# Equity in Public Engagement

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| As Christchurch grows, communities form, and new technology creates more change, there is an exciting and challenging opportunity to shape the communities in which we live, work and play for now and for the next 30 years to come.We are working to make the Brougham Street/Moorhouse Avenue area a safer and more attractive place, while maintaining movements through. With it being a major route for freight movements in the region. It is a complex area and the solution is not as simple as building our way out of congestion with new infrastructure. A more balanced approach is needed to ensure liveability in one of Christchurch’s busiest areas and consider the environment and our heritage, key industries and the prosperity of local economy.This paper will discuss the challenges in balancing the competing demands in a changing strategic environment, identifying the opportunities, defining the outcomes, and our communication and engagement process being used for the Brougham Street/ Moorhouse Avenue area project. We will discuss our four-step engagement process that aims to bring a wide variety of people along the journey and go through the various channels we use to reach them. We will discuss the use of traditional channels such media, print advertising and radio, as well as the use of new innovative tools that helped us reach the ‘silent majority’ and drive equity during engagement. With the Government setting a hard target of carbon neutrality by 2050, using Brougham/ Moorhouse as a case study, what could we do to influence our travel behaviour and achieve this target?We will share our learning and discuss what worked and what did not work, to give others insights that they can incorporate into their projects as we work in a changing world. |