

# Communication Plan: Consultation on Priority vehicular and pedestrian thoroughfares

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## Context

Councils which have a medium or high seismic rating are required to identify priority buildings which will have a shorter time frame for bringing their buildings up to earthquakes standards. To identify these buildings council must first establish priority vehicular and pedestrian thoroughfares or routes of strategic importance.

Staff have considered the two areas that have a medium seismic rating, Thames and Whangamata, and are proposing that the only area that should be considered as a priority vehicular and pedestrian thoroughfare is the Thames main street.

Therefore we're asking for public feedback on priority thoroughfares in Thames where falling masonry from buildings damaged in an earthquake would pose high risk to life and public safety.

## Objectives

To encourage public participation of priority vehicular and pedestrian thoroughfares on our online consultation process as the preferred portal for feedback.

## Strategy

Providing accurate, concise, relevant and regular information to our audiences through a variety of communication mediums, which enables them to make submissions or provide feedback in a user-friendly manner.

## Audiences

Residents, out-of-district ratepayers, ratepayer groups, emergency services, iwi and Māori in the district, event organisers, business owners or people running businesses out of affected buildings, shop-owners, general public.

## Engagement with Māori in the Thames-Coromandel district

Staff will write to all iwi and hapū on Council's register of Māori, the Hauraki Māori Trust Board and Te Korowai Hauora o Hauraki seeking feedback on the policies and offering the chance to meet with staff and elected members to discuss further if required.

## Messages

- Priority routes are busy roads or footpaths where falling masonry from buildings damaged in an earthquake would pose a high risk to life and public safety.
- There are two criteria for identifying which roads, footpaths and other thoroughfares should be prioritised:

- 1 - the number of vehicles and pedestrians using the route

## 2 - the risk of unreinforced masonry buildings falling in an earthquake

Our Council has identified potential priority roads, footpaths and other thoroughfares within our district that need prioritising as 400-770 Pollen St (from Richmond St and Cochrane St) Thames, as this is the main area in our district where the buildings sit within the medium risk area for earthquakes.

Whangamata also has a medium seismic rating however no areas have been identified meeting the priority criteria.

However, if you think there are other areas that need prioritising, share this in your feedback.

Once priority roads and footpaths are finalised we'll be looking at buildings on those thoroughfares to determine whether they are potentially earthquake prone. If they are, owners have 12 months to provide an engineering assessment.

### Communication channels:

- Newspaper and radio advertising. Use our existing schedule of "Our Coromandel" print ads plus some of the Mayor's scheduled radio spots.
- Social media
- Owned channels: TCDC website and email newsletters. News releases on website and email newsletters at key stages.

### Consultation timeline:

- 7 August 2018: Council resolves to go for consultation
- 10 August - 10 September 2018: Public consultation period.
- 8-9 October 2018: Hearings on submissions.
- 18 September 2018: Council deliberations and decisions made public and engagement with stakeholders

### Media schedule:

- By 1 August: Create Have Your Say landing page with information about the consultations and links. All comms will link back to this page.
- TCDC news releases on website and email newsletter:
  - 10 August: Announce consultation open
  - Week of 7 September: consultation about to close
  - 18 September: decisions made public and targeted stakeholder engagement.
- Social media: Regular posts through the consultation period.
- Scheduled "Our Coromandel" print ads: (will attach schedule)
- Scheduled Mayor Sandra radio spots (use is at Communications Manager's discretion):
- Additional radio advertising: to be booked through Communications Team if necessary.
  - MoreFM and Breeze Coromandel:
  - Nga Iwi FM: