

Doing ourselves out of a job

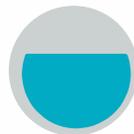
Can we initiate lasting behavior change so our community can resolve their own issues without our involvement.

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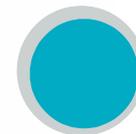
What's the problem...and what are we doing about it?



Council receives many complaints that we believe could be easily resolved between neighbours. Many are also getting very very mean.

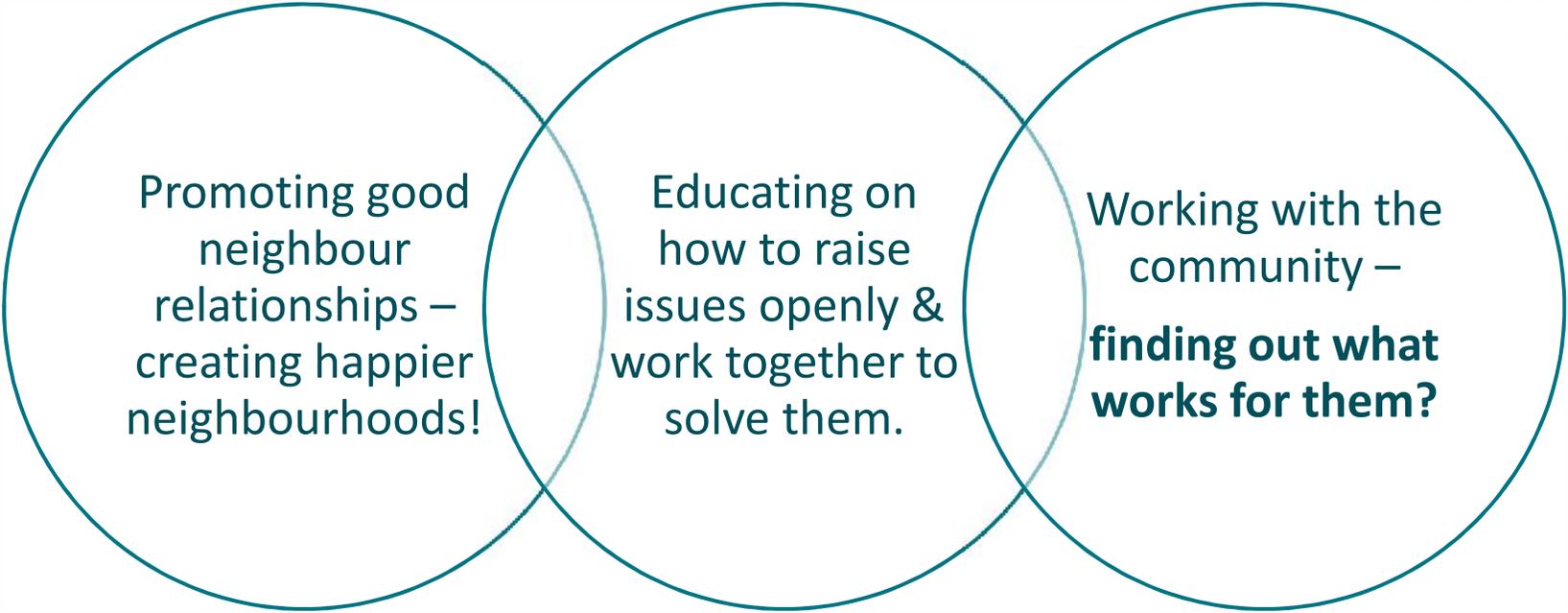


We are engaging with the community to discover why people complain to council, rather than trying to work it out with their neighbours.



We are co-creating messages and actions with the community and piloting these to bring about long lasting behaviour change.

What are we looking at?



Promoting good neighbour relationships – creating happier neighbourhoods!

Educating on how to raise issues openly & work together to solve them.

Working with the community – **finding out what works for them?**



Purpose...helping the community to learn to resolve things together.

Message...chatting with Neighbours builds healthy neighbourhoods.

More of what we want...

- We want people in the Tweed to be nice with each other & resolve their issues together, rather than involving Council way too early.

