



Project Twin Streams:  
Sustainable Living, Sustainable  
Household Programme

Process Evaluation Report:  
Phase Two (July 2008 to June 2009)

September 2009

Dr Sarah Greenaway  
Amanda Gregory

Centre for Social and Health Outcomes Research and Evaluation  
& Te Ropu Whariki  
PO Box 6137, Wellesley St, Auckland



# Table of Contents

Acknowledgements .....	3
Executive Summary .....	4
1.0 Introduction .....	10
1.1 Background .....	10
2.0 Evaluation Approach .....	14
2.1 Aims, objectives and questions .....	14
2.2 Methods .....	14
2.2.1 Participant interviews .....	14
2.2.2 Focus Groups.....	15
2.2.3 Document Review .....	15
2.2.4 Workshop Feedback .....	15
2.2.5 Recruitment of participants.....	16
3.0 Results .....	17
3.1 Project Changes in Phase Two.....	18
3.1.1 Sustainable Ranui-Swanson .....	18
3.1.2 Sustainable Homes Programme in Glen Eden.....	20
3.1.1 Building collaboration and organisational capacity.....	22
3.2 Engagement.....	23
3.2.1 Sustainable Homes Programme: Glen Eden .....	23
3.2.2 Sustainable Ranui-Swanson .....	24
3.3 Interventions.....	25
3.4 What has been learned? .....	30
3.5 Challenges or Barriers .....	33
4.0 Conclusion .....	38
5.0 Recommendations .....	40
References.....	41

## **Acknowledgements**

We would like to thank the following people for their advice, contribution and/or participation in the evaluation of the Project Twin Streams Sustainable Living, Sustainable Households Programme: Regan Solomon; Jenny Chilcott and Helen Haslam (Waitakere City Council); Yuki Kamiya and Richard Lee (Sustainable Ranui-Swanson); Tejopala Rawls, Susie Trinh, Angela Rooke and John Rawls (EcoMatters Environment Trust); Meredith Youngston (Celebrating Swanson); Mary Foy and April Nicholson (Te Ukaipo) and Emma Frost (Ranui Action Project); the PTS-SLSH participants who kindly agreed to take part in the evaluation and our colleagues Associate Professor Karen Witten, Dr Pauline Dickinson and Michael Blewden.

# Executive Summary

## Introduction

This report outlines the findings from the process evaluation of Phase Two of the Project Twin Streams—Sustainable Living, Sustainable Households (PTS-SLSH) Programme (from July 2008 to end of June 2009). The Centre for Social Health Outcomes Research and Evaluation was contracted by Waitakere City Council to undertake the evaluation.

Project Twin Streams (PTS) provides the overall framework for the Sustainable Living, Sustainable Households Programme (SLSH). PTS is an urban sustainability project in Waitakere City employing creative environmental approaches to restore six local streams. PTS is designed to encourage community involvement in the long term care of local streams based on the belief that this will lead to healthier streams and communities. PTS-SLSH builds on the successful community engagement by the PTS community contracted organisations and the recognition that sustainable development requires interventions at multiple levels. The SLSH programme has evolved from PTS as a way of working with people to make changes in their own homes and neighbourhoods in order to live more sustainably. The PTS community development model is based on the following assumptions:

- People are more likely to make changes in behaviour when they understand the problem and are involved in identifying the solutions in a meaningful way.
- Local communities know the most appropriate and effective methods to engage local people.
- Each community has its own diverse characteristics. Programmes need to be adapted to harness the diverse strengths of communities. A single broad approach is unlikely to be effective.
- Creative learning methods that engage with people's hearts and minds are more effective than simply distributing written information in creating meaningful and long-term behaviour change.
- Local organisations can be more effective than Council in engaging their own communities in the sustainability journey but need to be adequately resourced and supported to do so.
- A partnership approach between communities, local, regional and central government, non-government organisations and local people is a very

effective way of achieving long-term change towards sustainability (Chilcott, 2008).

Three communities, Ranui, Swanson and Glen Eden have been involved in the programme. In Phase One the project in Ranui was developed and delivered by Te Ukaipo and the Ranui Action Project (RAP). The coordinator was supported by a visioning group which includes representatives from Te Ukaipo, RAP, WCC and the Auckland Regional Council (ARC). In Swanson, the programme was developed in collaboration with Celebrating Swanson which is a voluntary group of residents. In Glen Eden, the programme was developed by the EcoMatters Environment Trust. EcoMatters have been developing the city-wide Sustainable Homes Programme since late 2006 utilising a community-based social marketing approach. EcoMatters delivers the Home Checks in all three sites.

As a result from lessons learned during Phase One and the involvement of new project co-ordinators a number of changes were made to project delivery

### **Evaluation Approach**

The objectives for the process evaluation are:

- To support the effective documentation of project implementation
- To examine how well activities have been implemented and to identify any areas of improvement.

The process evaluation questions that will be addressed in this report are:

- What methods are being used to engage households? Which methods worked well and/or which methods were not so effective?
- What interventions are being implemented? How well are they being implemented?
- Are there any challenges or barriers? How are these being addressed?

There is limited feedback on project implementation in Glen Eden as it was not possible to recruit Glen Eden households in to the evaluation of Phase Two.

## Results

The table below shows the number of participants in the evaluation of Phase Two.

Method	Number of participants
In depth interviews	n=11
Focus group 1	n=5
Focus group 2	n=3
Workshop feedback forms	n=85

### Project Changes in Phase Two

#### *Ranui and Swanson*

In Phase Two the Sustainable Ranui and Sustainable Swanson projects were combined and re-branded as Sustainable Ranui-Swanson (SRS). Two new Project Co-ordinators were recruited one in October 2008 and another in March 2009. Project implementation was slow in 2008 but by the end of June 2009 245 households had been referred for a Home Check.

Phase Two participants have become involved in the programme through a number of different avenues such as Cluster Group meetings; workshops on composting, vegetable gardening and/or rainwater harvesting; a door knock; street parties or and local events. In total, twenty-five cluster group meetings (including facilitated conversations, mucking in, street events and information talks) and seven workshops (two on composting, four on vegetable growing and one on rain harvesting) have been held.

SRS has worked closely with other local organisations including EcoMatters, the Ranui Community Garden, the Community Centre and Swanson Market, on the implementation of project activities.

#### *Glen Eden*

In Phase Two EcoMatters moved to a "Green Streets" approach, developed from their involvement with the Massey Matters project. Most of the Glen Eden households were recruited in September 2008. Green Streets involves partnering with other agencies and offering a range of services to residents in a particular area at the same time. The initial event in September went well with a high turn out of participants however the follow up event in January was less successful.

The project team have developed a new engagement method which involves targeting a particular street or neighbourhood. They knock on every door in a particular street offering to install toilet gizmos, shower flow restrictors, water saving showerheads and tap aerators for free.

Building on the lessons learned so far, EcoMatters have developed a broader project for implementation in Phase Three. This includes: a group by group approach; ongoing contact with each group; a network of people; web tools; linking with a new 0800 Sustainability Advice service and strategies for the rapid installation of water saving devices.

### **Engagement**

What methods are being used to engage households? Which methods worked well and/or which methods were not so effective?

Participants in Ranui and Swanson were positive about the ways they became involved in the project. Most of the engagement methods are also interventions. EcoMatters and the SRS project team are using new engagement methods such as the door knocking approach to install water saving devices and to sign people up for a Home Check. The opportunity is also taken to inform people about insulation subsidies and to invite them to take part in a Cluster Group conversation.

### **Interventions**

What interventions are being implemented? How well are they being implemented?

Many of the interviewees in Phase Two had been involved in more than one project activity. Project participants in Ranui and Swanson were positive about the Cluster Group conversation and the Home Check was well-received and appreciated. The workshops received favourable feedback with over 85% of participants strongly agreeing that they were excellent. The project teams have also been involved in advocacy to address barriers that make sustainable living difficult for households.

## **What have we learnt?**

What have we learnt about the different engagement and implementation methods in each of the localities?

