

# Raising Your Head Above the Parapet



**Holmes Consulting**

## An Engineer's Dilemma

Presented by Katie Dugan  
21 March, 2018

# Civic projects can be contentious and emotive

## Hundreds march in protest against 'common sense' solution to Island cycleway

GED GANN  
Last updated 17:10, December 3 2017



The Island Bay Residents' Association have organised a protest to get the Well existing cycleway back to the original layout.

The Parade in Island Bay rang with chants of "paint it back" as hundreds of protesters spend an additional \$4.1m revamping a Wellington cycleway.

Protest organiser Vicki Greco, of the Island Bay Residents' Association, told the news she was working to bring legal action against Wellington City Council, which opted for a "common sense" solution from Mayor Justin Lester despite the majority of residents supporting the original design.



## The fiasco in West Lynn: how can Auckland Transport get a shopping village makeover so wrong?



Simon Wilson | Guest writer

The council has been remaking the West Lynn shopping village on Richmond Road. Putting in bike lanes, calming the traffic and, they say, enhancing the shopping experience. What, asks Simon Wilson, could possibly go wrong?

## Anger at 'An Accessible City' central Christchurch traffic plan

LIZ McDONALD  
Last updated 21:11, March 14 2017



Cars queuing on Hereford St in central Christchurch.

IAN MCREGG/STAFF/FAFAX NZ

Central Christchurch business leaders and property owners are threatening legal action if an inner city traffic redesign is not stopped.


At a private meeting at city council headquarters on Tuesday, described by attendees as "heated" and "explosive", a group of central Christchurch business leaders discussed claims the An Accessible City road redesign scheme was putting the rebuild at risk.



## ADVOCACY

“Engineering New Zealand wants to be the respected voice of engineering in New Zealand – **visible, bold, strong and influential** – shaping the agenda of government and industry from an engineering perspective. **Our members want this from us too.**”





**“It takes an industry voice to change these situations – individuals have too much to lose by rocking the boat.”**

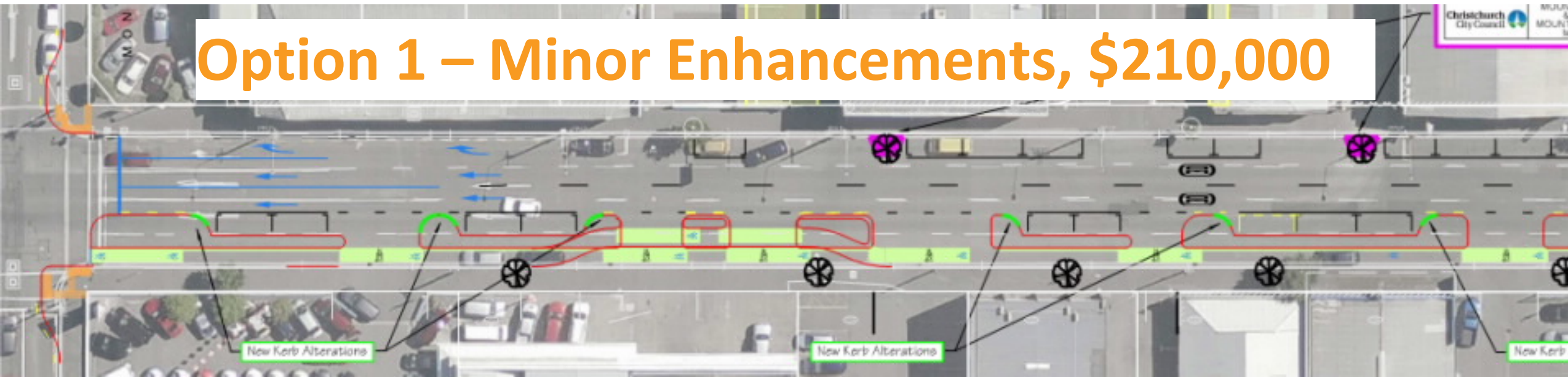


# St Asaph Street, Christchurch – Accessible City Project

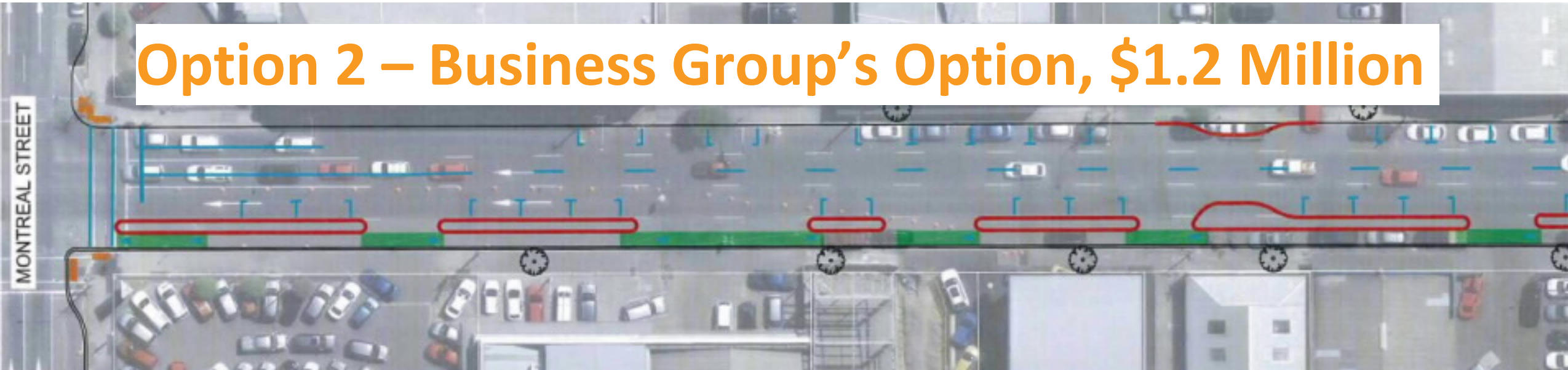


- \$3.5 Million, completed 2016
- Incorporates separated cycleway (Major Cycle Route), shared paths, kerbed parking islands and landscaping features
- Schools and sports facilities nearby
- 350 cyclists per day already
- Safety Audit March 2017 recommended minor physical changes plus lowering the speed limit to 30 km/h
- Very vocal (and well-funded) Business Group demanded significant changes in favor of more carpark spaces while ignoring safety audit advice

# Option 1 – Minor Enhancements, \$210,000



# Option 2 – Business Group's Option, \$1.2 Million



# Branch Submission Process

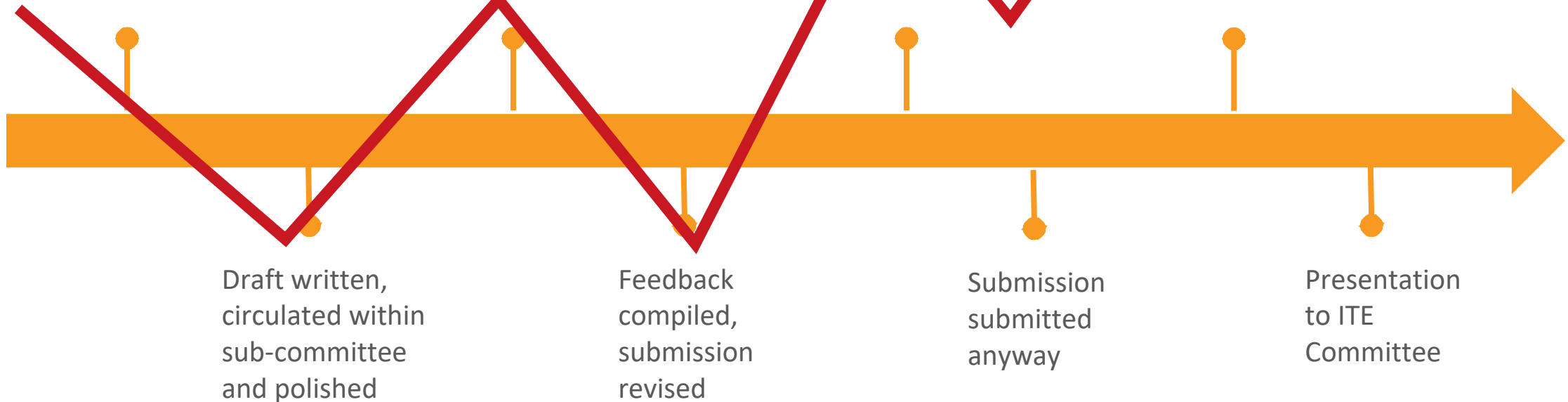


Branch committee meeting discussion, sub-committee of non-conflicted members formed

