



# Analysis of Community Feedback

## Part 1: Initial Analysis

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We acknowledge the generous support of the  
Christchurch Earthquake Appeal Trust

CHRISTCHURCH EARTHQUAKE APPEAL

Tomorrow  
Starts Here.

## **KARAKIA TIMATAKA**

*Kimihia rapuhia Whaia ki te Uru Tapu nui o Tane Tane te waiora Tane te wanaka*

*Tane te tokoraki Puta ki te whaiao ki te ao marama*

*Tu te kana Tu te maraka Te tu hi te rarama*

*E noho te mataara nei E roko whakairia ake ki ruka*

*Kia tina! tina! Haumi e! Hui e! Taiki e!*

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## Executive Summary

**EVO::SPACE** is Eastern Vison's community engagement website where people have their say about planning the rebuild of the eastern suburbs. The website was live for about 12 weeks before the data was extracted for this analysis.

**Engagement** was challenging and not as high as hoped with 1355 registrants, of these 62% made significant changes to the prioritisation of Guiding Principles and 54% provided feedback on at least one of the 44 Proposals listed. Very few people chose to use the option for group registration.

**Marketing** was in general most effective via Press articles directly about EVO::SPACE and an advertising banner on the Rebuild Christchurch website – but both modes decayed in effectiveness rapidly with time.

**Gender** distribution was relatively balanced with 51% females.

**Age** distribution indicated a bell curve skewed to the right with the bulk of participants middle-aged in the 36-55 age groups, but all age groups were represented.

**Ethnicity** statistics indicated that Maori and particularly Pacific people were significantly underrepresented and were more likely to disengage following registration. A similar pattern of disengagement also applied to Asian people.

**Disability** statistics, those self-identifying with a diverse range of disabilities, indicated underrepresentation at 6% of participants.

**Location in 2010 and 2014:** There was a very broad distribution of geographical locations represented. Just over 50% were living or had lived in the east in 2010. Patterns of migration reflected those expected with nett migration of participants from red zone suburbs into NW and West Christchurch and Waimakariri. However there was also significant migration into the greater New Brighton area among participants.

**Red Zoned** people, 8% of participants, were not as highly represented as expected for reasons that are unclear.

**Prioritisation of Guiding Principles** ranked keeping communities safe from natural hazards the most important. Building back clean, green and sustainably shared second equal priority with building strong connected communities. Reclaiming the red zone land for residential use and keeping any re-developments cost-neutral were deemed of lowest priority.

**Levels of Community Agreement for Proposals** indicated that many of the most popular proposals were those that had been well signalled for some time. However one new proposal received considerable support: Natural Playground Network for Children; and one significant proposal did not receive the expected level of support: Eden NZ. Some proposals registered strong disagreement: Blue-ing the Red Zone, Avon Aviation Park and Shore-to-Shore Promenade.

**Frequency of Use** was loosely correlated with the level of community support but there were some significant differences.

**Value in Additional Rates or Taxes:** many of the most popular proposals were highly valued to the point where there may be an appetite for a targeted rate or tax to help fund them.

**Relocation or Extension of Proposal Sites** were suggested in only 137 (4%) of the 3475 proposal views made.

**Bias from Single-Focus Campaigns** was strongly evident in feedback on the International Flatwater Sports Lake and may have played a minor role in feedback on 3 other proposals.



### Have your say

**My view on this proposal**

-- Select --

**I would use this in some way**

-- Select --

**I would pay this much in additional rates or taxes per year for this**

Number only

**Positive things about this proposal: Strengths & Opportunities**

**Negative things about this proposal: Weaknesses & Risks**

**OPTIONAL: This proposal would be better located to these map sectors**

Select the sectors you would move this proposal to or you can click the sector numbers directly on the map

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐ 15 ☐ 16 ☐ 17 ☐ 18 ☐ 19 ☐ 20

☐ 21 ☐ 22 ☐ 23 ☐ 24 ☐ 25 ☐ 26 ☐ 27 ☐ 28 ☐ 29 ☐ 30

☐ 31 ☐ 32 ☐ 33 ☐ 34 ☐ 35 ☐ 36 ☐ 37 ☐ 38 ☐ 39 ☐ 40

☐ 41 ☐ 42 ☐ 43 ☐ 44 ☐ 45 ☐ 46 ☐ 47 ☐ 48 ☐ 49 ☐ 50

### Sector Map

Scroll around the sectors by clicking and dragging on the map, zoom with your scroll wheel - you can also click on the sector numbers to propose a new location - simply select one or more sectors to relocate this proposal to.

A map of a coastal area divided into 50 numbered sectors. Sectors 1 through 10 are highlighted in red, indicating they are selected for the proposal. The map shows streets, parks, and a body of water.

# 1. Introduction

## 1.1 EVO::SPACE

EVO::SPACE is “Eastern Vision’s On-line Spatial Planning Application for Community Engagement”, an “evolutionary space” where people have their say about planning the rebuild of the eastern suburbs.

Eastern Vision is a group of community leaders who want to help communities create a big-picture plan for the whole of the east that everyone supports and that will still work in 100 years’ time.

The earthquakes have had a serious effect on the east of Christchurch, there is only one chance to rebuild and get it right. By providing feedback on the website participants have helped to add to this process.

EVO::SPACE was officially launched on 12 July 2014 and was to run until 7 September; however this was extended until 30 September. On 1 October all the data in the data tables from the back-end of the website was extracted and imported into an MS Access database for analysis. The total period during which the website was formally available for feedback was 81 days or 11-12 weeks.

When launched there were 27 proposals from the community available on EVO::SPACE however during the course of the consultation period a further 17 proposals were put forward by members of the public and added to the website for comment.

Eastern Vision decided that it was not appropriate to filter the proposals, so all unique new proposals were uploaded for comment. Some of these proposals were only suggested late in the consultation so had a shorter feedback window than others.

All 44 proposals are mapped in Fig 1 and are detailed in the separate Appendix: Proposal documentation as used on EVO::SPACE.

Because EVO::SPACE is the only place where communities can view all of the proposals in one place and read what others think about them, the site remains live for the public to continue to use as a resource. Users can even continue to provide feedback on the website however this will not be included in this analysis, but it could be included in future reports.

The site could be accessed as an individual or as a group – but first users had to register as one or the other. Once registered, users could return to the website at any time and were asked to rank a set of nine Guiding Principles for the recovery of the east before commenting on specific proposals. Users had the freedom to choose how many proposals they wished to provide feedback on.

It was made clear to all participants that there is no guarantee that any particular proposal listed on the site will proceed, that will depend upon the decisions of government and other land owners and on a range of factors like ground condition, natural hazard risk and available money.

## 1.2 Back-End Data Structure

The Data Tables, Data Fields and Table Relationships are detailed in Fig 2.





