8. **Consultation and communication**

Between 2010 and 2012, the NZTA delivered a three-phase consultation programme to gather feedback on possible alignments for the Project.

The Project was formally introduced to the public with the production and distribution of the first newsletter in April 2010. Following that, Phase One consultation sought public feedback on three key principles for the entire Pūhioi to Wellsford corridor. Phase Two consultation took place between November 2010 and January 2011 to gather feedback on an indicative route for the Project.

Public feedback and further technical analysis were taken into account, leading to Phase Three consultation, being the announcement of a preferred route for the Project in April 2012.

A fourth phase of consultation in relation to the proposed NORs and applications for resource consent is currently being undertaken by the Further North Alliance and the NZTA, and will continue through until August 2014.

Details regarding the delivery of each of the Phases are provided in Section 8.2 of this AEE.

8.1 **Consultation purpose and objectives**

Each phase of the consultation programme was guided by the IAP2 Public Participation Spectrum and the NZTA’s own guidelines for best practice consultation under the RMA and LTMA.

The purpose of Phase One and Phase Two was to inform, consult, and obtain public feedback to inform the development of alternatives, and the multi-criteria analysis underpinning the NZTA’s decision-making in relation to the preferred alignment.

Specific consultation objectives were identified for Phase One and Phase Two. These same principles were applied to Phase Three and are being applied to Phase Four. The principles are:

- Provide inputs of local knowledge and stakeholder concerns, aspirations and preferences to the Project, including feedback on the analysis, alternatives and/or decisions;
- Identify impacts and risks and potential mitigation measures as inputs to option evaluation and scheme development;
- Enable potentially affected and interested parties to understand how they may be affected by the Project;
- Build positive relationships with affected and interested parties for the consultation phase of the scheme assessment and subsequent stages of Pūhioi to Warkworth, including consenting, design and construction;
- To meet or exceed best practice consultation processes under the relevant legislation and the NZTA consultation policy and guidelines;
- To enhance the reputation of the NZTA among the community of interest; and
- Visits to all landowners for Phase 2 – a ‘door knocking’ exercise.
The primary purpose of Phase Three and Phase Four was and is to provide the public with balanced and timely information to assist them to understand the Project and the approval process and to engage with those parties whose land would be subject to purchase under the Public Works Act.

8.2 Consultation delivery

8.2.1 Phase One

Phase One consultation occurred from June to August 2010. It aimed to inform potentially affected and interested parties about the Project, consult with the public about existing and future constraints, and seek feedback on proposals for interchanges, bypasses and the principle of an off-line route.

Targeted meetings and interviews were held with selected business and stakeholder groups. In addition to this, a number of meetings with property owners were also held. Warkworth Area Liaison Group and Pūhoi meetings were held in the RSA and Pūhoi Sports Club respectively.

Local displays were used throughout this Phase to summarise the Project principles and promote consultation and feedback opportunities.

The following activities were undertaken during this period:

- Newsletter 02 was released on 21 June 2010;
- Radio advertisements were played on Times FM from 21 June 2010 to 9 August 2010;
- Two sets of newspaper advertisements were placed in the Rodney Times, Northern Advocate, New Zealand Herald and North Shore Times;
- Static poster displays were developed and displayed – at two locations in Wellsford and six locations in Warkworth;
- A website (www.nzta.govt.nz/puhoi-wellsford) and electronic feedback form went live on 21 June 2010;
- A free post office box was created;
- A free call phone number was set up;
- Three media releases were made; and
- Live interviews with the NZTA’s Project Manager were conducted on Times FM;

During Phase One of consultation, there were 932 individual pieces of consultation and communication conducted with or received by the NZTA from the community groups, the public and businesses:

- 367 electronic feedback forms;
- 224 hard copy feedback forms;
- 175 feedback emails;
- 108 phone calls;
- 30 ministerial requests for information and letters to the NZTA CEO were received; and
- The NZTA attended four council meetings and 24 stakeholder and community consultation meetings.
Meetings were held with the following parties:

- Network Co-ordination Group (attendees from Rodney District Council, North Shore City Council, Auckland Regional Council, Auckland Regional Transport, Whangarei District Council and Northland Regional Council)
- Iwi Working Group (Ngāti Manuhiri, Ngāti Whātua and Ngāti Paoa)
- Police (Warkworth)
- Warkworth Primary School Board of Trustees
- Road Transport Heavy Haulage
- Warkworth Business Association
- Eastern Beaches Residents & Ratepayers Stakeholders Meeting
- Department of Conservation
- Warkworth liaison group stakeholder meeting
- Pūhoi Community Forum
- Wellsford Promotions Association
- Business Owners including Honey Centre, Ransom Wines, Sheep World, Sheep World Caravan Park, Perrendale Holdings, Pūhoi Cheese, Southern Paprika Ltd, and Top of the Dome Cafe
- Iwi meeting with members of Ngāti Whātua and Ngāti Manuhiri
- Northern police liaison group
- Wellsford Residents & Ratepayers
- Mahurangi College
- Rodney College
- Wellsford Schools
- Kaipara Flats School and Ahuroa School
- Automotive Association
- Southern Paprika Ltd
- Top of the Dome Cafe

8.2.2 Phase Two

Phase Two consultation occurred from November 2010 to January 2011. It focused on gathering feedback about the selected indicative route from Pūhoi to Warkworth.

A door knocking exercise was undertaken prior to the public announcement of the indicative route, and all landowners directly affected by the indicative route were visited.

Public information days were held in Warkworth and Pūhoi. These included information posters, videos and a 3D simulation to convey information about the indicative route.

The consultation process was focussed on five public information days – four in Warkworth and one in Pūhoi – to give people the chance to meet the Project Team and talk face to face about the indicative route and any concerns people had about it. All five information days were well-attended, each attracting between 100 and 250 people. The Project Team that attended the open days included those involved in the design of the indicative route and technical specialists able to discuss property issues, noise, and ground conditions. The Project team received valuable feedback through these discussions. A feedback sheet was provided on the back of Newsletter 4 (November
2010) and available on the website. The NZTA received hundreds of feedback forms through the Project’s website, in the post, and over the phone.

### 8.2.3 Phase Three

Phase Three consultation occurred from March 2012 to June 2012. It announced a preferred route between Pūhoi and Warkworth. Phase Three sought to inform potentially affected landowners, neighbours, and the wider community of changes that had been made to the indicative route to determine the preferred route. This phase also involved consultation with several new landowners and neighbours that would become directly affected as a result of changes made to the route.

A door knocking exercise was undertaken prior to the public announcement of the preferred route and all directly affected landowners were visited and once again were given a letter, a plan and neighbours’ letter drop showing the portion of the property required. A ‘Connecting Auckland to Northland’ presentation was delivered to select stakeholders to communicate the wider vision for the Auckland to Northland State highway corridor.

Further information days were held to provide opportunities for the community to view plans of the alignment and ask questions. The 3D simulation was also updated at this time to reflect design changes.

### 8.2.4 Phase Four

Phase Four consultation is currently being delivered by the Further North Alliance. Since March 2013 the Further North Alliance has been liaising with directly affected landowners to organise on-site technical investigations and discuss the upcoming designation and consenting process.

The Further North Alliance continues to work closely with Hōkai Nuku to consult regarding the environmental assessments and to conduct on-site investigations including around Ngā Pā o Te Hēmara Tauhia in the Pūhoi area and in relation to freshwater and marine ecology.

Early and on-going engagement was established with the EPA and Auckland Council. The Further North Alliance has also met with community groups, road user organisations, government and non-governmental organisations and local businesses to discuss the Project and the upcoming consent process.

For the purposes of the statutory process, a proposed designation boundary was endorsed in June 2013 and communicated to all stakeholders in July via a printed newsletter, website update, phone calls and drop-in days. All potentially directly affected landowners received updated maps showing the areas of their properties that would be required by the Project and the team visited the majority of the land owners.

In July 2013, the Further North Alliance identified approximately 180 neighbours of the proposed designation. These neighbours were invited by personalised letter to meet with the Project Team to discuss the upcoming consenting process and any issues or concerns they may have about potential effects during the construction or operational phases of the Project. Many neighbours have responded, and Project team members have been meeting with the neighbours concerned. This process is ongoing.
Engagement with the Pūhoi and Warkworth communities and key stakeholders will continue through the submissions and hearing process.

8.3 Iwi consultation

Discussions with mana whenua about the Project were initiated by the NZTA prior to the commencement of work on the Scheme Assessment phase.