Once we are involved, the issue is much **bigger** and many feel a bit **betrayed by their neighbour**: “why didn’t they tell us so we could fix it”.

- We want to **highlight** the positive behaviour of the majority of Tweed Shire residents and change the behaviour of the minority who complain to council without trying to resolve the problem beforehand.

We are also interested in the harshness of the language used against neighbours and against Council staff that are trying to help sort it out.

Examples of what the community says about me & my staff



We are fearful that fair process is not occurring and request an internal investigation of the conduct of these officers...(I had met complainants for the first time & the meeting was a good one).

One of your staff (named them) is drunk at work – from a building certifier.

Your EHO (named them) is a liar
...nicest person in our department!!

The building manager must be on the take if that carport was approved.
- a new councillor about me.

Message left on our website:

I have called every day for the last week and have not been given 2 minutes out of someone's day to ask a simple question!

I have never had contact with Council before and never will I ever want to again. (She did leave a number for a call back).

Absolute disgrace! Upon deciding to move to Tweed and buying land to build I was told by many people that it was a mistake **as Tweed Council was a disgrace! How horrible it must be to not only have the reputation but to be living up to that reputation!**

Rang her back within an hour of her enquiry had engineers send her the 5 page non-compliance report in the estate she purchased into.

She thinks we're the ducks nuts now!!!

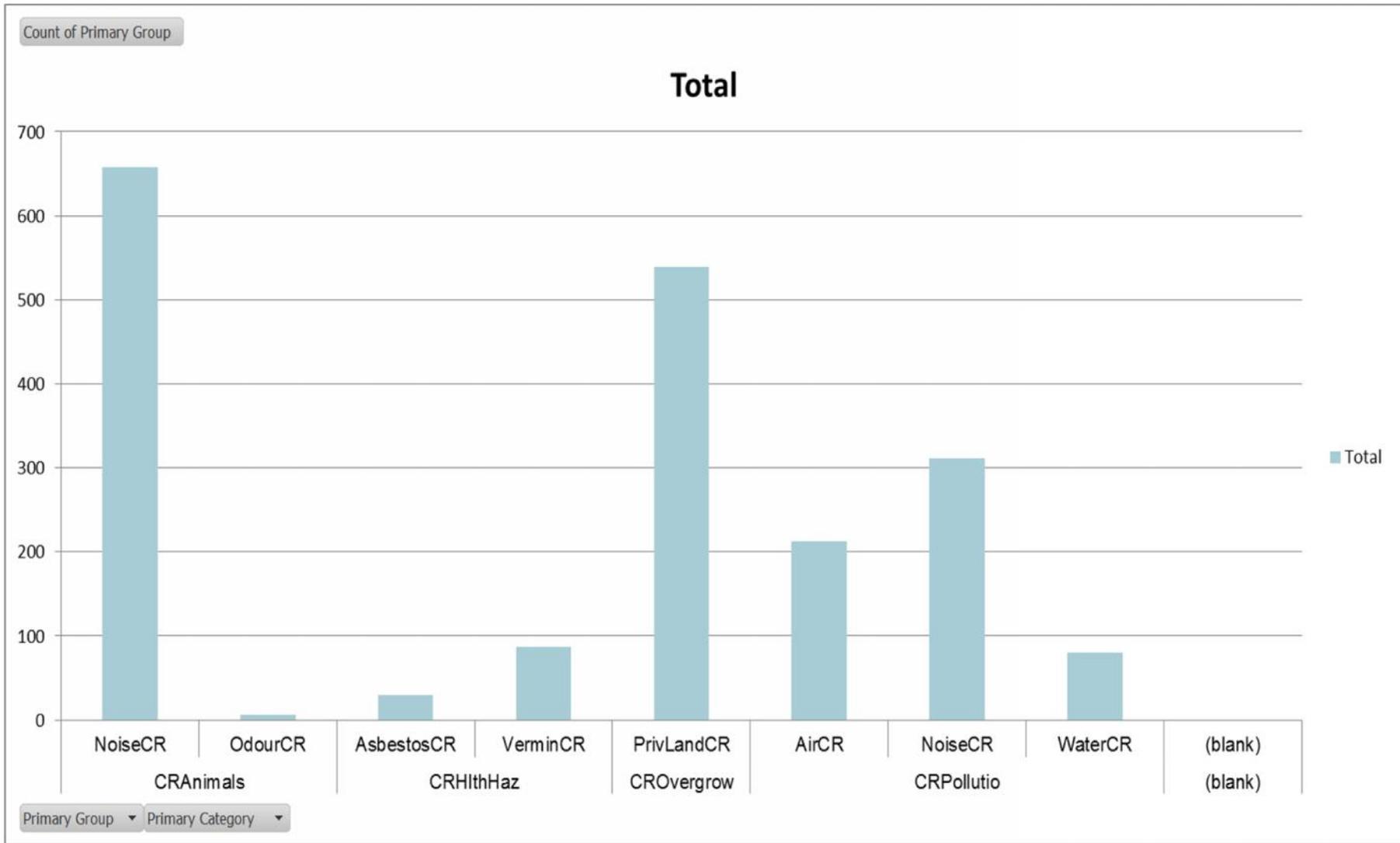
Now - how are we going to create change!