\* NOT COMPATIBLE SPATIALLY  
WITH OTHER PROPOSALS

Fig 1: Map of EVO::SPACE Proposals

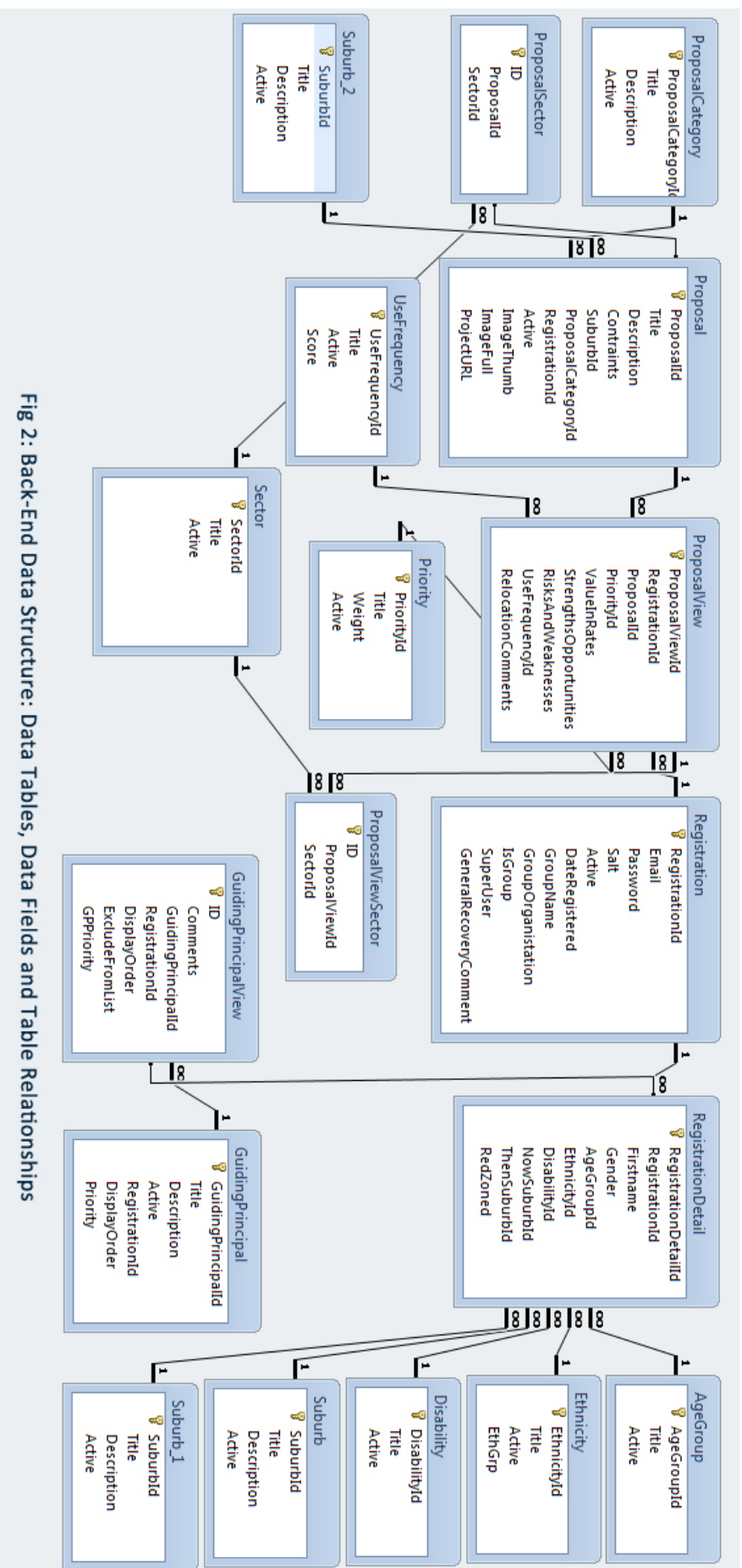


Fig 2: Back-End Data Structure: Data Tables, Data Fields and Table Relationships



## 2. Engagement & Marketing

### 2.1 Registrants, Participants and Engagement Levels

If **registrants** are defined as all those who register either within a group or as an individual and **participants** are defined as the subpopulation of registrants who provided feedback for at least ONE proposal then the percentage of participants in relation to the registrants is an indication of **level of engagement** once registered.

Registrants	Participants	Engagement
1355	730	54%

**Table 1: Numbers of Registrants, Participants & Level of Engagement**

The number of registrants was lower than hoped for which reflected the challenges experienced in engaging the public in workshops and drop-in sessions which were generally poorly attended despite promotion in a variety of media.

The figures also indicate that of those that register a very significant proportion disengage before participating via feedback on proposals (Table 1). A more detailed breakdown of the demographics of those most likely to disengage is given below in the Profiles section.

The level of engagement is probably a reflection on the time and work required by the user to consider proposals and enter feedback. It has been a lot easier to engage the public via social media where they are already registered (ie logged into Facebook, etc) and only have to click a “like” icon to register a view. Others registered to browse but not actively participate, perhaps because they did not feel that their feedback was valid or would have any real influence.

There was one intervening step that may also have contributed significantly to the level of disengagement recorded: prioritisation of Guiding Principles.

More Registrants engaged in the prioritisation of Guiding Principles than providing feedback on Proposals (Table 2). This was anecdotally the most difficult part of the consultation experience and may have resulted in users not wishing to continue to the Proposals.

Although prioritisation of the Guiding Principles was seen as a useful exercise, in hindsight this section may have been best placed after the feedback on Proposals, to improve engagement in the latter.

	Number	% of Registrants
<b>Registrants</b>	1355	100%
<b>Limited Changes*</b>	1216	90%
<b>Significant Changes**</b>	837	62%

*\* defined as any change to rankings*

*\*\* defined as changed priority specific to a principle and/or exclusions made to any principles*

**Table 2: Numbers of Registrants Engaged in Prioritisation of Guiding Principles**

## 2.2 Individual vs Group Registration

Very few people chose to use the option for group registration as evident in Table 3.

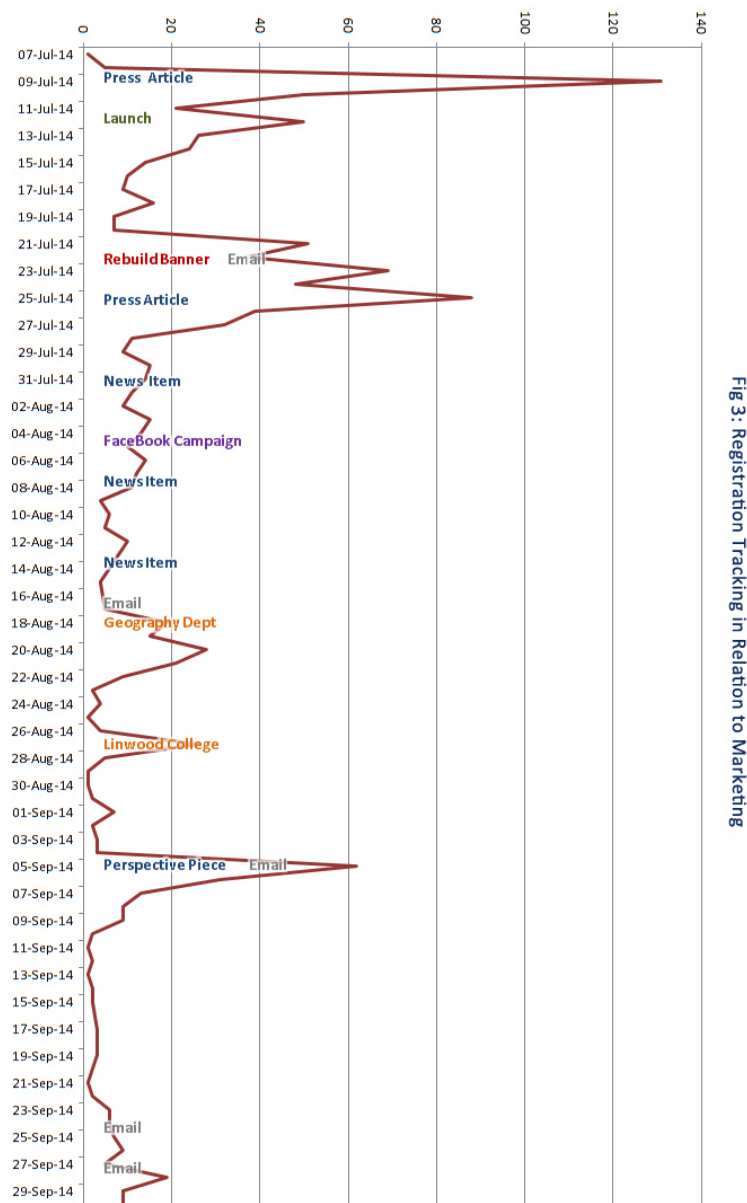
Where it was employed it was largely for small groups of 2-4 individuals.

	<i>Number</i>
<b>Individual Registrants</b>	<b>1321</b>
<b>Grouped Registrants</b>	<b>34</b>

**Table 3: Individual vs Group Registration**

## 2.3 Marketing

The variety and effectiveness of various marketing modes is evident from the registration tracking graph in Figure 3.



**Fig 3: Registration Tracking in Relation to Marketing**

In general the most effective marketing was via Press articles directly about EVO::SPACE and an advertising banner on the Rebuild Christchurch website – but both modes decayed rapidly with time. Contacts via university and school networks were also effective.

## 3. Profiles

### 3.1 Gender

The gender distribution among registrants and participants is provided in Table 4.

	<i>Registrants</i>	<i>Participants</i>
<b>Female</b>	724	372
<b>Male</b>	631	358
<b>TOTAL</b>	<b>1355</b>	<b>730</b>
<b>% Female</b>	<b>53%</b>	<b>51%</b>

**Table 4: Gender Distribution**

The distribution is relatively balanced with a slight bias toward females, however this is less pronounced among participants than registrants.