Regular meetings were held with mana whenua during 2010 to explore how cultural advice for the Project would be provided. These meetings led to the formation of Hōkai Nuku, a collective of iwi representing Ngāti Manuhiri, Ngāti Rango, Ngāti Mauku/Ngāti Kauwae/Te Uri o Hau of Ngāti Whatua, and Ngāti Whatua Iwi with the support of Ngāti Paoa.

Hōkai Nuku has provided a Cultural Effects Assessment for the Project. The NZTA and the Further North Alliance continue to meet with Hōkai Nuku on a regular basis to discuss issues of interest and address any areas of concern. Hōkai Nuku participated in site walkovers with technical specialists in early 2013, including the site walkover that identified the previously unrecorded pā site. The Cultural Effects Assessment has informed the consideration of the Project against statutory documents and Part 2 of the RMA.

8.4 Stakeholders

Several stakeholder groups were identified for targeted consultation during Phase One and Phase Two. These can be grouped as follows: directly-affected landowners, Government agencies, Auckland Council, utility providers, industry groups, community groups, iwi, and local businesses. Liaison with key stakeholders has continued during Phase Three and Phase Four. Where possible, the NZTA and the Further North Alliance continue to meet with all stakeholders face-to-face. A list of parties consulted with is attached at Appendix E.

8.4.1 Directly affected landowners

We have defined directly affected property owners as those whose properties are physically crossed by the proposed designation. Project neighbours are those whose properties adjoin the proposed designation and those whose dwellings are within 200m of the centreline of the indicative alignment. We updated our definition of ‘neighbour’ during Phase Four of consultation to include people whose properties may experience potential visual, noise, air quality or other effects during construction or operation of the Project.

8.4.2 Government agencies

A local government liaison group was established for Phase One and Phase Two of the consultation programme. This group brought together local and territorial authorities from Northland and Auckland, prior to the Auckland Council amalgamation. Post-amalgamation, engagement has continued with Auckland Council and Auckland Transport and the relevant councils from the Northland Region.
8.4.3 Community groups

Pūhoi, Mahurangi West, Warkworth and surrounds are represented by a wide variety of community groups. The NZTA and the Further North Alliance have given presentations to a number of these groups throughout the different phases of consultation. A list of these groups and local businesses is included at Appendix E.

8.4.4 Utility providers

The NZTA has worked with utility providers to determine the location of existing services and to discuss any necessary relocations and proposed upgrades or new services within the vicinity of the alignment. Engagement with Vector Limited, Watercare Services Limited and Chorus is ongoing in regards to effects on network utility infrastructure.

8.4.5 Statutory organisations and interest groups

Consultation was undertaken with organisations potentially interested in the Project, including DoC, Fish and Game, NZHPT and the Royal Forest and Bird Protection Society of New Zealand (Forest and Bird).

Consultation with DoC focused on the conservation values of sites within the Project area, the natural values of flora and fauna, recreational access and opportunities and environmental effects and benefits. A list of organisations consulted is included at Appendix E.

8.4.6 Road user organisations

Road user organisations, including emergency services, freight associations and driver associations were consulted regarding the Project. This engagement sought to identify any areas of concern and solicit feedback on the alignment.

8.5 Consultation channels

Communities within the Project area are spread over a large area, reflecting the rural characteristics of the Project area. This distribution dictated the use of a variety of communication channels to ensure widespread dissemination of key messages and to ensure that opportunities to provide feedback on the Project were open to everyone.

8.5.1 0800 number, freepost address and email address

Early in the Project, a toll-free 0800 telephone number, freepost mailing address and Project email address were established. These channels provided a number of convenient and free of charge mechanisms for stakeholders and interested parties to provide their views on the Project. The Project email address assisted in managing public queries and distributing Project information.

8.5.2 Printed newsletters

Printed newsletters continue to be a key line of communication with the local and regional community. These newsletters provide a single source of information that can be shared and
provide a record of Project information for future reference. During active consultation periods, a detachable feedback form was affixed to the newsletters to allow the public to send feedback conveniently via the freepost mailing address.

8.5.3 Advertising

Advertising in local newspapers and on regional radio stations kept the community informed about Project progress, consultation periods, public information days, feedback opportunities and key design principles.