The SRS Project was experienced and viewed very favourably by interviewees; was highly recommended; was discussed with others and was seen as contributing positively to community members and to community wellbeing. The main concerns were about the funding ending, loss of the Co-ordinator, and lack of energy in the community to advance the project. There was a bit of confusion for some participants about the different projects in Ranui / Swanson and their overlap and / or distinction from each other.

All participants had made changes in their households (to a greater or lesser degree) as a result of their participation in the project. The changes tended to be affordable, practical and immediately possible. The project (and those working on the project) had encouraged social connections, inspired new ideas around sustainability to be implemented, initiated meetings and supported street parties. It had taught people to garden, compost, harvest water and inspired talk between neighbours.

## **Challenges**

Are there any challenges or barriers? How are these being addressed?

A number of challenges have been identified including the need to improve information management and funding arrangements; the demands of the time of community members; appropriate ways of dealing with poor housing conditions; the best ways to make an impact on transport issues; need to keep focused on ways of engaging hard to reach groups; utilising community development approaches effectively; ongoing development of collaborative relationships and providing a clear description of the PTS-SLSH projects to participants and the wider community.

## **Conclusion**

In general, PTS-SLSH is valued by those participating and is viewed as an important resource for the community. It does not appear that community members have the capacity to continue project activities without the support of a paid co-ordinator. The process evaluation of Phase Two indicates that a programme encouraging households to live more sustainably is also able to identify external barriers to behaviour change and ways of addressing these.



## Recommendations

Based on the results from the formative, process and outcome evaluation findings and evidence from the literature review and similar community projects in the public health sector the following actions are recommended:

- Continue to provide resources for paid co-ordinators at the local level to support local people and organisations to live more sustainably
- Provide resources and training to community organisations to support co-ordinators and effective collaboration
- Both project teams, with support of Council, identify infrastructural and/or systemic changes that could support local residents to live more sustainably
- Both project teams (either separately or together) undertake regular (at least annual) reviews of the theory of change and logic that underpins their projects and reflect on whether or not activities are consistent with these
- Both project teams refine data management systems to improve recording of interventions (for example, referrals to insulation schemes) and to support ongoing follow up
- Both project teams develop internal evaluation processes to gather and analyse information to enable assessments of programme effectiveness
- If possible continue some form of external formative evaluation support and / or access experts in the areas of community development or action approaches to engaging people and households with water, energy, waste and transport issues.
- For Ranui and Swanson :
  - continue to develop and experiment with creative ways of engaging and working with local residents
  - ensure that the original conceptualisation of the facilitated conversation is still being implemented
- For EcoMatters:
  - build capacity with community development approaches
  - continue to build synergies with other services delivered by EcoMatters in order to support the Sustainable Homes Programme.

# 1.0 Introduction

This report outlines the findings from the process evaluation of Phase Two of the Project Twin Streams—Sustainable Living, Sustainable Households (PTS-SLSH) Programme (from July 2008 to end of June 2009).

## 1.1 Background

Project Twin Streams (PTS) provides the overall framework for the Sustainable Living, Sustainable Households Programme (SLSH). PTS is an urban sustainability project in Waitakere City employing creative environmental approaches to restore six local streams. PTS is designed to encourage community involvement in the long term care of local streams based on the belief that this will lead to healthier streams and communities (Trotman and Wood, 2006:3).

The SLSH programme has evolved from PTS as a way of working with people to make changes in their own homes and neighbourhoods in order to live more sustainably. Through local community organisations PTS has successfully engaged diverse individuals, families and groups in a range of activities, including planting days, and in creative processes<sup>1</sup>. A community development model has been developed jointly by community organisations and Council through their work together on PTS. Through the stream restoration work community members and in particular, the PTS community organisations, identified that replanting stream banks would not be enough to improve water quality. They needed to work with people in their own homes to change household behaviours and to increase awareness of wider sustainability issues. Council also has specific objectives focused on reducing water, energy and waste and reducing the use of private motor vehicles and wanted to explore ways of increasing community uptake of these issues. These factors provided an opportunity to develop the PTS-SLSH demonstration programme to test whether the community development model, that had successfully engaged communities in stream restoration work, could also be used to engage households to live more sustainably.

The community development approach is based on the following assumptions:

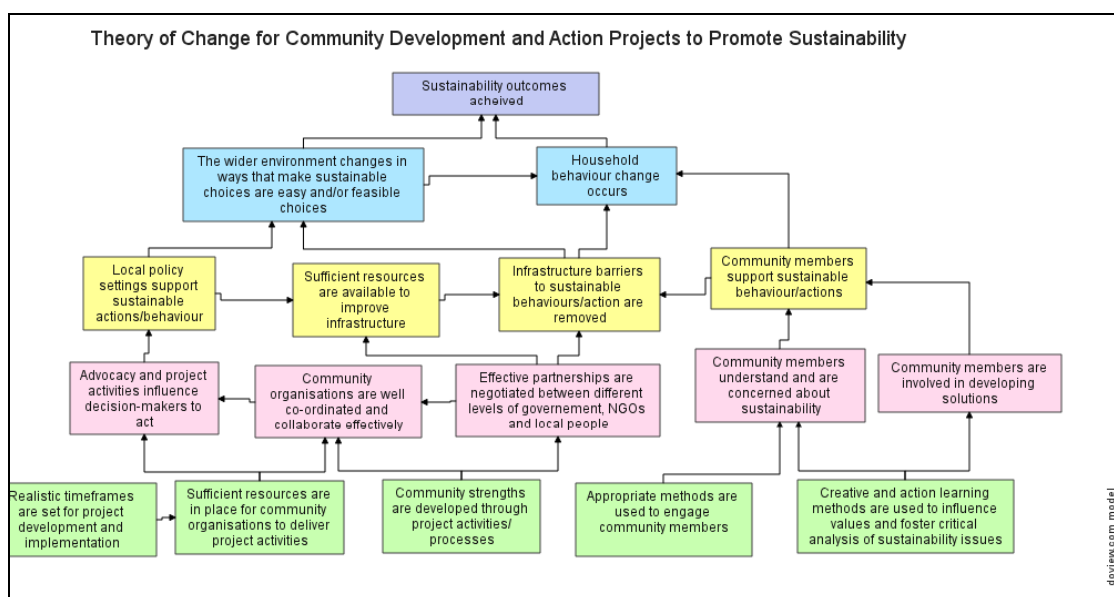
- People are more likely to make changes in behaviour when they understand the problem and are involved in identifying the solutions in a meaningful way;

---

<sup>1</sup> see <http://www.waitakere.govt.nz/AbtCit/ne/twinstreams.asp>

- Local communities know the most appropriate and effective methods to engage local people;
- Each community has its own diverse characteristics. Programmes need to be adapted to harness the diverse strengths of communities. A single broad approach is unlikely to be effective;
- Creative learning methods that engage with people’s hearts and minds are more effective than simply distributing written information in creating meaningful and long-term behaviour change;
- Local organisations can be more effective than Council in engaging their own communities in the sustainability journey but need to be adequately resourced and supported to do so;
- A partnership approach between communities, local, regional and central government, non-government organisations and local people is a very effective way of achieving long-term change towards sustainability (Chilcott, 2008).

The community development model represents a particular theory of how change towards more sustainable ways of living might happen and the processes that need to be in place to support such change. The PTS community development model is also based on the understanding that local programmes need to be adapted to harness the diverse strengths of their communities. While further collaborative work needs to be done to make this theory of change explicit the diagram below does present a summary of the key elements.



One of the underlying assumptions of the PTS community development model is that a “one-size fits all” approach is unlikely to be effective and that different communities have their own way of doing things. Three sites were selected for the demonstration phase of PTS-SLSH: Swanson, Ranui and Glen Eden. In Ranui, Te Ukaipo viewed PTS-SLSH as a natural extension of the work they were already doing with PTS; a group of residents in Swanson (Celebrating Swanson) had started taking action as a result of screening the Al Gore movie “An Inconvenient Truth” and had approached Council; in Glen Eden EcoMatters Environment Trust had been developing a city-wide Sustainable Homes Programme and saw PTS-SLSH as an opportunity to pilot this in Glen Eden. These sites were selected because they had all expressed interest in the project; were believed to have strong community networks and had actively engaged diverse communities of interest in Project Twin Streams (Waitakere City Council, 2007b). Therefore, PTS-SLSH involves **trailing** three different ways of engaging and working with communities. The programme vision is: “*Sustainable households driven by local communities who influence others to create a sustainable catchment*” (Waitakere City Council, 2007a).