We can help change behaviours to increase conflict resolution by:

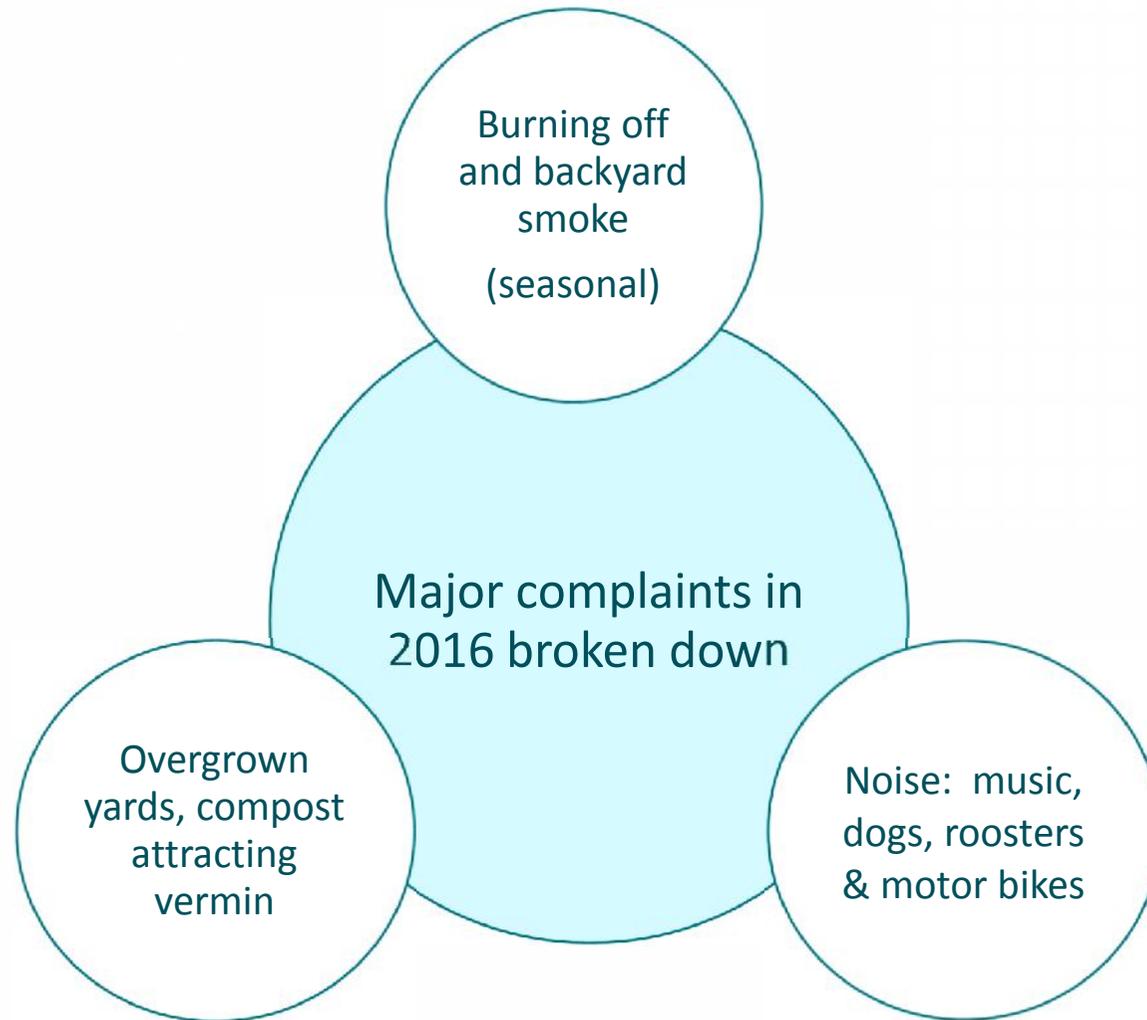
- ✓ **Identifying barriers to change** – poor neighbour relationships, don't know how to talk to neighbour, don't want to talk, think Council is best avenue?
- ✓ **Providing tools with behaviour change messages** to help people resolve disputes – by highlighting respectful conflict resolution between neighbours as the 'norm'
- ✓ Hold events/ provide places where members of the community can build positive relationships, which will ultimately build wellbeing and decrease likelihood of Council being contacted to help resolve the complaint –
“**Connected communities are resilient communities**” (City of Launceston).
- ✓ Internal Collaboration with Community Development and Comms Unit of Council to target these events to what we know our community enjoys.

