define the Auckland Plan's vision of the world's most liveable city are:

- A fair, safe and healthy Auckland
- A green Auckland
- An Auckland of prosperity and opportunity
- A well connected and accessible Auckland
- A beautiful Auckland that is loved by its people
- A culturally rich, and creative Auckland
- A Maori identity that is Auckland’s point of difference in the world

Q3A How much do you know about the details of the Auckland Plan – how it intends to achieve these goals and make Auckland the world’s most liveable city?



Base: Panellists participating in survey n= 1103.

Likewise, knowledge of the Auckland Plan’s details was limited with only 10% of panellists saying they knew about these, and 69% saying they knew little.

Men were more likely than women to say they knew about the details (13% compared to 8%), but awareness was low across both genders, as well as people from different areas, ethnicities and age groups.

Q4A The Auckland Plan identifies six key areas of change or transformational shifts to focus on for the next 30 years in order to achieve its goals. Do you know what these six transformational shifts (key areas of change) are? Please list below those key areas of change you are aware of.

58% of participants were not able to identify any of the six transformational shifts and either did not respond, or simply said “I don’t know”. The most frequently mentioned transformational shifts related to public transport and environmental action. A number of participants mentioned something to do with the availability or affordability of housing.

Transformational shifts	Number of responses n=1103	% of responses
Move to outstanding public transport within one network*	352	32%
Strongly committed to environmental action and green growth*	184	17%
Dramatically accelerating the prospects of Auckland’s children and young people*	94	9%
Significantly enhance Maori social and economic well-beings*	73	7%
Substantially raise the living standards for all Aucklanders and focus on those most in need*	66	6%
Radically improve the quality of urban living*	62	6%
Housing - more, high density, affordable, reduce urban sprawl, more land	159	14%
Economy - growth, export, employment, prosperity	56	5%
Culturally rich and creative	50	5%
Waste management - rubbish/ recycling/ sustainability	39	4%
Infrastructure improvements	36	3%
Fair, safe, healthy Auckland	35	3%
Waterfront/ harbour	32	3%
General comments regarding rates increase, wasting money, mayor etc	23	2%
Open spaces/ parks/ recreation	20	2%
Compact city/ city centre	16	1%
A liveable Auckland	14	1%
A beautiful Auckland that is loved by its people	11	1%
Heritage protection	9	1%
Education	9	1%
Southern Initiative	8	1%
Well connected and accessible Auckland	6	1%
Building communities	5	0%
Alternative harbour crossing	4	0%
Don’t know/ none	97	9%
Other	31	3%
No comment	545	49%