8.5.4 Information days

Information days provided the public with an opportunity to ask questions face to face with members of the Project team, view larger plans of the Project area and alignment, and read more information about the planning process and progress of the Project. The information days also gave the public ready access to Project specialists and representatives from the NZTA Property Team to address any queries.

8.5.5 Media

Media releases and liaison with local and national outlets accompanied all significant announcements about the Project. These notices kept the community informed about Project milestones and opportunities to provide feedback.

8.5.6 Digital channels

As the consultation has continued through the four stages, there has been a particular focus on digital channels of communication such as the Project website and the community email distribution list. Phase Three saw the addition of messages delivered via the NZTA’s Auckland Twitter and Facebook accounts.

8.5.7 Project website

The creation of the Project website\(^\text{81}\) was a key line of communication in the consultation programme and ensured accessibility and dissemination of information to a wide, potentially global audience. The website was structured into nine main sections, as follows:

- Home page;
- Project overview;
- Indicative route;
- News and media;
- Gallery;
- Publications;
- Consultation;
- Frequently asked questions (FAQs); and
- Contact details.

It was updated during each phase of consultation to ensure current information was readily available. The full suite of applications including NORs, AEE, technical reports and plans will be hosted on the Project website.

8.5.8 3D visual animation

A 3D visual animation of the Project was released in November 2010 to show how the completed motorway may look in the landscape. This was updated in April 2012 and has been integral in providing a visual explanation of the alignment. A further update is planned to support the approvals process.

8.5.9 Videos

Phase Two included the production of a series of informative videos on the Project alignment. The videos communicated how ground conditions, road design, noise, traffic, ecology, landscape and the environment have been considered as part of the Project planning process.

8.5.10 Email newsletters

A significant database of email addresses was collected during Phase One and Phase Two. Electronic newsletters were used to provide regular Project updates in Phase Three and continue to be used in Phase Four. Starting in late 2012, regular updates were distributed via email to directly affected property owners to keep them informed of progress, particularly when on-site investigations commenced.

8.6 Consultation themes

Phase One and Phase Two of the consultation saw a wide variety of feedback received from the community. Several themes became evident during analysis of the feedback from these two phases.

Five primary issues were identified in the feedback from Phase One of consultation for the Ara Tūhono P-W RoNS relevant to the Pūhoi to Warkworth section, namely:

1) The potential economic impact of establishing a new alignment and bypassing existing businesses (both isolated individual businesses and those in Warkworth and Wellsford). This feedback provided input into decisions on the number and location of access points to the new motorway. Responses to these issues addressed concerns that there would be significant loss of trade, particularly in Warkworth and Pūhoi and sought to access robust data on local and interregional tourism;

2) Safety concerns about the existing State highway and the Hibiscus Coast Highway from Titfords Bridge to Orewa;

3) The possibility of a western interchange at Warkworth feeding into Woodcocks Rd and past Mahurangi College. The issue was compounded by uncertainties over the completion of the Western Collector, which also had the potential to impact Warkworth School in Hill Street; and the prospect of a link road to Matakana Road past the Showgrounds (with some form of
additional link to Sandspit Road which would effectively form an eastern ring road for Warkworth). There was also an interaction between the route through the Dome Valley and the location of the Warkworth interchange. Routes closer to or along the existing alignment that pass close to the junction of SH1 and Kaipara Flats Road would enable a northern interchange to be close to the town;

4) The demand for an access point at Pūhoi. The subsequent decision on this issue has been informed by technical considerations. South-facing ramps will address the vast majority of issues and concerns and incidentally support tourist business on the existing SH1 south of Warkworth;

5) The economics of the new highway as a separate alignment was challenged in terms of:
   - availability of investment funds;
   - cost effectiveness of addressing the major safety issues on the existing State highway: and
   - appetite for major investment in highway construction.

Themes that emerged from Phase Two of the consultation can be grouped into three broad groups:

1) The need for the road:
   - People supported the need for the road and wanted it built as quickly as possible.
   - People wanted the road to continue to Wellsford.
   - People were opposed to the idea of a new road. Reasons included:
     - They did not believe that the country can afford the road;
     - They did not believe that the economic case for the road is viable at all; and
     - They believed major traffic problems only occur rarely and particularly at holiday times.
   - People who oppose the road want different alternatives. These included:
     - Do nothing;
     - Upgrade the existing road;
     - Upgrade the Hill Street intersection;
     - Bypass Warkworth and Wellsford only;
     - Improve public transport; and
     - Improve rail and sea links with Northland.

