

Parking Control Bylaw amendment

Communications Plan - July 2018

Context:

Council is reviewing its Parking Control Bylaw to allow for changes, including the potential for resident-only parking restrictions, in order to better manage visitor parking in Hahei. Any changes adopted would have the potential to be introduced district-wide, but are aimed at improving parking management in Hahei. These proposed amendments will go to a public consultation 10 August to 10 September 2018 if the proposal is adopted at the 7 August Council meeting.

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 (targeted consultation)
- 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.
- Reason for implementing permit-only parking is increasing volume of visitors parking on residential streets creating conflict and safety issues.
- Visitors would be encouraged to use the visitor car parks in Hahei.

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:

- 7 August: Council resolves to amend bylaw
- 10 August - 10 September: Public consultation period
- 8/9 October - Hearings on submissions.
- 30 October - Council deliberations.
- 30 October - Bylaw amendment adopted.
- TBD: Bylaw amendment takes effect.

Media schedule:

- By 10 August: 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:
 - 10 Aug: Announce bylaw amendment consultation about to open
 - Week of 3 - 10 Sept: consultation about to close
 - 30 Oct: 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: 21 Aug + 4 Sept for consultation; Other dates TBD: as bylaw takes effect.
 - Coastal News: 23 Aug; Other dates TBD: as bylaw takes effect
 - Hauraki Herald: 10, 24 Aug + 7 Sept; Other dates TBD: as bylaw takes effect
 - Coromandel Town Chronicle: Sept issue content due 13 Aug;
- Scheduled Mayor Sandra weekly radio spots (use is at Communications Manager's discretion):
 - 9 Aug & 6 Sept; and to coincide with amendments taking effect.