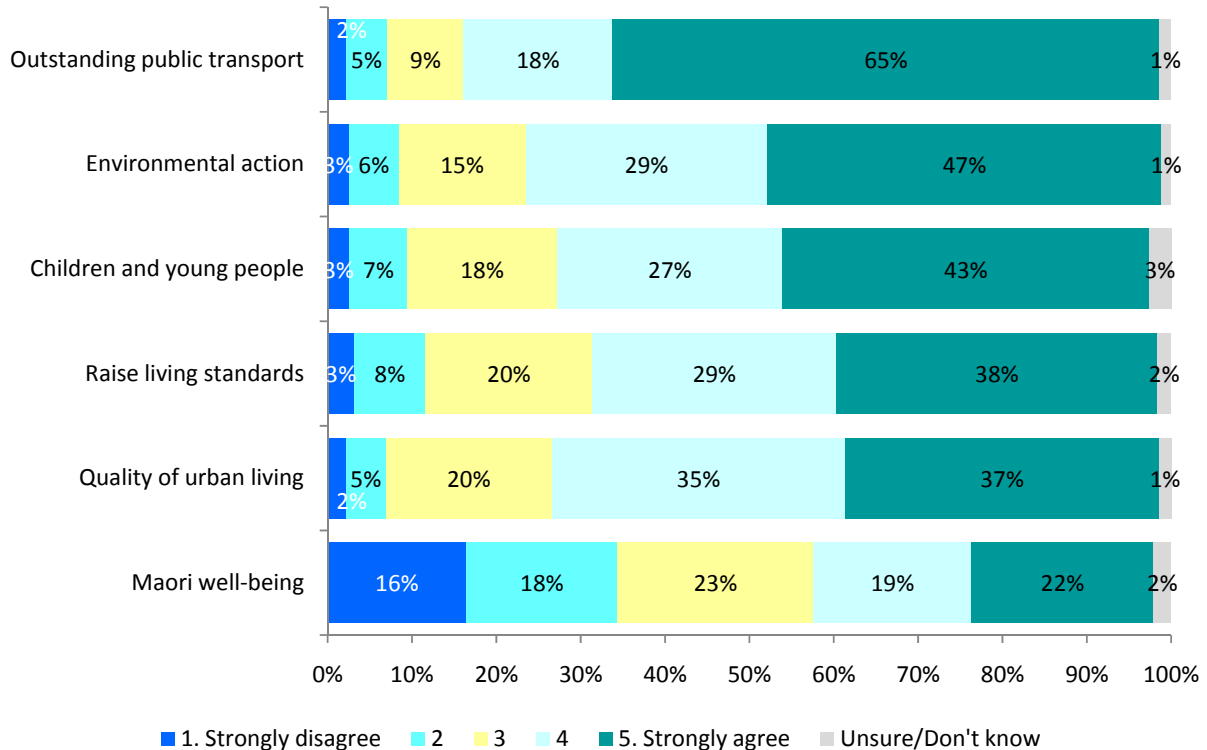
*These are the actual six transformational shifts from the Auckland Plan. Comments from participants that matched the overall tenor of these shifts were coded into these themes – but most responses did not use these exact words.

4.2 Achieving the Auckland Plan's goals

Participants were told “The six transformational shifts identified in the Auckland Plan are:

- Dramatically accelerating the prospects of Auckland’s children and young people
- Strongly committed to environmental action and green growth
- Move to outstanding public transport within one network
- Radically improve the quality of urban living
- Substantially raise the living standards for all Aucklanders and focus on those most in need
- Significantly enhance Maori social and economic well-beings”

Q5A How much you agree or disagree with each of these transformational shifts (key areas of change) as a means to achieve the plan’s vision of making Auckland the world’s most liveable city?



Base: Panellists participating in survey n= 1103.

There was widespread agreement with most of the transformational shifts as a means to achieve the plan’s vision. In particular, 83% agreed with the “Move to outstanding public transport within one network” shift. Between two-thirds and three-quarters of panellists agreed with the transformational shifts around environmental action (75%), children and young people (70%), living standards (67%) and urban living (72%). However there was less agreement around the “Significantly enhance Maori social and economic well-beings” transformational shift – with 40% agreeing and 34% disagreeing.

Maori participants were more likely to agree with the Maori well-being transformational shift (74% agreed), and Maori, Asian and Pacific participants were more likely to agree with the shift concerning raising living standards (93% of Pacific Peoples 79% of Asian and 77% of Maori participants agreed). Likewise, Maori, Pacific and Asian participants were more likely to agree with the urban living shift (86%, 83%, 80% respectively) and the children and young people shift (82%, 87%, 80%), while Asian participants were most likely to agree with the environmental action shift (91%). Generally, European participants were least likely to agree with each of these shifts.

Women were more likely than men to agree with each of the transformational shifts, as were those aged under 35 years compared to those aged 55 years and over.

Panellists were told “The Mayor and Auckland Council have led the development of the Auckland Plan with the input from many Aucklanders. However, the plan is for all of Auckland and all Aucklanders, and its successful implementation will require leadership, action, investment, and commitment from many organisations, groups and individuals.”

Q6A What could we do (both Auckland Council and Aucklanders themselves) to get more Aucklanders involved in implementing the Auckland Plan and achieving its goals?

The most frequently mentioned suggestions were around communicating the plan and its goals more widely so that Aucklanders knew what was being proposed, and increasing the level of community involvement / participation in setting the direction of the council and how the Auckland Plan is implemented.