Most common complaints between neighbours

1 Jan 16 to 20 July 17



The main complaints we get!



Data uses

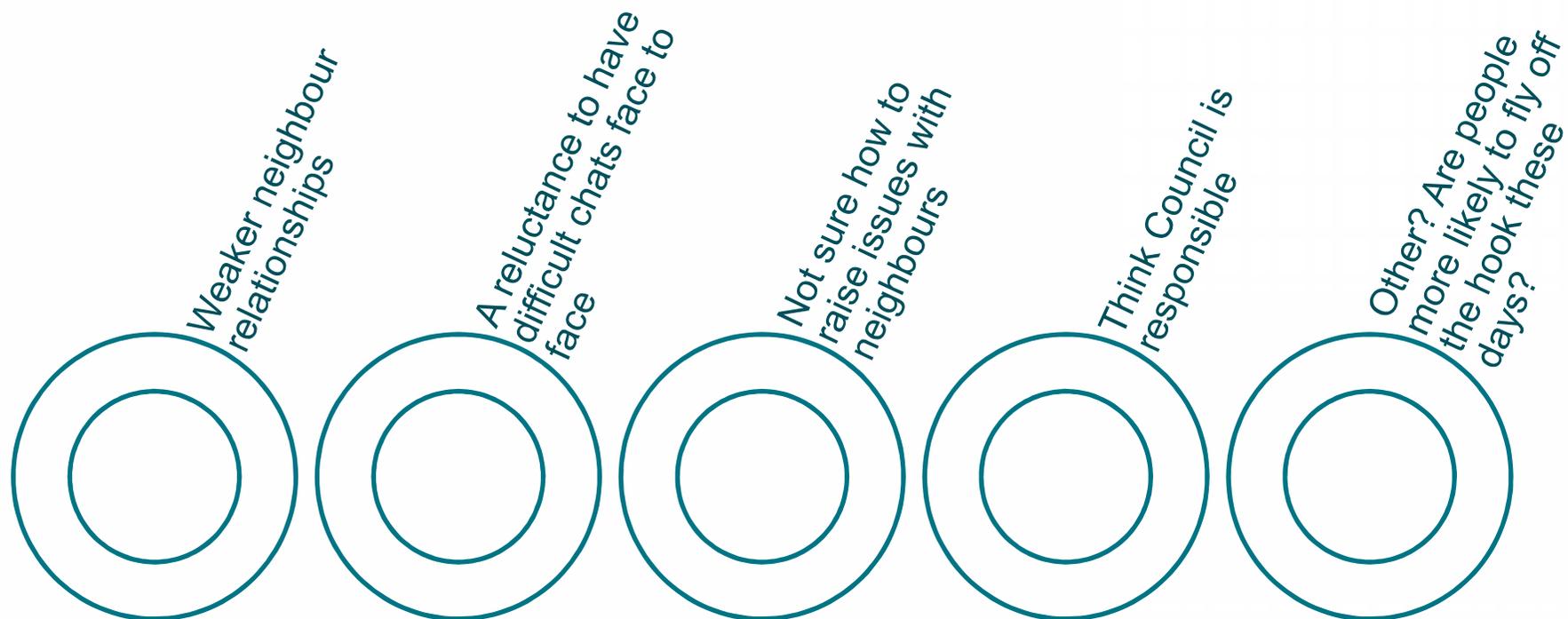


- This data can help us **target our messages** throughout the year. For e.g. in May, we can launch a campaign around smoke pollution and link this with messages about avoiding conflict – e.g. “Consider their view of your yard, noise and smells” and “Keep your neighbours informed of things you are planning that may impact them”.