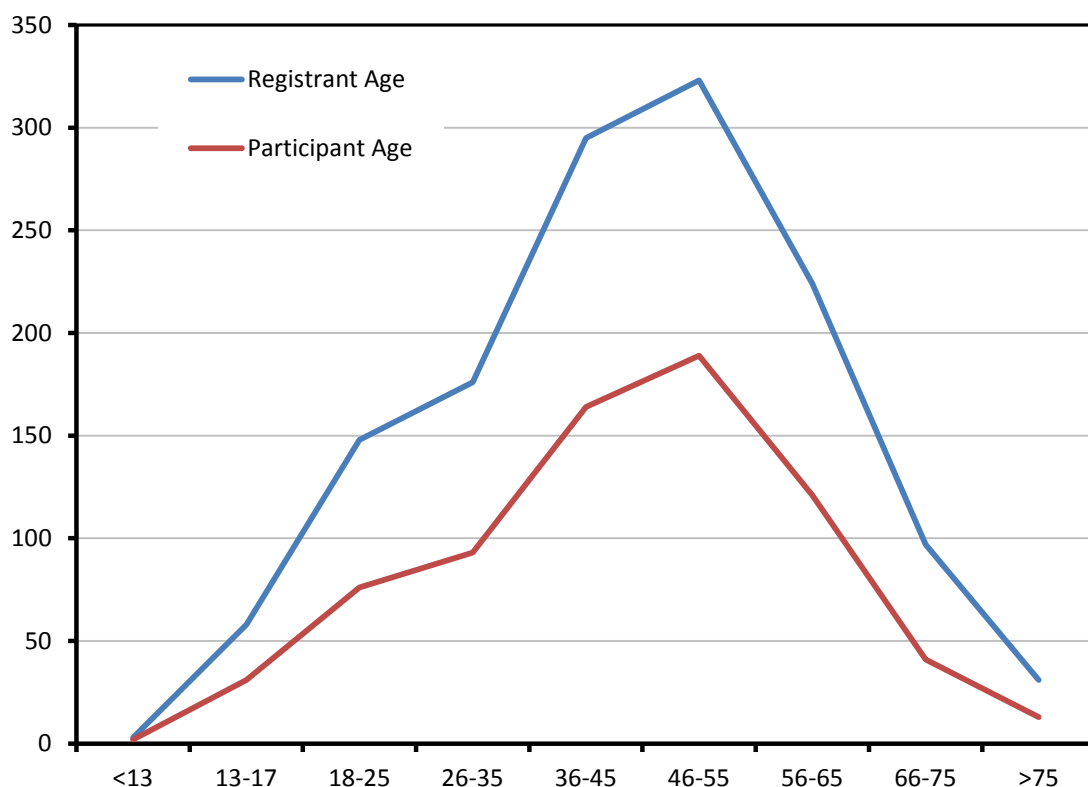
### 3.2 Age

The age distribution of registrants and participants is given in Table 5 and Fig 4 – the similar profiles between the two suggests that age is not a significant factor in determining whether or not registrants disengage.

	<i>Registrants</i>	<i>Participants</i>
<b>&lt;13</b>	3	2
<b>13-17</b>	58	31
<b>18-25</b>	148	76
<b>26-35</b>	176	93
<b>36-45</b>	295	164
<b>46-55</b>	323	189
<b>56-65</b>	224	121
<b>66-75</b>	97	41
<b>&gt;75</b>	31	13
<b>TOTAL</b>	<b>1355</b>	<b>730</b>

**Table 5: Age Distribution**

The age distributions indicate that the bulk of users were middle-aged in the 36-55 age groups but all age groups were represented. However it would have been good to have secured a higher representation of younger age groups, as these include the generations most likely to get the most amenity from the proposals. Greater engagement of schools with classroom application of the website would have assisted in this.



**Fig 4: Age Distribution of Registrants and Participants**

Anecdotally a number of older folk did not have access to a PC which was internet-connected. Some also commented that they saw no point in providing feedback as they would not be “around to see it”.

### 3.3 Primary Ethnicity

	<i>Registrants</i>	<i>Participants</i>	<i>Disengaged</i>
<b>NZ European/Pakeha</b>	1096	599	45%
<b>European</b>	81	45	44%
<b>Not Stated</b>	56	28	50%
<b>New Zealand Maori</b>	55	25	55%
<b>Other</b>	37	24	35%
<b>Asian</b>	15	4	73%
<b>Australian</b>	7	3	57%
<b>Pacific Island Peoples</b>	6	1	83%
<b>Middle Eastern</b>	1	1	0%
<b>Latin American</b>	1	0	100%
<b>TOTAL</b>	<b>1355</b>	<b>730</b>	
<b>% Maori</b>	<b>4.1%</b>	<b>3.4%</b>	
<b>% Pacific Peoples</b>	<b>0.4%</b>	<b>0.1%</b>	
<b>% Asian</b>	<b>1.4%</b>	<b>0.7%</b>	

**Table 6: Primary Ethnicity Distribution of Registrants and Participants**

The primary ethnicity group of both registrants and participants is given in Table 6.

It is evident that Maori and particularly Pacific people are significantly underrepresented in these statistics and are more likely to disengage following registration. A similar pattern of disengagement also applies to Asian people. This may suggest that language may be an issue with use of the website.

A promotional talk was given to an Ōtautahi Runaka hui and although this was very well received there was little evidence that attendees registered on EVO::SPACE afterwards.

### 3.4 Disability

Those self-identifying with a diverse range of disabilities represent 6% of both registrants and participants (Table 7). While this indicates significant underrepresentation overall there is no bias in terms of disengagement.

	<i>Registrants</i>	<i>Participants</i>
<b>None</b>	1273	687
<b>Yes (Not Detailed)</b>	25	11
<b>Hearing</b>	17	9
<b>Physical</b>	13	7
<b>Psychiatric</b>	10	6
<b>Other</b>	9	3
<b>Multiple</b>	5	5
<b>Sight</b>	2	1
<b>Intellectual</b>	1	1
<b>TOTAL</b>	<b>1355</b>	<b>730</b>
<b>% With Disability</b>	<b>6%</b>	<b>6%</b>

**Table 7: Disability Distribution of Registrants & Participants**

### 3.5 Location 2010 and 2014

The geographical distribution of registrants and participants is detailed in Table 8 for both 2010 and 2014. There is a very broad distribution of geographical locations represented. Just over 50% were living or had lived in the east in 2010.

The Location pick list used to identify location in both 2010 and 2014 was the same as that used to identify location of proposals. Unfortunately this included options not appropriate for the purpose here (ie All of Avon RRZ , All Eastern Suburbs) and it would have been better to have filtered them out to avoid confusion.

The patterns of migration reflect those expected with nett migration of participants from red zone suburbs and into NW and West Christchurch and Waimakariri. However there is also significant migration into the greater New Brighton area among participants. There were considerable variations in levels of engagement depending upon location in 2010 but no significant patterns emerged.



	<i>Registrants</i>		<i>Participants</i>			
	<b>2010</b>	<b>2014</b>	<b>2010</b>	<b>2014</b>	<b>Migration</b>	<b>% Engaged '10</b>
<b>Other</b>	206	157	113	77	-36	55%
<b>NW Christchurch</b>	107	132	63	80	17	59%
<b>New Brighton</b>	73	76	38	43	5	52%
<b>New Brighton North</b>	79	96	38	47	9	48%
<b>South Christchurch</b>	50	58	32	35	3	64%
<b>Richmond</b>	54	40	30	22	-8	56%
<b>Burwood</b>	74	62	29	28	-1	39%
<b>New Brighton South</b>	57	68	29	40	11	51%
<b>Dallington</b>	50	37	28	20	-8	56%
<b>West Christchurch</b>	61	79	27	36	9	44%
<b>All Eastern Suburbs</b>	38	27	26	20	-6	68%
<b>Shirley</b>	39	37	25	19	-6	64%
<b>SE Christchurch</b>	47	53	24	28	4	51%
<b>SW Christchurch</b>	39	46	23	27	4	59%
<b>Avondale</b>	38	36	22	23	1	58%
<b>Southshore</b>	39	33	21	17	-4	54%
<b>Linwood</b>	34	37	19	20	1	56%
<b>Avonside</b>	31	27	18	15	-3	58%
<b>Parklands</b>	32	38	18	22	4	56%
<b>Selwyn</b>	27	37	17	18	1	63%
<b>Waimakariri</b>	21	39	12	22	10	57%
<b>Aranui</b>	17	16	11	10	-1	65%
<b>Banks Peninsula</b>	23	28	11	15	4	48%
<b>Ferrymead</b>	15	11	10	7	-3	67%
<b>Wainoni</b>	14	15	8	9	1	57%
<b>Woolston</b>	21	22	8	8	0	38%
<b>Bexley</b>	14	4	6	2	-4	43%
<b>Horseshoe Lake</b>	10	1	5	0	-5	50%
<b>All of Avon RRZ</b>	11	7	4	5	1	36%
<b>Phillipstown</b>	11	8	4	4	0	36%
<b>Bromley</b>	7	7	3	3	0	43%
<b>Queenspark</b>	4	6	3	3	0	75%
<b>Marshlands</b>	6	5	2	2	0	33%
<b>Brooklands</b>	2	4	0	0	0	0%
<b>Spencerville</b>	2	3	2	2	0	100%
<b>Ouruhia</b>	1	2	1	1	0	100%
<b>Kainga</b>	1	1	0	0	0	0%
<b>TOTAL</b>	<b>1355</b>	<b>1355</b>	<b>730</b>	<b>730</b>	<b>0</b>	<b>54%</b>
<b>% East Chch</b>	<b>57%</b>	<b>54%</b>	<b>56%</b>	<b>54%</b>		

**Table 8: Distribution of Registrants and Participants by Location in 2010 and 2014**

### 3.6 Red Zoned

The number of registrants and participants that were red zoned are detailed in Table 9.

