

## REPORT TO SUBCOUNCIL 5

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1. ITEM NUMBER: 05SUB 26/11/2019

2. SUBJECT

FEEDBACK ON WARD COUNCILLOR OUTREACH PROGRAMME

ONDERWERP

TERUGVOERING OOR UITREIKPROGRAM VIR WYKSRAADSLEDE

ISIHLOKO

INGXELO EMALUNGA NENKUBO ENGOKUFIKELELEKA KOOCEBA  
BEWADI ELUNTWINI

3. PURPOSE

The purpose of the report is to provide feedback to the Subcouncil on the Ward Outreach Programme

4. FOR DECISION BY

Delegation: Part 24: Subcouncils

1. General

24 (1) (1)

To assess the performance of service delivery generally within their area of jurisdiction (outcome monitoring)

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5. EXECUTIVE SUMMARY

This report provides feedback on the process followed for the Ward Councillor Outreach Meetings.

## **6. RECOMMENDATIONS**

Delegated: for decision by Subcouncil:

It is recommended that:

- a) That Subcouncil note the feedback on the Ward Councillor Outreach Programme
- b) Councillors will be briefed timeously and comprehensively in preparation for the second phase

## **AANBEVELINGS**

Gedelegeer: vir besluitneming deur die subraad:

Daar word aanbeveel dat:

- a) Die subraad van die terugvoering oor die uitreikprogram vir wyksraadslede kennis neem.
- b) Raadslede betyds en omvattend in kennis gestel word ter voorbereiding van die tweede fase.

## **IZINDULULO**

Zigunyazisiwe: isigqibo seseBhungana:

Kundululwe ukuba:

- a) IBhungana maliqwalasele ingxelo emalunga neNkqubo engokuFikeleleka kooCeba beWadi eluntwini.
- b) OoCeba mabanikwe isishwankathelo nangokucacisiweyo sengxelo ngokwamaxesha ngamaxesha, kulungiselelwa isigaba sesibini.

## **7. DISCUSSION/CONTENTS**

The Public Participation Unit coordinated the Ward Councillors Outreach Programme for the period 15 August - 30 September 2019. The aim of the programme is to ensure that there is a continuous presence and visibility of Councillors in all wards across the City and that concerns and issues raised by communities are forwarded to Line Departments for consideration and action where necessary.

## **Process followed:**

### **1. Needs Assessment**

The Public Participation Unit conducted a Needs Assessment Exercise prior to the Ward Councillor Outreach meetings. 1297 Surveys were conducted across the Subcouncil, which provided information for inclusion on the Mayoral Dashboard. The information was further forwarded to Subcouncils for consideration when submitting their submissions for the 2020/2021 Budget process.

### **2. Ward Based meetings**

#### **2.1. Various mediums were utilised to communicate with the public:**

Besides distribution of pamphlets, communities were also mobilised via Councillors, ward committee members, community development workers (CDW's) as well invitations to public meetings which were distributed via the Subcouncil Community Based Organisations database.

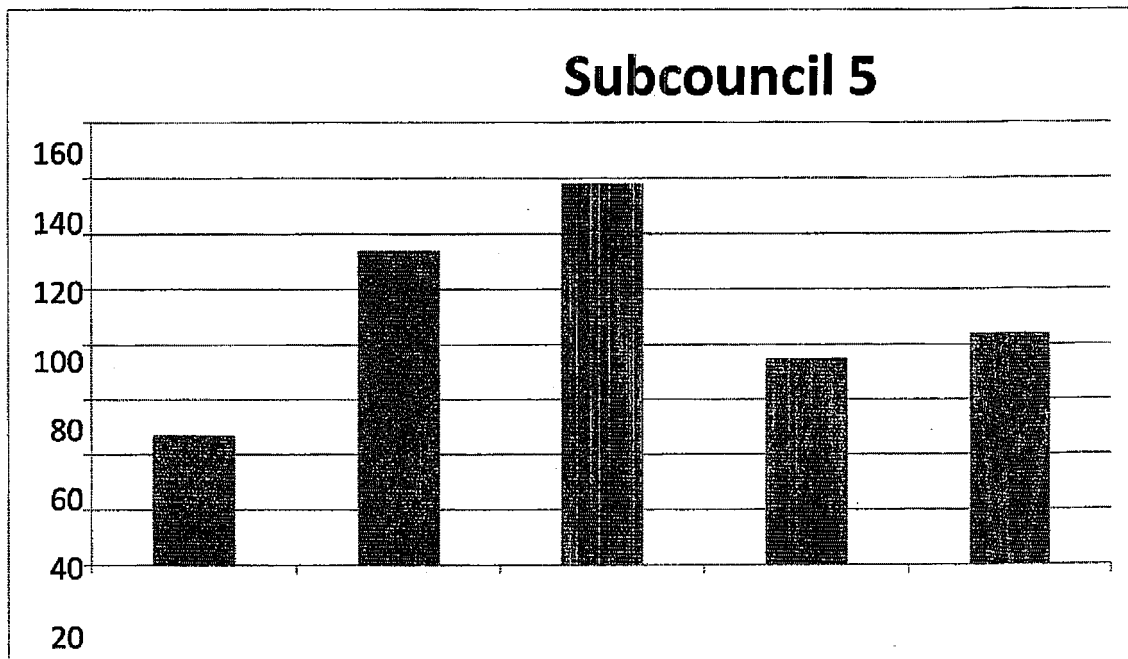
#### **2.2 Social media**

This platform reached 537 959 residents with regard to the meetings which were not cancelled. The Ward Councillor Outreach Programme Campaign received 2 023 076 views during the advertising period.

This was the City's first ward-based targeted communication campaign on Facebook. Residents were targeted based on the location they live in. We created a total of 83 advertisements, with each message tailor-made for each individual ward and used Facebook's locations targeting function which had an accuracy rating of 94% for the duration of the campaign.

### **3. Nature of meeting**

The Ward Councillor provided feedback to community on developments within the ward. The overall attendance at these meeting was 458; the graph reflects the attendance per ward/area.



**7.1. Constitutional and Policy Implications**

Not applicable

**7.2. Sustainability implications**

Does the activity in this report have any sustainability implications for the City?	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
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**7.3. Legal Implications**

Not applicable

**7.4. Staff Implications**

Does your report impact on staff resources or result in any additional staffing resources being required?

No ☒

Yes ☐

**7.5. Other Services Consulted**

Urban Management Portfolio Committee

**FOR FURTHER DETAILS, CONTACT:**

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<b>DIRECTORATE</b>	Urban Management
<b>FILE REF No</b>	WCOP(1 <sup>st</sup> quarter)

**DIRECTOR: URBAN MANAGEMENT (Area central)**

NAME Wilfred Schrevian Evan  
Solomons-Johannes

COMMENT:

DATE 01.11.2019

SIGNATURE W. A. E. Solomons-Johannes



**EXECUTIVE DIRECTOR**  
Mr. Philemon Mashoko

Comment:

DATE

4/11/19