



Stakeholder Engagement Plan

Total Mobility

DRAFT

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September 2016

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1. Introduction

1.1 Background and context

Total Mobility is a Greater Wellington Regional Council (GWRC) programme that provides assistance to eligible people with permanent mobility constraints by subsidising door-to-door transport services to approximately 9,500 customers in the Wellington region that undertake approximately 23,000 trips per month. The programme is jointly funded by GWRC and New Zealand Transport Agency (NZTA) and offers a subsidy on door-to-door transport services. Additionally, it provides funding to transport operators to maintain or increase the availability of wheelchair accessible vehicles in its fleet and engages community support organisations to provide customer assessment services.

In accordance with NZTA guidelines, an eligible person must have an impairment that prevents them from undertaking any one or more of the following five components of a journey unaccompanied, on a bus, train or ferry in a safe and dignified manner:

1. Getting to the place from where the transport departs
2. Getting onto the transport
3. Riding securely
4. Getting off the transport
5. Getting to the destination

The draft Total Mobility Procurement Strategy has been developed and sets out the strategic context for future procurement in this area. It describes how GWRC will “secure best value for money across its TM related procurement activity whilst delivering a customer-focused and effective service”.

The development of a procurement strategy and subsequent procurement planning provides GWRC with a timely and unique opportunity to engage and involve stakeholders in the further improvement of Total Mobility.

2. Purpose of engagement

The purpose of this engagement is to build a collaborative relationship with stakeholders and gain insight into perceptions and experiences that will help to inform procurement planning and support service improvement.

The desired outcomes of this project are:

- to test assumptions and answer questions about what customer’s and transport operator needs are in relation to Total Mobility transport services
- receive valuable input into how the current system can be adapted (if needed) to better accommodate the customer’s journey, particularly for those customers that require wheelchair accessible transport
- to provide collectively designed solutions created by connecting the needs and experiences of stakeholders with the knowledge of GWRC officers about legislated and mandated requirements and the technical knowledge of transport operators

Including customer representation from the beginning will enable a customer centred solution, shaped by the customer's needs and wants, to be built. This will help empower customers and has the potential to provide positive outcomes for GWRC whilst also providing an opportunity to suggest changes or options to NZTA for the national approach.

3. Scope

The Service Delivery model is the main aspect in scope for this project. Stakeholder consultation on how the TM service is delivered has never been conducted so it is unclear whether the current service delivery model is the preferred model for customers and other stakeholders.

The following is considered out of scope for this engagement:

- The central tenet and parameters of the TM Scheme, as defined in the NZTA Guidelines
- The level of financial assistance provided (i.e. 50% fare discount , maximum \$40)
- The eligibility criteria to access TM

The general public are also considered out of scope for this project as there is no direct relevance for them in this work.

4. Target Stakeholders

The maximum sample size for each of the engagement focus groups is 12 people.

It is important that the information collected is representative of all customers therefore guidance will be sought from the GWRC Accessibility Reference Group (ARG) to ensure this is achieved. The following disability types have been identified:

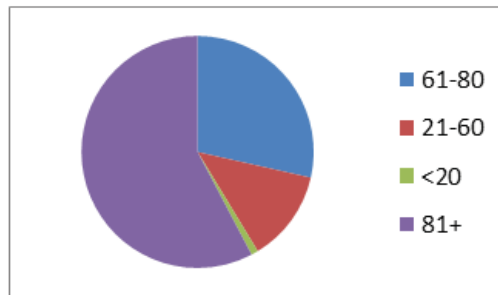
- Sensory
- Physical – non wheelchair bound
- Physical – wheelchair bound
- Elderly
- Intellectual
- Psychological/psychiatric
- Chronic and/or fluctuating use e.g. epilepsy

5. Audience assessment

Currently, there are 9,531 active TM customers throughout Wellington region including 1,227 wheelchair hoist customers (~10%). The age and geographical breakdown is as follows:

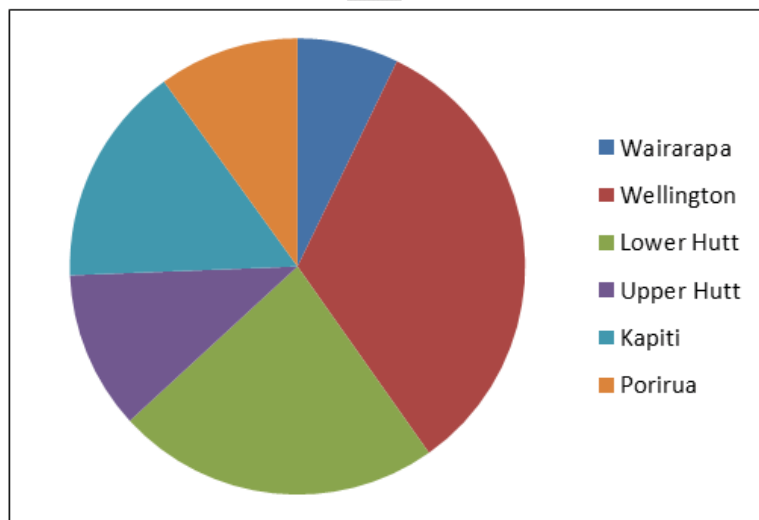
Total Mobility customers by age:

Age	Number
<20	93
21-60	1217
61-80	2721
81+	5500



Total Mobility customers by geographical location:

Area	Number
Wellington	3145
Lower Hutt	2189
Kapiti	1491
Upper Hutt	1068
Porirua	950
Wairarapa	686



6. Other attendees

The engagement sessions will be led by the GWRC Engagement Team and Customer Experience Leader. The Service Delivery Advisor, Total Mobility will be in attendance to provide insight where required and a representative from the ARG will be invited to attend as an observer.

7. Level of engagement

There are a range of levels that a public participation activity can be pitched at:

INFORM	CONSULT	INVOLVE	COLLABORATE
We will keep you informed	We will keep you informed, listen to and acknowledge concerns and provide feedback on how your input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in alternatives developed and provide feedback on how your input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporating your advice and recommendations into the decisions to the maximum possible extent.

To maximise the benefit of this engagement, this project will have multiple bursts of engagement that are framed at different levels throughout the stages of the project.

8. Approach

8.1 Customer focus group

The ‘collaborate’ approach will help best understand customer’s feedback and concerns about what is working well and what is not. This approach requires a small representative sample of customers to map their own perceptions and needs for the service against a ‘journey map’, guided by a facilitated set of questions which will enable a quick, genuinely collaborative qualitative assessment of the customer experience.

The line of enquiry for this session is designed to be intentionally open-ended, to explore how customers feel about the current and ideal experience. Following on from this, there is an opportunity to ask more pointed questions on specific aspects of the service.

Enquiry	Questions	Method
Understand user’s current experiences	How does the journey shown on the wall match your journey?	Facilitator records feedback on post-it notes and places on relevant part of journey map
	What is working?	
	What is not?	
Potential changes	What would you fix?	
	How might this be fixed?	
Specific enquiries*	What is the best way for this feature to work?	

**Specific questions will be developed at a later date*

8.2 Assessment agency focus group

The ‘involve’ approach will be taken with the Total Mobility assessment agency focus group to enable insight into service provision challenges and encourage ideas for improvement.

This focus group will meet once feedback from customers has been collated as this is likely to include ideas for service innovation and improvement.

Enquiry	Questions	Method
Understand the assessment agency’s current experiences	How does our perceived customer/agency interaction map match your experience?	Facilitator records feedback on post-it notes and places on relevant part of the customer/agency interaction map
	What is working?	
	What is not?	
Potential changes	What would you fix?	

	How might this be fixed?	
Specific enquiries*	What is the best service model?	

**Specific questions will be developed at a later date*

8.3 Transport operator focus group

The ‘consult’ and ‘involve’ approaches will be taken with the Total Mobility transport operator focus group to enable insight into service provision challenges and encourage ideas for improvement.

This focus group will meet once feedback from the customer and assessment agency focus groups has been collated as this is likely to include ideas for service innovation and improvement.

Enquiry	Questions	Method
Understand the operator’s current experiences	How does our perceived customer/operator interaction map match your experience?	Facilitator records feedback on post-it notes and places on relevant part of the customer/operator interaction map
	What is working?	
	What is not?	
Potential changes	What would you fix?	
	How might this be fixed?	
Specific enquiries*	What is the best service model?	

