



REPORT TO SUBCOUNCIL 21

1. ITEM NUMBER: **21SUB32/11/19**

2. SUBJECT

FEEDBACK ON WARD COUNCILLOR OUTREACH PROGRAMME

ONDERWERP

TERUGVOERING OOR UITREIKPROGRAM VIR WYKSRAADSLEDE

ISIHLOKO

INGXELO EMALUNGA NENKQUBO 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)

5. EXECUTIVE SUMMARY

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

Making progress possible. Together.

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. 215 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.

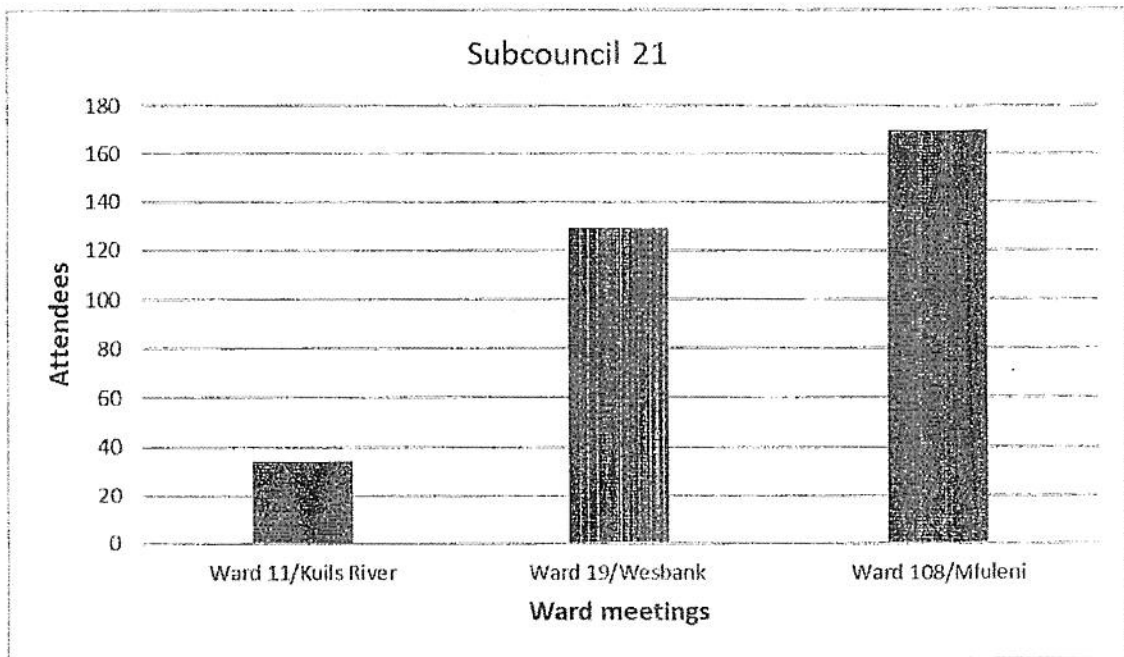
2.2 Social media

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 333; 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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DIRECTORATE	Urban Management
FILE REF No	WCOP(1 st quarter)

DIRECTOR: URBAN MANAGEMENT (AREA EAST)

NAME Luzuko Mdunyelwa

COMMENT:

DATE 01/11/2019

SIGNATURE

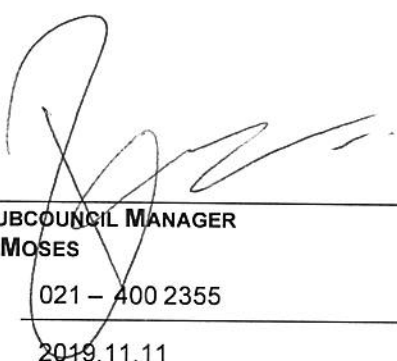



EXECUTIVE DIRECTOR
Mr. Philemon Mashoko

Comment:

DATE

4/11/19



**ACTING SUBCOUNCIL MANAGER
ROXANNE MOSES**

TEL NO 021 – 400 2355

DATE 2019.11.11

Comment:



**CHAIRPERSON
ALD/DR JOHANNES VAN DER MERWE**

TEL No 021 – 400 2352

DATE 2019.11.11

Comment: