

Policy/Planning

Tabled Documents

13 July 2017

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| Item 8: | Communications Strategy |
| Item 13: | Comments in response to information centre report |
| Item 16: | Activity Management Environmental and Regulatory |
| Item 16: | Memorandum – Questions of Activity Management Templates |

Communications Strategy 2017 – 2019

No update on actions are reported on this month, due to staff being on leave. Once progress has commenced on the new actions they will be reported to the committee.

June Media Activity

The table below outlines the media activity during June, including printed media articles and website activity:

- Rangitikei Bulletin – This was published at the end of June, covering the key decisions from the June Council meeting and featured in the Feilding - Rangitikei Herald and District Monitor.
- Rangitikei Line – the latest edition was distributed in late June.
- Council's website and social media channels (Facebook and Twitter) are used to keep residents up to date with Council happenings.
- There were 9 media articles during the month, of these 2 were positive and 7 were neutral.

Date	Media Channel	Article Heading and Topic
1/6/17	Manawatu Standard	'A-bull' slogan group calls time The Bulls promotion group that introduced the famous 'a-bull' slogan to the world is calling it a day.
1/6/17	Feilding Rangitikei Herald	Flytipping causing a \$52,000 headache Manawatu is facing similar issues to RDC with cleaning up illegal rubbish dumping sites.
2/6/17	Wanganui Chronicle	Councillors divided over Bulls bill RDC voted last week to commission the plans and prepare the Bulls Community Centre for tender.
3/6/17	Wanganui Chronicle	Call for council to get KiwiSaver perk Rangitikei mayor Andy Watson wants councillors to be able to access KiwiSaver with their council salaries.
6/6/17	Wanganui Chronicle	Marton celebrates Samoans Marton community celebrated Samoan Independence Day.
8/6/17	Feilding Rangitikei Herald	Fold-a-bull: Slogan group winds up The Bulls promotion group that introduced the famous "a-bull" slogan is calling it a day after a court battle with the RDC significantly cut off the society's funding.
29/06/17	Fielding-Rangitikei Herald	Future of ghost school is murky Uncertainty whether the old Taihape College buildings will continue to be used after 12 months, as the licences RDC secured will have to be renewed every month.
30/06/17	District Monitor	Taihape volunteers thanked Morning tea for the local volunteers at the Taihape Service Centre.
30/06/17	District Monitor	Community Plans for Marton Park RDC developed a Plan for Marton Park to be restored and re-vamped using support from the community and local businesses.

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Tabled at Policy Planning Item 8
on 13 July 2017

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Tabled at

Rhys / Nanny
15 July 2017

Comments in response to Information Centre Report. July 2017

on

This report has been prepared in response to a requirement of section 17A of the Local Government Act where we are required to review the “cost effectiveness” of various services. Comments in response to Information Centre Report, July 2017 are as follows:

What is “cost effectiveness”?:

- “Cost effectiveness” is defined as “producing optimum results for the expenditure” or “economical in terms of the goods or services received for the money spent”.
- The Local Government Act 2002, section 17A (5)(a) and (b) require Council to consider this in terms of “the required service levels” and “the performance measures and targets to be used to assess compliance with the required service levels” if the service was to be contracted to a third party provider. Surely the same criteria should be considered when self-evaluating.
- In business terms, this involves assessing all of the possible alternatives, including a “do nothing” option. This means that the analyses should be considered as a whole and for each location separately. For example, the business case for the Information Centre activity in both Marton and Taihape may be more advantageous because staff are shared. Good data is essential.