**Specific questions will be developed at a later date*

9. Engagement Plan

Stakeholder segment	Identified organisations/impairment groups/individuals	Engagement purpose	How we will engage	How we will listen to them (what tools will we use)	Desired outcomes	Time/Specific activity
GENERAL AUDIENCES – To reach individuals who may not be part of identified groups						
Current TM customers	Sensory Physical – non wheelchair Physical – wheelchair bound Elderly Intellectual Psychological/psychiatric Chronic and/or fluctuating use	Inform, Consult and Collaborate	Collaborate in workshop with ~12 people to provide ideas for improvement to help inform future procurement Consult with all customers on proposed changes (after focus group are completed) to obtain feedback on proposal Keep all customers informed of progress	<ul style="list-style-type: none"> • Facilitated focus group • Follow-up survey (tbc) • Printed collateral (specifics tbc) 	<p>Focus group provides valuable insights into procurement process</p> <p>All customers feel they understand the review and how it can (positively) impact on their use</p>	
SPECIFIC COMMUNITIES (By Place)						
Assessment agencies	Enliven Services (for GWRC) Kapiti Disability Information & Equipment Stroke Central RNZFB Age Concern Masterton	Consult and Involve	Involve in focus groups to provide logistical insights into customer feedback; requires parameters around what is open for feedback, and what isn't - Consult (tbc) at final stages to check proposed changes (if any) are feasible	<ul style="list-style-type: none"> • Facilitated Focus group • Follow-up survey (tbc) • Printed collateral (specifics) 	Get buy in from operators to ensure the best procurement solutions for TM services	Focus groups to be held after insights from customers are collated

				tbc)		
Accessibility Reference Group (ARG)	Internal GWRC	Inform and Collaborate	<p>Collaborate about logistics of workshop to ensure it is accessible.</p> <p>Collaborate to get representative sample of participants for customer focus group (ARG could recommend specific people)</p> <p>Inform ARG of progress</p>	<ul style="list-style-type: none"> • Face to face discussions • Printed collateral (specifics tbc) 	ARG expertise is called upon to provide meaningful input and representation is included throughout the consultation process	First engagement to be with ARG
ORGANISATIONS						
Transport Operators	Airport & City Shuttles Driving Miss Daisy Golden Oldies Hutt & City Taxis Kiwi Cabs Masterton Radio Taxis Paraparaumu Taxis Porirua Taxis Rideshop Wellington Combined Taxis	Consult and Involve	<p>Involve in a separate focus group to provide logistical insights into customer feedback; requires parameters around what is open for feedback, and what isn't</p> <p>Consult (tbc) at final stages to check proposed changes (if any) are feasible</p>	<ul style="list-style-type: none"> • Facilitated Focus group • Follow-up survey (tbc) • Printed collateral (specifics tbc) 	Encourage buy-in from transport operators to ensure best TM procurement solutions	Focus groups to be held after insights from customer and assessment agency focus groups are collated

10. Timeline – indicative only, subject to change

	August					September				October			
ENGAGEMENT PHASE	1	8	15	22	29	5	12	19	26	3	10	17	24
Accessible Reference Group special meeting													
Approval of Total Mobility Engagement Plan													
Planning, preparation of collateral etc													
Distribute invitations and confirm participant details													
GWRC dry run of focus group workshops													
Customer focus group workshop													
Feedback collated and used to inform next focus group agenda													
Assessment Agency focus group workshop													
Feedback collated and used to inform next focus group agenda													
Transport Operator focus group workshop													
Engagement Team to collate feedback and write report													
Report due													

11. Reporting

At the conclusion of the engagement process, the GWRC Engagement Team will compile a report to summarise the following:

- Customer insights about current procurement process
- New ideas (if any) on how the Total Mobility service model can be improved to provide a higher level of customer focused service
- Feedback from assessment agencies on how the process for Total Mobility assessments can be improved
- Feedback from transport operators on the feasibility of ideas provided from other focus groups, possible barriers to implementation and any new ideas offered
- Areas or ideas that require further investigation
- Recommended next steps

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