



CASE STUDY LIBRARY

Kamo Place Race – Mega Mash up

Cutting New Ground for Engagement in a Small Community with Social Media

The District Planning Team at **Whangarei District Council** wanted to refresh the resource management change process. To improve the process for the draft regulatory plan change for the suburb of Kamo, the team combined:

- The lean and agile methodologies from the IT Startup Community
- The Google Ventures “Design Sprint” formula
- Placemaking and its modern evolution of “Civic Hacking”
- The principles of Open Data and the Open Government movements
- The emergent field of ‘GeoDesign’ (incorporating GIS, modelling, and creative visualisations”

**Winner of the 2014 ALGIM
Best Use of Social Media
Award & Finalist for the
2014 ALGIM Web & Digital
Project of the Year**

The project commenced in December 2013 with **project planning**, and a social media presence from January 2014. The team gave a six week lead in to generate sufficient page likes and follows for **meaningful engagement** during the event week.

Event week saw policy Staff based on location in Kamo over the 5 days from 8am to 8pm

It was the first known time that **social media** had been used as **the primary platform** for developing town planning regulations in a true open government fashion.

The faster process reduced consultation fatigue and resident apathy, which meant that the information obtained retained its **value**.

By the end of the five days, a draft plan for Kamo was produced.

ENQUIRIES

If you'd like to know more about the Kamo Place Race, check out www.facebook.com/KamoPlaceRace or contact **Melissa McGrath** (Whangarei District Council) on melissam@wdc.govt.nz



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