

COMMUNICATIONS COMMITTEE AGENDA

Wednesday 1 May 2019, commencing at 2:00pm,
Council Chamber, Level 2 Philip Laing House
144 Rattray Street, Dunedin

Membership

Cr Michael Deaker

(Chairperson)

Cr Carmen Hope

(Deputy Chairperson)

Cr Graeme Bell

Cr Doug Brown

Cr Trevor Kempton

Cr Michael Laws

Cr Ella Lawton

Cr Sam Neill

Cr Andrew Noone

Cr Gretchen Robertson

Cr Bryan Scott

Cr Stephen Woodhead

Disclaimer

Please note that there is an embargo on agenda items until 48 hours prior to the meeting. Reports and recommendations contained in this agenda are not to be considered as Council policy until adopted.

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RECOMMENDATIONS FOR COUNCIL DECISION

10. Matters for Council Decision

10.1. ECO Fund - Decision Panel

Recommendation:

That the Council approves:

- 1) *The Chair of the ECO Fund, Cr Michael Deaker, nominate a decision panel for Round 3.*
- 2) *That Lisa Gloag, Manager Communications and Engagement, contacts the selected Councillors to start the process for Round 3.*

1. APOLOGIES

Nil

2. LEAVE OF ABSENCE

Leaves of absence noted for Cr Kempton, Cr Noone and Cr Woodhead.

3. ATTENDANCE

4. CONFIRMATION OF AGENDA

Note: Any additions must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

5. CONFLICT OF INTEREST

Members are reminded of the need to stand aside from decision-making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

6. PUBLIC FORUM

7. PRESENTATIONS

No presentations have been notified.

8. CONFIRMATION OF MINUTES

8.1. Minutes

Recommendation

That the minutes of the meeting held on 20 March 2019 be received and confirmed as a true and accurate record.

Attachments

1. Minutes - Communications Committee 20190320 [8.1.1]

9. ACTIONS

Status report on the resolutions of the Communications Committee

10.1 ECO Fund Applications – January 2019	31/01/2019	1) Receives this report. 2) Approves the funding recommendations of the ECO Fund decision panel for the following applications to a value of \$73,666 as per attached summary sheet of projects: Applications under \$5,000 Applications over \$5,000	COMPLETE
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10. MATTERS FOR COUNCIL DECISION

10.1. ECO Fund - Decision Panel

Prepared for: Communications Committee
Report No. SHE1841
Activity: Governance Report
Author: Lisa Gloag, Manager Communications and Engagement
Endorsed by: Sally Giddens, General Manager People, Culture and Communications
Date: 1 May 2019

PURPOSE

- [1] To inform the timelines of the May 2019 funding round of the ECO Fund and the requirement that three Councillors are selected for the ECO Fund decision panel prior to the funding round.

RECOMMENDATION

That the Council approves:

- 1) *The Chair of the ECO Fund, Cr Michael Deaker, nominate a decision panel for Round 3.*
- 2) *That Lisa Gloag, Manager Communications and Engagement, contacts the selected Councillors to start the process for Round 3.*

BACKGROUND

- [2] ECO Fund applications for the May 2019 funding round will be open from 1 - 20 May 2019. We would like to establish the decision panel now, so a date can be set in early June 2019 (prior to the Committee meetings on 12 & 13 June 2019) for the panel to meet.
- [3] The decision panel is scheduled to meet during the week starting 3 June 2019, pending availability of the panel Chair (Cr Deaker) and the three additional Councillors selected to be on the panel.
- [4] As in the terms of reference, "individual panel members' names will not be made available and will be blanked out of any papers provided in response to an OIA request."

<https://www.orc.govt.nz/our-council-our-region/eco-fund>

ATTACHMENTS

Nil

11. MATTERS FOR NOTING

11.1. General Manager's Report on Progress

Prepared for:	Communications Committee
Report No.	SHE1840
Activity:	Governance Report
Endorser:	Sally Giddens, General Manager People, Culture & Communication
Date:	1 May 2019

PURPOSE

- [1] This report provides a summary of Communications Engagement activity between 14 March 2019 and 17 April 2019 and next steps.

RECOMMENDATION

That the Council:

- 1) **Receives this report.**

GENERAL MANAGER'S SUMMARY AND NEXT STEPS

- [2] ORC's reshaped organisation structure came into effect on 18 March 2019 and I assumed responsibility for leading the Communications and Engagement teams, in addition to Human Resources and Health and Safety.
- [3] During this reporting period my focus in relation to the Communications and Engagement group has been on three main priorities:
- Leading and supporting the team during a time of change
 - Understanding the work being done and how it links to purpose (team and individual), and ORC's strategic priorities
 - Embedding a more strategic approach to communications and engagement, including risk management
- [4] Peter Fitzjohn has continued to provide his expertise to the team, particularly in relation to media and external relations. During this transition phase Peter and I are working together to ensure a strong foundation is built for the Communications and Engagement team to operate under an effective account management structure, supported by sound procedures and processes.
- [5] As stated in the previous report, our longer-term objective of this approach is to create a well-connected, coordinated and functioning team that takes a strategic and planned approach to communications and engagement across the whole organisation, while still being able to manage the inevitable reactive situations as they arise.

