

# Have your say!

Hamilton City Council



# Engagement Journey

- Doing something different
- Raising awareness
- Coping with the response
- Enabling the community to see the impact of their submission
- Dealing with the unexpected

# Doing something different

The problem...

- We did not want to hold ‘public meetings’
- We wanted to hear from the groups we don’t usually hear from
- We had some hard and significant issues to tackle with the community
- We wanted to hear from more of our community

# Doing something different

## Pre-engagement

- We emailed our community organisation/key stakeholders and asked if they would like to host a meeting – they can invite who they wanted
- We would come and
  - Explain what the 10 Year Plan is
  - Talk about the four big challenges facing Council
  - Have some elected members present to answer questions
  - Give some tips on how to make a good submission

# Doing something different

## Pre-engagement response

- Positive response from hosts, with 16 meetings across various sectors
  - Zeal – over 50 attendees, representation of 5 youth organisations
  - Sport Waikato – attendees from all clubs in Hamilton City
- Vibe of the meeting is different – respectful challenges
- Attendees valued
  - Explanation of the 10 Year Plan
  - How to make a good submission

# Doing something different

## Positive Elected Members response

- Good attendance – Mayor attended all but one
- Elected members role at sessions was to answer questions
- Elected members valued
  - The direct conversations with the community
  - They could present they had different views
  - The sessions facilitated connections with key stakeholders

# Raising Awareness

The problem....

- 10 Year Plan – communities perception it is a done deal
- Traditionally low response rates

# Raising Awareness

- In addition to our on-line campaign and promotion, we went out to the city
- Out and about teams – every day for the month we had staff across the city asking if people knew about the 10YP and how to make a submission
- Locations included outside supermarkets, hospital, Wintec, Uni, shopping malls
- Promoted the locations through social media

# Raising Awareness

Make it easy for the community to respond

- Less Council speak
- Separate the consultation document and the questions
- Provide options for responding – on-line, paper, free form, Te Reo, NZ sign language

# Coping with the response

## 3 consultations running

- 10YP = 2189
- Rating Review = 373
- Development Contribution Review = 49



### Have Your Say

Have your say and participate in the decision-making process of Council

# Coping with the response

- We have been using Delibs Citizen Space – ‘have your say’ since 2015 as our consultation tool
- We use it to collect and analyse our responses and use excel to create tables and graphs to show relationships
- Biggest challenge was coping with being flexible
  - We said we would accept all submissions including emails and letters.
  - These did not ‘select the tick’ boxes so could not be reported through in the quantitative responses

# Enable community to see the impact of their engagement

## 2 key ways to do this

- Use response publishing

### Published Responses

[View submitted responses](#) where consent has been given to publish the response.

- Use the 'We Asked, You Said, We Did'

10-Year Plan 2018-2028

Feedback Updated 7 Jun 2018

# Enable community to see the impact of their engagement

Response publishing is where you can choose to access the submissions through a portal

2189 Published Responses

Sort by: [Date Submitted](#) ▲ [Alphabetical](#)

<a href="#">Andy redpath</a>	<a href="#">Response 219041628</a>	<a href="#">Valérie Merlet-Smith</a>
<a href="#">Shane Kitson</a>	<a href="#">John</a>	<a href="#">Amber Bremner</a>

Search Responses

Keyword(s):

Options 1-6 ▼

Hamilton's next major new housing area should be? ▼

# Enable community to see the impact of their engagement

Our driver for response publishing was that we needed to deliver submissions to elected members in a smarter and faster format

- We use to produce a submission report – a pdf report containing each submission with a hyperlink index page.
- Issues this created:
  - Full text responses being lost in excel cell size
  - Time squeeze from close of consultation to delivering submission report for Council

# What we thought would be the problem

## *Getting elected members to read submissions online*

**They loved it....**

*'To get the only true picture on the submissions is by reading them all as there is so much wonderful commentary in the boxes .... I thoroughly enjoy reading it.'*

We achieved this by:

- One-on-one training
- Set up links to the pages on their devices
- Taught them to use the keyword search function

# What we thought would be the problem

## *Time it would take to read each submission to moderate and analyse*

**It didn't...**

Because

- You only moderate and analyse free form text answers
- You can do this as submissions come in

Learnings

- If you provide free form text for each question, it's easier to keep respondent 'on topic'
- Read a number of submissions to get a flavour for the analyse tags before you start tagging

# What were the real problems

## ***Public interest in the words and what others said***

- Moderation of words became an interest for media
- Respondents being surprised their responses were visible to everyone else

*'I found my submission however to my surprise I could also read any of the submissions logged.'*

# We asked, You Said, We Did

- The "We Asked, You Said, We Did" provides the opportunity to tell the community the value of their interaction
- It provides a record of what action resulted from the consultation

# Example Class 4 Gambling Policy

## **We Asked**

In November, a proposed policy was approved by Hamilton City Council (the Council) for consultation between February and March 2018 asking for public feedback. The proposed policy (found within the statement of proposal, [here](#)) was a sinking lid policy with no relocations or mergers allowed whereas the existing policy is a sinking lid policy only allowing for limited relocations and mergers.

## **You Said**

74 written submissions were received at the close of the consultation in March 2018 and 26 verbal submissions were heard in April 2018.

The written responses received have been published and are available to view by clicking [here](#).

A majority, 56 out of 74 (76%), of the written submitters stated that the proposed policy was too restrictive.

## **We Did**

The Council decided in May 2018 to retain its existing policy which allows for limited relocations and mergers. The existing policy is scheduled for review by September 2019. A link to the existing policy can be found on Council's website at [www.hamilton.govt.nz/policies](http://www.hamilton.govt.nz/policies) or click [here to view](#).

# Where to next for us

- Use 'have your say' for all community facing engagement and consultation surveys
- Keep learning from every engagement and ask what we can do better next time