



people's panel



Resource Management Document Survey

10 August 2011

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2 Key Findings

Summary of key findings

Preferred name

- 60% preferred *Auckland Resource Management Plan* as the name for the new resource management document.

Information required in order to give feedback on the draft plan

- 92% wanted to know about any proposed changes that would affect them in their homes.
- Over 80% wanted to know where residential development will take place in the future and how changes will affect Auckland's parks and green spaces.

Accessing information

- 71% wanted access information about council plans on the council website.
- 55% wanted key features of plans posted to all residents.
- 95% wanted to be able to give feedback on draft plans online.
- 44% were interested in attending public meetings attending public meetings or other face-to-face activities to get information or give feedback about council plans.
- 62% of those interested in public meetings or other face-to-face activities were likely to travel to them by car and 66% said evenings were the most convenient time for them. Only a few panellists wanted to travel more than 30 minutes to a meeting.

Preferred topics for future People's Panel surveys

- Popular topics for future People's Panel surveys included local plans such as neighbourhood initiatives (67% of panellists), transport (64%) and parks and green spaces (57%)

How results were used

- Although panellists' preferred name was *Auckland Resource Management Plan*, existing familiarity of key stakeholders with the working title *The Unitary Plan* led to the name *Auckland Unitary Plan* being selected by Auckland Council.
- Feedback on preferred methods of receiving and responding to information has been used by Auckland Council when planning communication and consultation activities.

3.1 Survey Background

Under the Resource Management Act all councils are required to have regional and district plans that set out objectives, policies and rules to address resource management issues in their area. Auckland Council is now in the process of combining all the plans of the legacy councils into one comprehensive plan that will ensure consistency of future decisions and rules across the whole Auckland Region.

A “Quickfire feedback” Peoples Panel survey set out to explore:

- which name members preferred for the planning document
- what areas of resource management documents they were interested in
- how panellists wanted to get information about planning documents generally
- what forms of consultation panellists would like to participate in
- what areas of council activity panellists would like to give feed back on

3.2 About the People’s Panel

The People’s Panel aims to provide a representative sample of the Auckland resident population who are encouraged 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.

On this occasion, public opinion was sought on matters which did not warrant a full consultation process. A “Quickfire feedback” survey - shorter than other Peoples Panel questionnaires and open for one week - was used and provided a rapid, low-cost mechanism to deliver the desired feedback.

At the time of surveying, there were approximately 7000 people registered with the panel, with representation from residents of each local board area, and by age group and ethnicity. However, the People’s Panel is not yet representative of Auckland and further recruitment is under way to improve participation levels from particular areas, age groups and ethnicities.

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

3.3 Methodology

The survey was sent out to 7010 People’s Panel members and had 2505 responses, giving a margin of error of +/- 1.6%. The survey was live between 4 and 10 August 2011 and one reminder was sent to boost the response rate. The survey took 5 minutes to complete on average.

It should be noted that participation in People’s Panel surveys is voluntary. As such, the demographic and geographic distribution of panellists responding to this survey does not reflect the general population of Auckland. For this reason, results should not be considered strictly representative. We do, however, emphasise the value of the feedback presented in this report from a larger scale consultation and engagement perspective.

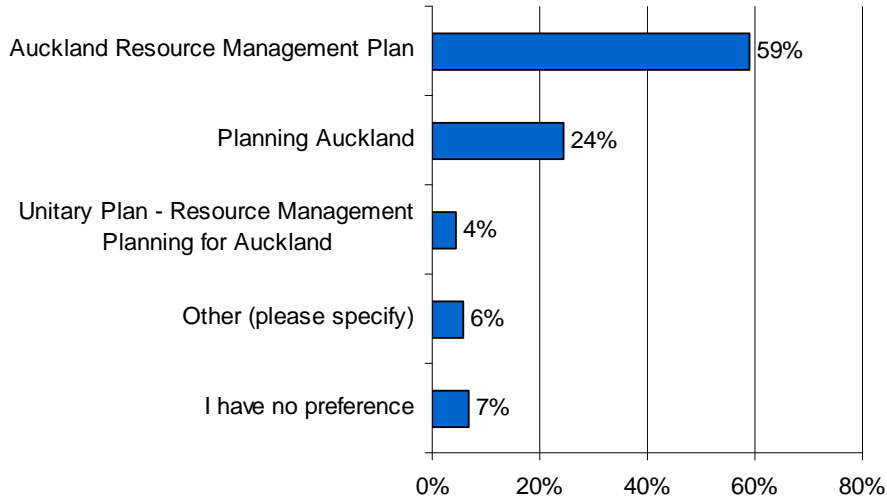
Please note that results in tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Findings

4.1 Preferred names

Of the names tested, *Auckland Resource Management Plan* was preferred by almost 60% of panellists with *Planning Auckland* the second choice (24%).

Which of the following names do you think would be most appropriate?



Base: Panellists participating in survey n= 2505

We are looking for a suitable name for this resource management document. Which of the following names do you think would be most appropriate?	Number of responses n=2505	% of responses
Auckland Resource Management Plan	1,475	59
Planning Auckland	608	24
Unitary Plan - Resource Management Planning for Auckland	108	4
I have no preference	170	7
Other (please specify)	144	6

Base: People's Panellists participating in survey n= 2505

Panellists suggested over 100 other names - most variations on the original suggestions.

Summary of the themes

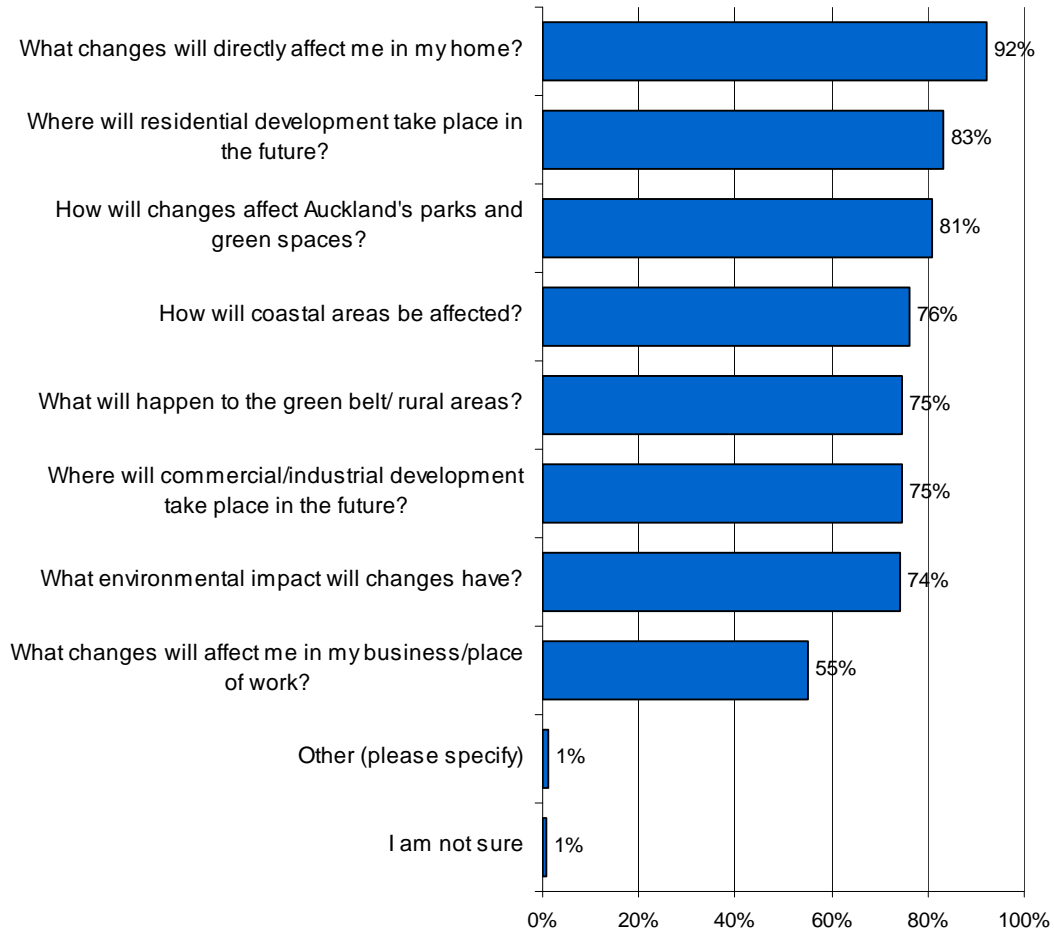
Other name suggestions – summary of themes	Number of responses n=144
Variations on Resource use and Management	20
References to Auckland Region/wider Auckland/Super city	19
Auckland Plan & variations	15
Variations on Planning Auckland	12
Variations on Unitary Plan	10
References to future/path forward	9
Rules/regulations/guidelines	8
References to sustainability/conserving/environment	7
One Plan	5
Consolidated/comprehensive	5
Master Plan	3
Reference to unified Auckland	2
Tamaki Makaurau	2
Other Maori names	2
Acronyms	2
Auckland Unleashed	1
Various	7
Negative comments/names	4
No name - just suggestions	4
It doesn't matter what the name is	6
Don't know	1

Panellists who suggested alternative names for the resource management document n= 144

4.2 Information required to enable feedback

Over 90% of panellists said they wanted to know about any proposed changes that would affect them in their homes in order to give feedback on the draft plan. There was also strong interest in effects of the plan on residential development and on Auckland parks and green spaces.

What information would you like about the draft plan ?



Panellists participating in survey n= 2505

Base:

Once the draft plan is completed Auckland Council will consult with Auckland residents to get their views on its contents. What information would you like to have about the draft plan that would to help you give feedback?	Number of responses n=2505	% of responses
What changes will directly affect me in my home?	2,309	92
Where will residential development take place in the future?	2,083	83
How will changes affect Auckland's parks and green spaces?	2,033	81
How will coastal areas be affected?	1,908	76
Where will commercial/industrial development take place in the future?	1,868	75
What will happen to the green belt/ rural areas?	1,875	75
What environmental impact will changes have?	1,859	74
What changes will affect me in my business/place of work?	1,384	55
I am not sure	17	1
Other (please specify)	32	1
I am not interested in the contents of this plan	12	0

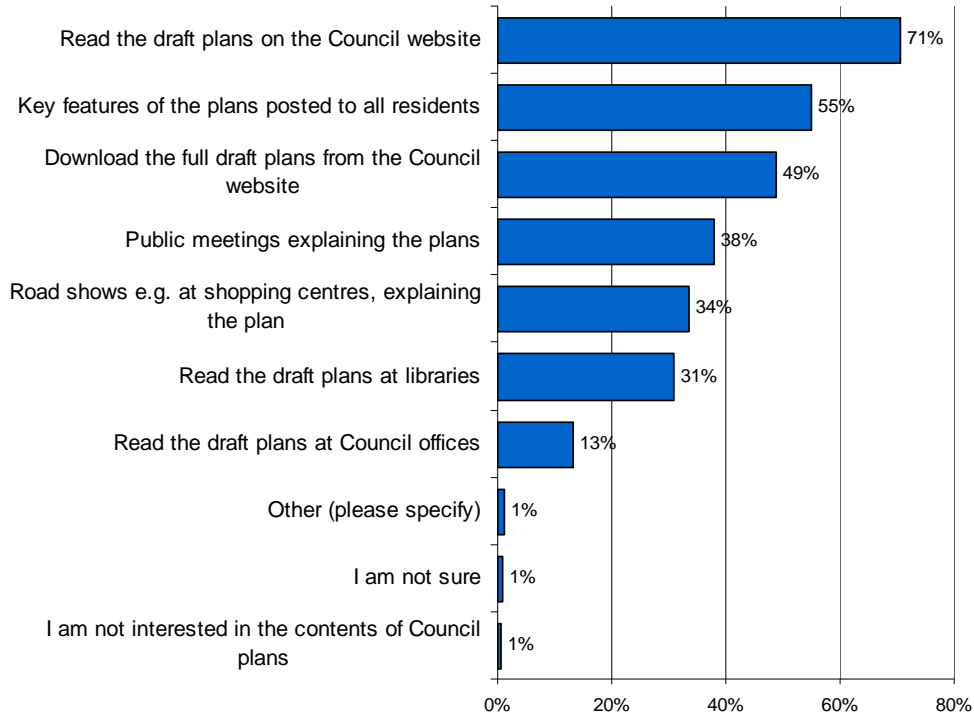
Base: Panellists participating in survey n= 2505

Suggestions for other information that should be provided to residents included the impact on plan on transport, travel (including cycling) and infrastructure, the cost of the changes, environmental impacts, implications for buildings and Auckland's heritage, the principles behind the plan and how it compared with other RMA plans, and more information about the consultation process and timelines. Some respondents stressed that information provided needed to be easy to use and in plain language.

4.3 Preferred ways to access information

When asked how panellists would like to get information about council plans generally, in order to be able to comment on them or make submissions, 71% said they would like to access the draft plans on the Council website and over half (55%) thought key features of the plans should be mailed to all residents. Public meetings or roadshows were each favoured by a third of panellists.

How would you like to access information about Council plans?



