

From: [Information Management Team](#)
To: [REDACTED]
Subject: LGOIMA request for information - LGOIMA2022-0115 -
Date: 12 September 2023 17:04:00
Attachments: [Communication Strategy.pdf](#)
[Email.pdf](#)

Kia ora [REDACTED]

Thank you for your information request, in which you have asked for “...the communication strategy and any emails between councillors and council to attract the public to the Eastern Hutt Road works community meeting held at Stokes Valley Koranui Community Hub dated Sunday 13th August 2023.”

This community meeting was Northern Ward Councillor Naomi Shaw’s own drop-in session that she holds regularly at the hub. Promotion of these sessions is done directly by Cr Shaw, through her Facebook page.

I have attached a copy of an e-newsletter from Hutt City Council to elected members, as well as a Communications Strategy for the Eastern Hutt Road works, where Cr Shaw’s meetings are mentioned generally. Hutt City Council has not produced any specific communication strategy for the 13 August 2023 event, nor were there emails between elected officials and Council that specifically promoted Cr Shaw’s event.

Please note that this response to your information request, including your name, may be proactively released on Hutt City Council’s website.

You have the right to complain about this response to your information request, by contacting the Office of the Ombudsman. The Office of the Ombudsman can be contacted through its website [here](#).

Ngā mihi

Susan Sales

Ringa Āwhina Tāhūhū ki Te Koromatua | Senior Advisor

Te Kaunihera o Te Awa Kairangi | Hutt City Council, [30 Laings Road](#), Private Bag 31912, Lower Hutt 5040, New Zealand
Paetukutuku: www.huttcity.govt.nz

From: Jotform <noreply@jotform.com>
Sent: Tuesday, August 15, 2023 12:49 PM
To: WebServices <web@huttcity.govt.nz>; Information Management Team <informationmanagementteam@huttcity.govt.nz>
Subject: [EXTERNAL] Re: LGOIMA request for information - LGOIMA2022-0115 -



LGOIMA request for information

Submission Timestamp 15 Aug, 2023 at 12:49:19

Request ID LGOIMA2022-0115

Name [REDACTED]

Contact Number [REDACTED]

Preferred method of response:

Email

Email

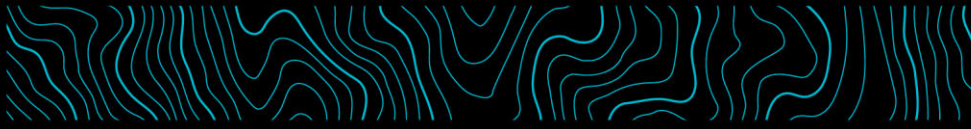
[REDACTED]

Please provide the communication strategy and any emails between councilors and council to attract the public to the Eastern Hutt Road works community meeting held at Stokes Valley Koranui Community Hub dated Sunday 13th August 2023.

Is your request urgent?

No

You can [view all your submissions](#) easily.



Communications & Engagement Plan

Project name:

Eastern Hutt Road – Responsive Messaging Campaign

Project owner: Communications Team

Date: 09/08/2023

Summary

An information and engagement campaign is required to respond to the negative sentiment and behaviour towards roading contractors / Council over traffic disruption caused by slip remediation on Eastern Hutt Road.

Background/context

Main remedial works on the hillside have begun and will be ongoing until March 2024. The layout of the Stokes Valley Roundabout has been changed and the southbound lane beside the hill will be closed for the duration of works. This has resulted in long traffic delays for Stokes Valley residents. Council has received negative feedback and contractors have been verbally abused by motorists frustrated by the delays, to the extent that Police had to be made aware of the behaviour. This is unacceptable.

Objectives

What we want to achieve:

- Behaviour change fewer cars through this area during peak times for the duration of the works.
- For the abuse of on site crews to stop so they can operate safely outside.
- Improve the sentiment towards Council and Fulton Hogan workers from Stokes Valley and Upper Hutt residents
- Make Stokes Valley residents feel they are being listened to and that Council is responsive to their concerns.
- Increase awareness of Kōraunui Stokes Valley Community Hub as a place to find information on the works.

Strategic approach

Traffic disruption will not be solved quickly so we want to bring people on the journey of remediating the slip sites on Eastern Hutt Road over the next 8 months.

We want to provide reassurance that Council is listening and responsive to the concerns of the Stokes Valley community.

