

Attachment B: Comparisons for early engagement options

Option	Description	Pros	Cons
<p>Option 1: Targeted early public engagement Recommended</p>	<p>Focuses on eliciting public views and input through channels such as online survey and the People’s Panel Would include combined workshops of community group representatives Does not include direct engagement with all Auckland households</p>	<ul style="list-style-type: none"> ○ Low cost and resourcing ○ Minimises consultation fatigue ○ Greater focus on targeted community groups ○ Meets legislative requirements ○ Workshops provide the opportunity for qualitative input 	<ul style="list-style-type: none"> ○ Restricts engagement to panel participant or representatives of wider community ○ Means some but not all Aucklanders have an opportunity to influence this stage of the Auckland Plan Refresh ○ Risk of more hearings required during formal consultation ○ Less awareness of the refresh than options 2
<p>Option 2: Auckland-wide early public engagement (aligned with local board plan consultation process)</p>	<p>Early Auckland—wide public engagement on the ‘big issues’ for Auckland in May-June 2017 Is aligned with the draft local board plan formal consultation process. Includes one summary document distributed to all households which combines the ‘big issues’ for Auckland and draft local board plan summaries Involves joint engagement through local board “Have Your Say” events, online and other engagement channels</p>	<ul style="list-style-type: none"> ○ Shared cost for engagement activities and materials (with local boards) ○ Efficient use of organisation resources if engaging with every household ○ Communities are engaged throughout the process 	<ul style="list-style-type: none"> ○ Potential for confusion about local and regional issues ○ Confusion around the formal (Local Board) and informal (Auckland Plan Refresh) process ○ Costs, materials and resources required to engage region-wide is more than option 1

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Comparison of costs for each option

Option	Description	Costings																											
<p>Option 1: Targeted early public engagement Recommended</p>	<p>Early public engagement would be focused on eliciting public views and input through channels such as online polling or the People's Panel. It could also include a combined workshop(s) of community group representatives.</p>	<table border="1"> <tr> <td>Community sector engagement</td> <td>\$</td> <td>40,000</td> </tr> <tr> <td>Online content</td> <td>\$</td> <td>20,000</td> </tr> <tr> <td>Surveys</td> <td>\$</td> <td>50,000</td> </tr> <tr> <td></td> <td>\$</td> <td>110,000</td> </tr> </table>	Community sector engagement	\$	40,000	Online content	\$	20,000	Surveys	\$	50,000		\$	110,000															
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<p>Option 2: Auckland-wide early public engagement (aligned with local board plan consultation process) Recommended</p>	<p>Early public engagement on the Auckland Plan refresh would involve every household and would be aligned with the draft local board plan formal consultation (SCP). The Auckland Plan regional context and draft local board plan summaries would be combined in a summary document sent to all households. The material would be presented at local board Have Your Say events, online and through other channels.</p>	<table border="1"> <tr> <td>Translations of regional content (summary of household document)</td> <td>\$</td> <td>20,000</td> </tr> <tr> <td>Marketing and communications</td> <td>\$</td> <td>50,000</td> </tr> <tr> <td>Online content</td> <td>\$</td> <td>20,000</td> </tr> <tr> <td>Printing h/h summary</td> <td>\$</td> <td>59,000</td> </tr> <tr> <td>Distribution</td> <td>\$</td> <td>20,000</td> </tr> <tr> <td>Video</td> <td>\$</td> <td>15,000</td> </tr> <tr> <td>Surveys</td> <td>\$</td> <td>25,000</td> </tr> <tr> <td>Feedback processing</td> <td>\$</td> <td>40,000</td> </tr> <tr> <td></td> <td>\$</td> <td>249,000</td> </tr> </table>	Translations of regional content (summary of household document)	\$	20,000	Marketing and communications	\$	50,000	Online content	\$	20,000	Printing h/h summary	\$	59,000	Distribution	\$	20,000	Video	\$	15,000	Surveys	\$	25,000	Feedback processing	\$	40,000		\$	249,000
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