	Registrants	Participants
<b>No</b>	1238	671
<b>Yes</b>	117	59
<b>TOTAL</b>	<b>1355</b>	<b>730</b>
<b>%RZZ</b>	<b>9%</b>	<b>8%</b>

**Table 9: Number of Red-Zoned Registrants & Participants**

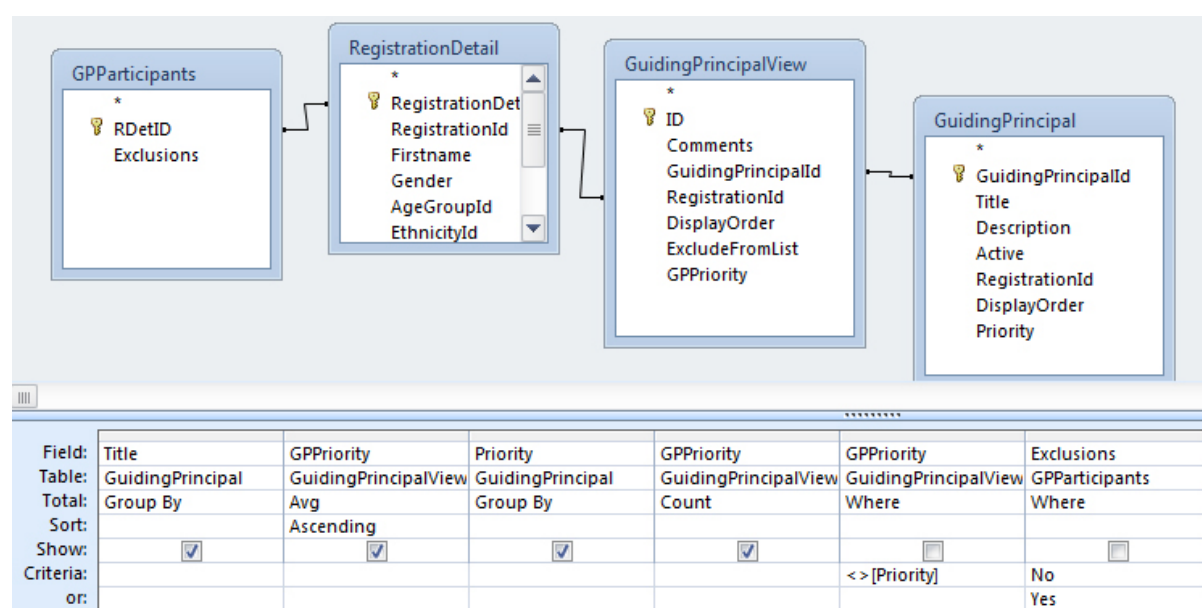
Red Zoned registrants and participants are not as highly represented as expected and are roughly similar in terms of percent of totals.

It is unclear why this group is underrepresented – they might now be hard to reach. However the site was promoted in outer suburbs of Christchurch and Waimakariri and Selwyn as evidenced in the geographical distributions detailed in 3.5 above. Some may just wish to “move on” and not want the emotional upheaval of having to consider the future of their old neighbourhoods.

## 4. Guiding Principles

### 4.1 Prioritisation of Guiding Principles

These results were hard to analyse because some registrants did not undertake any prioritisation or simply re-ranked one principle only (defined as limited changes). Significant changes to a specific Guiding Principle were defined by a change to the priority of the Principle and/or an exclusion of a principle by the registrant (for the detail of conditions refer to Fig 5).



**Fig 5: Conditions that define Significant Changes to Guiding Principles by a Registrant**

Using the records with significant changes, results in a new ranking of Guiding Principles as detailed in Table 10, with keeping communities safe from natural hazards ranking the most important. This was followed by building back clean, green and sustainably which shared second equal priority with building strong connected communities.

Reclaiming the red zone land for residential use and keeping any re-developments cost-neutral were deemed of lowest priority and were excluded as principles that should be considered by significant numbers of registrants. The former was excluded by well over half of registrants who made significant changes.

Despite the on-going publicity about the lack of affordable housing this was ranked low in priority as a guiding principle perhaps because people linked this with reclaiming red zone land for residential development.

<i>Principle</i>	<i>New Priority (Avg)</i>	<i>Default Priority</i>	<i>Sample Size</i>	<i>Number Exclusions</i>
<b>Keep communities safe from natural hazards</b>	2.6	1	780	57
<b>Build back clean, green and sustainable</b>	3.3	4	863	32
<b>Build strong connected communities</b>	3.3	3	848	65
<b>Support healthy lifestyles</b>	4.0	5	862	29
<b>Rebuild schools</b>	5.8	6	850	114
<b>Promote economic recovery of the east</b>	6.0	8	840	61
<b>Provide good affordable housing</b>	6.1	7	842	133
<b>Reclaim red zone land for residential use</b>	7.6	2	878	506
<b>Keep any re-developments cost-neutral</b>	7.8	9	768	332
<b>Average:</b>			<b>837</b>	

**Table 10: Re-Ranking of Guiding Principles**

## 5. Feedback on Proposals

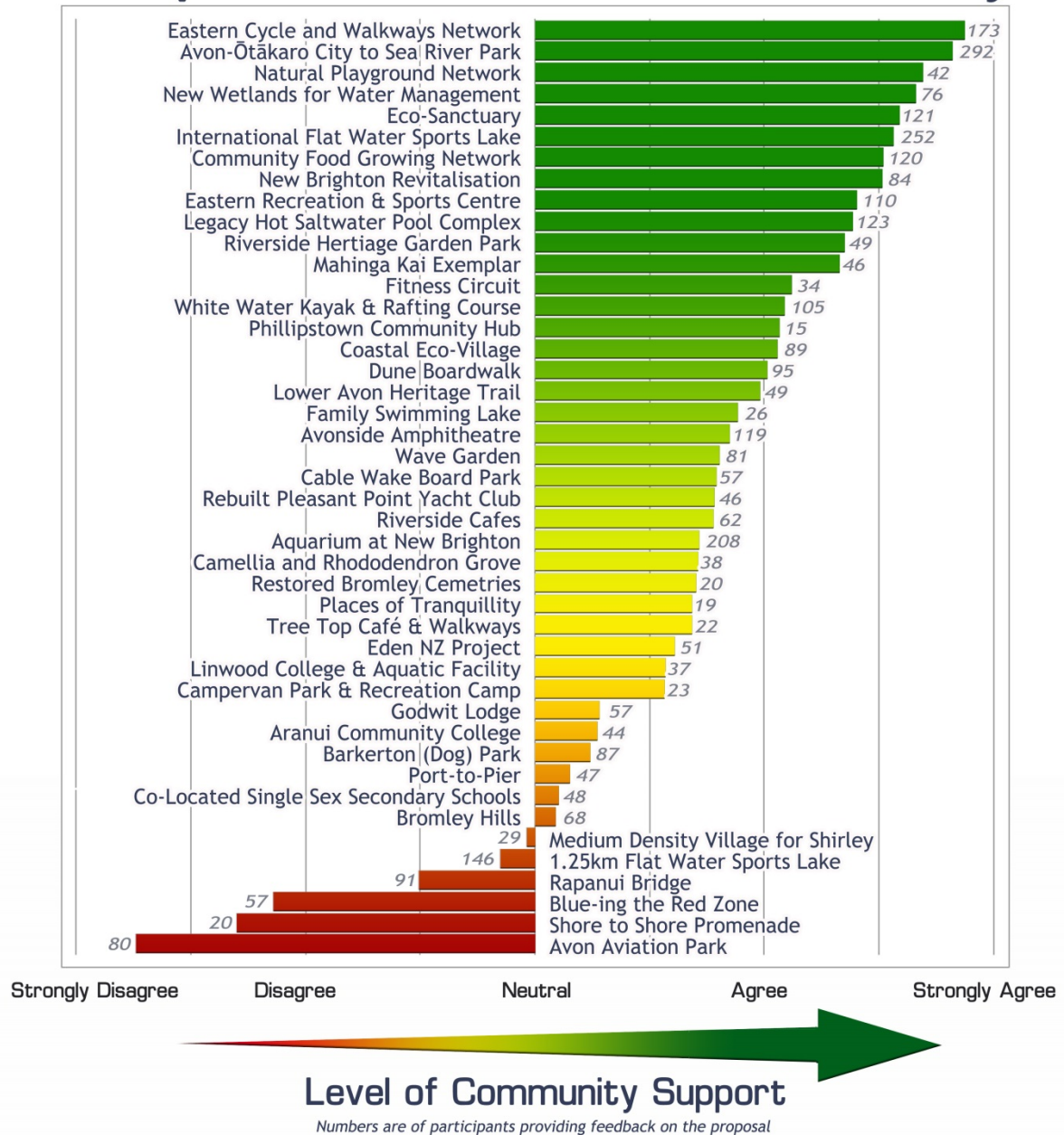
### 5.1 Level of Community Agreement

Participants were asked to indicate their level of agreement with each proposal by selecting an option from a pick list ranging from Strongly Disagree to Strongly Agree. This was a mandatory field in order to save the feedback.

It was obvious that in 18 proposal view instances (out of a total of 3475) that participants had entered in Strongly Disagree rather than Strongly Agree by accident – based on the amount in additional rates or taxes the participant would pay or on the strengths and opportunities comments made. The entries for these few views were amended to reflect the corrected response before further analysis.