Base: Panellists participating in survey n= 2505

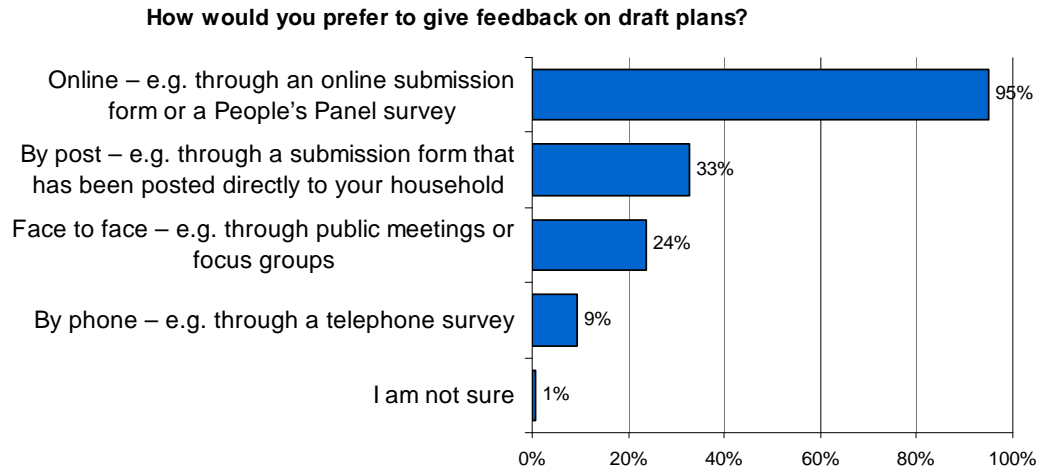
How would you like to access information about Council plans in order to be able to give feedback and make submissions? <i>Please select as many as apply.</i>	Number of responses n=2505	% of responses
Read the draft plans on the Council website	1,770	71
Key features of the plans posted to all residents	1,377	55
Download the full draft plans from the Council website	1,220	49
Public meetings explaining the plans	952	38
Road shows e.g. at shopping centres, explaining the plan	840	34
Read the draft plans at libraries	775	31
Read the draft plans at Council offices	332	13
I am not sure	24	1
I am not interested in the contents of Council plans	16	1
Other (please specify)	32	1

Base: Panellists participating in survey n= 2505

Other suggestions included emailing the key features with a link to the full plans online, giving residents the option of receiving information by mail if they requested it and including key features in local newspapers or *OurAuckland*.

4.4 Preferred ways of giving feedback.

Almost all panellists (95%) wanted give feedback online - as could be expected from an online panel. Nevertheless a third of panellists said that they would like give feedback on a submission form mailed directly to them, while almost a quarter said they would be interested attending in public meetings or focus groups.



Base: Panellists participating in survey n= 2505

How would you prefer to give feedback on draft plans <i>Please select as many as apply.</i>	Number of responses n=2505	% of responses
Online – e.g. through an online submission form or a People’s Panel survey	2,378	95
By post – e.g. through a submission form that has been posted directly to your household	823	33
Face to face – e.g. through public meetings or focus groups	598	24
By phone – e.g. through a telephone survey	235	9
I am not sure	14	1
I am not interested in giving feedback	8	0
Other (please specify)	9	0

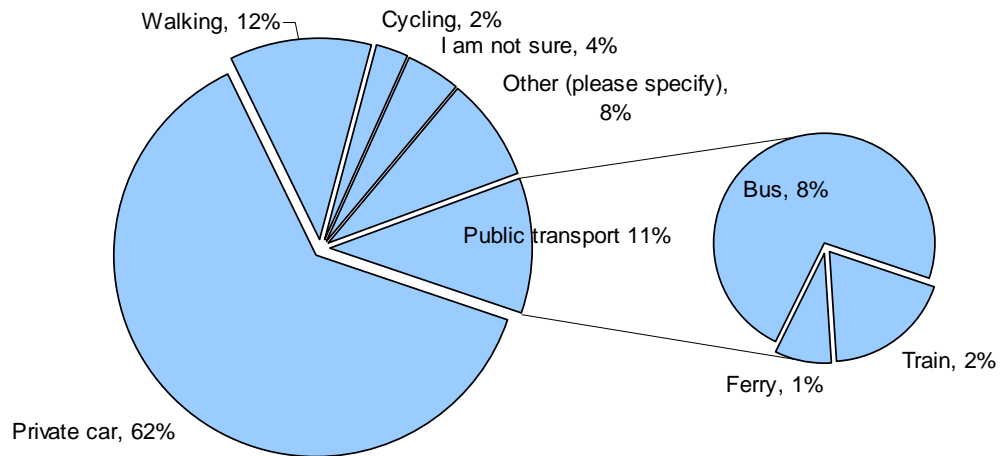
Base: Panellists participating in survey n= 2505

4.5 Means of travelling to public meetings

Just under half of panellists (44%) said they were interested in attending public meetings or other face-to-face activities to get information or give feedback about Council plans.

Sixty-two per cent of these said they were likely to drive to a meeting while 12% said they were most likely to walk. Eleven per cent said they would probably take public transport. Most of those who selected other said their mode of transport would depend on where the meeting was to be held.

