Communication strategies to support managed retreat

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Managed retreat
Case Study: Project Twin Streams
Waitakere City, Auckland
Project Twin Streams property purchases
How did the Council get property owners to agree to sell?
They linked the managed retreat project to wider community goals and outcomes

- Agenda 21
- Project Twin Streams
They used consistent messages

- Internal consistency – scripts, key messages.
- Engage with public information sources – media, lawyers, property valuers.
Key messages

The council:

• wants to help
• has some ideas but wants to hear yours
• will not hurry you
• will help as much as it can
• wants to be fair
They shared information freely

- Explain the problem
- Explain alternatives and why a managed retreat option is preferred
- Have the scientific evidence to back up what you are saying
They had the right people

- Combine a mix of technical expertise and people skills
They demonstrated genuine care and respect for affected property owners

- Fairness
- Flexibility
- Sensitivity and compassion
Recap: critical success factors

1. The council linked the managed retreat project to wider community goals and outcomes
2. Their messages were consistent
3. They shared information and explained the problem
4. They combined a mix of technical knowledge and people skills to communicate with property owners
5. They demonstrated a genuine care and respect for affected property owners
Acknowledgements

This presentation is based on a case study prepared for the Ministry for the Environment by Atlas Communications and Media Ltd, on behalf of Waitakere City Council. The full case study will be available from August on the New Zealand Government’s Climate Change Information website at www.climatechange.govt.nz/physical-impacts-and-adaptation/publications.html

Information about Project Twin Streams is available on the Waitakere City Council’s website at www.waitakere.govt.nz/abtcit/ne/twinstreams.asp

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Images are courtesy of Waitakere City Council and the Project Twin Streams Image Library.
Thank you