

Old Skool
Email: fyi-request-9121-b54cd86f@requests.fyi.org.nz

Dear Sir/Madam

IN/37263 - Official Information Request – Surfwatch

I refer to your official information request dated 24 November 2018 seeking information on the Surfwatch web tool. Your questions are answered below:

1. Please provide a detailed breakdown of all costs and the business case involved in developing the Surfwatch web tool including product design, web development, related information technology works, webcam costs, graphic design.

There is no separate business case for the Surfwatch web tool. It was approved as part of a larger project being Stage III of the web redesign project. The decision to develop a Surfwatch product was based upon use of the Council website (environmental data is consistently the highest accessed area of the Council website) and the desire to present environmental data in a user-friendly accessible manner.

The approximate cost of the Surfwatch web tool was \$32,000 made up of business analysis and design (\$5,300), design (\$7,000) and development (\$19,400). There were no additional costs associated with webcams, graphic design or related information technology costs.

2. Please provide all information and any documentation which mentions or includes information gathered from members of the surfing community collected both prior to the development of the service, during testing, and since the tool was published including the names of members of the surfing community, when they were contacted and what their feedback was. Please include copies of all emails which relate to the development of this tool with any members of the surfing community or their representative organisations.

The Council developed a prototype of Surfwatch – see attached link - <https://invis.io/4QNI78XEh7T>. Surfers were then asked their views of the prototype through an on-line survey – see attached link - [Survey](#).

An email (attached) was sent, through Craig Williamson, to seek feedback. This was distributed to surfers through Surfing Taranaki on Facebook – an audience of 2,136 (mostly local) surfers on 23 August with the following text:

“For surfers, kitesurfers, boaties...”

Please have a look at the prototype (click the box below) then provide some feedback (via the link within the text). This is looking really good, with real-time wind speed and direction plus swell and tide information along with some webcams feeds all in one place!"

975 people were reached organically and there were 145 post engagements, including 63 link clicks through to the prototype itself. A summary of the feedback received is attached.

3. Please provide any documentation which includes information relating to number of page visits since the tool was developed, excluding page views from TRC employees.

Between 15 November 2018 and 5 December 2018, there were 2,353 page views – refer attached. The Council is unable to identify and eliminate page views from TRC employees.

4. Please provide a detailed breakdown of page visits since the trial was established including the google analytics report which details daily hit rates, where users are from etc.

The detail of page visits between 15 November 2018 and 5 December 2018 is attached.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please feel free to contact me on mike.nield@trc.govt.nz or 0800 736 222.

Yours faithfully
B G Chamberlain
Chief Executive



per: M J Nield
Director Corporate Services