The level of community agreement for each proposal is illustrated in Fig 6 with the proposal with the strongest community mandate in green at the top and those with a negative mandate in red at the bottom.

# Proposal Feedback Summary



**Fig 6: Level of Community Support by Proposal**

These results were obtained by assigning a value between 2 and -2 for the agreement options then averaging the scores for the proposal sample.

The number of views per proposal varies considerably from 15 to 292 – this is partly due to late additions of new proposals with limited windows for feedback but also might reflect limited interest in the proposal in some instances (sample sizes for each proposal are given in italics in Fig 6).

Many of the most popular proposals have been well signalled for some time. However one new proposal has received considerable support since it was suggested and uploaded relatively late in the process: Natural Playground Network for Children (ranked third in terms of community support). *[This is also supported by results of recent studies by Geography 309 students – unpublished research]*

One significant proposal has not received the support its champions would have hoped for: Eden NZ: Mountains to the Sea - Ki Uta Ki Tai. Based on feedback comments this is likely due to a lack of clear definition of the project and its high anticipated cost, however it should be noted the feedback sample is small.

Some proposals are not at all supported such as Blue-ing the Red Zone, Avon Aviation Park and the Shore to Shore Promenade. These are viewed as incompatible with other popular proposals and/or environmentally inappropriate for the location.

One proposal with no community support which should be of concern to CCC with regard to the District Plan Review proposals is New Medium-Density Urban Village for Shirley. However it should be noted that in contrast the Coastal Eco-Village for New Brighton has considerable support.

More analytical work will be undertaken in Part 2 of this report to tease out the issues expressed especially for those proposals with mixed levels of support.

## 5.2 Frequency of Use

Participants were asked to select from a pick list of options how frequently they would use the proposed amenity in any way. This field was mandatory and included options of daily, once a week, once a month, once a year or never.

By assigning a value between 0 and 4, an average frequency per proposal can be calculated and the proposal ranked accordingly.

These results are presented in Fig 7. *[Sample sizes are as identified in Fig 6.]*

While there is a loose correlation between the level of community support and the frequency people identified they would use the amenity there are some significant differences.

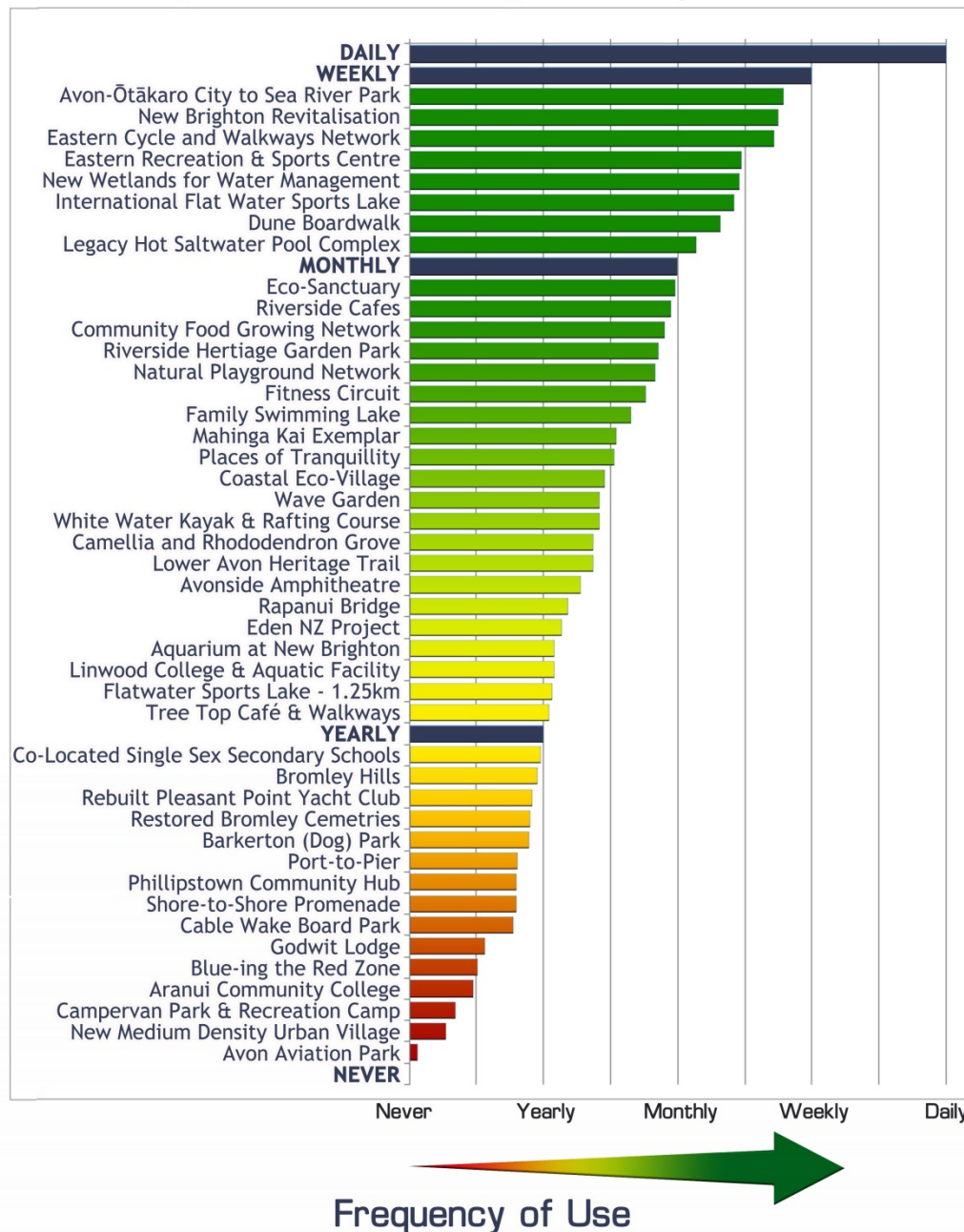
## 5.3 Value in Additional Rates or Taxes

Participants were asked how much if anything in dollars they would be prepared to pay in additional rates or taxes per annum to see a proposal implemented. The default value was \$0.

These results were difficult to analyse because of the wide variance in values entered, particularly at the high end of the range. 3 values were excluded from the analysis because they were in excess of \$5000 (See Notes to Table 11).



# Proposal Frequency of Use



**Fig 7: Frequency of Use by Proposal**

Because of the variance three statistics are presented for each proposal: the average value, the median value and the maximum value. In addition the sample size and percentage of proposal views over \$0 are also provided.

In broad terms the average values correlate with the level of community support but with notable exceptions – some advocates of aquatic sports amenities indicated that they were prepared to pay considerable sums in additional rates or taxes to see the proposals implemented which distorted the results based on averages.

