









**Te Awarua-o-
Porirua
Whaitua
Committee
meeting 6 Oct 2016**

3 waters community education in metro Wellington



Our water, our future.

3 waters community education

-  **Planned communication and engagement designed to:**
 -  **promote positive behaviour change and encourage those behaviours to be maintained**
-  **Includes but is more than provision of facts**
-  **Tailored communications based on understanding of:**
 -  **emotional, practical and social elements that support or inhibit target behaviours for a particular audience**
-  **Uses a mix of communication and engagement methods**

Purpose and strategy



Purpose **Improve knowledge and engagement with 3 waters networks, issues and options**

So individuals and organisations contribute more actively to achieving agreed community outcomes for water

Strategy **Help people to see connections between:**

what of water they value (services or in nature) and their use of (or impact on) water services

Community education sits alongside asset solutions and regulation as principal tools to effect change

Strategy Principles



Regional View

considering risk, urgency, customer value, effectiveness and value-for-money in context of other (asset, policy) approaches

More consistent, coordinated, comprehensive

Align planning and methods.
Build a shared suite of tools

Collaboration

To increase depth, reach and/or effectiveness of collective activity

Evidence-based actions

Build knowledge of impacts that behaviours cause and what works to change behaviours

Customer-centric

Understand what audiences value and engage on those terms

Enabling

Ensure the “how” of actions and “what” of tools/materials are available, affordable, desirable and practical

Challenges



Regional Alignment

- Some coordination, some duplication, some gaps
- Investment priority varies

Behavioural Impact

- Variable understanding of which issues, behaviours and audiences to target first

Programme Impact

- Don't have robust tools to measure impact of education on outcomes

Target Level of Service

- Don't have levels of service to guide investment

Water Services unseen and unexciting

- Wellingtonians tend to take water services for granted and typically disengaged

What Motivates Change?

- Variable understanding between waters and issues

Themes and extra focus



Themes

1. Water use
2. Emergency water and wastewater readiness (RI)
3. Stormwater contaminants
4. Cross-connections and private faults (incl. stormwater into wastewater)
5. Blockages to wastewater network
6. Flooding (community actions to minimise)
7. Awareness of 3 water connectedness, service levels, risks and limitations

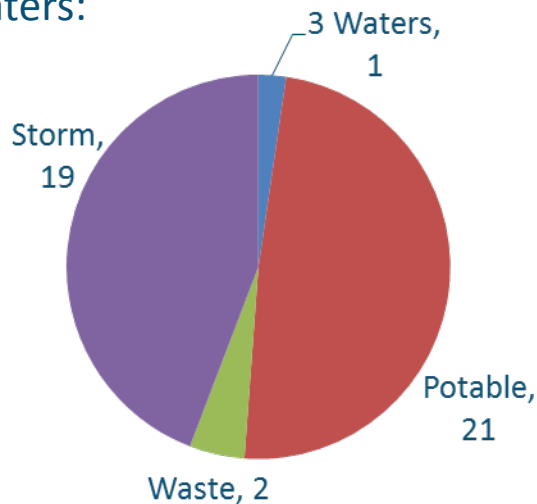
Extra focus

1. What people know, value re water (research)
2. Awareness of 3 waters connectedness, service levels, risks and limitations
3. Emergency water and wastewater (RI)
4. Flooding
5. Quality of stormwater discharge (contaminants and cross-connections)

Stocktake – information

All council websites have info on at least 2 of the 3 waters

43 webpages pages dedicated to 3 waters:



3-waters relationships

- No info on inter-relationship of 3-waters, other than a resource for children

Potable water

- Main focus is **conservation** tips

- Much high-quality raw material, but lacks coordinated, consistent and comprehensive approach

Stormwater

- 2 key themes: **pollution** and **flood** management
- Often technical, hard to understand for layperson
- Some sites little/no info on flood management

Wastewater

- Two pages across 6 sites. Some stormwater pages refer to wastewater impacts

Variable content quantity, organisation and language (vocab. and technicality)

Most for a general audience

Very little about role, value, limits etc.

Stocktake - programmes

Councils/WWL:

- 30 projects/programmes

By est. \$ value

- 41% Water use
- 37% Storm (contaminants)
- 11% Storm (cross-connections)
- 10% Water value education