2) The features of the road (the ‘pieces’ that make up the whole):
   - People suggested prioritising a by-pass for Warkworth (and Wellsford) in any staged construction. Some also suggested that the rest of the route can be reassessed after these have been built.
   - Some people supported the indicative alignment and want it built as quickly as possible.
   - People were supportive of the northern access at Warkworth.
   - Some people wanted an access south of Warkworth as well as in the north.
   - Some people supported an access to Warkworth at Woodcocks Road.
Some people were opposed to an access to Warkworth at Woodcocks Road.

People wanted access to the motorway at Pūhoi/Mahurangi West. Reasons for this included:
- It is necessary for the communities and local businesses to survive;
- It is necessary for the access of emergency services or the diversion of traffic in an incident;
- Otherwise the existing access to the Northern Gateway Toll Road will be denied; and
- No access will reduce toll revenue on the Northern Gateway Toll Road.

Some people did not want access to the motorway at Pūhoi/Mahurangi West. Reasons for this included:
- It would negatively impact the village of Pūhoi; and
- It would add a lot of cost to the Project.

People wanted other improvements to the local road network incorporated into the Project including a Matakana link road and the Western Collector road.

3) The local issues or challenges included:

Some people identified areas where they believed local conditions would make building a road difficult, namely:
- The low lying land between Carran Road and SH1 (where the indicative route reconnects to SH1) – flooding; and
- Where the route crosses the Mahurangi River or its tributaries.

Some people were concerned that a bypass of Warkworth would have a negative impact on the town.

Some people believed that a bypass of Warkworth would have a positive impact on the town.

Some people were concerned about the impact the road would have in the vicinity of Perry Road and suggested that the road is moved further west.

Some people were concerned about the impact the road would have on the area of Moirs Hill Road.

People were concerned about the effects the road would have on the air and noise quality on their property/lifestyles.

People were concerned about the visual impact the new road would have in their area or on their property/lifestyles.

People were concerned about how construction traffic would access the construction area.

Themes emerging from Phase Three and Phase Four of the consultation largely mirrored those received in Phase One and Phase Two. Most of the feedback received in Phase Three focused on the desire for access to the new motorway at Pūhoi. Following a decision by NZTA to include south-facing ramps at Pūhoi, Phase Four feedback centred around discussions of a Matakana Link road and a western interchange at Warkworth.
8.7 Consultation outcomes

All key themes identified in the feedback have been considered along with further technical information that has come to hand as the Project has progressed. Input received from the consultation process has informed the design and process, for example local knowledge has been valuable regarding flooding and ground conditions. The feedback has contributed to, but has not been solely responsible for, decisions regarding:

- Variations to the alignment in the vicinity of Perry Road – as noted in Section 7.3.5 above the alignment options to the west of Perry Road included one to the east of the indicative alignment. This option was discounted after consultation with residents and the owners of the Genesis Fish Farm;
- Easterly movement south of Pūhoi to avoid a pā site – during the site investigations that informed the Assessment Reports, the identification of a previously unrecorded pā site influenced the alignment in the immediate vicinity of Billing Road;
- Adjustment to the northern tie-in to avoid a small cemetery alongside SH1;
- Review of the alignment between Carran Road and the northern tie-in – during the investigations that informed the Assessment Reports the identification of the 100 year flood plain necessitated a north-west shift of the indicative alignment to its current location to avoid the flood plain;
- A north-west interchange at Warkworth; and
- Inclusion of a northbound off-ramp and southbound on-ramp at Pūhoi – further to feedback on the preferred option that was derived from the scheme assessment phase, NZTA resolved to include south-facing on- and off-ramps in the Project for consents and designation.

8.8 Conclusion – consultation

Consultation for the Project has been undertaken in accordance with good practice techniques and pursuant to the NZTA’s operating principles under Section 96 of the LTMA 2003.

Consultation has identified the persons and parties affected by the Project and obtained feedback from these participants. The feedback received to date has been taken into consideration and has positively contributed to decisions regarding refinement of the design of the indicative alignment and proposed designation boundary for the Project.