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# PROJECT TWIN STREAMS ENVIRONMENTAL SOCIAL MARKETING

Janet MacDonald  
Atlas Communications & Media  
September 2008

# Project Twin Streams

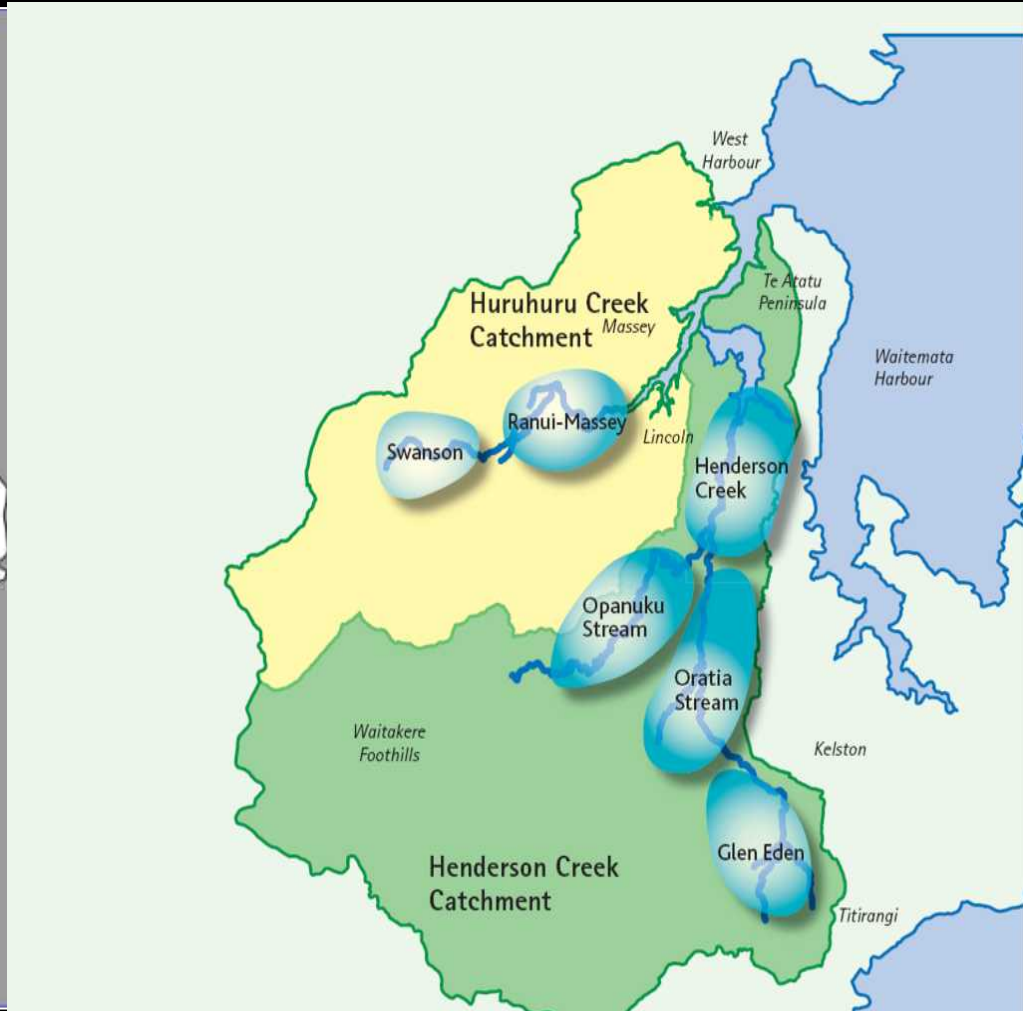
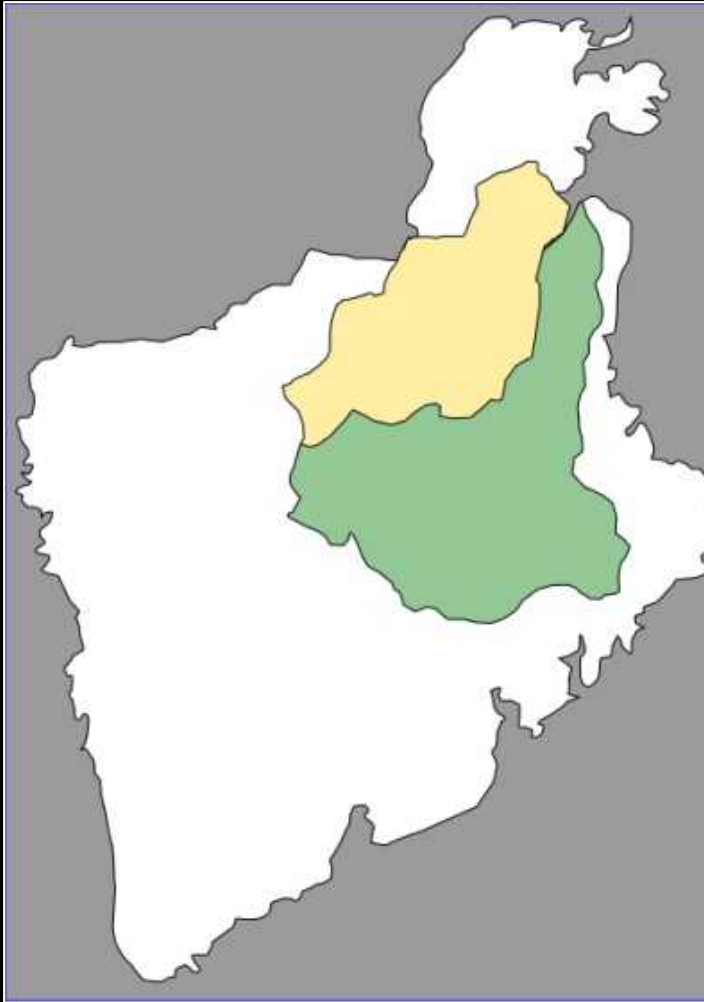