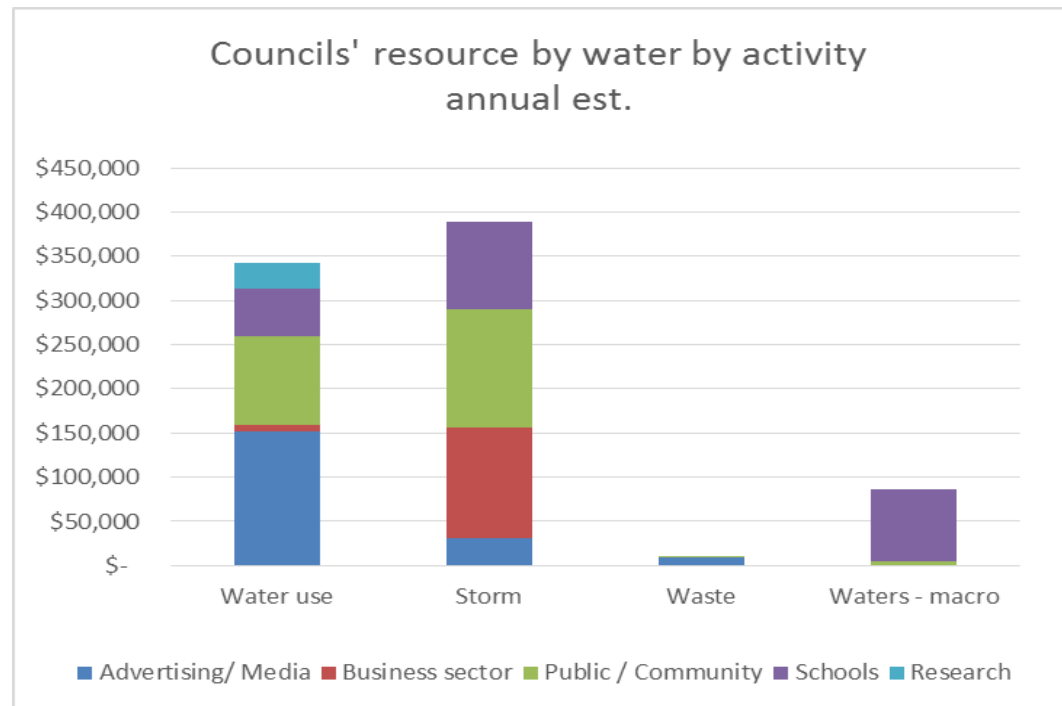
Main gaps

Little mass-reach public-targeted activity about:

- role, value, limits, relationships etc. of the water services
- stormwater issues

Limited engagement with industry/sector professional or training organisations

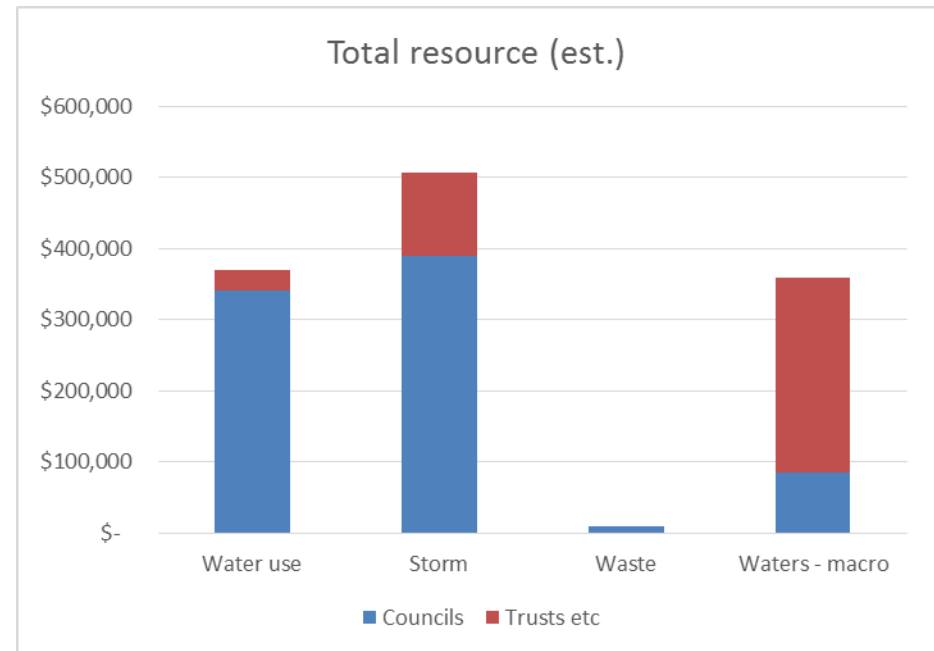
Stormwater (business) has Porirua (Take Charge), Wellington and Gracefield (SEP) focus / Stormwater public-community and schools largely Porirua catchment focus



Councils plus others

Trusts etc.:

- PHT
- Mountains-to-Sea Trust
- Project Litefoot
- Museums Wellington



Next Steps

- ☀ Obtain feedback on the draft strategy – initially from the councils
- ☀ Finalise the strategy (late 2016/early 2017)
- ☀ Co-design activity plans and implementation
- ☀ Prepare investment package for 2018/28 LTP (mid 2017) and support through LTP process
- ☀ Launch new activity plans and programmes from July 2018
- ☀ Continue investing in existing programmes and activities