



Getting the basics right | E whakatika ana i ngā mea matua - Our 10 year plan

Communications and engagement plan overview

HUTT CITY
TE AWA KAIRANGI

Overview

Past Under investment in key areas eg 3 Waters infrastructure

Current New administration elected to change this with a mandate to get back to basics.

Challenges Growth, Poor condition of infrastructure, Housing supply and affordability, climate change and financial sustainability.

Response Our vision of a city where everyone thrives. Achieved through our six priorities: Investing in Infrastructure; Increasing housing supply; Caring for our environment; Supporting an innovative, agile economy and attractive city; Connecting communities, Financial sustainability

Outcome Lower Hutt ratepayers are aware and understand the challenges, validate our responses and approves of the investment plan created to achieve our vision.

Key messages

Investment is needed in getting the basics right focusing on our core infrastructure

Our biggest challenges are Growth, Climate change; Under investment in core infrastructure; Housing supply and affordability and financial sustainability and prudence

3 Waters is our biggest problem and we must fix it now

72% of the proposed rates rise is to fix 3 Waters and transport

The proposed rates rise will, on average, be \$2.50 per week per household for 2021/22 or 5.9%

Overall messages (Under Development)

Your future its **wai** (water) we're here!

Our biggest investment is in infrastructure we will need to protect our drinking, storm and waste water services and improve transport for the future

Investment in infrastructure and transport services ensures everyone thrives

Our plan captures your aspirations for our city's future

We're setting the foundation for a thriving future

Multiple channels

Face to face 'Kōrero with Council' sessions, community/ neighbourhood meetings

Digital channels Bang the Table, social media (Facebook live, virtual meetings, and website)

Paid media Newspaper, newsletter, radio and social media advertising

Printed collateral consultation document, flyer, rates insert, posters

Usual Publicity channels Media releases, Toolkits and signage

Key Dates

There are four key communications stages for the Long Term Plan development:

Stage 1 – Pre engagement on our six priorities (completed)

Stage 2 – Design and produce the consultation document and develop printed and digital collateral **Dec – Mar 21**

Stage 3 – Consultation and promotion **Apr – May 21**

Stage 4 – Production of the full document **May – July 21**