



Tangata, Te Rākau Taumata & Te Taihūtanga People, Place and Identity - Community engagement and connections

What to do when the community doesn't want your good ideas

Implementing necessary infrastructure projects often encounters resistance from the very communities they are meant to serve.

Despite the clear benefits these projects may bring, communities often exhibit reluctance or outright opposition, presenting a significant challenge for project managers, engineers, urban designers, planners, and engagement professionals alike.

Our session, "What to do when the community doesn't want your good ideas" delves into this pressing issue, offering practical insights and strategies to overcome community reluctance and garner support for vital infrastructure projects.

Drawing from a multidisciplinary approach, our session emphasizes the importance of behavioral analysis, behavioural data-driven decision-making, and relatable communication in engaging communities.

We explore how behavioral surveying and data analytics can provide valuable insights into design and communication to inform community attitudes and preferences. Furthermore, we will examine the critical role of strategy development in building trust and credibility with community members.

Through real-world project application case studies and practical examples, attendees will gain valuable insights into successful strategies for navigating complex projects with our communities.

Whether it's a transportation project, environmental initiative, or urban development plan, the principles discussed in this session are universally applicable, offering a roadmap for project success.

Key topics covered include:

- Understanding community behaviour through data analysis
- Developing strategic approaches to build trust and credibility
- How to incorporate interest and fun for projects in the community
- Crafting language and messaging that is relevant to a diverse community
- Implementing relatable and inclusive engagement strategies
- Leveraging insights from behavioral analysis to inform decision-making

Join us as we explore innovative approaches to community engagement and communication in projects that are needed but not necessarily wanted in our communities.