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# Project location



## Project Twin Streams

- \$45 million + urban sustainability project
- 2003 – 2012
- Cutting edge approach to achieving behaviour change.
- Council/community partnership is key



# How

- ▣ Weed, plant and maintain 56 kms
- ▣ Property removal of 100 houses
- ▣ Harness developments in stormwater devices
- ▣ 14 km of walk/cycleways
- ▣ Reduction in animal pest

# Research

## Community-led solutions

- ▣ Engage with residents hearts & minds
- ▣ Make it fun – engagement & learning
- ▣ Use creativity to focus learning
- ▣ Turn understanding into action







*I saw bugs on the ground and on the trees when we were doing the planting. I liked the river because it was very peaceful*





## Key facts

Since 2003 the project ....

- Held 50 + community plantings
- Over 100,000 plants +
- Engaged 64 community groups
- 13, 790 volunteers have
- contributed 29, 595 hours
- International & national recognition



## Key Facts

589, 175 trees in the ground

Huge intangible benefits

Council estimate \$1 = \$16 return (or reduction in council provided services)



# Is it effective social marketing?

- ▣ People are more likely to make changes in behaviour when they understand the problem and are part of identifying the solutions
- ▣ Local communities know the most appropriate and effective methods to engage local people

# Is it effective social marketing?

- ▣ Each community has its own diverse characteristics. A one size solution doesn't work
- ▣ Creative learning methods that engage people's hearts and minds are more effective in creating long-term behaviour change than traditional methods
- ▣ A partnering approach is more likely to achieve long-term change towards sustainability

# Effective partnering

- ▣ Choose your partners very carefully
- ▣ Identify the opinion leaders within the communities where you want to be

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- ▣ Listen to what they say about *their* communities
- ▣ Build *and sustain* the relationship

## Effective partnering

Developing effective  
community-led  
solutions –



# Putting partnership into practise.

The role of design in effective engagement

Make it visible

Make it attractive

Make it fun



# Old contract branding

**Project Twin Streams**  
HENDERSON CREEK

Community  
**Planting Day**

**Nau mai haere mai! Come and join us**

**We supply plants, BBQ, entertainment and some spades and gloves**

**When** Saturday, 30th July 2005  
from 10.30am - 1pm.

**Where** Sherwood Park, Sherwood Ave,  
Te Atatu South.  
Come and meet your neighbours.  
For information contact Gilbert Brakey on 838-7106  
or email [pts@wadcoss.org.nz](mailto:pts@wadcoss.org.nz).