What mode of transport are you most likely to use to get to a public meeting

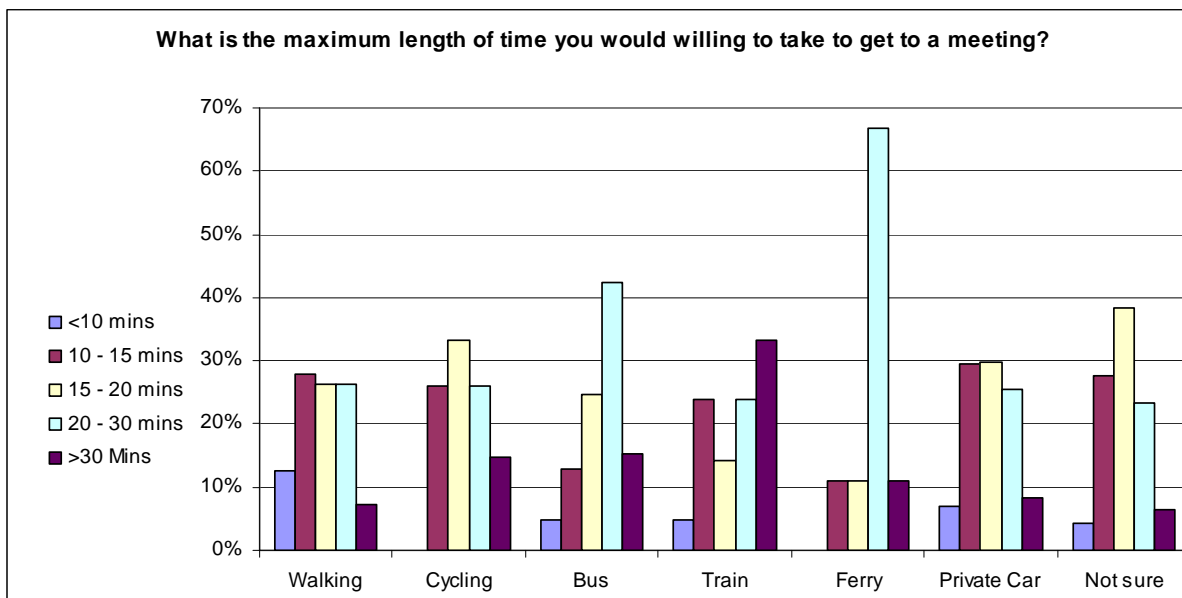


What mode of transport are you most likely to use to get to a public meeting or other face to face activity? Select one only	Number of responses n=1100	% of responses
Private car	686	62
Walking	127	12
Bus	87	8
Cycling	27	2
Train	22	2
Ferry	10	1
I am not sure	49	4
Other (please specify)	92	8

Base: Panellists expressing interest in attending a public meeting or other face-to-face activity n= 1100

4.6 Length of time prepared to travel to public meetings or face-to-face activity

Only a few panellists were prepared to travel more than 20-30 minutes to a public meeting or other face-to-face activity, regardless of their mode of travel. Those prepared to accept the longest travel times used public transport (33% of train users, 15% of bus users and 11% of ferry users were prepared to travel over 30 minutes) or planned to cycle.



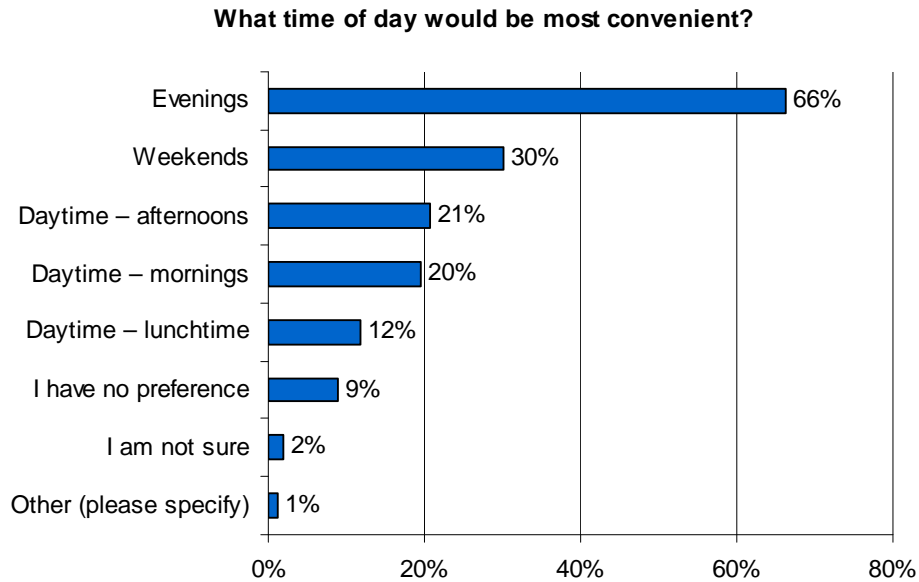
Base: Panellists expressing interest in attending a public meeting or other face-to-face activity n= 1100