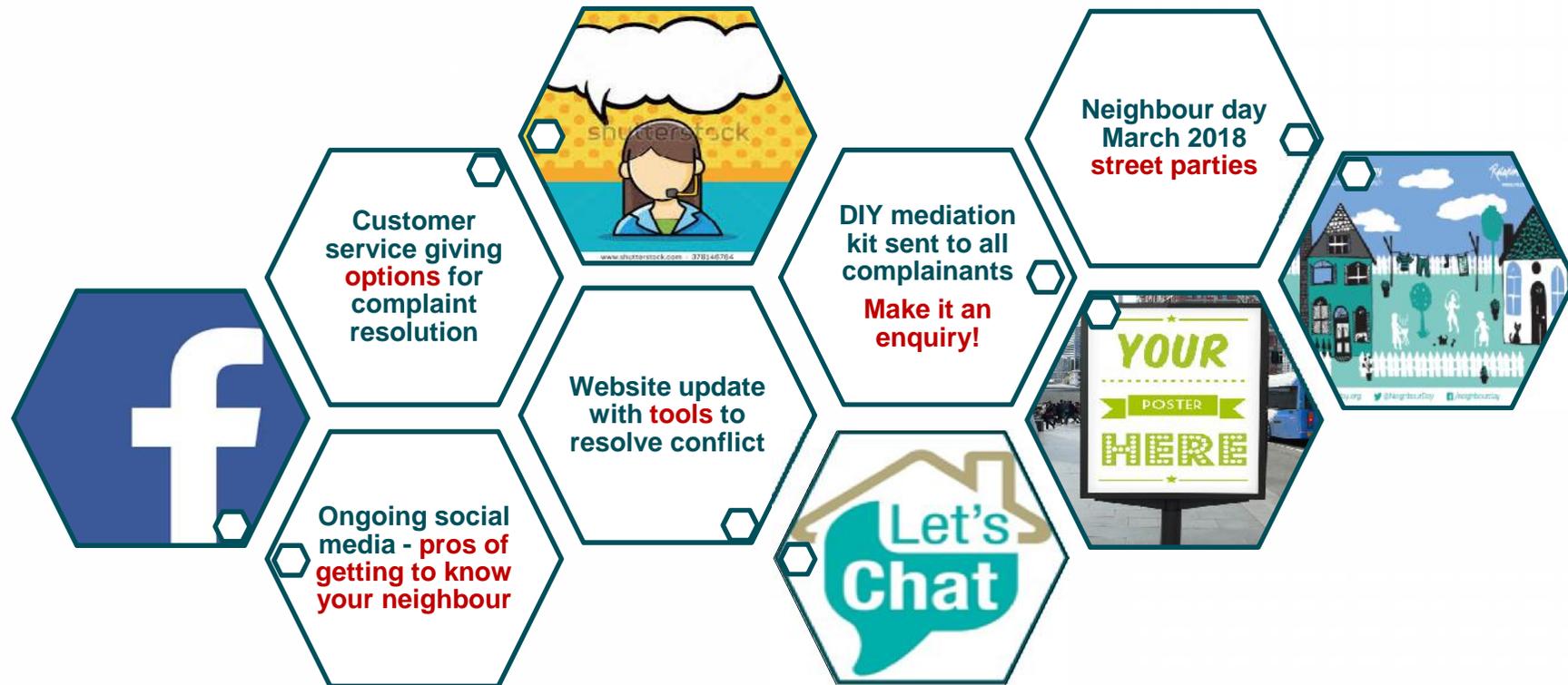
- Part of the program includes digging deeper to find the real problem and get us asking this question first up at the contact centre. We will speak to Council staff who take complaints to **better understand the nature of the complaints**, what started it, what stage of the conflict they complain, whether they have tried to resolve it etc.

