

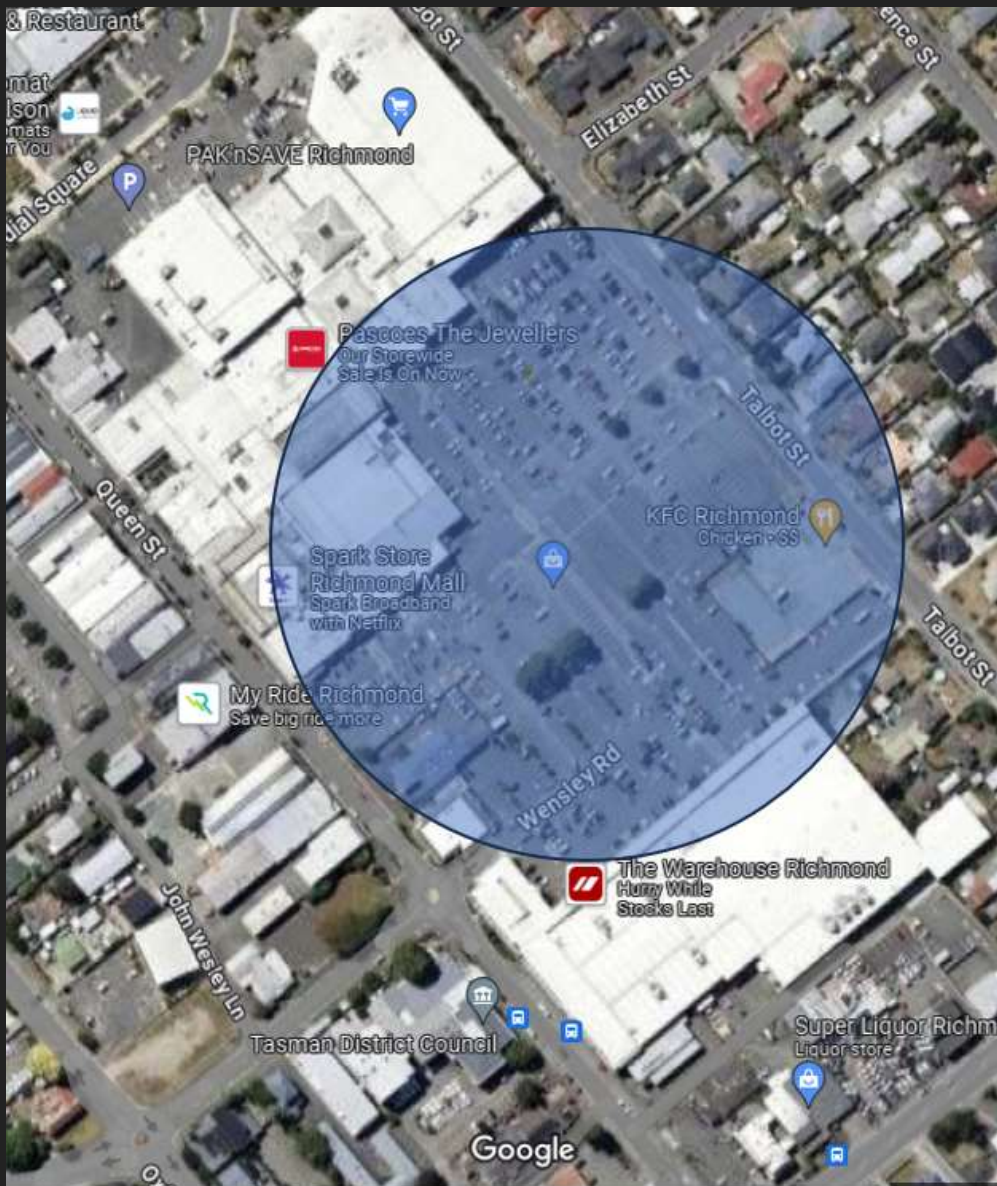


# **What to do when the community doesn't want your good ideas;**

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

**Why?**





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. Why?