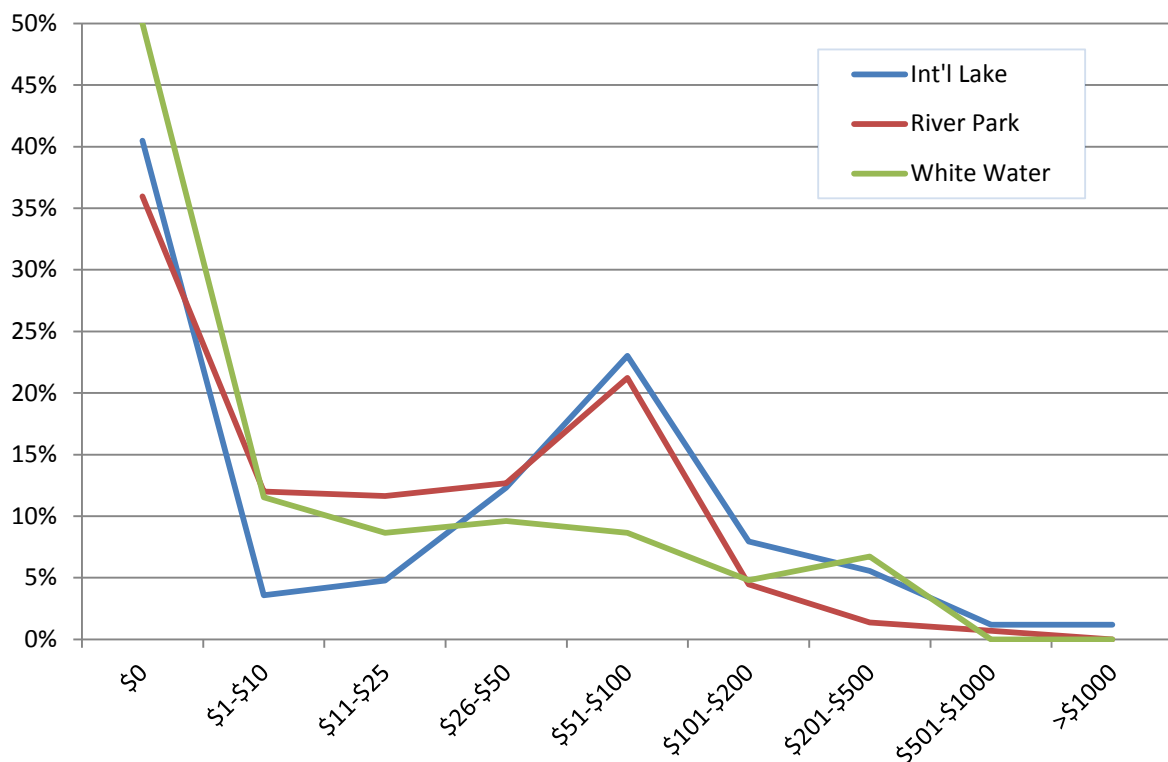
<i>Proposal</i>	<i>Average \$</i>	<i>Median \$</i>	<i>Max</i>	<i>Sample</i>	<i>% &gt;\$0</i>
<b>International Flatwater Sports Lake – 2.25km</b>	113.04	40.00	\$5,000.00	252	59.5%
<b>White-Water Kayak and Rafting Course</b>	53.80	5.00	\$ 500.00	104	50.0%
<b>Avon-Ōtākaro River Park</b>	52.32	20.00	\$1,000.00	292	64.0%
<b>Legacy Beachfront Aquatic Facility</b>	36.83	10.00	\$ 600.00	123	62.6%
<b>Eco-Sanctuary</b>	32.96	10.00	\$ 500.00	121	62.8%
<b>Eastern Cycle and Walkway Network</b>	28.40	10.00	\$ 250.00	173	60.7%
<b>Eastern Sport &amp; Recreation Facility</b>	27.54	-	\$ 600.00	110	48.2%
<b>Eden NZ: Mountains to the Sea - Ki Uta Ki Tai</b>	27.22	-	\$1,040.00	51	29.4%
<b>New Brighton Business District Revitalisation</b>	26.18	-	\$ 600.00	84	47.6%
<b>New Wetlands for Water Management</b>	25.79	5.00	\$ 200.00	76	51.3%
<b>Wave Garden</b>	20.89	-	\$ 200.00	81	38.3%
<b>Coastal Eco-Village</b>	19.81	-	\$ 600.00	89	21.3%
<b>Flatwater Sports Lake – 1.25km</b>	18.44	-	\$ 500.00	146	26.0%
<b>Riverside Heritage Garden Park</b>	17.06	-	\$ 100.00	49	46.9%
<b>Community Food Growing Network</b>	13.13	-	\$ 200.00	120	42.5%
<b>Rapanui Bridge</b>	12.93	-	\$ 500.00	91	23.1%
<b>Natural Playground Network for Children</b>	12.67	10.00	\$ 100.00	42	57.1%
<b>Mahinga Kai Exemplar</b>	12.24	-	\$ 100.00	46	43.5%
<b>Linwood College &amp; Aquatic Centre</b>	11.54	-	\$ 100.00	37	37.8%
<b>Dune Boardwalk</b>	9.91	-	\$ 100.00	95	43.2%
<b>Phillipstown Community Hub</b>	9.67	-	\$ 100.00	15	26.7%
<b>Restoration of the Bromley Cemeteries</b>	9.00	-	\$ 100.00	20	30.0%
<b>Aquarium</b>	8.88	-	\$ 120.00	208	40.9%
<b>Christchurch CablePark</b>	8.47	-	\$ 150.00	57	26.3%
<b>Places of Tranquillity</b>	7.11	-	\$ 100.00	19	21.1%
<b>Replacement Pleasant Point Yacht Club</b>	7.00	-	\$ 100.00	46	28.3%
<b>Lower Avon Heritage Recovery Trail</b>	6.73	-	\$ 100.00	49	30.6%
<b>Tree Top Café, Walkways &amp; Adventure Course</b>	5.50	-	\$ 100.00	22	18.2%
<b>Avonside Amphitheatre</b>	5.34	-	\$ 100.00	119	38.7%
<b>Community College</b>	4.32	-	\$ 100.00	44	15.9%
<b>Fitness Circuit</b>	3.53	-	\$ 20.00	34	38.2%
<b>Port-to-Pier Ferry</b>	3.33	-	\$ 50.00	46	19.6%
<b>Family Swimming Lake</b>	3.08	-	\$ 40.00	26	19.2%
<b>NB Campervan Park &amp; Dallington Recreation Camp</b>	3.04	-	\$ 40.00	23	13.0%
<b>Riverside Cafes</b>	2.98	-	\$ 20.00	62	19.4%
<b>Bromley Hills</b>	2.79	-	\$ 50.00	68	23.5%
<b>Barkerton Park</b>	2.39	-	\$ 50.00	87	13.8%
<b>Single-Sex Secondary School Dual Campus</b>	2.38	-	\$ 100.00	47	6.4%
<b>Camellia and Rhododendron Grove</b>	2.16	-	\$ 20.00	38	23.7%
<b>Godwit Lodge</b>	1.54	-	\$ 20.00	57	14.0%

<b>New Medium-Density Urban Village</b>	1.38	-	\$ 30.00	29	6.9%
<b>Shore to Shore Promenade</b>	0.25	-	\$ 5.00	20	5.0%
<b>Blue-ing the Red Zone</b>	0.18	-	\$ 10.00	57	1.8%
<b>Avon Aviation Park</b>	0.00	-	\$ -	80	0.0%
<b>Records discarded as &gt; \$5k:</b>					
<b>Proposal</b>	<b>Value Entered</b>		<b>RecordID</b>		
<b>White-Water Kayak and Rafting Course</b>	\$5,200.00		10618		
<b>Port-to-Pier Ferry</b>	\$999,999,999,999.00		11134		
<b>Single-Sex Secondary School Dual Campus</b>	\$9,999.00		11134		

**Table 11: Value in Additional Rates or Taxes**

In some respects the median value may more accurately reflect how much the community values a particular proposal. Using this statistic highlights 8 proposals of significant value.

To see how the variance in values is reflected in the statistics these eight proposals were selected for more analysis. The results of this are presented in Figs 7 & 8.

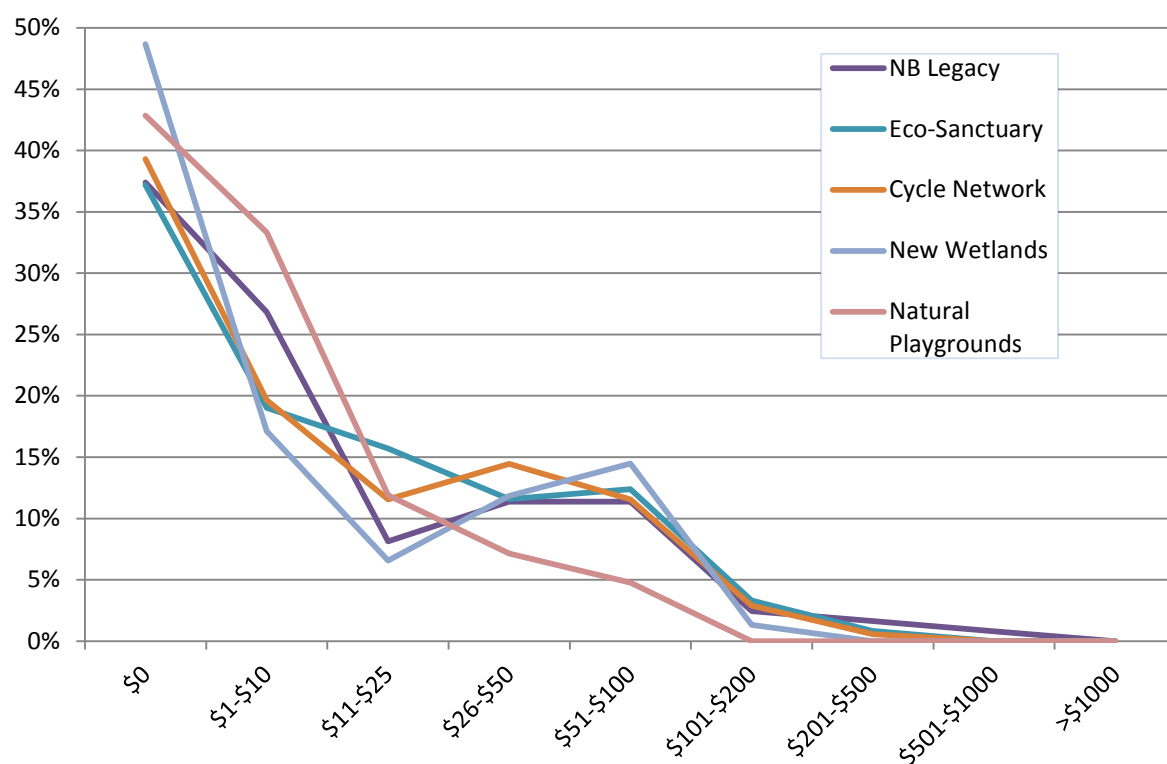


**Fig 8: % Proposal Views assigned to Value Range – 3 highest proposals**

For the three highest valued proposals it is apparent that a few advocates of the two aquatic sports are prepared to pay more than the average, while for the Avon River Park a significant percentage of the support is skewed to the lower than average part of the distribution this may reflect differences in socioeconomic characteristics of the support base for these proposals. The latter has the highest level of support for a targeted rate or tax.