What we think may be driving this



Proposed program tools

We are proposing a combination of tools **developed with staff and the community** through **workshops and pilots** to change behaviour



Co-designing with community - Living for the Future Home Expo

Co-designing messages for 'Let's Chat' with the community – testing draft messages – asking do they resonate with you?

Paint a picket fence paling – messages or pictures about what's good or not so good about neighbours – strong tool for change.



Leverage supporting programs:

Neighbour Day – Relationships Australia March 2018 events



What behaviour change means to us

- Working with the community to understand the barriers to change, **developing actions with the community to address these barriers, piloting** these actions and reviewing their effectiveness— this brings about **longer lasting change and community ownership**.
- Looks at how behaviour is influenced/ways to change behaviour- e.g. **we are social creatures and follow social ‘norms’**.



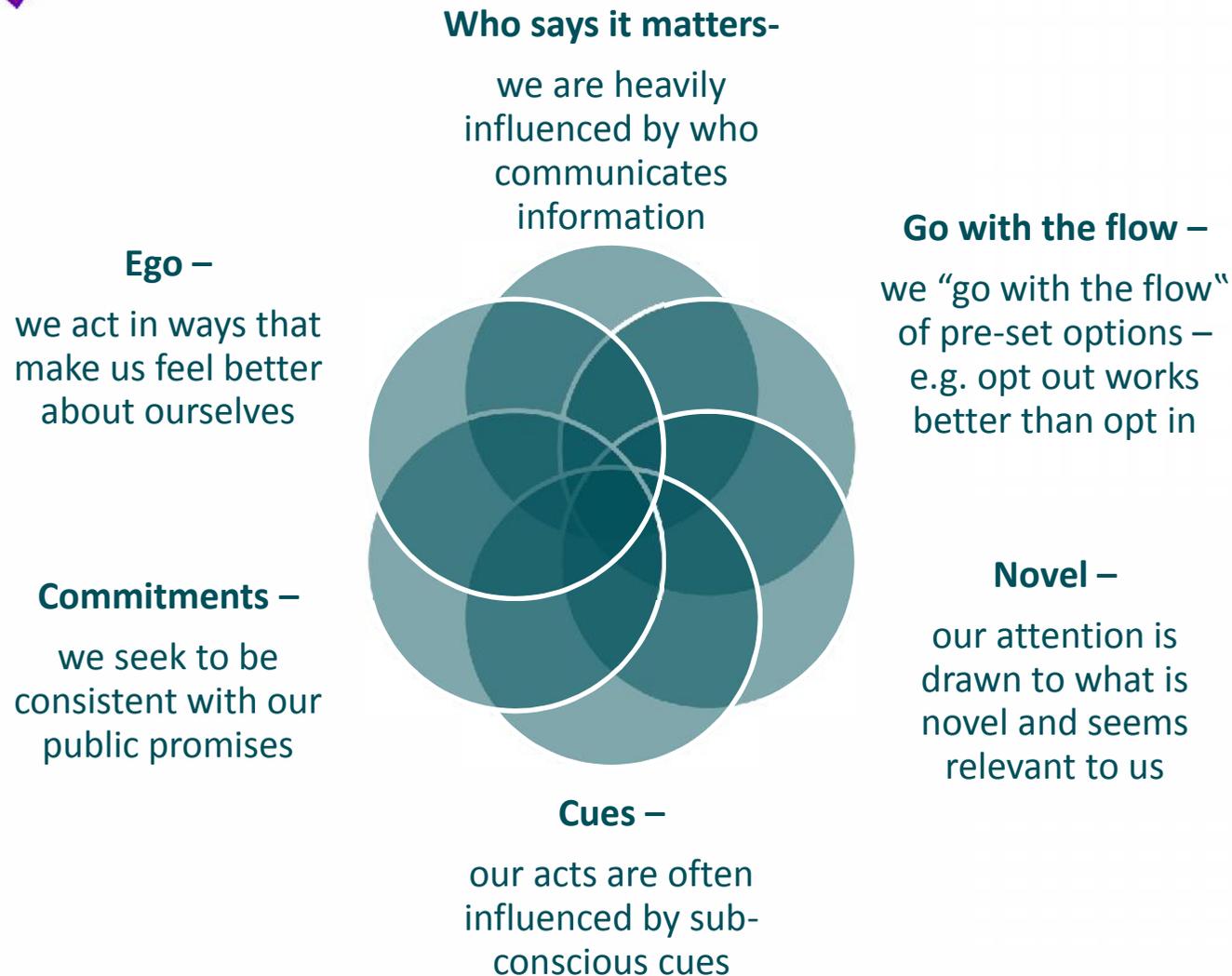
What else behaviour change means to us

- **Going with the grain** of human behaviour, rather than rubbing the wrong way