What is the maximum length of time you would willing to take to travel to a public meeting or other face to face activity? %					
Select one only					
	Less than 10 mins	10 - 15 mins	15 - 20 mins	20 - 30 mins	Over 30 Mins
Walking	13%	28%	26%	26%	7%
Cycling		26%	33%	26%	15%
Bus	5%	13%	25%	42%	15%
Train	5%	24%	14%	24%	33%
Ferry	0%	11%	11%	67%	11%
Private Car	7%	29%	30%	26%	8%
Not sure	4%	28%	38%	23%	6%

Base: Panellists expressing interest in attending a public meeting or other face-to-face activity n= 1100

4.7 Preferred time of day for public meetings or face-to-face activities

Two thirds of panellists thought evenings the best time for meetings or other activities. Almost a third would find weekend meetings convenient.



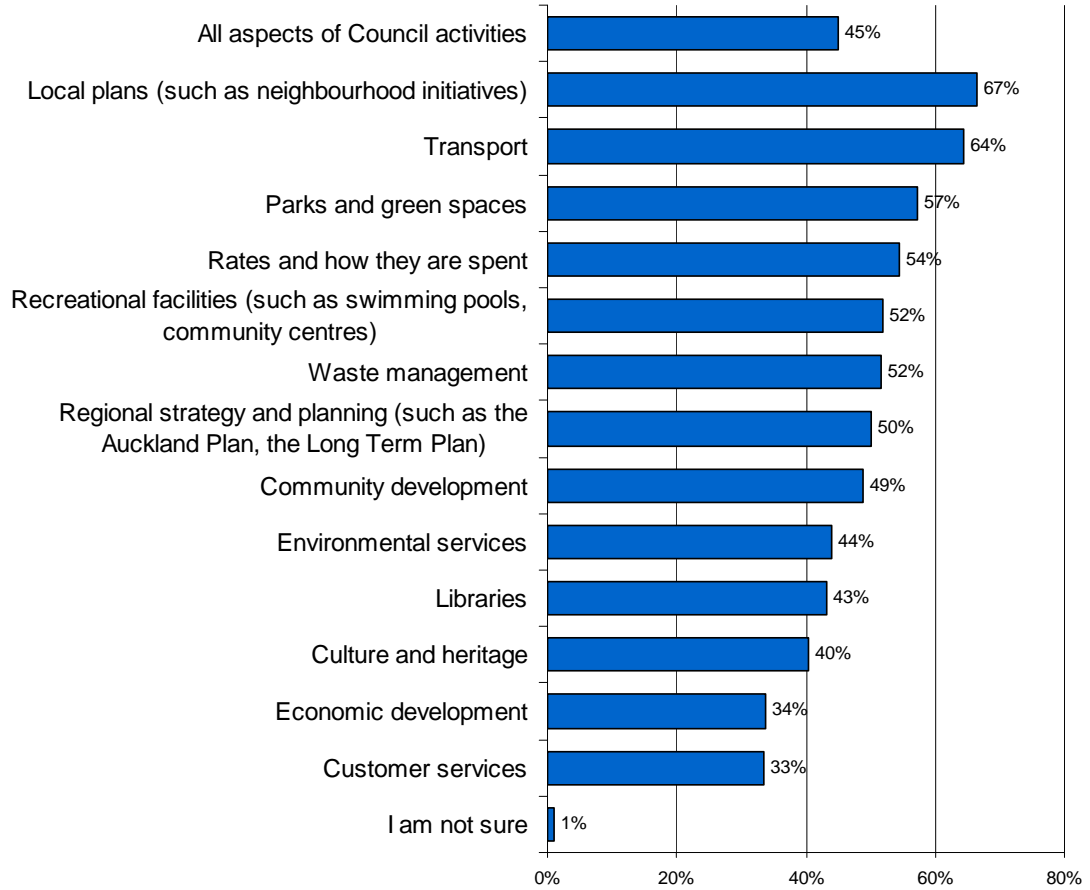
What time of day would be most convenient for you to attend public meetings or other face to face activities? Select as many as apply	Number of responses n=1100	% of responses
Evenings	730	66
Weekends	330	30
Daytime – afternoons	227	21
Daytime – mornings	216	20
Daytime – lunchtime	130	12
I have no preference	97	9
I am not sure	20	2
Other (please specify)	12	1

Base: Panellists expressing interest in attending a public meeting or other face-to-face activity n= 1100

4.8 Areas of interest for future People’s Panel questionnaires

Panellists were most interested in completing questionnaires on local plans and neighbourhood initiatives with transport being the second most popular topic.