It is important to note that encouraging household behaviour change towards sustainability is a complex challenge. There are multiple external factors that impact on the ways in which individual householders use the resources available to them and live their daily lives. There is limited evidence about effective approaches to encourage behaviour change in households to support sustainability in the New Zealand context. Findings from the evaluation of projects in the public health and environment areas have identified elements which support community projects. Community development and action approaches that utilise local expertise, collective learning and reflective practice can develop community ownership and support for health and sustainability related actions (Department of Internal Affairs, 2002, Greenaway and Witten, 2006). Paid co-ordination and planning processes, where evidence about what works to address a particular issue in the local context is considered, are also important (Giesbrecht and Haydon, 2006, Holder, 2004, Conway and Casswell, 2003, Greenaway and Witten, 2005).

Reviews of the literature identified the following strategies as effective ways of engaging households to adopt more sustainable living practices:

- Use a combination of interventions and be prepared to experiment to find out what works

- Work with existing motivations such as a desire to save money or improve health
- Identify and acknowledge barriers to change
- Use participatory and experiential educational techniques within groups
- Demonstrate and model new behaviours
- Use feedback, reminders and commitments (Wild and Greenaway, 2008).

As a result from lessons learned during the pilot phase and the involvement of new project co-ordinators a number of changes were made to project delivery and these are outlined in Section 3.0.

## 2.0 Evaluation Approach

### 2.1 Aims, objectives and questions

The broad aim of the evaluation, as outlined in the evaluation plan, was to describe and document the intended and unintended short-term changes occurring as a result of the implementation of the SLSH programme. The specific outcome evaluation objectives were:

- To assess the extent to which identified short-term to medium-term outcomes have been achieved
- To examine how well activities have been implemented and to identify any areas for improvement.

The objectives for the process evaluation are:

- To support the effective documentation of project implementation
- To examine how well activities have been implemented and to identify any areas of improvement.

The process evaluation questions that will be addressed in this report are<sup>2</sup>:

- What methods are being used to engage households? Which methods worked well and/or which methods were not so effective?
- What interventions are being implemented? How well are they being implemented?
- Are there any challenges or barriers? How are these being addressed?

## 2.2 Methods

### 2.2.1 Participant interviews

In Phase Two, participants were recruited into the evaluation by the project co-ordinator or a Sustainable Homes Advisor either at a cluster group meeting, local event/workshop or the home check. Potential participants were given an information

---

<sup>2</sup> The following process evaluation questions will be addressed in the final outcome evaluation report when the data from the Phase Two CATI survey is exported: What factors motivated households to participate in the programme in the three localities? Which households are participating in the Sustainable Living Sustainable Households Programme? Has the programme engaged diverse and hard to reach groups?

sheet about the evaluation including the CATI<sup>3</sup> survey and participant interviews and a consent form. If someone agreed to participate in the evaluation their contact details, recruitment information and project interests were recorded and sent to the evaluator along with the consent form.

The funders and community organisations indicated that case studies of participants who had successfully engaged in the project would provide useful information for decision-makers. As a result the SRS co-ordinator provided the evaluators with a list of participants who had been identified as community leaders or who had been involved in project activities. These participants had also agreed to participate in the evaluation of Phase Two.<sup>4</sup> The aim was to select five participants from the list of community leaders and five from the broader list of programme participants.

The interviewer used a semi-structured interview schedule and asked for participant's views on the ways they had become engaged in the project, their experience of the different project components, their views on whether the project had resulted in changes in their households and / or neighbourhoods and suggestions for improvements.

### **2.2.2 Focus Groups**

The focus group participants were members of the community organisations and Council who are closely involved in project design and implementation. The focus group discussed the lessons learned through project delivery and provided an opportunity for participants to reflect on their progress to date.

### **2.2.3 Document Review**

The project reports from each provider were reviewed along with the meeting minutes from the Sustainable Ranui-Swanson vision group. Other documentation including newsletters, flyers and meeting minutes were reviewed to gather factual information about each project.

### **2.2.4 Workshop Feedback**

At each workshop participants were invited to complete a short feedback form about the workshop and to identify future activities they might like to be involved in.

---

<sup>3</sup> Please see outcome report for detail on the CATI survey: Greenaway, S. & Sweetsur, P. (2009) Project Twin Streams: Sustainable Living, Sustainable Household Programme. Outcome Evaluation Report: Phase One. Auckland, SHORE, Massey University.

A full ethics application was approved by the Massey University Human Ethics Committee Northern in 2008.

### **2.2.5 Recruitment of participants**

As noted in Section One most of the project activity, that is, the recruitment of households in Glen Eden for Phase Two occurred in the second half of 2008. However the Phase Two process and outcome evaluation was not finalised until early 2009. This meant that most of the participating households in Glen Eden had not consented to taking part in an evaluation. EcoMatters Trust was also planning to deliver a behaviour change survey by phone to all participants in the Sustainable Homes Programme. Because the majority of potential participants in Glen Eden had already received an intervention (the home check) prior to completing the baseline survey and because we did not want to place an unnecessary burden on households by surveying them twice it was decided not to include Glen Eden households in the Phase Two baseline and follow up survey as well as the in depth participant interviews. The main focus of the Phase Two process and outcome evaluation is therefore concentrated on project delivery and implementation in Ranui and Swanson.

The in depth interviews proved more difficult to conduct and organise than the Phase One interviews as people had already been rung once by a CATI interviewer about the project. Many people invited to take part in the participant interview seemed research-weary from having been surveyed by phone previously. As a result most of the interviewees (nine) came from the list of people more closely involved in the project.



### 3.0 Results

In this section results from the participant interviews, focus groups and document review are outlined. The data will be used to answer the process evaluation questions with respect to Phase Two of PTS-SLSH. A description of the changes that have been made to SRS and the Sustainable Homes Programme since Phase One (that is since July 2008) is included. The changes for Phase Three of the Sustainable Homes Programme in Glen Eden are also described.

#### *Evaluation participants*

The table below shows the number of participants in the evaluation of Phase Two.

<b>Method</b>	<b>Number of participants</b>
In depth interviews	n=11
Focus group 1	n=5
Focus group 2	n=3
Workshop feedback forms	n=85

#### *In depth interviews*

Eleven participants from Phase Two Ranui and Swanson households took part in an in depth by phone or in person interview during June and July 2009. Participants included nine individuals and one couple (nine were female and two were male). Almost all had had a home check within the last few months and with one exception lived in the Ranui/Swanson area. The ten households comprised three couples, three families, two women living primarily on their own and a woman and boarder.

#### *Focus groups*

An action/reflection session was conducted with members of the Sustainable Ranui-Swanson Vision Group in June 2009. The five participants discussed the extent to which the short and medium term outcomes, as depicted in the logic models for PTS Sustainable Ranui and Swanson, had been achieved and also identified what they had learned through the implementation of the project.

Another action/reflection session was held with three members of the Sustainable Homes Team in July 2009. At this stage EcoMatters had only delivered part of their intended programme and there had been almost no follow up with households involved in Phase One or Phase Two of the programme. As a result the discussion

focused mainly on the lessons EcoMatters had learnt through their efforts to implement the programme and the new directions they hope to take in the future.

#### *Document review*

The following documents were reviewed:

- Site reports
- Meeting minutes
- Project newsletters
- Workshop feedback summaries
- General project documentation

### **3.1 Project Changes in Phase Two**

#### **3.1.1 Sustainable Ranui-Swanson**

##### *Project Structure*

In 2008 the Sustainable-Ranui and Sustainable-Swanson projects were extended for another 12 months with the aim of engaging 250 households through creative community action-learning processes. As in Phase One the goals were to encourage households and communities to reduce water, energy, car usage and change waste disposal practices as well as strengthen community capacity to engage with sustainability issues. Te Ukaipo, a community development initiative of Te Tairere Atawhai Mercy Ministries Ltd, had a contract to deliver both of these projects in partnership with the Ranui Action Project (RAP). The projects were combined and re-branded as Sustainable Ranui-Swanson (SRS). The EcoMatters Environment Trust was funded to provide home checks for 250 households in Ranui and Swanson.