What could we do to get more Aucklanders involved in implementing the Auckland Plan and achieving its goals	Number of responses n=3,090	% of responses
Communication - newsletter, door knocking, advertise, more info	328	38%
More opportunities for community involvement/ participation/ consultation	180	21%
Community events/ public meetings	133	16%
General comments re keeping it simple, accessible, realistic, clear definitions	88	10%
Financial concerns - incentives, rate reduction, cost of living, affordable housing	78	9%
Less bureaucracy, more action/ transparency, accountability	70	8%
Educate - schools, kindys, parents, maraes, libraries, businesses	69	8%
Local board priority - more suburb/less city focus, don't take on central govt issues, rural important too	61	7%
Focus on the needs of all Aucklanders (not just Maori or other ethnicities)	50	6%
Focus on core Council roles/ services	38	4%
Public transport/ parking is a priority	26	3%
Environment priority - green spaces, sustainability, less urban sprawl, recycling	23	3%
General negative/ people are not interested/ ineffective council	22	3%
Keep doing what you're doing	11	1%
Employment is a priority	6	1%
Don't know	34	4%
Other	47	5%

Selection of comments
<ul style="list-style-type: none"> • <i>“We need a strong media campaign to get all Aucklanders excited and involved.”</i> • <i>“Widen the scope of the Peoples Panel, open it to more people, and disseminate information in surveys like this. The submissions process was all clearly promoted and there’s a healthy awareness of what’s going on. The details could be a bit more clearly fleshed out...”</i> • <i>“Work through schools - develop surveys that children (intermediate to college age) have to 'interview' their parents and obtain views and opinions on the various topics of the roll out of the strategic plan. Council needs to start considering conducting meetings and focus groups in weekends or after hours so the majority of the working tax paying population can get involved and be heard. Run some TV informational messages, questions and updates on prime time TV.”</i> • <i>“You need to publicise the plan, its objective and aspirations much more. You need to use all possible channels to do this and you need to reduce the aspirational jargon which everyone</i>

would probably agree with into more concrete strategies that people can clearly engage with.”

- “Engage in everyday people to gain commitment & understanding. Most people are too busy to attend workshops / community meetings to spread the word. Perhaps include info in rates bills. BUT PLEASE stop printing glossy brochures explaining it as they COST a huge amount. I often wonder who has the contract to print council brochures because I know they are making heaps of money off of it. Use websites, publicise through the libraries.”
- “Give opportunities for citizen participation. -Waste less money on frivolous events in this economically hard time. -Inform people on what the plan actually involves. -Set actual clear goals instead of vague outcomes, i.e. what will actually be done rather than what is hoped to be accomplished.”
- “Advertise in Sunday or weekend paper when we have time to read it. Info at the library, in the mailbox.”
- “Advertise it a lot more, so that Aucklanders can be well informed, and the Council take notice of what the people of Auckland want, and not just what the Council thinks we should have. We have to live here, and we are not all wealthy, so please take account of what the ordinary Aucklander wants in our city. Some of us are happy with what we have already.”
- “Good dialogue, regular communication of what the Plan means on the ground with examples as they are developed.”
- “Have a lot more advertising out there targeting all ages to let them know what is going on in Auckland. Organize fun clean up or planting days for example with sausage sizzle and fun activities for the kids while the adults can contribute labour towards the cause.”
- “Have local meetings to discuss the plan that are facilitated by professional neutral 'co-ordinators'.”
- “Have more consultation with local communities, and let them know the details so that they can see how it affects them. Council may have a plan, but the implementation must be driven by local boards and their communities as the plan affects them directly.”
- “Have volunteer days and public events. People like to be able to see change, they like to see what they themselves have done, and they like others to see that they are making an effort. By holding volunteer days (especially cultural and environmental based things) then not only is the involvement free/low cost to run, the Auckland Council benefits at the same time. Maybe have a head person or contact area for each goal where people can make submissions, suggestions or volunteer their time or services.”
- “Inspire, educate, listen to the needs/issues of communities, don't barge on with grandiose schemes if they are not endorsed by a majority (e.g. trying to make Auckland the most liveable city, with resulting expenditure that places an unnecessary debt burden on ratepayers). Public referendums on the big decisions i.e. proposed inner city rail link.”
- “Involve communities at community level. Reduce the bureaucracy involved when dealing with council officers. Listen to frontline council officers who deal directly with the public when making management decisions.”
- “Listen to community input instead of presenting unmoveable plans and then pretending to listen.”
- “Offer contacts and support to work on specific Auckland related targets. I work as an engineer and I have specific (small) project related ideas close to my community that would help achieve these goals, especially regarding green growth and green energy. I just don't know where to look at Auckland Council for advice and support. Providing some form of contact and possibly local funding pool or link to investors could be useful.”
- “One main aspect would be to make it clear to Aucklanders that these projects are sustainable and not just another way to bury Auckland in debt which future generations have to pay back or, alternatively, a way that will lead to ever rising rates. Keep it realistic and don't dream up luxury that all Aucklanders want but that the city can't afford. Keep it real.”
- “Present it in easy to understand words, not politically correct corporate speak that no one is willing to work through to understand what's being said.”