The current report is missing the following:

- Any definition of the required service levels, performance measures or targets. It is impossible to know whether these are being delivered cost effectively without knowing what is supposed to be delivered, as per the legislation.
- The report that has been provided details the very considerable costs but does not identify any benefit.
- There is no information given regarding the type of enquiries from the public and what benefits these provide. Surely this is an unsatisfactory situation. The information that we really need to know is how many enquiries results in business for the Rangitikei and an approximate value of this business. This information is critical if the Council is to decide that it is cost effective to operate this business. There can be no excuse for the staff not collecting this information because of the very small number of enquiries per day.
- A breakdown of costs in the future. The decision that is being made is for the future years, not the current. Therefore, costs must be considered for the future scenario. This report puts the sales and commissions generated across three Centres at \$23,163. A previous

report put the cost of that at \$385,000 but this report says it is \$352,669. Either way it is over a million dollars every three years, assuming the current costs reflect what the future costs will be. What are our estimates for the cost to operate in the proposed new building? If we operate as an efficient business we should have a budget for the cleaning, heating, lighting, and other business costs that we will incur when we operate as a stand-alone business on a separate floor. Section 17A would require that we are cost effective going forward.

- As a second possible scenario, an unmanned kiosk need to be considered, either as part of an existing business or as part of the library as other councils have done (e.g. Levin). Another possible scenario is to contract out the services, that would then be provided in conjunction with an existing business.
- Probable benefits must also be considered in terms of future requirements rather than current. This can be determined by analysing trends and considering outcomes from other regions. We know that with technology, the usage and numbers of Information Centres are declining rapidly. Therefore if we currently only have seven or eight customers a day, what are we projecting for say five years' time? This report should have contained the customer numbers for the preceding years so we could see trends. We also know that the Information Centre at Paraparaumu got very little use when it was situated on a side road. Their usage has increased considerably since it has been moved to the main road. Paraparaumu is actively evaluating to see if the business is now cost effective. What projections have we made regarding visits, when we take the business off a Highway and move it to a side road? We know that there will be fewer enquiries going forward.

What we do know:

- The staff report recommends that we continue with Information Centres without recommending any changes. The report does not provide any basis for the recommendation. On the information presented in the report there is no basis that this activity could be considered to be cost effective. Therefore how can it conclude that the status quo remains? What was the rationale for the recommendation? In addition, a recommendation should be made for each information centre separately. It is not an all or nothing scenario, and each location should be considered on its own merits.
- The report states that 2021 reservations were made, but does not tell us the location of these reservations...i.e. were any of these for businesses in the Rangitikei?
- A public duty to have information centres to be part of a nationwide network is not required, and it is certainly not required that the Rangitikei have 3 of them.
- If we focus on Bulls, the report details the number of contacts that the staff have with the public. The figure of 4435 interactions represents 1.52 every hour that the Centre is open or only 12 per day including phone calls. There is no information to differentiate between phone questions and people enquiring at the Counter. As some of these are telephone

questions they may only have seven or eight customers per eight hour day. Therefore it would appear that for the most part of each day staff have nothing to do. This seems to be very inefficient use of staff time. If we assume that each enquiry (including phone calls) takes a very generous 10 minutes, then staff have nothing to do for 6 hours every day. Who would employ someone for 6 hours a day to do nothing and call it “efficient”?

- Why do we not employ staff who can productively use their spare time for marketing our region as happens in many other regions?
- What risks will we run when from a Health and Safety viewpoint when the Library staff and Information Centre staff will be on different floors? We know that Worksafe will view this as being two separate operations. Will we be complying with “best practice” for ensuring the safety of our staff?
- Our spending, and revenue generated on Information Centres, appears to be totally out of line with all of the other Councils that I have contacted. Why have we not benchmarked our business against other Councils?
- The overriding consideration for our Council is whether our ratepayers are better off for us taking rate money from them to provide Information services or would it be better for them if we left the money with them? Our spending on this activity equates to \$25 per year for every person in the Rangitikei. Therefore for a typical family of four people, who may be struggling to pay the bills, we take \$100 per year from them to run Information Centres. We must be sure that we can justify spending their money on this activity. Clearly we cannot.
- Another test may be to do a survey monkey questionnaire to ask if each family of four is happy to give the Council \$100 per year for Information services. Could they make better use of the money themselves?