Next steps

- [6] During this transition period the Communications and Engagement management team will continue to focus on the three key strategic priorities outlined in the previous report. Broadly these are:
- Strategic communications and stakeholder engagement: including creating strategic plans for the Council's priority areas of water, climate change, urban development and biodiversity. An initial key output of this work will be a master calendar of communications and engagement activity allowing for improved visibility and forward planning by Council.
 - Bolstering our internal communications efforts: including the development and implementation of a practical internal communications plan to support the organisation through a period of structural and culture change.
 - Improvements to customer services: including the development of a Customer Services Strategy that will guide our investment in processes, systems and technologies needed to improve our customer facing services across all channels.
- [7] A further area of focus will be reviewing the current financial position for the Communications and Engagement manager's respective budgets. Utilising the expertise of our Management Accountant (Sean Geary) we will be working with the team to enhance financial capability, ensure timely reporting and management of budgets, and sound decision-making.
- [8] The following provides Councillors more detail on our activity and progress during this reporting period and our planned activity and areas of focus for the next six weeks.

COMMUNICATIONS AND ENGAGEMENT UPDATE (MARCH – APRIL 2019)

- [9] Providing clear information to stakeholders and community as the Bus Hub came into service has been a key area of focus. Post-launch the Bus Hub has been well received by stakeholders and the community and yielded several positive media stories.
- [10] A shift towards more proactive and pre-emptive media messaging has had good results. Media releases on the Bus Hub, rates increase, active faults report and the late March rain event were all used towards media reportage and helped to minimise the volume of reactive queries incoming.
- [11] The 'Burn Dry, Breathe Easy' campaign is focused on educating for reduced air pollution through efficient heating. This year's campaign, focused on Arrowtown, is the pilot for the Air Strategy's community engagement approach. We are also working alongside the Cosy Homes Trust to promote the Clean Heat Clean Air subsidy. The Arrowtown 'Burn Dry, Breathe Easy' campaign is geared around local communication channels and includes face-to-face at the Farmer's Market, a regular column in local community newsletter, and a video with local faces.



An example of the print advertising (using people in the video)

- [12] Our business as usual work of communications planning and campaigns continues, with highlights from this reporting period including:
- Communicating the South Dunedin deep drilling project at the South Dunedin Street Festival.
 - The launch of community engagement project in Queenstown by Wakatipu Way To Go, the partnership of QLDC, NZTA and ORC.
 - Communicating the process of forming Freshwater Management Units for the region as part of our NPS Freshwater requirements, and then communicating the areas and how local communities can be involved.
 - Preparing Freshwater Management Units (FMU)-specific communication and engagement plans, starting with Arrow and Cardrona (see more detail in the next section as this is ongoing work).
 - Water quality awareness campaign for World Water Day.

UPCOMING COMMUNICATIONS AND ENGAGEMENT ACTIVITY IN APRIL-MAY 2019

- [13] Our key areas of focus in April and May 2019 are communication and engagement for the Annual Plan and developing a comprehensive strategy for communicating and engaging on freshwater.
- [14] We are not formally consulting on our Annual Plan for the 2019/20 year, so are taking a different engagement approach. Our focus is on communicating ORC's current priorities and focus for the year ahead and bringing the Council to the community by attending events across the region, such as farmer's markets. Despite the more informal approach, the community are still being encouraged to share their thoughts, whether via our online consultation page or through speaking with Councillors at community events.
- [15] Other upcoming communications and engagement activity during the period (summary):
- Involvement in the Wild Dunedin Festival.
 - Engaging the community to give name suggestions for the Harbourmaster's new boat.
 - Communicating the new Navigation Safety by-law.
 - Clutha and Taieri Flood Protection Scheme drop-ins to provide updates on what ORC is doing to reduce impact of floods in these areas.
 - As part of the Connecting Dunedin partnership with NZTA and DCC, consulting on various transport initiatives underway in Dunedin.

- Communications and engagement with the Arrow and Cardrona catchment communities around their values, objectives and water limits, including communicating background science and geographic information, and how the community can be involved in decision-making.
- Seasonal campaign on rabbit management.
- Promoting the May 2019 ECO Fund funding round.

ENVIROSCHOOLS UPDATE

[16] ORC provides regional coordination of Enviroschools in Otago. Enviroschools fosters a generation who instinctively think and act sustainably by working collaboratively with schools and their communities.