Bring a spade if you've got one and wear covered shoes

  **WADCOS** STRENGTHENING THE LINKS  **Waitakere City Council**  
*To Tāhū o Waitakere*

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  **WADCROSS** STRENGTHENING THE LINKS  **Waitakere City Council**  
Te Taitai o Waitakere

Project Twin Streams  
RANUI - MASSEY

## Community Planting Day

Nau mai haere mai! Come and join us

Live Music, Free BBQ and Entertainment

**When** Saturday, 13th August 2005  
from 10am - 1pm.

**Where** Woodside Reserve, Woodside Rd,  
Ranui. (Access via 28 Woodside Rd)

For information contact Fenella Thomas,  
on 833 7009 or email: pts@teukaipo.org.nz

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   **Waitakere City Council**  
Te Taitai o Waitakere

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WADCROSS STRENGTHENING THE LINKS



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Te Taitāki o Waitākere

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Ranui Action Project



Waitakere City Council  
Te Taitāki o Waitākere

Project Twin Streams  
SWANSON - BRIDGE TO BRIDGE

## Community Planting Day

Nau mai haere mai! Come and join us

We supply plants, BBQ, entertainment and some spades and gloves

**When** Sunday, 28 August 2005  
from 10.30am - 1.30pm.

**Where** Parklands Ave, Swanson.  
We need your help for 30 minutes to 3 hours.  
For information contact Catherine MacKenzie-Simpson, ph 832 2230.

Bring a spade if you've got one and wear covered shoes




Waitakere City Council  
Te Taitāki o Waitākere

# Project branding

No differentiation with project level communications.

All looked and felt the same.



The image shows the cover of the 'Streamtalk' newsletter, the official publication of Project Twin Streams. The cover features a green and blue background with a water ripple effect. At the top left is the Project Twin Streams logo, which includes a stylized dragon and the text 'PROJECT TWIN STREAMS WAITAKERE'. To the right, the title 'Streamtalk' is written in large, bubbly blue letters, with 'Project Twin Streams official Newsletter' underneath. The date 'May 2006' is in the top right corner.


The main headline is 'A Trickling Stream Project begins to Flow'. Below this is a bar chart titled 'Project Twin Streams Planting' showing the number of plants over three financial years: 2003-2004 (approx. 15,000), 2004-2005 (approx. 20,000), and 2005-2006 (approx. 100,000). The chart shows a significant increase in the final year.


Text on the cover includes: 'As it enters its fourth year Project Twin Streams is really starting to take off.' 'Over the past year community groups have put in a huge effort replanting native trees and plants along streams at community planting days in Te Atatu, Henderson, Swanson, Ranui and Massey.' 'More than 100,000 plants have now gone into the ground; a huge leap from a total of just over 20,000 in 2004.' 'Project Twin Streams is putting Waitakere streams back at the heart of the community as places for people to enjoy, whether it's kayaking, picnicking or simply relaxing.' 'The project is restoring the quality of streams, their surroundings and the communities that live nearby as a long term initiative.' 'The project itself will run for about eight years, but its focus is the environment it will create 50 to 100 years from now. That's hard to imagine! But the 'streams team' is committed and is proud to take on a project that will reap benefits for Waitakere people way into the future.' 'Waitakere City Councillor, Penny Hulse has been closely involved with Project Twin Streams since it began.' 'She says it's exciting to see it take shape.' 'In the beginning I took a huge breath thinking, can we pull it off? But there's a ground swell of activity across a range of fronts that makes me now think, Yes! This is doable!'