Graeme Platt

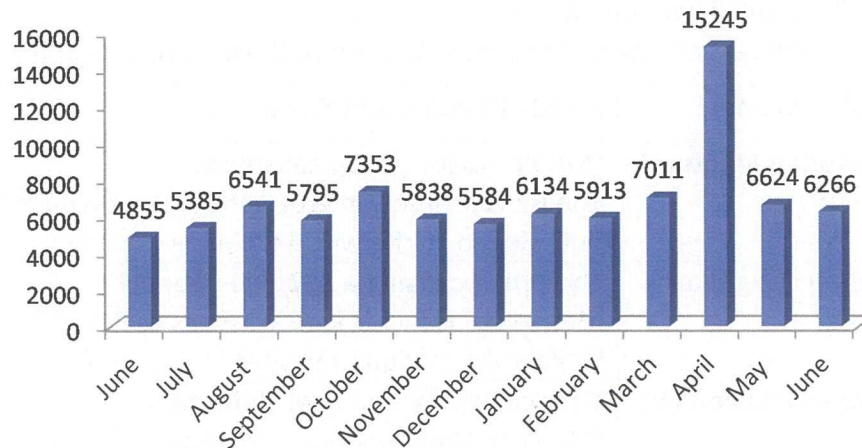
Current Consultations Underway:

Consultation on the Parking and Traffic bylaw is due to commence and will be open for submissions for two months.

Website Statistics

Activity on Council's website for June 2016 – June 2017:

Website Visits 2016-17



In June 47% of those who visited Council's website were new visitors to the site.

Top Council Webpages Visited (June)

1. Rates
2. Cemeteries / database
3. Rubbish-recycling / transfer stations
4. Contact Us
5. Cemeteries
6. District plan

Top Six Geographical Locations

Visiting the Website (June)

1. Palmerston North area
2. *Wellington
3. *Auckland
4. Christchurch
5. Hamilton
6. Napier

* note smaller areas can be recorded as Auckland or Wellington

Carol Downs
Executive Officer

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Tabled at

on

Service Request Breakdown for May 2017 - Resolution

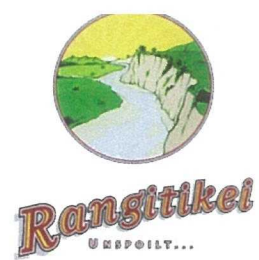
Service Requests Department	Compliance			Grand Total
	Completed in time	Completed late	Overdue	
Animal Control	73	24	1	98
Animal control bylaw matter		1		1
Animal welfare concern	4	1		5
Attack on animal	2	1		3
Attack on human		1		1
Barking dog	12	3		15
Dog property inspection (for Good Owner status)	9	1		10
Found dog	4	2		6
Lost animal	4			4
Microchip dog	5	2		7
Property investigation - animal control problem	4		1	5
Rushing at human		2		2
Wandering stock	6	5		11
Wandering/stray dog	23	5		28
Building Control			1	1
Property inspection			1	1
Environmental Health	27	4	5	36
Abandoned vehicle	1	2		3
Dead animal	1			1
Dumped rubbish - outside town boundary (road corridor only)	1			1
Dumped rubbish - within town boundary	1		1	2
Livestock (not normally impounded)			1	1
Noise	22	1	3	26
Untidy/overgrown section	1	1		2
Grand Total	100	28	7	135

Percentage completed in time

74%

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Tabled at Policy Planning ^{Item} 16
on 13 July 2017.



Memorandum

To: Policy/Planning Committee
From: Nardia Gower
Date: 13 July 2017
Subject: Questions of Activity Management Templates
File: 5-EX-3-2

1 Background

- 1.1 The purpose of this memorandum is to collate questions asked about information contained in the Activity Management Templates and the answers provided.
- 1.2 Questions around other information provided in the order paper are also collated here.

2 Questions

- 2.1 There were no questions posed to Council staff prior to the Committee meeting.

3 Recommendation

- 3.1 That the memorandum 'Questions of Activity Management Templates' to the Policy/Planning Committee meeting on 13 July 2017 be received.

Nardia Gower
Governance Administrator

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