We will take a community leadership approach. This will involve using recognised elected representatives Cr Naomi Shaw and also the Mayor / Deputy Mayor to front our messaging, supported by Hutt City Council leaders Chief Executive, Directors and Head of Transport. Cr Shaw to also engage a group of Stokes Valley community leaders to extend our messaging further via community channels (see Tactics section below).

Within this we will apply a behavioural change approach with community leaders delivering key messages, modelling behaviour we would like the community to adopt e.g. "I am leading by car pooling or catching the bus", and thanking residents who are already doing this.

Audiences

Primary Audience: Stokes Valley Residents

Secondary Audiences:

- Local schools & businesses
- Upper Hutt residents (who use Eastern Hutt Road)
- Public transport operators

Key messages

Primary message:

We acknowledge the traffic delays are very frustrating and we thank residents their patience. We're doing everything we can to carry out the works as quickly and safely as possible.

Supporting messages:

- You've told us you want the road re opened as soon as possible. We are listening to your concerns and we're doing everything we can to make this happen
- Please be patient when driving in this area and be kind to the roading contractors
- This is an important resilience project for our community and we have to **do it once, and do it right**, to lower the risk of slips recurring and to protect against falling debris
- We encourage people to car pool, use the bus or avoid travelling at peak times if they can
- Please factor the increased travel times into your plans
- We are bolstering the resilience of the road in the longer term to avoid further disruption for residents

Spokespeople

- Cr Naomi Shaw
- Acting Mayor / Deputy Mayor Tui Lewis
- Mayor Campbell Barry (when he returns)
- HCC Transport Spokespeople Kara Puketapu / Jon Kingsbury for media queries

Risks and mitigations

Risk	Mitigation	Comment
Continued negative feedback on social media channels	<p>Proactive: We will be more frequent with our communications, continuing to show empathy to what people are experiencing.</p> <p>Reactive: Apply Social Media Policy – remove abusive messages, channel conversations to email</p>	
Targeting of Cr Shaw	<p>Proactive: Ongoing Comms & Engagement plan to include careful planning of messages and methods Cr Shaw will use to update community. Wellbeing Plan for staff to include special consideration of support for spokespeople.</p> <p>Reactive: Full support from Mayor's Office and HCC teams on responding to messages</p>	Discuss and agree thresholds for escalation and / or police involvement
Continued negative feedback to email inbox	Reactive: Develop a standard response re abuse, direct responders to FAQs and the project website	Comms staff to manage
Feedback from Community affecting our staff	Proactive: A Wellbeing plan relating to our staff will be developed in parallel to this Communications Plan	Health, Safety & Wellbeing Team to manage

Tactics

We want to provide practical information to the community in a creative way. We will plan a schedule of ongoing activity to keep the community up to date.

When	What	Who
7-11 Aug	Pre-recorded video for Social Media channels with Cr Shaw at the worksite, to acknowledge the disruption, show we are listening, deliver key messages about the work and request people be kind to our contractors. Cr Shaw will answer the questions we've received from the public to-date	Cr Naomi Shaw Communications Team
7-11 Aug	Promotion of video, FAQs and key messages through existing channels: <ul style="list-style-type: none"> • Kōraunui Hub Information Boards • Email distribution list, incl. special message to schools • Social: HCC Facebook & SV Community Page • HCC Website Continue engagement and responses to community through these channels.	Communications Team
13 Aug	Drop-in Session - Kōraunui SV Hub. Cr Shaw to hold a Sunday session this week.	Cr Naomi Shaw HCC Officers
TBC	Further Drop-in Sessions – plan to be created around ongoing approach.	Cr Naomi Shaw HCC Leaders
14-18 Aug	Briefing of Kōraunui SV Hub staff on key messages and materials on display to help them answer any questions they receive.	Communications Team

