

Parking Control Bylaw amendment

Communications Plan - June 2018

Context:

Council will consider an amendment to the Parking Control Bylaw at its 26 June 2018 meeting that would allow for resident only parking restriction and introduce these restrictions in Hahei.

Objectives:

To encourage participation in the amendment of the Parking Control Bylaw through the public consultation process.

Strategy:

Use Council's communication channels to raise awareness of the proposed amendment to the bylaw and encourage submissions from interested members of the public.

Audiences:

- Hahei residents and ratepayers, including out-of-district property owners.
- Local ratepayers associations.
- Ngāti Hei
- Local businesses.
- Real estate agents and other companies that book properties for short-stay visitors.
- District residents and ratepayers

Messages:

- Council is proposing to amend the bylaw to introduce provision for resident-only parking on residential streets in Hahei.
- Parking on these streets during restricted times would be allowed only by residents with permits. Each property can apply for two parking permits.
- Reason for implementing permit-only parking is increasing volume of visitors parking on residential streets creating conflict and safety issues.
- This would not take effect until restrictions at the beach front car park are established and the capacity of the existing visitor car park is expanded.

Engagement with Māori in the Thames-Coromandel district

Staff will write to Ngāti Hei seeking feedback on the proposal and offering the chance to meet with staff and elected members to discuss the proposal further if required.

Communication channels:

- Paid channels: Existing "Our Coromandel" newspaper advertising. Possibility of using Mayor's weekly radio spot to announce the consultation.
- Earned: Local radio and newspapers frequently print our press releases.
- Social media: Push key messages on our social media channels, especially Facebook and Twitter and link back to our news releases and Have Your Say page.

- Owned channels: TCDC website and email newsletters. News releases on website and email newsletters at key stages. Page on Have Your Say section of website with details of the consultation and on how to lodge a submission.

Bylaw timeline:

- 26 June: Council resolves to amend bylaw
- 29 June to 30 July: Public consultation period
- 28 August: Hearings on submissions.
- 18 September: Council deliberations.
- 30 October: Bylaw amendment adopted.
- TBD: Bylaw amendment takes effect.

Media schedule:

- By 29 June: Create Have Your Say landing page with information about the bylaw amendment. All comms will link back to this page.
- TCDC news releases on website and email newsletter:
 - 29 June: Announce bylaw amendment consultation about to open
 - Week of 23 July: consultation about to close
 - 30 October: bylaw amendment adopted
 - TBD: bylaw takes effect
- Social media: Regular posts through the consultation period. Further posts once bylaw adopted and when bylaw takes effect
- Scheduled "Our Coromandel" print ads:
 - Mercury Bay Informer: 11 + 24 July; 6 Nov; TBD: as bylaw takes effect.
 - Coastal News: 19 July; 22 Nov; TBD: as bylaw takes effect
 - Hauraki Herald: 6 + 20 July; 9 Nov; TBD: as bylaw takes effect
 - Coromandel Town Chronicle: July issue content due 18 June; Nov issue content due mid Oct; TBD: as bylaw takes effect
 - Matarangi Beach Paper: Nov issue, TBD: as bylaw takes effect
- Scheduled Mayor Sandra radio spots (use is at Communications Manager's discretion):
 - 28 June, 23 July; TBD: as bylaw takes effect