4.3 Final comments

Q8A Do you have any other comments to make on the Auckland Plan?

Do you have any other comments to make on the Auckland Plan?	Number of responses n=443	% of responses
Financial concerns - debt, rate reduction, cost of living, involvement in economy	66	15%
General support/ thanks for asking	64	14%
Focus on the needs of all Aucklanders (not just Maori or other ethnicities)	59	13%
Public transport is a priority/ traffic improvement	55	12%
Keep Aucklanders involved/ value their opinion	39	9%
Improve communication/ feedback and submission process	39	9%
Less bureaucracy, more action	37	8%
Environment priority - green spaces, sustainability, less urban sprawl	32	7%
General negative	29	7%
More detail required	28	6%
Focus on core services	25	6%
Focus on local govt issues not central	22	5%
More affordable housing, less high rises	20	5%
General comments re keeping it simple, accessible, realistic	18	4%
More focus on rural areas	9	2%
Unitary Plan will be the critical tool to focus development in appropriate areas	4	1%
Improve the standard of living among Maori	3	1%
Don't know/ don't know enough	3	1%
No comment	18	4%
Other	23	5%

5 How have the results been used?

These results will be used for communications planning and by the Auckland Plan team in determining how to involve more Aucklanders in the implementation of the Auckland Plan

Appendix I Questionnaire with tables:

Q1A: How much have you heard of the Auckland Plan?	Number of responses n=1103	% of responses
I have heard a lot about the Auckland Plan	238	22%
I have heard a little about the Auckland Plan	729	66%
I have not heard about the Auckland Plan	107	10%
Don't know	29	3%

Base: Panellists participating in survey n= 1103

Q2A: How much do you know about the long term goals of Auckland Plan?	Number of responses n=996	% of responses
1. I know very little about the long term goals	236	24%
2.	296	30%
Total know little about the long term goals (1 & 2)	532	53%
3.	253	25%
4.	156	16%
5. I know a lot about the long term goals	44	4%
Total know about the long term goals (4 & 5)	200	20%
Unsure / don't know	11	1%

Base: Panellists who have heard about the Auckland Plan n= 996

Q3A: How much do you know about the details of the Auckland Plan - how it intends to achieve these goals and make Auckland the world's most liveable city?	Number of responses n=1103	% of responses
1. I know very little about the detail	427	39%
2.	329	30%
Total know little about the detail (1 & 2)	756	69%
3.	222	20%
4.	90	8%
5. I know a lot about the details	24	2%
Total know about the detail (4 & 5)	114	10%
Unsure / don't know	11	1%

Base: Panellists participating in survey n= 1103

Q5Ai: Dramatically accelerating the prospects of Auckland's children and young people	Number of responses n=1103	% of responses
1. Strongly disagree	29	3%
2	75	7%
Total disagree (1 & 2)	104	9%
3	196	18%
4	295	27%
5. Strongly agree	479	43%
Total agree (4 & 5)	774	70%
Unsure/Don't know	29	3%