A section titled 'Te Atatu School Students breathe life and joy into their stream' features a quote from Cherie Taylor-Patel: 'Project Twin Streams is gathering strength as Waitakere communities get together to restore streams from the ranges to the sea. Flanshaw Road Primary School in Te Atatu South has become a keen supporter of the project. School Principal, Cherie Taylor-Patel says the project has fitted in beautifully with the children's other school work from art, to science and studies of the environment and a project the students did about "What It Means to Be a Vestie". She says getting involved in Project Twin Streams has opened up a lot of connections for the school. "The children went down the other day to look at the trees they planted last year along the Henderson Creek. So they now have a real interest in how they do and the future of the stream and its environment," she says.' Another quote from Cherie Taylor-Patel: 'Cherie says planting at the stream has also brought studies of flora and fauna and art to life and the whole school has got involved. "There were some trees left over from the planting so we had 300 students plant 500 trees at the school. They worked in teams to prepare the ground and a real sense of whanau (family) developed as the students made the school their own place. What's really great is how much that area is now respected and kept clear of rubbish and looked after!" Cherie Taylor-Patel says the school is keen to work with Project Twin Streams to produce a book of the children's artwork and is looking at the students producing ceramic tiles to make a large mosaic about the stream.'


There are three photographs of children holding up colorful art projects they made for the stream. The bottom of the cover features a banner that says 'Inside Gecko a hit with Ranui Kids' and 'Project Twin Streams as a role model'. Logos for Waitakere City Council, Auckland Regional Council, and Ulei Care are at the bottom right.



**PROJECT TWIN STREAMS**   
**RANUI-MASSEY**



**COMMUNITY PLANTING DAY**  
**WHERE TWO STREAMS MEET**  
**LIVE MUSIC • FREE BBQ • ENTERTAINMENT**

 **Sat Aug 18th, 10am-1pm**  
**Waimoko Glen, Ranui**  
 Off Birdwood Road, Ranui

**Nau mai haere mai! Come and join us!**

- \* The day begins with karakia
- \* Free face painting, flax weaving and bouncy castle
- \* Plant the confluence of the Waimoko and Swanson Streams
- \* Please wear covered shoes and bring a spade if you have one
- \* For more information contact Fenella 833 7009



Manaaki te tangata, manaaki te awa  
 Healing the people, healing the stream

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**WAIKUMETE STREAM**





**MATARIKI PLANTING DAY**  
**CREATIVE ACTIVITIES • BBQ • ENTERTAINMENT**

**Sunday June 15th 2008, 10am - 1pm**  
**Parr's Park, Glen Eden**

- NAU MAI HAERE MAI! COME AND JOIN US! ALL WELCOME!
- Plant the banks of the Waikumete Stream
- Please wear covered footwear and bring a raincoat if needed, we will bring everything else
- Further Info 813-2063 or 021 308 257

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**ORATIA STREAM**




**TOWARDS OUR MEETING PLACE**  
**COME, DRUM AND PLANT**  
**FREE • MUSICIANS • KAI • PAPER PULP ART • CARBON CREDITS**

**Sun May 18th, 10.30am - 1pm**  
**Serwayne Walk, Serwayne Place, Sunnyvale**

- HAERE MAI! WELCOME!
- Meet friends and family
- Enjoy the beautiful Oratia Stream and help save your planet
- Wear sturdy footwear, everything else provided
- Contact Green Jon 09 838 4820, 021 076 4637



people • pride • place

McLAREN PARK & HENDERSON SOUTH COMMUNITY INITIATIVE INC  
 www.mphs.org.nz



# Streamtalk

PROJECT TWIN STREAMS OFFICIAL NEWSLETTER

APRIL 2007



Glen Eden Primary School eco-warriors

## Great Year Ahead for Project Twin Streams

Project Twin Streams is getting off to a flying start in 2007. Great Streams now has a community contact in place, with McLaren Park & Henderson South Community Initiatives recently signing the contract to deliver Project Twin Streams in the Lower Otago area. We profile their new community coordinator, Jan Mooger - also known as Green Jan, on page 2.

The big project for 2007 is the construction of the Project Twin Streams walk and cycleways. Construction has begun on the network of pathways - which consists of six segments totalling 7.1km.

