Gore District Council, NZ

How Gore District Council Leveraged EngagementHQ to Engage Its Residents in Planning Projects

12,400	3,000	16,000	71%
Total population of Gore residents	visits to the library project page	visits to Streets Alive project page	survey participation rate from Gore residents

OVERVIEW

With an agricultural economy, Gore District Council works hard to maintain its strong sense of community through innovative projects. Digital connection in this rural widespread community of 12,000 is critical and the Council leverages *EngagementHQ* to facilitate, centralise, and analyse its conversations with residents.

SITUATION | PARTNERING WITH THE COMMUNITY

Gore engaged residents in a Library Redevelopment project to modernize its library space and the Streets Alive initiative which encouraged active modes of transport. During the COVID lockdown, the Council was awarded $3 million which locked Gore into the new library location, leading residents to feel misled. The Council also received $900,000 to enact an innovative streets program which required ongoing resident engagement.

SOLUTION | MANAGING COMMUNICATION AND COLLABORATION

Using EngagementHQ allowed for collaborative, two-way communication between the Council and residents. At the start of the library project, the Council created an interactive ideas board to stimulate discussion with residents and refine construction plans. The Council relied on continuous feedback, including survey input, during the Streets Alive campaign.

RESULTS | GROWING ENGAGEMENT THROUGH DIGITAL SOLUTIONS

Leveraging EngagementHQ has resulted in a 70% survey participation rate for each project. Additionally, more than 16,000 visits to the Streets Alive project page and 3,000 library project page visits were recorded. These impressive numbers show considerable growth in how the Council has improved its community engagement through digital solutions.

MUST HAVE SOLUTION
EngagementHQ

"Prior to using EngagementHQ, the feedback we received was static and one-dimensional. This platform allows us to be more three-dimensional and visual."

Sonia Gerken, General Manager, Communications/ Customer Support, Gore District Council, NZ