At the end of Phase One the Project Co-ordinator advised that she was no longer available to work full time on the programme. A new Project Co-ordinator was appointed in mid October 2008. An additional co-ordinator joined Sustainable Ranui-Swanson in March 2009.

A vision group, which includes a Council officer, Te Ukaipo and RAP managers and the formative evaluator, has met monthly to provide support and guidance for the project co-ordinators.

### *Engagement and Project Delivery*

Progress was slow in the second half of 2008 when there was no co-ordinator. The new co-ordinator required time to become familiar with the programme. By late January 2009 42 households from Ranui and Swanson had been referred to EcoMatters for a home check and 36 of these had been completed. Project momentum then grew rapidly and by the end of June 2009 245 households had been referred to EcoMatters for a home check.

Phase Two participants have become involved in the programme through a number of different avenues. Some have participated in cluster group meetings which have included facilitated conversations about sustainability issues. Others have attended workshops on composting, vegetable gardening and/or rainwater harvesting. Some participants first connection with the project has been from having a flow restrictor delivered to their letterbox followed up by a door knock from the SRS project team or an EcoMatters Sustainable Homes Advisor.

Some project participants have gone on to organise (with support of SRS staff) street parties or events where a number of local issues including sustainable living have been highlighted. In total, 25 cluster group meetings (including facilitated conversations, mucking in, street events and information talks) and 7 workshops (2 on composting, 4 on vegetable growing and 1 on rain harvesting) have been held (for more detail see Kamiya, 2009).

Recent developments have included gathering local stories for a sustainability handbook. The concept for this is to develop a resource that local people can use for quick reference and as a guide for further information; like a Plunkett book for the home. There will also be space for people to record and monitor their own process towards achieving household sustainability goals. Phase Two participants have also been invited to write a letter to themselves which outlines their goals around sustainable living. This is kept by the Project Co-ordinator and posted back to participants six months after their entry into the programme. The aim is to use the letter as a personalised reminder to participants.

### *Increasing Collaboration*

SRS has delivered many of the new Phase Two activities in close partnership with other local community organisations including EcoMatters. For example, as a reward to volunteers for giving their time to the project, the co-ordinator in collaboration with

Swanson Market developed market “money”. Volunteers were given a voucher that entitled them to spend a certain amount at Swanson Market or at the Tea Tree Café in Ranui. In addition, the workshops were run in collaboration with the community garden and the Ranui Community Centre.

### **3.1.2 Sustainable Homes Programme in Glen Eden**

#### *Green Streets*

In contrast to SRS, the Sustainable Home Programme in Glen Eden got off to a quick start in Phase Two. Most of the target households were recruited in September 2008. As reported previously in Phase Two EcoMatters moved to a “Green Streets” approach, developed from their involvement with the Massey Matters project. Green Streets involves partnering with other agencies and offering a range of services to residents in a particular area at the same time. The initial event in September went well with a high turn out of participants however the follow up event in January was less successful. EcoMatters have struggled with identifying appropriate and feasible follow up methods for the households they have engaged in the programme .

The prompt recruitment of Phase Two households also had implications for the involvement of Glen Eden households in the evaluation of Phase Two and these issues have been outlined in Section Two.

#### *Door-knocking*

The project team has developed a new engagement method which involves targeting a particular street or neighbourhood. They knock on every door in a particular street offering to install toilet gizmos, shower flow restrictors, water saving showerheads and tap aerators for free (EcoMatters Environment Trust, 2009b).

#### *Behaviour Change Survey*

As part of the community based marketing approach EcoMatters are working on a behaviour change survey that they will use to identify barriers to sustainable behaviour change. This is still in development.

#### *Phase Three and follow up approaches*

In early July EcoMatters devoted time to planning the next stage of project delivery and follow up with Phase One and Two participants. The plan includes the following

changes to engagement processes and implementation (EcoMatters Environment Trust, 2009a):

### *Engagement and project delivery*

A much broader method to create more lasting change comprising: a group by group approach instead of focusing on individual households; ongoing contact with each group; a network of people; powerful web tools; coordination with a new 0800 number for broad sustainability advice and using strategies to reach more people, more quickly to install more water saving devices

Groups involved will either be based on geographic location (e.g. a street) or on shared interests (for example, church groups, Marae, playcentres, etc). Existing participants will be contacted by mail and asked if they wish to be involved in a group. The emphasis will be on asking each group what their interests are, working through a series of steps, with ongoing contact. Groups may also become established as a result of a new approach involving door-to-door installation of water saving devices.

One example of the kind of community engagement now being implemented was a follow up event that took place in August 2009. EcoMatters sent a letter to all project participants in Glen Eden asking them to come to a Cluster Group meeting (see below). Phase Two participants were also contacted by phone:

- Inviting them to a Cluster Group meeting
- Asking them, if they can't attend the Cluster Group meeting, whether they are willing to be contacted in future for any further events EcoMatters may plan
- Asking them which piece of advice, given to them in the Home Check report, they have implemented
- Asking them which of the commitments they made at the time of the Home Check they have carried out
- Asking them what barriers they have experienced in changing their behaviour
- Asking them to invite their neighbours to the next Cluster Group meeting

The Cluster Group meeting included a composting workshop; provision of general support to householders to become more sustainable; asking the community to create their own local vision of becoming more sustainable and encouraging a sense of ownership of this; acting as a 'myth-buster' for urban sustainability myths and

getting people interested in further shared events. Composting was chosen as the workshop topic as a large number of participants had identified this as something they would commit to undertaking. EcoMatters also promoted their new 0800 number providing free phone advice on the full range of sustainability issues and gave information on insulation grants and subsidies. EcoMatters identified this as a topic to include because many participants had stated in the phone survey that the principal barrier to installing insulation was the cost, and because of anecdotal evidence of confusion as to which grants existed and what the criteria are (grant criteria vary from region to region and also over time).

In Phase Three part of the community engagement approach will also involve a website component. The website will include the following features, and the option will exist to achieve the same aims offline for households without web connection.

- Households will be able to identify one simple change they wish to make
- Whole groups can sign up and see the difference they make together
- Households and groups will be instantly resourced with the contact details all the providers of sustainability products and services available in their area
- Households will be able to participate as often as they wish
- The website will be coupled with face to face contact with EcoMatters staff and networkers
- There will be automatic tracking and follow up of pledges made online
- Households and groups will be able to post success stories and blogs
- Households and groups will be able to complete a behaviour barrier survey to identify solutions to your specific concerns
- People will be able to invite friends to get involved and spread the word virally (EcoMatters Environment Trust, 2009a)

As part of another contract the evaluator has also provided training to EcoMatters to build capacity in programme planning and increase understanding of evaluation.

### **3.1.1 Building collaboration and organisational capacity**

Over the course of the PTS-SLSH programme the community organisations involved, with support from Council, have been working steadily to build effective working relationships. This culminated in a project team member from each site being invited to participate in each organisations project planning sessions. Both project teams at SRS and EcoMatters have worked to improve information flows between

organisations and to share insights and to develop new project initiatives such as the co-ordinated door knocking approach. The co-ordinated approach in Ranui and Swanson has used door-knocking to both install water-saving devices and to recruit participants for a neighbourhood cluster group and to identify potential hosts for the discussion.

## 3.2 Engagement

What methods are being used to engage households? Which methods worked well and/or which methods were not so effective?