- Measured by data and feedback –
 - Records of complaints reviewed at 6 monthly intervals following implementation of the behaviour change program. At least 18 months to have comparable monthly data.
 - Formal and informal feedback from pilot participants, surveys of the community





Behaviour change gems: what we are influenced by



Strange behaviour

Highlighting a bad social 'norm' may backfire

When households were given information about their energy usage on a bill, people who **consumed energy below the average** energy consumption **increased consumption** afterwards.

But - this effect could be totally **eliminated if a happy face** was added to their the bill (!) 😊 😞



Even stranger behaviour

Highlighting a bad social 'norm' may backfire

Signs urged visitors not to steal wood from national parks – however they **depicted people stealing wood** - which **increased stealing!**

One sign showed 3 people stealing wood - this increased stealing by 7.92% (implied it was a group social norm)

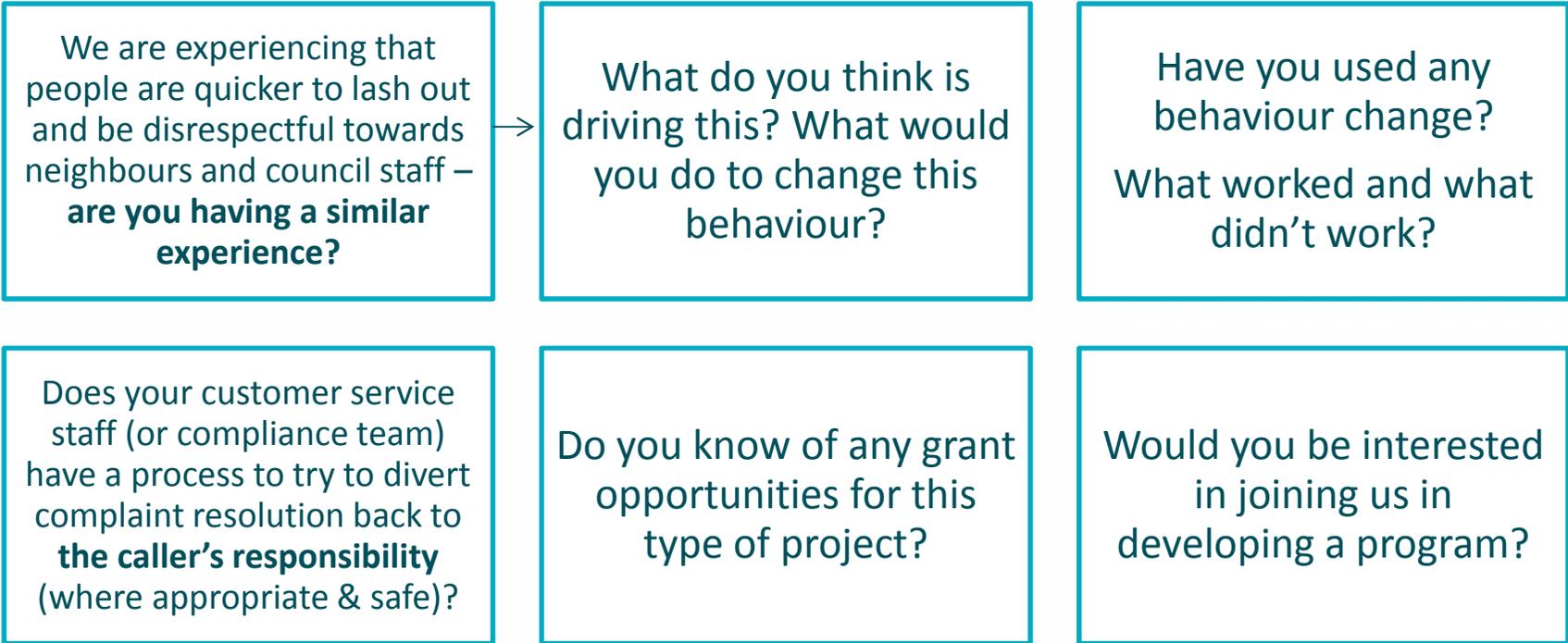
Another sign showed 1 person stealing wood – this increased stealing by 1.67%