The first section, from Great North Road to Border Road will be opened at a launch festival at Corbin Art Estate on April 27. Further details on this fun-filled, family event are also on page 2.

The 2007 planting season kicks off on May 14 with two community plantings events. Henderson Creek will be organising a planting at Shenwood Park in Henderson and Rerui-Massey will be organising a planting at Don Buck Corner Reserve, Rerui.

These events are a great chance to get involved in Project Twin Streams and have some fun. There will be music, art activities, fish and plant displays and a barbeque lunch to finish off.

The number of community organisations and groups involved in planting and maintaining sections of the stream banks continues to grow. If you, as a group or as an individual, would like to get involved in Project Twin Streams please get in touch with the community coordinator in your area. Contact details for all the coordinators are listed on the back page.

## Project Twin Streams Community Planting Days

### Opasaku

22 June

Matariki Planting  
Gorder Road Bridge

8 September

Spring Planting  
Vintage Drive

### Glen Eden

24 June

Matariki Planting  
Kauri lands Domain, Allison Road

1 September

Spring Community Planting  
Caramoo Park, Geraldine Road

### Henderson Creek

19 May

Shenwood Park

14 July

Spring Park

### Rerui-Massey

19 May

Celebrating Children  
Don Buck Corner Reserve, Rerui

30 June

Matariki Planting  
Riverspark Reserve, Massey

18 August

Waimoio Glen, Rerui



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APRIL 2007



Can Eden Primary school eco-warrior

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Gorder Road Bridge

8 September  
Spring Planting  
Vintage Drive

### Glen Eden

24 June  
Matariki Planting  
Kauri lands Domain, Albion Road

1 September  
Spring Community Planting  
Cassano Park, Glendale Road

### Henderson Creek

19 May  
Shenwood Park

14 July  
Spring Park

### Ranui-Massey

19 May  
Celebrating Children  
Don Buck Corner Reserve, Ranui

30 June  
Matariki Planting  
Riverspark Reserve, Massey

18 August  
Waimoaia Glen, Ranui

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### Swanson

In 2007, the Swanson group, which is co-ordinated by Catherine Mackenzie-Simpson will be working with Swanson School to do two planting days and two weeding and maintenance days down at the end of Church Road.

Three sites on the Redwood Golf Course have also been prepared for planting. The group is in the process of working out access details and it is envisaged that the sites will need to be planted by small groups.

If you are interested in being part of a small group that does planting please contact Catherine Mackenzie-Simpson.

### Ranui-Massey

Project Twin Streams Ranui-Massey are currently seeking community input into a sculpture which will be placed at the entrance to Ulrich Reserve on Swanson Road. The first stage of planting here is complete and the aim is to have an artwork which will draw people into the reserve, and encourage them to enjoy the replanted area which was a focus of great community effort. Suggestions regarding a theme and/or materials are most welcome.

2007 sees 10 community groups working on Project Twin Streams within the Ranui-Massey area. Urton College have recently become involved and they will be planting and maintaining their specific area.

Progress also continues to be made towards the NZQA accreditation of those alternative education providers who engage in Project Twin Streams. This means that youths who take part in planting and maintenance programmes with the project would be able to receive an NZQA Certificate in Horticulture.

### Henderson Creek

A big project in for 2007 Project Twin Streams Henderson Creek will be the Colletta Wetland Project, which has been adopted by Hamshaw Primary School as part of their on-going support for Project Twin Streams. It is hoped that the school's involvement in the project will ensure the restoration of the wetland and the area will become an invaluable educational resource.

Waitakere Gardens residents and the West Auckland Historical Society are also involved in a planting which will take place on the Opanuku Stream. It is hoped to have this work completed by Arbor Day (June 5th) in time for the Historical Society's official opening of their historical display.

School children from Henderson Primary will be involved in both project work on the stream and the Arbor Day planting.

### Opanuku Stream

Project Twin Streams Opanuku Stream continue to build on the solid foundation they established in 2006. In the first year, 16,000 plants were planted via two community plantings and 11 community groups. The community organization will also continue the stream tours, weeding and plant identification workshops they host.