### 3.2.1 Sustainable Homes Programme: Glen Eden

In Phase Two EcoMatters moved to a “Green Streets” approach where a range of services, including the Sustainable Homes Programme, were offered to residents living in streets adjacent to the Glen Eden Community House. The Green Streets approach was seen as adding value to the Sustainable Homes Programme through partnering with other local agencies, as this provided potential community building opportunities. This approach was identified as a cost effective approach as 30-40 people were signed up for a home check at one event. The ability to utilise local schools’ networks through other EcoMatters staff was seen as adding to the success of the event. A second follow up event in January 2009 was not as successful with only a small number of residents attending the event (see EcoMatters Environment Trust, 2009b)

As noted previously, the Sustainable Homes team found it challenging to balance the need to complete home checks across Waitakere with the need to do more than one off interventions with Glen Eden households (Greenaway and Gregory, 2009, Greenaway and Sweetsur, 2009). The team has identified the need for improved planning processes and changes to the funding basis for their contracts with the Ministry for the Environment and Council. Along with this they have developed different ways for participants to become engaged with the Sustainable Homes Programme and are drawing on some of the processes that have been developed by Sustainable Ranui – Swanson.

So part of it, is what needs to happen next is just good planning. In terms of what that planning needs to involve is, for one thing it needs to involve a different funding basis which is we think we are about to get and needs to involve a broader approach than just lots of home checks, so people can get involved through half a dozen different ways through a website through a new regional number 0800 number for sustainability. They might get involved through a shower lock? in Ranui in particular

and we need so that means there needs to be a broader range of ways in, we need to have a lot more people not just in Ranui and Swanson who engage in community cluster groups whether that's a community of interest, like a play centre or a local street group (Community Organisation, 2009).

### **3.2.2 Sustainable Ranui-Swanson**

The SRS project team have developed a variety of new engagement methods and have continued to use the PTS community development model as a framework for guiding engagement with households. The engagement methods can also be considered as interventions that can impact upon on participants' behaviour

Maintaining a regular presence in the local community was seen as a good way to raise the profile of the project and thereby encourage enrolment. The Project Co-ordinator has had a stall at the Swanson and Ranui market days along with other community events. The Co-ordinator has also delivered talks and had an information table at local sports clubs and interest group meeting such as Mainly Music, Swanson Playcentre and the Ranui Toy Library.

As part of the in depth interviews participants described the ways in which they became involved in SRS. Interviewees B and C are a couple who discovered the project through seeing flyers in Swanson. After phoning the SRS Co-ordinator they met her at the Swanson Market and arranged for a home check. They have been quite involved with SRS through: the home check; hosting a Cluster Group conversation; organising a street party with their neighbours; doing research in their street about people's thoughts and desires around sustainability issues and attending a local composting workshop with a visit to the Ranui Community Garden.

Interviewee F lives in Swanson with her husband and went to a Cluster Group conversation at a neighbour's house which was attended by the SRS coordinator. She thought it was a good way to enter the project and that she may not have had a home check otherwise. About 6 people attended the conversation, most of whom she knew only well enough to say hello. The discussion covered a variety of topics including a green dollar system, teaching each other composting, exchanging home grown produce and plants, and idea sharing. Interviewee F attended the street barbeque in a local cul-de-sac which resulted from the meeting. She enjoyed the conversation and meeting neighbours she had not met previously.

It's quite good to get to know your neighbours more and share ideas...(Interviewee F).



### *New engagement methods*

SRS and EcoMatters have also collaborated on developing new approaches to engage participants. These have arisen from the respective strengths of each project team. For example the “door-knocking approach” is used as a way to recruit neighbours for a cluster group meeting involving a facilitated conversation about sustainability as well to install water-saving devices and to sign people up for a home check. The opportunity is also taken to inform householders about other services such as support with referral to insulation subsidy schemes and other project activities.

**Focus Group Participant:** I don't know I feel the capacity of sustainable Ranui and Swanson in the fact we are communicating much more effectively with them to where we are able to [...] respond better to their needs.

**Interviewer:** *And have you got any particular examples to illustrate?*

**Focus group Participant:** Yes, sustainable Ranui, Swanson deliverables is number of home checks that they refer to EcoMatters and we started trialling the door knocking method for the water fixtures and it became a different route for engaging with households and signing up for home checks or not or they can sign up for a cluster group directly rather than the other way around which was during phase one participants took part in a cluster group and then had a home check so its allowing it to be both ways in having more entry for the programme (Community Organisation).

## **3.3 Interventions**

What interventions are being implemented? How well are they being implemented?
--

In the in depth interviews participants also described the ways in which they had been involved in different parts of SRS. Some Phase Two participants have been involved in a number of project components. There is no feedback from participants on the interventions in Glen Eden.

### *Facilitated Conversations with Cluster Groups*

As noted above Phase Two participants have joined cluster conversations in a variety of ways. The facilitated conversation was developed from the work of Joanna Macy and uses an education model based on the work of Paulo Freire (1972) which emphasises the value of a learner-centred curriculum, group learning, and discussion and debate between adult learners as important tools for promoting social change. The facilitated conversation draws on local knowledge and experience through the

use of the Papatuanuku model<sup>5</sup>. The Papatuanuku template has a picture of Papatuanuku (earth) in the centre and the page is divided into four sections: energy, water, waste and transport. The template has been used as a brainstorming tool to identify current actions in the four areas and new strategies that households could implement. Possible actions that could be taken by participants are identified and shared. The facilitators also identify what other interventions participants might be interested in, such as home checks, workshops, mucking in events and so forth.

Interviewee E lived at Earthsong eco-village in Ranui and found out about the project through her neighbour who was the new co-ordinator of SRS. She attended a cluster conversation at Earthsong finding it invigorating and useful with new suggestions and ideas being advanced.

I thought it was good. [S.....] was one of the front people and [Y...] and it was a bit like brainstorm but it was guided along [...] but we were getting ideas into the four areas. Now you'll probably know off by heart what the four areas are: waste and transport and water and power and so having a whole room full of enthusiastic environmental people, we were talking about how we've begun some conversation, we already do some car sharing and we are planning, somebody at Waitakere City Council is going to help us to set up a thing on our intranet; you can put down that I'm going to Henderson or Glen Eden or the City and persons who want a ride can go because we do quite a bit of car sharing and offering to get something from Pak N Save or you know

...

the day that we had the cluster meeting, late one afternoon in the summer, I came away abuzz with ideas that day and I can't think what they are but I'm probably doing them because I sort of came home and started doing a few, you know sort of being all enthusiastic about I know a few more things that I didn't before.

As well as the cluster conversation and having a home check Interviewee E had attended a composting workshop, learning about three different types of composting. She had found this excellent and felt she would recommend it highly to others. She had discussed the project with friends and family (as far away as Australia).

Another participant had held a cluster conversation at their house. A small number of people had attended and Interviewee G thought that a larger group would have led to more sharing of ideas and information. G found the cluster group to be a bit too didactic

I think that there is a lot to be said for [...] having large enough groups interacting where there is enough that can be shared and ways that different ones can support each other and I think also the fact that not all are physically capable of doing the same things or have the access to information or technical or even tools at times for

---

<sup>5</sup> The Papatuanuku model was developed and refined with the Maori Women's Welfare League Ranui branch cluster group and Celebrating Swanson in Phase One. Key people involved in developing PTS-SLSH in Ranui also met to explore creative learning methods that could be used in the project.

some of the things [...] just being involved in some of these kinds of things it builds more of a rapport between the neighbours and a greater awareness of who can do what and is willing to do what and [who] would like to do what [Interviewee G].

### *Home Check*

The Home Check in Ranui and Swanson is delivered by EcoMatters and includes the following components:

- An in-depth assessment of the home's energy efficiency, and on-the-spot advice relating to both the building fabric and occupant's energy habits
- An in-depth assessment of the household's use of water and on-the-spot advice relating to both the building and water consumption habits
- The offer of a number of giveaways
- A simple questionnaire asking the householder to identify
  - Which of the stated EcoMatters target behaviours (from the Commitment sheet) householders were already doing
  - Which of the stated EcoMatters target behaviours (from the Commitment sheet) householders would personally commit to doing differently

The Home Check takes about an hour and a half and the householder received a report making key recommendations. All information to do with habits, the building itself, and commitments made to change specific behaviours is stored on a database at EcoMatters.

The Home Check continues to be well-received and appreciated by project participants.