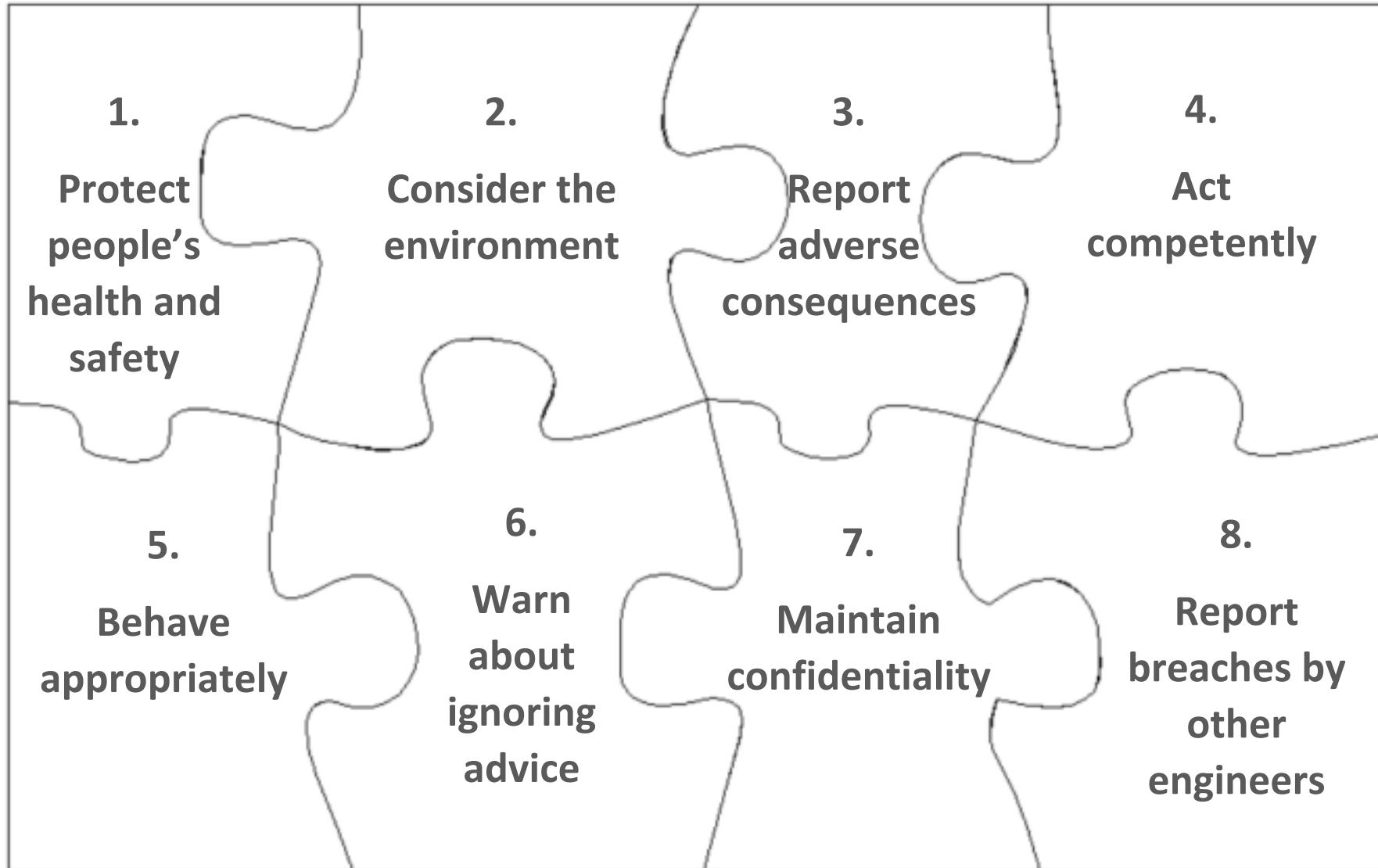
Draft submission sent to membership in confidence requesting:  
a) Yes/no to submitting at all  
b) Feedback on submission  
c) Should we present to ITE

“cease and desist” letter received from Business Group lawyers


Request from media for copy of submission



# Engineering New Zealand Code of Ethical Conduct







**“If you’re not  
at the table,  
you’re on the  
menu”**

# Drafting Effective Submissions

A well-crafted submission influences decision makers and helps drive policy



## WHY ARE YOU MAKING THIS SUBMISSION?

*What policy change are you advocating for? What response are you looking for?*

## TYPES OF SUBMISSION

*What is the process? When are the deadlines?*

## WHAT DOES YOUR AUDIENCE WANT?

*Who are they and what are their concerns?*



# Drafting Effective Submissions (cont.)

A well-crafted submission influences decision makers and helps drive policy



## BUILD A LOGICAL, CONCISE CASE

*Why is this important? Who will it affect? What are the benefits?*

## FOLLOW-UP MEETINGS & ORAL SUBMISSIONS

*Never repeat your written submission face-to-face. Only repeat the key message.*

## ASK FOR SUPPORT

*Always get another person not close to the subject to read your submission.*

# Talking to the Media

- You can always buy time by agreeing to call back
- Ask what kind of opportunity is this for me and my organization
- Ask whether you are the right person to comment
- Keep your words simple and explanations brief
- Never agree to an off-the-cuff interview if you are unprepared



# Engineering New Zealand Resources

| They're keen to help!                                     |  |
|---|--|
| <b>Neil Miller</b><br>Senior Policy Advisor               | <a href="mailto:Neil.Miller@engineeringnz.org">Neil.Miller@engineeringnz.org</a>       |
|   |  |
| <b>Kassy Hayden</b><br>Communications Manager             | <a href="mailto:Kassy.Hayden@engineeringnz.org">Kassy.Hayden@engineeringnz.org</a>     |
|   |  |
| <b>Helen Davidson</b><br>General Manager – Legal & Policy | <a href="mailto:Helen.Davidson@engineeringnz.org">Helen.Davidson@engineeringnz.org</a> |

# Thank you!

Your turn...

Please come see us at the “IDEAS” booth in the exhibition area and tell us:

- What we should STOP doing
- What we should KEEP doing
- What we should START doing