Student Action	Activity	Outcomes
Examples of students taking sustainability action	<ul style="list-style-type: none"> • Queenstown Primary student repotted their native seedlings • Clyde Primary students made trap boxes to place around the community 	Enhancing biodiversity
	<ul style="list-style-type: none"> • Sawyers Bay Primary taking on the Fish on Drains challenge • Beach and community clean-ups as part of sea-week • Oamaru students learning about the marine environment with the AquaVan 	Learning about storm water and removing rubbish
	<ul style="list-style-type: none"> • Queenstown Primary students making beeswax wraps 	Reducing and reusing
	<ul style="list-style-type: none"> • Student Climate Strike 	Participating in democracy
Teacher support	Activity	Outcomes
Enviroschools provides professional development for teachers	<ul style="list-style-type: none"> • CODC and QLDC teacher hui on reflection 	Supports schools to embed sustainability into everything that happens in the school
	<ul style="list-style-type: none"> • Supported a caretaker's workshop run by DCC 	Reducing waste to landfill from schools
School support	Activity	Outcomes
Enviroschools works with multiple organisations to support schools to become more sustainable	<ul style="list-style-type: none"> • Waititi Primary school aims to become carbon neutral 	Empowering students to do carbon calculations and identify actions they can take



Left photo: Sawyers Bay students taking action to look after their stormwater
 Middle photo: Dunedin students at the climate strike
 Right photo: Queenstown Primary students making reusable beeswax wraps

DIGITAL CHANNELS UPDATE

Owned channels performance overview:

Website (www.orc.govt.nz)

Individual users in the period:

54,883

↑9.14% on same period last year

During the period there was a potential Otago flood event. Though a significant flood event didn't eventuate, we were able to observe the peak in site traffic as previously observed for flooding and potential flooding. Compared to past peaks for similar events we can see that for a similar heavy rain forecast in 2018, visits to this section of the website (Managing our Environment) reached a much lower peak (2,584 on 31 January 2018 vs 5,283 on 25 March 2019).

YourSay

Average number of visits per day during the period:

52

This month we launched two campaigns on YourSay: name suggestions for the harbourmaster's new boat, and an online suggestion box which will be available all year for general feedback. The reach of these campaigns has been comparable to other highly engaged public consultation projects, e.g. 'Biodiversity Strategy 2018' which garnered an average of 53 visits per day during its peak.

Otago Regional Council Facebook

Otago Regional Council Facebook page followers as at 5 April 2019:

4,327

↑ from 3,639 1 April 2018

Otago Regional Council Facebook average reach per post:

1,619

Our reach on Facebook continues to gradually increase. There have been 37 posts over the past month. Engagement on this channel remains consistent from last month to this month overall.

Orbus Dunedin Facebook

Otago Regional Council Bus Services Facebook page followers as at 5 April 2019:

1,560

↑ from 699 1 April 2018

This page was rebranded as 'Orbus Dunedin' this month. We saw significant growth and reach throughout this process as posts were publicised further and more bus users were made aware of changes to the service. 173 new users liked this Facebook page during the active Bus Hub campaign phase, and engagement jumped from an average of 1,305 people engaged in February-March 2019 to 2,784 people engaged in March-April 2019.

Orbus Queenstown Facebook

Orbus Queenstown Facebook page followers as at 5 April 2019:
2,619
 ↑ from 1,842 1 April 2018

CUSTOMER EXPERIENCE

Inbound enquiries – February and March 2019

February 2019



March 2019



Commentary for February and March 2019

- [17] The above indicates inbound interaction volumes for each of our customer experience channels. Overall, we see increased interactions on the previous month across most of our channels – this small increase is related to the Bus Hub launch. Otherwise volumes were steady across February and March 2019.
- [18] The inbound volumes across all channels were steady. The most significant increase was through our contribution to social media response, where our team helped with responses to many customers who were asking questions or providing feedback about the hub on social media. Customer Experience responded to 95 more social media interactions this month compared to February 2019.
- [19] The launch of the Bus Hub also resulted in more phone calls for March 2019. Phone calls quickly peaked for a short period, which were primarily related to obtaining a larger timetable booklet.
- [20] March 2019 included the training and on-boarding of six temporary brand ambassadors who helped with the successful launch of the Bus Hub, promoting the changes on buses initially and then closer to the launch at important inner-city sites.
- [21] As indicated in previous reports, insights on categorisation for our email and social channels are limited due to current systems.

- [22] The new visitor management system was recently launched at Philip Laing House and Stafford Street sites. We are seeing great benefits through staff simply being able to check a text on their mobile phone to see if an external guest has arrived for a meeting. Staff and visitors are getting used to the new system and overall the response to the new system has been very positive.

UPCOMING COMMUNICATIONS EXPERIENCE ACTIVITY IN APRIL-MAY 2019

- [23] Work continues on the Customer Services Strategy which we anticipate being completed by mid-June. We are currently gathering insights on volumes across all channels, categorisation and workforce planning.
- [24] With the Bus Hub launch complete, our focus switches to the RITS roll-out and ensuring our team is well resourced for the upcoming bus card changes, to meet the short-term increased customer demand on our services that these changes will generate.
- [25] We have been looking into a small change in design to the layout of our reception area at Stafford Street to improve safety and security of our staff and improve the overall customer experience.

Attachments

Nil

12. NOTICES OF MOTION

Nil

13. CLOSURE