**Man:** Home check was great. It was extremely useful. It told us some new things about the house that we didn't know about. There was some actual measurements of things. So some of the things we knew about we were able to be put a scale on, a size on them

**Woman:** It revealed a water leak that was fairly disastrous.

**Man:** A very severe water leak.

**Woman:** We were paying a fortune for water and couldn't understand why. Couldn't understand why we were using so much **[Interviewees B & C]**.

As a result of the home check, Interviewee F had water saving devices installed in the cistern and on the taps which have decreased water consumption. F was more conscientious about using the eco function on the washing machine and dishwasher. F and her family had started mulching the garden so it would need less water in summer and they were also moving from using gas heaters (which increased moisture in the house) and running a dehumidifier, to having a heat pump installed to

heat their home. F had swapped Glad Wrap for Tupperware containers. They were already recycling, conscientious about water consumption and waste minimisation and were using public transport as they live in close vicinity to the train station and had Gold Cards, making public transport free.

Interviewee A called the SRS team and a home check was carried out within a few weeks. Water saving devices had been installed in the bathroom as a result and these worked well. She found the Home Check useful and liked the team member who conducted it. She had not had contact with the SRS team since and was rather surprised that she not heard from them, although she was unsure why they would contact her again.

Although Interviewee A was already conscientious around water consumption and waste minimisation prior to the Home Check, she thought there were probably more savings in water consumption since the installation of the water saving devices. She had received a letter from Water Services stating that her water consumption was below average and thought this may have had something to do with her involvement in the SRS project.

At Interviewee J's Home Check a problem arose with a tap when a water saving device was being installed which was a bit distracting. Interviewee J thought that the Sustainable Home Advisor handled the situation very well and worked hard to get the tap fixed.

### *Workshops*

The PTS Sustainable-Ranui team have delivered seven workshops in 2009 including two on composting, four on vegetable growing and one on rain harvesting. Local experts were hired to deliver the workshops and volunteers also provided assistance (Kamiya, 2009). The places at the workshops filled quickly indicating that they were well-supported by local community members. At each workshop participants were invited to complete a short feedback form about the workshop and to identify future activities they might like to be involved in. Sixty-five participants completed a feedback form.

The workshops have received favourable feedback from participants. Overall, 87% of the workshop participants strongly agreed that the workshop was excellent and all participants reported that they would recommend the workshop to others. Over half

of the workshop participants already had a compost system or a vegetable garden before they attended a workshop. Almost all of the participants either somewhat agreed or strongly agreed that they would use the knowledge and skills gained to either improve or start a compost system or vegetable garden.

Interviewee J had attended a gardening workshop that was held at the Ranui Community Garden. She was very impressed with the community garden and really enjoyed the workshop.

The workshop was brilliant [...] the guys are really well trained in what they do. We had beautiful weather I know that doesn't count [...] it was a really nice day it was a really informative workshop the people that participated [...] were genuinely wanting to be there um and I loved the fact that you could do all this for free you know that not only the workshop but the material that they used were all stuff that we had lying around [Interviewee J].

### *Insulation referrals*

Through both the door-knocking and during home checks EcoMatters have been able to identify households that can apply for insulation subsidies. Examples of the ways this works were outlined in one of the focus groups:

**Focus Group Participant 1:** [...] I was on a door knock [...] in Ranui and we were on one woman's doorstep [...] she did not even open the door [...] she didn't want any of the water saving fixtures [...] we mentioned something broader was going on and part of that was insulation, and we found out she was eligible for [an] insulation grant [for] 100% of the home. [...] the home was cold and damp and she was a top priority in terms of the DHB's programme and she was Maori and she had kids, they had respiratory problems she ticked all the boxes, and we referred her through. Now it is really hard to reach some people, even with the advertising that is going on, to make sure the service reaches the people, physically on people's doorsteps you are far more likely to talk those things through and make sure at least the paper is signed and sent.

**Focus Group Participant 2:** That's the big success you know, these people would never have been reached if we weren't in their houses [...] and some of the states of houses are horrible [...] they shouldn't be lived in, and yet you've got between nine and seven people living in a cold damp house where the walls are crumbling [...] and then because I have been there, I can say [...] you would most likely qualify for either or both of these programmes and they filled them [application forms] out, I assisted them filling them out made sure the envelopes are sent [...] I've seen about 500 houses I suppose about in the fifteen months we have referred 73 people through to the Warm and Well programme, and sixty have been eligible, [...] with the exception of some of the other [...] big health organizations out there, we are one of the larger referrers. That's a warm fuzzy feeling for me. The thing is the people that do qualify are exactly the people that needed it the most [...] the fact that they have picked up the phone to book the house check with us it's a huge thing, the effect of that.

### *Multiple interventions and advocacy*

Many of the interviewees have been involved in multiple interventions in Ranui and Swanson. Interviewee K lived in a Housing New Zealand property in Ranui. She became involved in the project through a talk the SRS Co-ordinator gave at Mainly Music. She thought about ten people from the group had signed up after Yuki's talk. Interviewee K was phoned and a Home Check carried out. She had a water saving device installed in a bathroom tap and it increased the water flow which had been a dribble previously. She was very pleased. She also had the kitchen tap adjusted. The Sustainable Homes Advisor checked K's power usage and found it excellent; she had a pay as you go power box and so was aware of what she was spending on power. EcoMatters had also recommended she get a draught stop for the door and had given her eco-bulbs. She was given a compost bucket but gave her scraps to a neighbour who made compost. Although her curtains were good, others people's curtains were not and a curtain making workshop was being planned for the local community.

The project teams from both sites have worked together to get some of the common barriers to household sustainability addressed by the appropriate authorities. One participant described a meeting that was held between tenants and Housing New Zealand (organised by EcoMatters and SRS). When asked how the meeting went Interviewee K replied:

Oh good very good yeah because everybody got to say[...] what was wrong in their house and the things that were not good and I heard the guy go up and say to the lady at Housing that there is one lady that desperately need[ed...] some help because her house is down to 9 degrees in the day time [...] he was really pushing the lady from Housing trying to get her [...] to go ahead and do something [...] so I think that will be absolutely wonderful for when they get that going [curtain making] and I mean it would be wonderful if Housing could get us all that nice heater put in wouldn't it? Ha ha, that would even be better [Interviewee K].

### **3.4 What has been learned?**

What have we learnt about the different engagement and implementation methods in each of the localities?

In general, the SRS Project was experienced and viewed very favourably by interviewees; was highly recommended; was discussed with others and was seen as contributing positively to community members and to community wellbeing. The main concerns were about the funding ending, loss of the Co-ordinator, and lack of energy in the community to advance the project (due to people's busy lives and lack of energy in general). Many did not have the time or resources to devote to SRS, but

this should not be seen as a lack of support for the project. As in the SLSH Phase One interviews there appeared a bit of confusion for some participants about the different projects in Ranui / Swanson and their overlap and / or distinction from each other. One participant queried what the project was trying to achieve, although she spoke highly of the project and had enjoyed her involvement so far. All participants had made changes in their households (to a greater or lesser degree) as a result of their participation in the project. As with the first round of interviews, changes tended to be affordable, practical and immediately possible. Most were already carrying out some sustainability practices in their homes prior to their engagement with SRS, however the project had enhanced or expanded their practices, or encouraged them to make changes sooner than perhaps they would have. Many were environmentally conscious. The project (and those working on the project) had encouraged social connections, inspired new ideas around sustainability to be implemented, initiated meetings and supported street parties. It had taught people to garden, compost, harvest water and inspired talk between neighbours.

Results from the outcome evaluation of Phase One of PTS-SLSH in Ranui Swanson found significant differences were between Ranui / Swanson and Glen Eden in levels of agreement with the following statements about the impact of the project:

- I know people better in the area where I live
- I feel more connected to my community
- I've connected with other people who are interested in living more sustainably (Greenaway and Sweetsur, 2009).

The following stories, drawn from in depth interviews with project participants, illustrate the ways in which the community development approaches in Ranui and Swanson are working to build community connection.