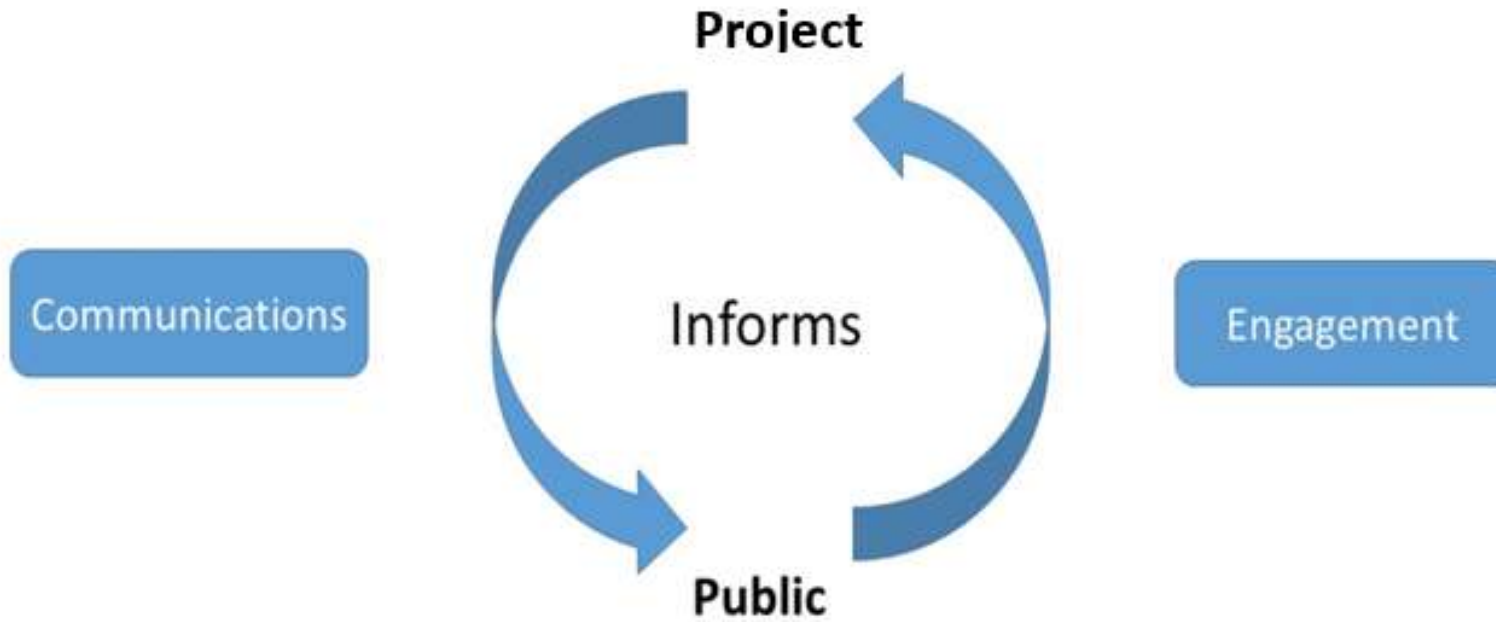




**Communication**

**Engagement**

**Consultation**



**Consultation is a legislative process**

*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. Why?*



Sun, Jun 9, 2024

Subscribe

# Businesses fear cycleway will kill their trade, while high school welcomes plan

Tina Law | THE PRESS



Steadfast Books owner Christchurch City Cour parks close to his shop.

NZ NEWS / QUIZZES / SPORT / WORLD / LIST

# Roadworks mayhem: Christchurch publicans angry about being marooned by roadworks

Amanda Cropp

# Roadworks drive away business

Corey Taylor



BAY OF PLENTY TIMES

# Letters: Cameron Rd roadworks a disaster, and ways to fix congestion

28 Mar, 2023 10:00 am Premium

A reader says roadworks in Cameron Rd have seriously inconvenienced businesses and their customers. Photo / George Novak

Bay of Plenty Times

How could Tauranga City Council stuff up the businesses in Cameron Rd so completely as, in my view, is happening now?