Base: Panellists participating in survey n= 1103

Q5Aii: Strongly committed to environmental action and green growth	Number of responses n=1103	% of responses
1. Strongly disagree	28	3%
2	65	6%
Total disagree (1 & 2)	93	8%
3	166	15%
4	316	29%
5. Strongly agree	515	47%
Total agree (4 & 5)	831	75%
Unsure/Don't know	13	1%

Base: Panellists participating in survey n= 1103

Q5Aiii: Move to outstanding public transport within one network	Number of responses n=1103	% of responses
1. Strongly disagree	24	2%
2	54	5%
Total disagree (1 & 2)	78	7%
3	100	9%
4	194	18%
5. Strongly agree	716	65%
Total agree (4 & 5)	910	83%
Unsure/Don't know	15	1%

Base: Panellists participating in survey n= 1103

Q5Aiv: Radically improving the quality of urban living	Number of responses n=1103	% of responses
1. Strongly disagree	24	2%
2	52	5%
Total disagree (1 & 2)	76	7%
3	217	20%
4	384	35%
5. Strongly agree	410	37%
Total agree (4 & 5)	794	72%
Unsure/Don't know	16	1%

Base: Panellists participating in survey n= 1103

Q5Av: Substantially raise the living standards for all Aucklanders and focus on those most in need	Number of responses n=1103	% of responses
1. Strongly disagree	35	3%
2	93	8%
Total disagree (1 & 2)	128	12%
3	218	20%
4	319	29%
5. Strongly agree	420	38%
Total agree (4 & 5)	739	67%
Unsure/Don't know	18	2%

Base: Panellists participating in survey n= 1103

Q5Avi: Significantly enhance Maori social and economic well-beings	Number of responses n=1103	% of responses
1. Strongly disagree	181	16%
2	198	18%
Total disagree (1 & 2)	379	34%
3	256	23%
4	207	19%
5. Strongly agree	238	22%
Total agree (4 & 5)	445	40%
Unsure/Don't know	23	2%

Base: Panellists participating in survey n= 1103

Q6A: What could we do (both Auckland Council and Aucklanders themselves) to get more Aucklanders involved in implementing the Auckland Plan and achieving its goals.?	Number of responses n=856	
Open text		

Base: Panellists who answered this question n= 856

Appendix II Respondent profile

	All respondents n=1103	Percentages (%) n=1103	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	659	60%	51%
Male	430	39%	49%
Prefer not to say/Unknown	14	1%	
Age			
15-24 years	50	5%	20%
25-34 years	142	13%	19%
35-44 years	262	24%	21%
45-54 years	237	21%	17%
55-64 years	221	20%	12%
65-74 years	141	13%	7%
75+ years	36	3%	6%
Prefer not to say/Unknown	14	1%	
Ethnicity (Multiple response)			
European	951	86%	55%
Māori	65	6%	11%
Pacific Peoples	46	4%	15%
Asian	86	8%	18%
Middle Eastern, Latin American, African	15	1%	1%
Other	0	0%	8%
Unknown	20	2%	
Local Board			
Albert-Eden	92	8%	7%
Devonport-Takapuna	51	5%	4%
Franklin	49	4%	4%
Great Barrier	4	0%	0.1%
Henderson-Massey	67	6%	8%
Hibiscus and Bays	66	6%	6%
Howick	81	7%	9%
Kaipatiki	88	8%	6%
Mangere-Otahuhu	29	3%	5%
Manurewa	22	2%	6%
Maungakiekie-Tamaki	38	3%	5%
Orakei	83	8%	6%
Otara-Papatoetoe	24	2%	6%
Papakura	21	2%	3%
Puketapapa	26	2%	4%
Rodney	54	5%	4%
Upper Harbour	42	4%	3%
Waiheke	19	2%	1%
Waitakere Ranges	63	6%	3%
Waitemata	140	13%	5%
Whau	42	4%	5%
Other/Unknown	2	0%	-

Demographics from People's Panel registration information