Interviewee E thought the project had brought beneficial changes to the community through raising consciousness about sustainability issues and initiatives; an increased sense of community; neighbours getting to know each other; the emergence of neighbourhood support groups; increased street parties and events and a possible green dollar exchange. She had also heard about the meeting between Housing New Zealand and residents of the Housing New Zealand Cluster Group. She thought the obvious presence of the SRS Co-ordinator at events reminded people of what was available in their community in relation to sustainability

issues and the project taught community members about what they could be doing in their household towards sustainable practices and that they didn't need a specially designed house to be sustainable.

Other interviewees described the benefits of getting to know people in the streets where they live:

Well probably the nicest impact has just been to meet the neighbours and to get to know half a dozen people in the street and you know the sort of thing is, we came back from the UK and the car battery was flat and we were able to phone up a neighbour and borrow a battery charger. Now before we had these meetings, we wouldn't have known any of the neighbours well enough to ask them for that. So we're starting to get to know the neighbours, some of them are sort of early stages of friendship that might continue on for years, so that has probably been the biggest most important benefit to us I would say cause the other sort of things we have done anyway (Interviewees B and C Man).

Interviewee F liked all aspects of the project from community development, getting to know neighbours and sharing ideas, setting up green dollar exchanges and swap meets and the Home Check. She also thought it had had a beneficial impact on the community:

Well I think we are all just a lot more friendlier with each other [...] the same with the little cul de sac that I was talking about they [...] all got together and set up a neighbourhood watch team which was never there before so [...] I think that sort of thing is good (Interviewee F)

Interviewee H was involved in organising a street party which was well attended and successful. She thought there was an increased sense of community and friendliness in the neighbourhood and thought this was a very beneficial result of the SRS Project. She believed there needed to be regular opportunities for neighbours to get together to support relationship building and social inclusion.

Its definitely helped with that [...] because it provided a reason an excuse if you like to get people together again. [...] Its that getting together that helps to foster that community spirit [...] I don't think you have to do it terribly often but I think there needs to be some opportunity on a reasonably regular basis for it to happen. [...] One of my neighbours, [...] unfortunately she was away, when the street day occurred but I had talked to her before she went away and she felt quite isolated and lonely [...] so for some reason she wasn't able to break the ice so an excuse like that or reason like that is a good way to do it (Interviewee H).

A number of key themes about engagement and implementation were evident in the feedback from participants and in the focus groups and reflections of those involved in project delivery. Themes included the importance of reinforcement; the benefits of



multiple pathways into the project and the influence of community norms. These themes tend to support the theory of change that underpins the project.

When asked about what parts of the project had contributed towards changes in their household, Interviewee F emphasised the importance of external reinforcement:

**Interviewee F:** I think just making us conscious of it again you know you tend to think you are doing as much as you can to keep the planet looking good but I think you need to have it reiterated you know by somebody else

**Interviewer: [...] Do you think the changes you have made will continue into the future?**

Oh I'm positive of that yes (SLSH 5 Swanson)

And when asked about whether they had experienced benefits from the project Interviewee F comment that it had helped her to feel more comfortable with the actions she was already taking towards living more sustainably:

**Interviewee F:** Well I have in the fact that I feel better about what we are doing

**Interviewer:** Right.

**Interviewee F:** Yes, yes I sort of sometimes think oh am I being silly worrying about this, worrying about that, but now I feel, no it's the right thing to be doing to try and you know do all these things.

In the focus group with EcoMatters, participants thought it was as a good idea to target home checks to particular areas rather than take a scatter gun approach. Having a concentration of houses that have all had a Home Check was seen as a good basis on which to build to support ongoing follow up. The community organisations are using a mapping tool to map the location of Home Checks in order to be more strategic with follow up approaches.

Recently EcoMatters has identified a way of targeting high water use households based on the year in which their houses were built. For example one focus group participant pointed out that there is a strong correlation between the year a house was built and the likelihood of having a mains pressure hot water cylinder and a high shower flow. Therefore in the future community organisations could target high water use areas for door knocks and cluster conversations.

### 3.5 Challenges or Barriers

Are there any challenges or barriers? How are these being addressed?
--

#### *Information management*

For EcoMatters one challenge has been the higher than expected interest from households about applying for insulation grants. They have struggled to get systems

in place to track the number of referrals. They have also identified a need for increased integration of data management systems to enable them to offer the Sustainable Homes Programme to people who contact EcoMatters for other things. Another issue is to streamline the amount of paper that householders need to deal with when they sign up for the programme.

### *Housing Conditions*

Another challenge has been to identify appropriate responses when the Sustainability Advisors visit houses or dwellings that are in very poor condition. This was especially difficult when the householder was renting the property as the advisors did not want to do anything that could result in the creating problems for the householder or jeopardising their tenancy:

*It's working out where our responsibility ends or begins, because there are cases where a tenant makes a complaint and they will get their ninety day notice; you have to move out. [D]o we report building code violations to Waitakere City Council Housing NZ, houses where the floor has buckled? (Community Organisation).*

SRS and EcoMatters were involved in organising a meeting between Housing New Zealand and a group of tenants who had attended a cluster conversation in order to address common issues which made it difficult to live sustainably in their houses. Home Checks have also been conducted at a local caravan park where poor housing conditions were also identified.

### *Funding arrangements*

The primary output for the EcoMatters contract was to deliver a certain amount of home checks to households across Waitakere. Although Council did include funding to undertake community development work (the main focus of the Sustainable Homes team was to ensure that they met their organisations' contractual obligations. This led to the delivery of Home Checks rather than a focus on utilising community development approaches. In the next contract round the project deliverables have changed to focus on the installation of water saving devices; identification of community champions; follow-ups with households and engagement with existing community groups.

### *Demands on community members*

Both participants and the project teams identified the limited capacity of community members to become more involved with the projects in each area as a challenge.

[...] I think the most difficult step for us is going to be gaining community ownership of sustainability and the reason for this is our capacity at eco matters our staffing our

hours and also for all the other the other community workers in Waitakere City, as they are all very well connected and they are all very good at their job, but they have no time and very little funding, so being able to identifying those community champions and the time to build that rapport is quite difficult because we don't have community workers that are well resourced in Waitakere City (Community Organisation).

Interviewees B and C were finding that although the street organising had started with a lot of enthusiasm and energy, and had yielded lots of great ideas, it appeared difficult to sustain and the shift from great ideas to practical application needed input and action which was not straightforward. They attributed this to the busy nature of people's lives and lack of time that can be devoted to projects.

The way work lives are these days, they just fill up 100% of your time so I'm not unsympathetic when I say it's frustrating that people are not getting involved. I think I understand why its just what's frustrating is the kind of contrast between the great enthusiasm they show and the sort of lack of action but there are probably very good reasons for it, that's just that everyone is so frantically busy (Woman)..

To these ends, a co-ordinator for the project was seen as invaluable, as they could do the parts of the work that the community did not have the time or the resources to do. They worried that funding for the project could be retracted at any point and that the good work of the project would be lost.

One community organisation expressed concern about the loss of funding for the Enviro School Programme and for community education classes. Enviro Schools is a useful network to tap into and Sustainable education classes were also seen as a valuable resource for supporting household sustainability.

**Focus Group Participant One:** *when you've got contacts of 73 Principals in Waitakere City and a number of those are enviro schools and you know each of the co ordinators of each of the enviro schools and for a programe like us that's a huge resource, and they've just pulled the plug on that they've actually pulled the plug on far more than that's...*

**Focus Group Participant Two:** Yes that's a house of cards. It's taken away a pillar (Community Organisation).

### *Transport*

Both project teams identified reducing car use as a big challenge and believed that their respective programmes are not making much impact in that area. In Phase Three Dot Dalzeil, a sustainable transport specialist, will be working alongside SRS and EcoMatters so she may provide additional support for the projects in this area. The need for local policy changes and increased investment in public transport were seen as ways of supporting behaviour change around transport.

### *Engaging hard to reach groups*

Accessing hard to reach groups is viewed as an ongoing concern. One focus group participant noted that it takes time to build relationships with different sectors in the community.