What areas of Council’s activities would you like to complete questionnaires on?



Base: Panellists participating in survey n= 2505

What areas of Council's policies, services, facilities and other activities would you like to complete questionnaires on? Select as many as apply	Number of responses n=2505	% of responses
All aspects of Council activities	1,129	45
Local plans (such as neighbourhood initiatives)	1,667	67
Transport	1,615	64
Parks and green spaces	1,435	57
Rates and how they are spent	1,365	54
Waste management	1,295	52
Recreational facilities (such as swimming pools, community centres)	1,300	52
Regional strategy and planning (such as the Auckland Plan, the Long Term Plan)	1,252	50
Community development	1,226	49
Environmental services	1,099	44
Libraries	1,084	43
Culture and heritage	1,014	40
Economic development	844	34
Customer services	836	33
I am not sure	25	1
Other (please specify)	10	0

Base: Panellists participating in survey n= 2505

A number of other topics were suggested for future surveys including water wastewater and stormwater management, animal control and welfare, noise control, and Council governance.

4.9 Any other comments

Over 500 panellists took the opportunity to make additional comments. Many said they enjoyed giving their views online, liked the “quick fire” format, thought the People’s Panel was a good way of consulting with people who might not attend public meetings or give written submissions. Some stressed the need for council decision makers to take notice of the results of Peoples Panel surveys. A number of panellists also expressed concern about Council spending – especially the recent rates information leaflet, commented on effects of amalgamation on their rates or gave views on a variety of other topics including transport, community development and parks and recreational areas.

Final comments – selection of views

n= 516

- *Find the people's panel is, at least, giving me an opportunity to feel part of Auckland's progress.*
- *Thanks for opportunity to be part of the Peoples' Panel - it's great. Please keep finding ways to engage people in the planning processes and make it easy for them to understand.*
- *I think it's great that these surveys are being taken and I do hope the results are actually affecting what the council does and how it does it.*
- *Consultation should be available in as many different modes as possible. Not just public meetings or workshops or "open days" or roadshows. Many cannot get to these*
- *While I've answered that I would like to read and comment on any draft plan online, I think it's important that all Aucklanders have a wide variety of ways to hear about the plan and have their say (conventional mail, public meetings, library access, etc) . Thanks.*
- *Do no spend money sending us paper separately from rates, save money and put it in the same envelope, go the way many businesses have and send bills electronically*
- *As a ratepayer my chief concern is that costs are kept under control. I HATE to see ratepayer's money being wasted. We all have to be frugal and I think it is important that the council be seen to being frugal as well*
- *I just hope you read and digest and seriously consider what people are putting forward. As a rate payer we pay your wages, and we don't like to see our money going to waste. Council (once up and running efficiently) should devote itself entirely to what it is mandated to do, and should start delivering some savings from the amalgamation (otherwise what was the point?) No more circulars wrapped in plastic please. Consider the environment and people's pockets.*

5 How were results used?

Panellists’ feedback on preferred methods of receiving and responding to information about Auckland Council’s plans and policies has been used by the Auckland Council’s Communications and Public Affairs team when planning communication and consultation activities. Although panellists preferred the name *Auckland Resource Management Plan*, the working title of "The Unitary Plan" was so firmly entrenched with the public, the media, the planning community and other key stakeholders that it was decided to formally adopt "*The Auckland Unitary Plan*" as the official name of the resource management document.

Appendix I Questionnaire



Welcome to the Peoples Panel Quickfire survey

At the moment Auckland Council is preparing a number of different plans which will guide the city's growth and development over the next few years. These plans will each have a public consultation period, when the council advertises the contents and the public is invited to give feedback and make submissions.

In this quick survey we have a few questions about one of the plans currently being written and also ask how you would like to give feedback on draft plans generally. This will help us plan a varied consultation process which meets the needs of Auckland residents.

The survey should take no more than 5 minutes to complete. As with all our surveys your personal details are kept confidential and you will not be identified in any reporting of results.

Introduction

When Auckland Council was formed on 1 November 2010, we inherited all former council regional and district plans. All councils are legally required to have these plans under the Resource Management Act.

Auckland Council is now in the process of combining all the former plans into one comprehensive plan that will ensure consistency of future decisions and rules across the whole Auckland Region.

The plan will combine regional plans and strategies and district plan rules and guidelines.

Regional rules and guidelines include the management of air, soil, water and the coastal environment.

District rules and guidelines manage and regulate how land can be used and developed, covering everything from buildings, consents, fences and decks to home swimming pools, trees etc.