For the next valued proposals there is a sharp cut off toward the higher range of values.

However what is clear from these results is that many of the most popular proposals are highly valued to the point where there may be an appetite for a targeted rate or tax to help fund them.



**Fig 9: % Proposal Views assigned to Value Range – next 5 highest proposals**

#### 5.4 Relocation or Extension of Proposal Sites

Remarkably of the 3475 proposal views made, only 137 (4%) included suggestions for spatial changes to the proposed sites and some of these were simply extending the sites proposed.

This may reflect the considerable preparatory work undertaken by groups such as Avon-Ōtākaro Network to work with proposal champions to ensure sites were as spatially compatible as possible and best located to meet site constraints where known.

The suggested location changes are detailed in Table 12.

Of note were the suggestions for re-siting of the Aquarium proposal to include estuarine as well as marine animals; relocation of the Aviation Park proposal to Ouruhia (ie it was not rejected out of hand); extension of the proposed Avon River Park into green space adjacent to the red zone; relocation of the Eastern Sport & Rec Centre to Rawhiti or New Brighton which correlates with the next two preferences of the Community Advisory Group (CAG); alternative sites for the flat water lake that would likely require considerable re-engineering of the river; Single-Sex Secondary School Dual Campus relocated to Burwood Park or within the new Prestons development; and relocation of the white water course to South Dallington to make it more compatible with the hydrodynamics of the flatwater lake complex.

Proposal	Number Relocations	Summary of Reason Given	Re-location Site	Most common Relocation (Sector ID)
Aquarium	11	Coastal but not too residential	Southshore/Estuary	Southshore (51) / Rawhiti (22)
		Closer to central city	Avon Loop	
		Enough space	North Beach/Northshore	
		Close to New Brighton Pier	North Beach	
		Central New Brighton School	NB CBD	
		Accessibility from the city, to sea, recreation, cafes	Bromley/Estuary	
		Near Pier	NB Foreshore	
		Locate in the estuary - focus on estuarine species	South NB/Southshore	
		Utilise full potential of our great estuary	South NB	
		The closer to the sea, the better	Coastal NB	
		Opportunity to include sea and estuary	Southshore	
Avon Aviation Park	6	Between Marshlands Rd and Spencerville	Ouruhia	Ouruhia (01)
		Away from urban residential	Ouruhia	
		Less Residential, Bridge over Anzac Dr	Bexley	
		Away from Dallington	Waimari Beach	
		"They like living next to airports"	Ouruhia	
		Out of the way	Southshore	
Avon-Ōtākaro River Park	6	Extend further: Shirley Links/Burwood Park	Shirley	EXTEND to: Adjacent Greenspace
		Extend further: NE Greenspaces around estuary	South NB	
		Extend further: Porritt Park Avondale Parks	Avondale	
		Extend further: Linwood Ave canal	Linwood	
		"Its near where I live"	Woolston	
		Extend further: Southshore	Southshore	
Avonside Amphitheatre	2	Key location	Horseshoe Lake	Downstream
		Amphitheatre & stage on same side of river	Avonside/Dallington/Avondale	
Barkerton Park	6	Anywhere in the red zone - need for flexibility	Avon RRZ	Avondale (23)/Dallington (34)
		More appropriate	Dallington/Avondale/Bexley	
		"Less likely to contaminate the waterway"	Bexley	
		Closer to people with no dog park nearby	Bromley Paddocks	
		It is where it was proposed for.... Porritt Park	Porritt Park	
		Less residential	Bexley Park area	
Bromley Hills	2	Easier access from NB/coast.	Bexley	Bexley (29)
		Extend to Bexley	Bexley	
Christchurch CablePark	1	Site next to white water park	South Dallington	Sth Dallington (34)
Coastal Eco-Village	4	Extend: Eco-villages should be available to lots	Residential suburbs in far east	Coastal NB (31, 44, 51)
		Extend: whole marine sand area along beachfront is TC2	Coastal NB	
		Move it closer to the city	Richmond	
		Not close to NB BD but within walking distance	Coastal NB	
Community Food Growing Network	1	Include: Central location	West Burwood	West Burwood (19)
Dune Boardwalk	3	Extend: Entire coast is feasible for this treatment	South NB/Southshore	South NB/Southshore



		Extend: River needs this "natural " wall	Lower Avon & South NB Southshore	(44, 51)
		Extend: all the way around the spit as well.	South NB/Southshore	
<b>Eastern Sport &amp; Recreation Facility</b>	9	Many other factors need to be considered	NE Arc from Mairehau East to NB	New Brighton (31)/Rawhiti (22)
		Revitalise New Brighton	New Brighton/Rawhiti	
		Beter access for more, ground stability	East Burwood/West Mairehau	
		Land stability, subject to CAG	North/Central NB	
		Closer to new development and Nth Canterbury	East Burwood/West Mairehau	
		Proximity to Central New Brighton	Central NB	
		NB business district revitalisation	Central NB	
		Time for a change	North/Central NB	
		Land stability	Rawhiti Domain	
<b>Eco-Sanctuary</b>	6	Extend: QE2 site	Old QE2 Site	OldQE2 (12)/Bexley (29)
		Close to other high use pedestrian recreation areas.	Richmond/Avon Loop	
		Centralise around existing community project (Travis)	Old QE2 Site	
		Near water, visual appeal and environmental benefits	Avondale/Bexley	
		Less likely to be rebuilt on	Avondale/Bexley	
		Easily fenced and protected	Southshore Spit	
<b>Fitness Circuit</b>	1	Because its straight and next to sea and view	Coast between NB and Spencer Park	North Coastal
<b>Flatwater Sports Lake – 1.25km</b>	7	A good fit with Brighton with emphasis on water sports	Bexley RRZ	EXTEND to: South Dallington (34)
		Dual function as recreation facility and flood protection	Burwood Red Zone	
		Extend: A bigger area is required	South Dallington	
		Extend: A longer course which would improve safety	South Dallington	
		Extend: more people can use it	Avondale/Wainoni	
		Extend: it would be more beneficial and worth while	South Dallington	
		Extend: Increased length	Porrit Park/Wainoni	
<b>Godwit Lodge</b>	2	Better land use and more potential use at the spit end	Southshore Spit	Adjacent sectors
		More nice trees and peaceful	South New Brighton (reserve)	
<b>International Flatwater Sports Lake – 2.25km</b>	11	Move 100-200m south out of wetlands	Wainoni RZZ/Avon Park	Avondale (23)/NE Dallington (17)/Wainoni (35) RZZ
		Move eastwards	Wainoni/Avondale RZZ	
		Extend: Additional land required	Wainpni RZZ	
		Enhance: Kerrs Reach where clubs located	Avondale/NE Dallington RZZ	
		Reroute Richmond to Kerrs Reach via RRZ: good for AGHS	Richmond, Avonside, Sth Dallington	
		Include: East Horseshoe Lake (Sector 17)	East Horseshoe Lake	
		Extend: Kerrs Reach area	Avondale	
		Move eastwards in line with river	Wainoni/Avondale RZZ	
		Move to Brooklands - enough room	Brooklands	
		Extend: Kerrs Reach area	Avondale	
		Reroute Richmond to Kerrs Reach via RRZ: Access to City	Richmond, Avonside, Sth Dallington	
<b>Legacy Beachfront Aquatic Facility</b>	3	Old QE2 Site: better access and parking	Old QE2 Site	Old QE2 Site (12)
		More central eastern locations - greater use, less cars	Central eastern locations	
		Better road access, less congestion	Phillipstown	