What's your experience?



Picking your brains...in this group we have 264 years of experience



Context - what are Councils near and far up to?



A range of approaches – from small steps around complaints to large community wellbeing programs:

- **Lismore** - good language on their website about who to speak to neighbours about complaints – ‘talk to each other first’
- **US – Oregon** - detailed information on how to speak to neighbours to resolve complaints (adapted in detailed messages outlined below)
- **Lane Cove** - large program – community wellbeing and cohesion events/resources - ‘Love Lane Cove’
- **City of Launceston** - ‘Go for you life street party kit’
- **City of Ballarat** – ‘Meet the Neighbourhood Park Party Event Guide - A guide to creating park parties and events in your neighbourhood’
- **UK** - ‘Love Your Neighbour’ - encourages people to think about their behaviour towards people on their street, estate, or building and try and make gestures of kindness and responsibility towards between the people that you live closest to you . (Note - uses behavioural change language)
<http://love.lambeth.gov.uk/love-neighbour/>
- **US** - City of Savannah Good Neighbour Awards
<http://businessinsavannah.com/bis/2016-08-02/bis-brief-nominate-your-good-neighbor-award>



Sydney City Council example – 10 day diary...then complain.

Sydney City Council asks complainants to complete a 10 day diary log of the noise issue – I don't think it is the right tool for our region:

“Before taking formal steps to complain about noise you should attempt to contact your neighbour to discuss the problem and try to work out an appropriate solution. Be tactful when bringing the complaint to their notice as they might not realise there is a problem or they may be sensitive about issues such as crying babies.

If you're still unable to resolve the matter, contact the City of Sydney's 24-hour customer service line on 02 9265 9333. Before you contact us it is important that you complete the noise diary log, available for download below, for a period of 10 days. The information you provide within the diary log will help us to give you the appropriate advice, which may also be used as evidence should we need to take any formal action on your behalf. Noise complaints made after hours are referred to City rangers who aim to follow them up as soon as possible. If the situation is complex and difficult to fix, rangers will refer the complaint on for a more thorough investigation”

Detailed information for those who need more

The plan is to expand these headings out with detailed information adapted from QLD Mediation and our own website text.

As a starting point:

Step 1: Hints for avoiding conflict

- Meet your neighbours
- Consider their point of view
- Treat them as you want to be treated
- Keep them informed about things that may impact them
- Be aware that there will be differences in how you see things
- Try not to assume they meant to annoy you or are bad people

Step 2: Resolving problems

- Talk things over early
- Be calm, respectful and listen
- Give them the benefit of the doubt
- Separate the person from the problem
- If things get heated, take a break

Step 3: If you cannot resolve a conflict without help...that's OK

- Outline the role of the Community Justice Centre Service
- Outline the role of the courts
- Outline the role of Council (provide phone numbers)
- Link back to noise restriction times (and our interactive clock), what offensive noise includes and other laws.