If the goal really is about getting to harder to reach groups then that relationship building actually takes some time, you kind of keep on going back and uncovering the layers and connections (Community Organisation).

In the focus group with EcoMatters, participants identified a number of issues that could impact on the ability of the programme to engage with diverse and “hard to reach” groups. One home check was conducted with a deaf participant:

...the funding for a signer/interpreter fell through at the last minute so a 1 to 1 ½ hour check became a 3 hour check; she couldn't read my lips that well and I had to write down everything. If there is more funding available for deaf people or blind people or whatever then we would be able to reach so many more houses (Community Organisation 2009).

Another insight has been the need to take time to establish rapport with participants during the home checks:

**Participant One:** [Y]ou just have to break that barrier, with a Sikh gentleman on a door knock and soon as he realized that he could talk to me, I mean he was still watching the news, as soon as we had a rapport and talking about what was on the news he talked to me about the stuff, just on a personal level, then suddenly you've got a lot more, you sometimes have to spend a lot more time....

**Interviewer:** Developing the relationship?

**Participant One:** You do

**Participant Two:** I know with me on home checks, just playing with kids showing them how to measure the shower flow rate and that becomes a buy in with the parents, kids are interested ...(Community Organisation 2009).

### *Utilising community development approaches*

Focus group participants thought that a key challenge for Glen Eden was the lack of a locality based community co-ordinator to link with. In Massey there is Massey Matters and in Ranui/Swanson there is SRS, as well as a recently funded Neighbourhood co-ordinator. The effective implementation of community development and/or action approaches requires skilled practitioners with great facilitation skills as well as organisational support and local initiatives that can be tapped into. EcoMatters have developed a comprehensive plan for incorporating community development ways of working into their programme but is likely that the team will need additional capacity building to implement these approaches effectively.

**Interviewer:** *So it sounds like each programme influencing each other.*

**Focus Group Participant:** Yes, I would say the main thing on they are influencing us on is the importance of continuity at the local level. We can't provide that directly ourselves but it made me think long and hard about how we can find the equivalence

of people like the Ranui and Swanson in other places so we can do the same, that kind thing because we can see its got a lot of advantage over one organization in New Lynn doing a bunch of home checks and perhaps not doing anything else after that, so we can't do follow ups ourselves with everyone but an organization like that can be the key to making sure that happens (Community Organisation).

### *Working together*

A key challenge at the beginning of PTS-SLSH was to establish systems enabling SRS and EcoMatters to work together effectively. Both teams have dedicated time to building and developing their working relationship. There have been great improvements with the teams now working together to implement interventions and to problem-solve. They have been actively involved in each others' planning sessions and looking at ways to utilise the respective strengths of the others' ways of working.

### *Marketing and communication of the projects*

Both project teams thought that participants would find it difficult to understand the different project components and how they all fit together. Some of the interviewees appeared to have a clear understanding of what the project consisted of whereas others were not sure what the next steps might be after the home check. One focus group participant thought that having project continuity and ongoing going contact with those involved would help to clarify what the project consists of and what can be offered to participants.

## 4.0 Conclusion

Both SRS and EcoMatters are continuing to develop effective ways of working together and are experimenting with new approaches to engage households and to deliver interventions. Both project teams are actively supporting each other to make the best use of the resources available to them. This is a considerable achievement given that both organisations are relatively new and there was no previous history of collaboration.

The evaluation findings reinforce the importance of relationship building and the time that is needed to establish connections with community members. This is particularly important in the case of hard-to-reach groups (those who may not approach community organisations for assistance on their own). The project teams have been invited into a large number of homes in Ranui, Swanson and Glen Eden and have learned a number of lessons about effective ways of engaging and interacting with householders.

If the programme is to be expanded it is important to be aware that both SRS and EcoMatters have been supported by Council staff, the formative evaluation and their respective organisations. If the programme is to be implemented in other areas it will be important that community organisations have access to appropriate support and are able to employ staff with community development experience and skills as well as technical knowledge. Access to training and capacity building opportunities will also be useful.

In Ranui and Swanson there is evidence that the SRS project is helping to facilitate greater connectedness amongst neighbours and a stronger sense of community. This is an important and valuable outcome given the social determinants of health and links between social inclusion and well-being. This additional benefit however requires investment and is unlikely to be achieved through an individualised approach focused solely on improving the physical quality of households.

In general, PTS-SLSH is valued by those participating and is viewed as an important resource for the community. It does not appear that community members have the capacity to continue project activities without the support of a paid co-ordinator. The process evaluation of Phase Two indicates that a programme encouraging

households to live more sustainably is also able to identify external barriers to behaviour change and ways of addressing these.

## 5.0 Recommendations

Based on the results from the formative, process and outcome evaluation findings and evidence from the literature review and similar community projects in the public health sector the following actions are recommended:

- Continue to provide resources for paid co-ordinators at the local level to support local people and organisations to live more sustainably
- Provide resources and training to community organisations to support co-ordinators and effective collaboration
- Both project teams, with support of Council, identify infrastructural and/or systemic changes that could support local residents to live more sustainably
- Both project teams (either separately or together) undertake regular (at least annual) reviews of the theory of change and logic that underpins their projects and reflect on whether or not activities are consistent with these
- Both project teams refine data management systems to improve recording of interventions (for example, referrals to insulation schemes) and to support ongoing follow up
- Both project teams develop internal evaluation processes to gather and analyse information to enable assessments of programme effectiveness
- If possible continue some form of external formative evaluation support and / or access experts in the areas of community development or action approaches to engaging people and households with water, energy, waste and transport issues.
- For Ranui and Swanson :
  - continue to develop and experiment with creative ways of engaging and working with local residents
  - ensure that the original conceptualisation of the facilitated conversation is still being implemented
- For EcoMatters:
  - build capacity with community development approaches
  - continue to build synergies with other services delivered by EcoMatters in order to support the Sustainable Homes Programme.



## References

- Conway, K. & Casswell, S. (2003) Riding the Waves: The politics and funding context of twenty-five years of research on community action to reduce alcohol harm in New Zealand. *Nordic Journal of Alcohol Studies*, 20, 13-24.
- Department of Internal Affairs (2002) A Framework for Developing Sustainable Communities: Discussion Paper. Wellington, Department of Internal Affairs.
- Ecomatters Environment Trust (2009a) EcoMatters learning the lesson of community engagement. Waitakere, EcoMatters Environment Trust.
- Ecomatters Environment Trust (2009b) Sustainable Homes Programme End of Year Report: Year One (2008-09). Waitakere.
- Freire, P. (1972) *Pedagogy of the Oppressed*, Middlesex, Penguin.
- Giesbrecht, N. & Haydon, E. (2006) Community-based interventions and alcohol, tobacco and other drugs: foci, outcomes and implications. *Drug and Alcohol Review*, 25, 633-646.
- Greenaway, A. & Witten, K. (2005) Meta-analysing community action projects in Aotearoa New Zealand. *Community Development Journal Advance Access*, 1-17.
- Greenaway, A. & Witten, K. (2006) Meta-analysing community action projects in Aotearoa New Zealand. *Community Development Journal*, 41, 143-159.
- Greenaway, S. & Gregory, A. (2009) Project Twin Streams: Sustainable Living, Sustainable Household Programme. Interim Process Evaluation Report Auckland, Centre for Social and Health Outcomes Research and Evaluation & Te Ropu Whariki, Massey University.
- Greenaway, S. & Sweetsur, P. (2009) Project Twin Streams: Sustainable Living, Sustainable Household Programme. Outcome Evaluation Report: Phase One. Auckland, SHORE, Massey University.
- Holder, H. D. (2004) Community prevention of young adult drinking and associated problems. *Alcohol Research & Health*, 28, 245-249.
- Kamiya, Y. (2009) Report on the Sustainable Living Sustainable Household Project Ranui and Swanson. Waitakere, Project Twin Streams Sustainable Ranui – Swanson
- Wild, K. & Greenaway, S. (2008) Evidence review for the Sustainable Living Sustainable Households Demonstration Programme. Auckland, Centre for Social and Health Outcomes Research and Evaluation, Massey University.