# I am a person who likes to take risks

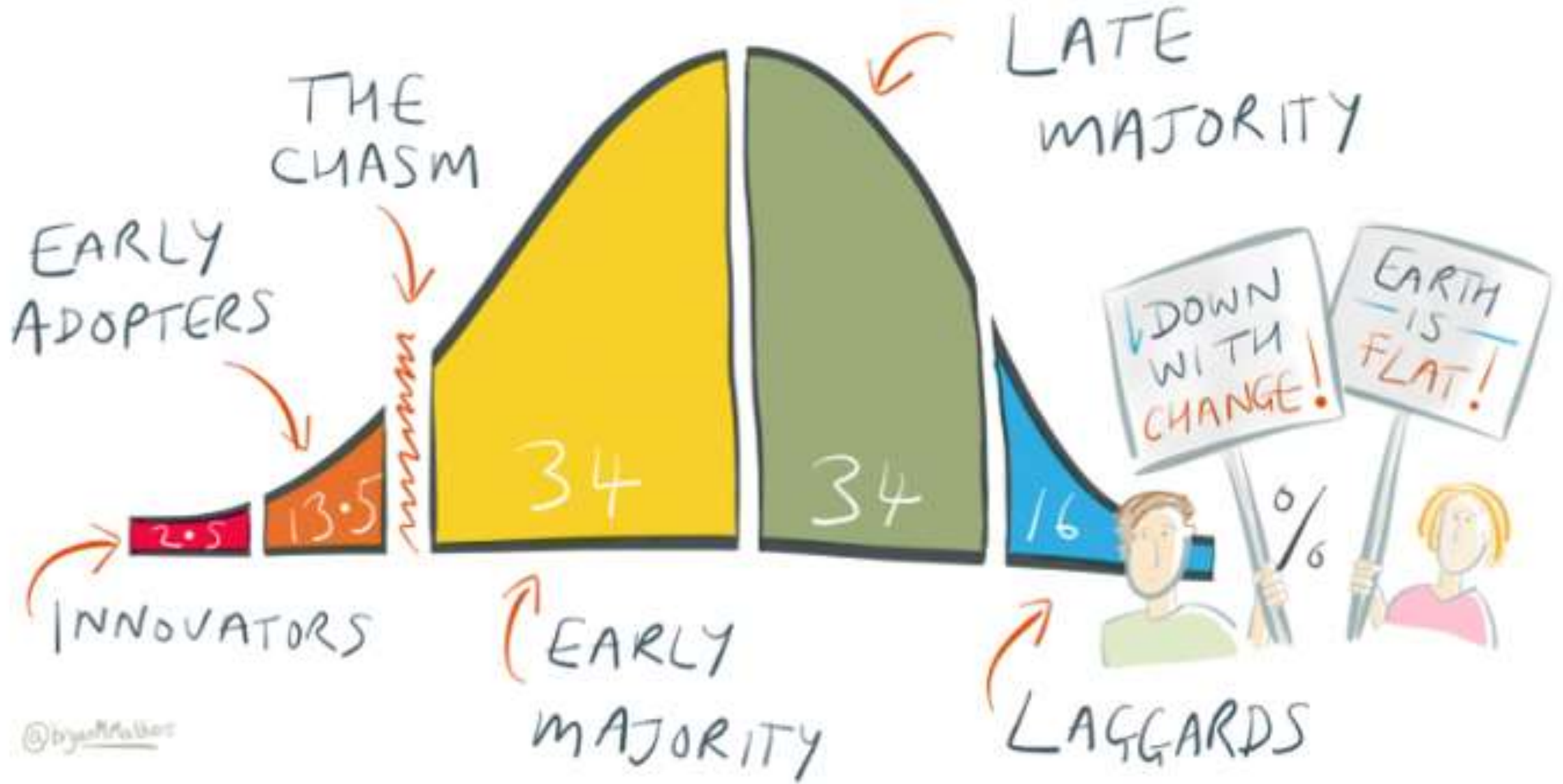
<i>Very</i>	<i>3.6%</i>
<i>Somewhat</i>	<i>17.4%</i>
<i>Hardly</i>	<i>41.6%</i>
<i>Never</i>	<i>37.5%</i>

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. Why?

**“Faced with the choice between changing one’s mind and proving there is no need to do so, almost everyone gets busy on the proof” – Galbraith**

*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. Why?*

# DIFFUSION OF INNOVATION



@byanWalker





*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. Why?*





TRANSPORTATION CONFERENCE 2024

# Your feelings and beliefs don't care about facts

*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. Why?*



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. Why?



- **75% adopted change through interaction with a significant other**
- **$\frac{3}{4}$  of people don't care about your data, they care what their friends and family think**

*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. Why?*





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. Why?



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. Why?



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. Why?



## How to keep the streets clean..



We have strong motivation to be part of fun activities with others

*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. Why?*



# 5 Takeaways

- 1. Laggards or Screams of Anxiety?**
- 2. Tell a different story**
- 3. Be strategic**
- 4. Are you relatable and a trusted message courier?**
- 5. There is hope!**

*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. Why?*