



Communication and Engagement Plan

Project name	Community Satisfaction Survey 2018
Goal	<p>To let community know we are doing the 2018 survey and explain how it fits in with the Wellbeing Survey that will be coming up and how we use the results.</p> <p>To keep Councillors and staff updated.</p>
When	<p><i>Estimated</i> Mid July to November 2018 (subject to finalisation with preferred contractor).</p>
Background	<p>Council conducts a Community Satisfaction Survey every 2 years, the last being in 2016. Uses the survey information is put to include:</p> <ul style="list-style-type: none"> - Understanding of changes of drivers in community attitudes and perceptions about current and future services and facilities. - Performance Monitoring and measurement – longitudinal data showing performance trends over time. - Benchmarking against other councils. - Corporate Reporting. <p>The survey is conducted independently of Council, for openness and transparency. A scientific approach is taken to geographically and demographically match (to census data) respondents and use an ‘opt out’ survey to deliver statistically valid results with a defined margin of error.</p> <p>This time it is proposed to also conduct a separate ‘indicative’ survey of a new Young Community Members (between ages 12-17) cohort. The methodology and scope will be determined once it is known what budget, if any, will be available for this additional work. Once the methodology is known, this Communication Plan will be updated with the specifics but an indication of communications relating to this part of the project is also provided below.</p>
Governance	<p>N/a</p>

Objectives	<ol style="list-style-type: none"> 1. To let community know about the survey, what, why, how and who. 2. To explain why this survey is important and different. 	
Sensitivities and challenges	<ul style="list-style-type: none"> • Explaining why the survey it is not open to everyone in community to complete – explaining the science behind it. • Scepticism from the community generally about Council's performance. • Consultation fatigue. • Range of views on including or not including a Young Community Members cohort. • Explaining why an opt in survey may be appropriate for the Young Community Members cohort and not for everyone. 	
Key messages	<ol style="list-style-type: none"> 1. Council has heard all the feedback provided by community members. 2. The Community Solutions Panel and the Transport Asset Management Plan were focused on infrastructure, this survey is about more than that; it is about everything Council does. 3. This survey is being done to gather evidence over time of trends in how community values all types of services and facilities and how satisfied community are with them. This is key to Council improving performance. 4. The survey is conducted using random participants, like the Community Solutions Panel, to hear from a representative group. 5. Council will be open and transparent and will publish the results. 6. This is the first time with this survey that Council will look to include a Young Community Members cohort (between ages 12 – 17) 	
Media spokesperson	Shannon McKelvey – Manager Organisation Development	
Work contact	Shannon McKelvey – Manager Organisation Development	
Potential level of impact	Level 2 – low impact on local government area	
IAP2 Public Participation Spectrum	Inform – We will keep you informed.	
Stakeholders	Internal <ul style="list-style-type: none"> • All staff 	External

	<ul style="list-style-type: none"> • Customer service • Councillors 	<ul style="list-style-type: none"> • Community Roundtable as an FYI • High schools and P&C's (for concurrent Young Community Member's satisfaction survey)
Our promise	Inform – We will keep you informed.	
Evaluation	Success will be measured by: <ul style="list-style-type: none"> • Media uptake • Number of community enquiries 	
Internal staff	Shannon McKelvey Annie Lewis	
Reported to ET	To be reported to ET 20/06/18	
Reported to Comms Panel	To be reported to Communications Panel 28/06/18	

Task	Audience	Details	Who is doing it?	Cost	Date to start/finish
Councillors	Internal	Updates in Councillor bulletins	Shannon Mc	Staff time	On finalisation of project timeline with contractor – late July and week before commencement of survey.
Websites	External	Survey details and updates	Shannon Mc	Staff time	Before issue of media release and updated throughout project.
FAQ's	External Internal	FAQ's for website FAQ's for staff/Councillor use	Shannon Mc	Staff time	Before issue of media release and updated throughout project.
Media release	External	Media release to announce commencement of survey	Comms	Staff time	One week before commencement of survey –

	Internal				<i>estimated</i> August 2018
E-news	External	Updates in E-news	Shannon Mc	Staff time	One week before commencement of survey and then as required – <i>estimated</i> August 2018.
Community Roundtable	External	FYI	Shannon Mc	Staff time	29/8/2018
BSC Facebook – posts	External	As required to support the media release	Comms	Staff time	As required
Report to ET	Internal	Report on results	Shannon Mc	Staff time	4/10/2018 - subject to final project timeline
Councillor Workshop	Internal	Workshop on results	Shannon Mc and potentially contractor	Staff time Contractor subject to budget	4/10/2018 - subject to final project timeline
TBC – media release on results	External	To announce publication of results and provide feedback to community on outcomes	Comms	Staff time	12/11/18 (after workshop and before publication of Agenda) – subject to outcome of workshop and final project timeline
Feedback to participants	External	Email survey participants who requested feedback on outcomes	Shannon Mc	Staff time	12/11/18 (after workshop and before publication of Agenda) – subject to outcome of workshop and final project timeline
Report to Council	External	Publication of results as part of the Agenda	Shannon Mc	Staff time	22/11/18 – subject to final project timeline
Website publication	External	Update Council Performance webpage with new report and snapshots on longitudinal data. Keep it updated with refreshed snapshots and any new data	Shannon Mc	Staff time	23/11/18 to 30/11/18 – subject to final project timeline Ongoing

Councillor and staff	Internal	Provide link to website resource	Shannon Mc	Staff time	On update of website
Young Community Members Cohort (between 12- 17 depending on design) – The below would apply if it is beyond budget to incorporate this into the main survey. If it is run ‘in house’ design and timing will be guided by schools, eg if there is an ideal time/process/age group to fit in with curriculum and learning outcomes. At a minimum if run in-house, in addition to all of the above there would also be:					
High Schools	External	Engagement, with details, to identify which schools want to/can participate and design process	Shannon Mc	Staff time	
P&C’s of participating schools	External	FAQ’s and information to distribution to parents via school newsletters and at P&C meetings	Shannon Mc Comms	Staff time	Before survey and feedback after survey with results
Engagement with young participants	External	To be designed with schools – digital and class room options to be considered	Shannon Mc Comms Staff	Staff time	