2007 will see 8 community groups with an on-going involvement in the restoration of Opanuku Stream - these include a Maori Studies group from Henderson High School and a corporate group from General Electric.

The focus of helping residents reconnect with the stream in wider ways will be continued with a series of educational workshops: Stormwater solutions in April and Weeding Out and Planting Native in May.

The group will also be establishing a Friends of Opanuku Stream in 2007. This will enable all interested parties to come together, be involved and keep in touch with the Project.

### Glen Eden

Project Twin Streams Glen Eden now has 7 groups who have adopted an area to care for in the Glen Eden catchment. The groups span the entire catchment and will be helping to restore the Whakarewa, Gahop and Waitakere Streams from the headwaters near Titirangi down to the far end of Pan's Park in Opanuku.

A 2006 teachers workshop will be followed up with a workshop for residents on Saturday May 5. Open to anyone in the Glen Eden catchment area who wants to learn how to care for the stream in their backyard, the hands-on session will teach easy methods of weed control as well as how to plant and maintain your site. Bring some gumboots and we'll bring the lunch.





# Streamtalk

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April 2007



Canterbury school eco-warrior

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# Project Twin Streams Report Card

## Introduction

Imagine a network of clean, fish-filled streams with bush-lined corridors, linked together by a network of paths and cycleways...this is the vision of Project Twin Streams.

Project Twin Streams is an innovative partnership between the Waitakere City Council and the local community to restore green networks along streams in the Henderson and Huruhuru catchments. The project aims to achieve better stormwater management, improve water quality, help restore the natural environment, and work with other parts of the council to help create different ways to live, work, play and travel.

A Pressure-State-Response monitoring programme has been put in place to measure progress towards this vision. This report card presents the results of monitoring surveys from 2003 to 2004.

## "Pressure-State-Response" Monitoring

The Pressure-State-Response (PSR) model recognises that human activities such as residential growth put pressure on the environment, affecting the quality and quantity of natural resources.

PSR monitoring provides a framework to gauge the cause and effects of environmental problems so that relevant steps can be taken to reduce or prevent the effects on the environment. "Responses" (actions) include Council policy and management actions, as well as local community initiatives.



Figure 1

## What is an "indicator"?

Indicators measure performance - they "indicate" how well the objectives of the project are being met. They give us a simplified view of the overall status of the project and highlight any trends which might be occurring within the environment.

The PSR framework for Project Twin Streams uses a variety of indicators (see page 2).

## Why undertake a monitoring programme?

Measuring and tracking the successful achievement (or otherwise) of Project Twin Streams is essential. Regular monitoring reveals whether goals are being achieved and allows room for the modifying of plans if progress is not going as expected.

The Council has adopted a 'Pressure-State-Response' model for monitoring (see figure 1).

## What do we measure?

Regular long-term monitoring is essential for detecting changes to water quality and the ecosystem. The Project Twin Streams aquatic monitoring programme assesses various water quality characteristics for recreational use and a healthy ecosystem.

## What are the objectives of the Aquatic Monitoring programme?

- To measure the effectiveness of pressure changes in the Opanuku and Oratia Stream catchments
- To measure the effectiveness of stream enhancement initiatives for the Opanuku and Oratia Stream catchments
- To measure the expected outcomes of the Project Twin Streams initiatives and identify how well they are achieved



# Lessons

- ▣ Walk the talk
- ▣ Gather insight
- ▣ Use the design process to build relationships
- ▣ Use it to build profile – logo competition
- ▣ Expensive but worth it.....
- ▣ It defines the project...we use our skills & resources to develop it for you!

## The future

- Household sustainability
- Community ownership of the restored streambank
- Future funding

sustainable  
ranvi

# Lessons

- ▣ Engage with your audience & partners on their home ground
- ▣ Capture the journey/story for future learning
- ▣ Build your brand
- ▣ Focus on an audience segment
- ▣ Think outside the box
- ▣ Change the world one behaviour with one segment of the audience.

# Finally

- ▣ Choose your project partners carefully
- ▣ Take time to review and reflect
- ▣ Ensure you are moving forward