14-18 Aug	<p>Special communication with schools regarding the ongoing traffic delays which can cause students to be late.</p> <p>Schools receive our regular updates, however need specific comms from Council as support to students from Stokes Valley.</p> <p>We want to encourage schools to work with their students to find ways to help them if they are not able to get to school on time.</p>	Communications Team
TBC	Potential meeting with Cr Shaw, Stokes Valley community leaders and HCC Connected Communities Team to brainstorm local comms channels and ideas.	Cr Naomi Shaw Connected Communities
22 Aug (TBC)	Cr Shaw and the Mayor / Deputy Mayor – invited to a meeting at the Stokes Valley RSA.	Cr Naomi Shaw Mayor / Deputy Mayor
Regular Updates	<p>Follow up videos & messaging – to show progress and to keep community updated.</p> <p>(Frequency to be confirmed e.g. Weekly to begin with)</p>	Cr Naomi Shaw HCC Leaders Communications Team
August	<p>Further consideration / planning around sub campaigns and potential concepts:</p> <ul style="list-style-type: none"> Free bus transport – Concept involves working with Metlink or other Bus companies to make the bus route free for people getting on and off within Stokes Valley” (ideally done as a programme response also looking at future road closures across the city) Send the workers a Smile” – sub-campaign for a later stage 	

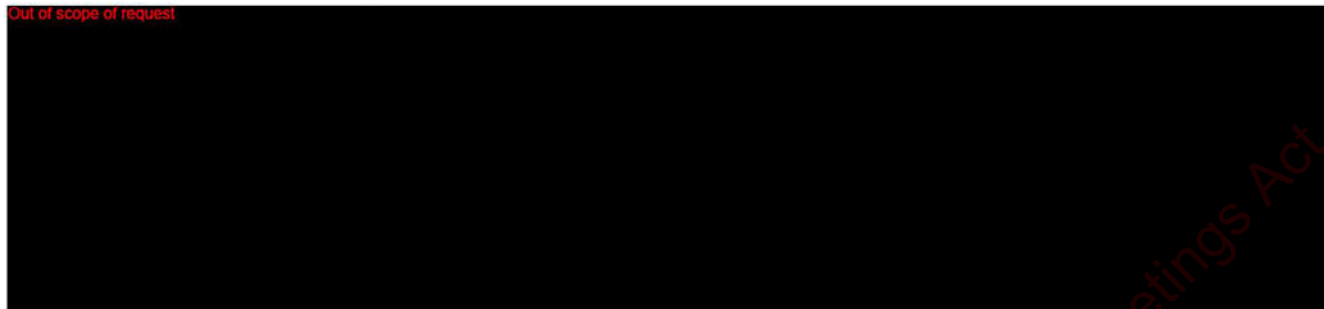
We will be testing, learning and adapting with the tactics in this campaign. We will also take learnings from this into future road closure communications campaigns, noting that there are more coming.

Released under the Local Government Official Information and Meetings Act

From: Andrea Blackshaw <Andrea.Blackshaw@huttcity.govt.nz>
Sent: Friday, August 11, 2023 4:29 PM
To: Andrea Blackshaw <Andrea.Blackshaw@huttcity.govt.nz>
Subject: Update from the CE (Acting)

Kia ora Mayor, Councillors and Community Board Chairs,

Out of scope of request



Out of scope of request



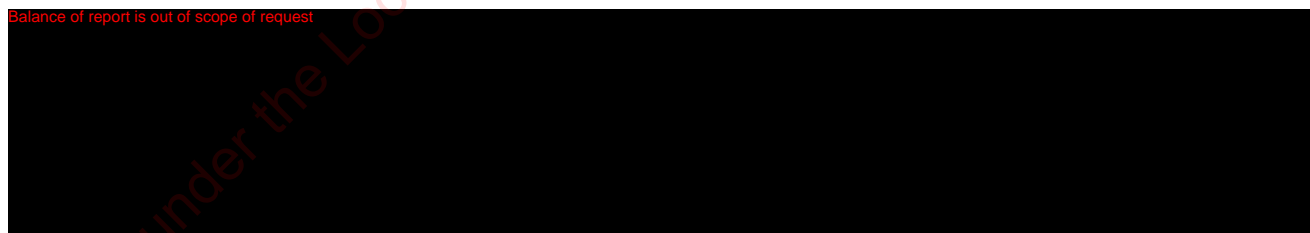
Eastern Hutt Road

Out of scope of request



As per yesterday's email to members providing an update on communications, we have shared a post with the community from Northern Ward Councillor Naomi Shaw. This is part of a wider communications plan which includes our regular updates through our e-newsletter and other channels, and supporting the Koraunui Stokes Valley Hub to be a key contact point for the community as the works continue. This includes hosting the regular councillor drop-in sessions.

Balance of report is out of scope of request



Andrea Blackshaw
Director Neighbourhoods & Communities

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt, Lower Hutt 5010

P: M: [REDACTED] **W:** www.huttcity.govt.nz