Linwood College & Aquatic Centre	1	Further from one in town: closer to Sumner and Lyttelton	Charlesworth	Charlesworth (52)
Mahinga Kai Exemplar: Harvesting Stories ...	2	Restore ecosystem/ mahinga kai throughout the whole river	All of the Avon River RRZ	Avon River RRZ
		Because if fails, sea level rise will get rid of it	Southshore spit	
Natural Playground Network for Children	1	low cost yet effective way to promote outdoor kids activity	Everywhere	
NB Campervan Park & Dallington Recreation Camp	1	Don't use Central NB School site - would look "trailer trashy"	Any green space in or outside RRZ	
New Medium-Density Urban	1	Use clever design rebuild some RRZ as med-density villages	Bexley, Old QE2 site	
Port-to-Pier Ferry	1		Charlesworth, South Brighton	
Rapanui Bridge	1	Closer to industry, main roads etc.	Southshore RRZ	
Replacement Pleasant Point Yacht Club	1	It is more important to protect the Godwits	Rat Island	
Riverside Cafes	3	Original site still has potential: road access and deep water	Lower Avon RRZ riverside	Lower Avon River RRZ
		Extend: Downstream to Pages Rd Bridge: Bigger the better	All of Avon River RRZ riverside	
		If Barge run from CBD to Brighton	South Brighton	
Single-Sex Secondary School Dual Campus	7	Move it away from recreational area.		Prestons (5) / Burwood Park (15)
		If Sector 10 is not workable. Population is growing north	East Burwood/West Mairehau	
			East Burwood/West Mairehau	
		New development is NE	Burwood Park /Sth Golf Links	
		Better access and the ability to expand to the east	Burwood Park	
		Move to Burwood park not the Golf course. Extend into RRZ	Old sites of SBHS & AGHS	
		That's where they belong	East Burwood/West Mairehau	
Tree Top Café, Walkways & Adventure Course	1	Already a dedicated school space in Prestons subdivision	Burwood Park and adjacent RRZ	
		More central to East, but needs to be above flood plain	South New Brighton (reserve)	
Wave Garden	5	"Are the pines still there?"	North Bexley RRZ	Unclear
		Close to skate park and beach , shops	Sth Bexley / Bromley paddocks	
		More space to create a bigger / multiple wave gardens	Rawhiti Domain	
		Put in the park	Dallington	
		Combined with the whitewater park and rowing lake	Avon Loop/Richmond	
White-Water Kayak and Rafting Course	4	Near the centre of our city	South Dallington	South Dallington (34)
		Close to the obvious place for the rowing lake	Bromley Paddocks	
		Fit for the sewage ponds	Dallington/Avondale	
		There are springs here that could directly feed the course.	South Dallington	
		best in sector 34 to work in as emergency flood pumping		

**Table 12: Suggested Location Changes by Proposal**

## 5.5 Bias from Single-Focus Campaigns

During the course of the EVO::SPACE engagement there was some evidence from social media and spikes in registrations of a 'campaign' from interest groups focused on 'boosting' support for one or more proposal.

To assess this, the number of proposals that each participant fed back on was counted and the feedback distribution for a number of specific proposals plotted to determine whether any proposal

received a high level of feedback from people only focussed on that proposal and with little interest in other proposals.

The results of this exercise are detailed in Table 13 and Fig 10.

	1	2	3-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-44	ALL	<3
International Flatwater Sports Lake - 2.25km	85	50	43	30	15	5	6	7	2	6	3	252	54%
Flatwater Sports Lake – 1.25km	16	36	29	17	13	8	9	7	3	6	3	147	35%
Aquarium	17	29	34	52	26	8	10	6	2	6	3	193	24%
Avon-Ōtākaro River Park	42	21	80	77	30	11	10	9	3	6	3	292	22%
White-Water Kayak and Rafting Course	14	8	19	18	15	5	9	8	2	4	3	105	21%
Wave Garden	9	4	10	20	7	3	10	9	2	4	3	81	16%
Eastern Sport & Recreation Facility	11	6	13	28	16	9	9	8	2	5	3	110	15%
Natural Playground Network for Children	3	3	3	9	5	4	1	2	3	6	3	42	14%
Legacy Beachfront Aquatic Facility	9	8	24	30	17	6	10	7	3	6	3	123	14%
Avon Aviation Park	4	7	15	23	13	3	2	2	3	6	3	81	14%
Community Food Growing Network	5	10	11	31	17	9	10	8	2	6	3	112	13%
Rapanui Bridge	6	5	18	19	10	3	9	9	3	6	3	91	12%
Avonside Amphitheatre	2	12	16	31	19	9	10	8	3	6	3	119	12%
N Brighton Business District Revitalisation	6	3	7	22	13	5	9	8	2	6	3	84	11%
Eco-Sanctuary	6	6	23	29	17	11	8	9	3	6	3	121	10%
Eastern Cycle and Walkway Network	4	11	50	49	21	9	11	6	3	6	3	173	9%
Riverside Heritage Garden Park	2	2	7	10	3	2	7	8	1	4	3	49	8%
Christchurch CablePark	1	3	5	12	8	3	6	1	3	6	3	51	8%
New Wetlands for Water Management	1	4	12	19	9	5	6	8	3	6	3	76	7%
Eden NZ: Mountains to the Sea	2	1	4	7	10	6	4	2	3	6	3	48	6%
Dune Boardwalk	2	2	9	28	17	6	9	5	3	6	3	90	4%
Blue-ing the Red Zone	0	2	7	21	8	3	2	2	3	6	3	57	4%
Lower Avon Heritage Recovery Trail	0	1	5	12	4	3	7	8	2	4	3	49	2%

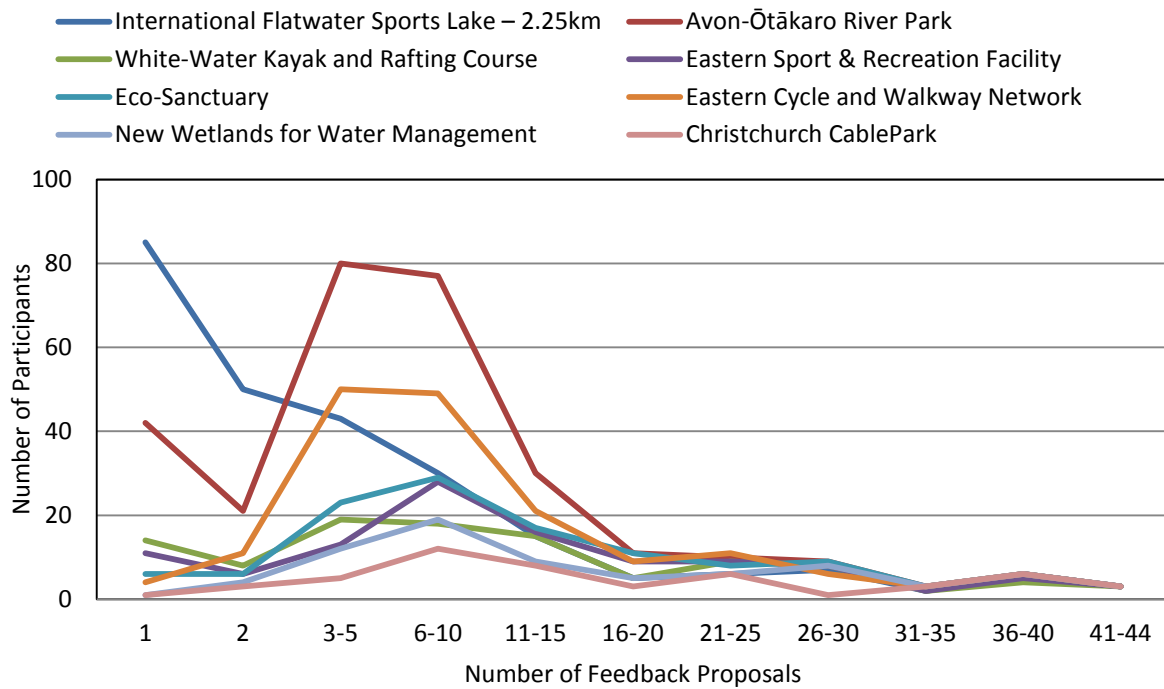
**Table 13: Numbers of feedback participants per proposal in relation to total numbers of proposals fed back on**

The results indicated that over half of those feeding back on the proposal for an International Flat Water Lake only fed back on this or just one other proposal (the shorter sports lake proposal, the latter usually to disagree strongly).

The Aquarium proposal attracted a quarter of its feedback from those responding to just 1-2 proposals while the Avon-Ōtākaro River Park and White-Water Kayak and Rafting Course attracted about a fifth of their feedback in this way.

It should be noted that for much of the consultation the Aquarium and Avon-Ōtākaro River Park were the first proposals alphabetically listed. Some of those who recorded feedback on these but no other proposals may have started their feedback at the top of the list of proposals and then given up after realising the time required to undertake further feedback.

The analysis indicates that there is likely to have been significant bias of the support of the International Flatwater Sports Lake from a campaign by those with a single focus on this proposal. There is also some evidence that there may have been some minor single-focus bias from interest groups supporting the Avon-Ōtākaro River Park, White-Water Course and Eastern Sport & Recreation Centre.



**Fig 10: Feedback distribution for specific proposals in relation to total number of proposals fed back on**

## RE-ZONED

empty breezes wander  
streets where the windows  
of silent houses gaze  
without any expectations  
there was no time  
for farewells only the  
hurried leavings come  
quickly don't turn back  
nothing is left here now

yet around abandoned  
playgrounds children's laughter  
lingers making an invitation  
to come plant grow picnic  
forage among the stories of  
those who stayed growing  
swimming singing roosting  
through sunshine rains and mist  
filling the breezes with hope

*Teoti Jardine 29/05/14*

## KARAKIA WHAKAMUTAKA

Unuhia unuhia Unuhia ki te Uru Tapu nui o Tane

Kia watea Kia mama te kakau te tinana Te wairua i te ara takata

Koia ra e Roko whakairia ake ki ruka

Kia tina! tina! Haumi e! Hui e! Taiki e!