1A We are looking for a suitable name for this resource management document. Which of the following names do you think would be most appropriate?

Select one only

- Unitary Plan - Resource Management Planning for Auckland
- Auckland Resource Management Plan
- Planning Auckland
- I have no preference
- Other (please specify)

1B Once the draft plan is completed Auckland Council will consult with Auckland residents to get their views on its contents.

What information would you like to have about the draft plan that would help you give feedback?

Select as many as apply

- What changes will directly affect me in my home?
- What changes will affect me in my business/place of work?
- How will changes affect Auckland's parks and green spaces?
- Where will residential development take place in the future?
- Where will commercial/industrial development take place in the future?
- What will happen to the green belt/ rural areas?

- How will coastal areas be affected?
- What environmental impact will changes have?
- I am not sure
- I am not interested in the contents of this plan
- Other (please specify)

2A How would you like to access information about council plans in order to be able to give feedback and make submissions?

Please select as many as apply.

- Read the draft plans on the council website
- Download the full draft plans from the council website
- Read the draft plans at libraries
- Read the draft plans at council offices
- Key features of the plans posted to all residents
- Public meetings explaining the plans
- Road shows e.g. at shopping centres, explaining the plan
- I am not sure
- I am not interested in the contents of council plans
- Other (please specify)

2B How would you prefer to give feedback on draft plans

Please select as many as apply.

- By phone – e.g. through a telephone survey
- Online – e.g. through an online submission form or a People’s Panel survey
- Face to face – e.g. through public meetings or focus groups
- By post – e.g. through a submission form that has been posted directly to your household
- I am not sure
- I am not interested in giving feedback
- Other (please specify)

3A You have said you may be interested in attending public meetings or other face to face activities to get information or give feedback about council plans.

What mode of transport are you most likely to use to get to a public meeting or other face to face activity?

Select one only

- Walking Cycling
- Bus Train
- Ferry Private car
- I am not sure
- Other (please specify)

3B What is the maximum length of time you would willing to take to travel to a public meeting or other face to face activity?

Select one only

- Less than 10 minutes 10-15 minutes
- 15-20 minutes 20-30 minutes
- Over 30 minutes I am not sure
- Other (please specify)

3C What time of day would be most convenient for you to attend public meetings or other face to face activities?

Select as many as apply

- Daytime – mornings Daytime – lunchtime
- Daytime – afternoons Evenings
- Weekends I have no preference
- I am not sure
- Other (please specify)

4A Now thinking of topics for future People's Panel surveys - what areas of council's policies, services, facilities and other activities would you like to complete questionnaires on?

Please select as many as apply

- All aspects of council activities
- Regional strategy and planning (such as the Auckland Plan, the Long Term Plan)
- Local plans (such as neighbourhood initiatives)
- Rates and how they are spent
- Transport
- Environmental services
- Waste management
- Economic development
- Community development
- Customer services
- Libraries
- Recreational facilities (such as swimming pools, community centres)
- Culture and heritage
- Parks and green spaces
- I am not sure
- Engage
- Other (please specify)

5A Do you have any comments you would like to add about this survey or the People's Panel?

(Leave blank if you have no comments to make)

Appendix II Demographic profile

	All respondents Absolute values n=2505	All respondents Percentages (%) n=2505	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	1273	51	51
Male	1111	44	49
Unknown/ Other	121	5	-
Age			
15-24 years	50	2	20
25-34 years	268	11	19
35-44 years	510	20	21
45-54 years	507	20	17
55-64 years	549	22	12
65-74 years	355	14	7
75+ years	90	4	6
Unknown	176	7	-
Ethnicity (Multiple response)			
NZ European	1824	73	47
Other European	291	12	8
Maori	103	4	11
Pacific Peoples	76	3	15
Asian	144	6	18
Middle Eastern, Latin American, African	28	1	1
Other	62	2	8
Unknown	153	6	-
Local Board			
Albert-Eden	284	11	7
Devonport-Takapuna	106	4	4
Franklin	102	4	4
Great Barrier	5	0.2	0.1
Henderson-Massey	144	6	8
Hibiscus and Bays	176	7	6
Howick	135	5	9
Kaipatiki	137	5	6
Mangere-Otahuhu	44	2	5
Manurewa	49	2	6
Maungakiekie-Tamaki	130	5	5
Orakei	208	8	6
Otara-Papatoetoe	34	1	6
Papakura	49	2	3
Puketapapa	50	2	4
Rodney	158	6	4
Upper Harbour	55	2	3
Waiheke	25	1	1
Waitakere Ranges	97	4	3
Waitemata	241	10	5
Whau	105	4	5
Other	38	2	-
Unknown	133	5	-
<i>Demographics from People's Panel registration information</i>			