

12. COASTAL EVACUATION ROUTE AWARENESS

General Manager responsible:	General Manager Community Services, DDI 941-8534
Officer responsible:	Community Support Manager
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PURPOSE OF REPORT

1. The purpose of this report is to inform the Board of the price of the production of magnets depicting evacuation routes to coastal residents of the Burwood/Pegasus ward.

EXECUTIVE SUMMARY

2. At the meeting of the Civil Defence Working Party held on 7 August 2006, the Working Party discussed evacuation issues for coastal residents.
3. The recommendation was made that staff investigate the costs of fridge magnets and flyers for distribution to coastal residents. These magnets and flyers would have simple evacuation instructions.
4. It is estimated that there are 6,000 residences within one kilometre of the coast in the Burwood/Pegasus ward.
5. In regards to the flyer the Board may wish to consider whether to have a flyer produced and printed specifically for this distribution or to use a brochure that Civil Defence already produces.
6. Civil Defence has produced a leaflet named "Will You Cope When Disaster Strikes". While it is currently out of print, it is possible that Civil Defence team will reproduce enough leaflets for distribution to coastal residents.
7. The proposed fridge magnets would be four colour and A7 sized.

FINANCIAL AND LEGAL CONSIDERATIONS

8. The costs of printing the flyers are dependent on the type of paper or card used and whether they are printed in black and white or colour. Copying 6,000 A5 flyers is as follows:

Flyer Printing Options	
Medium	Cost
Black and white on white 80gsm paper	\$235
Black and white on coloured 80gsm paper	\$345
Black and white on white 100gsm paper	\$540
Black and white on white 200gsm card	\$440
Black and white on coloured 200gsm card	\$600
Coloured on glossy white paper	\$1,050

9. The cost of producing 6,000 magnets would be \$1,885. If the Board wished to have the magnet and flow wrapped, this would cost \$2,435.
10. If the Board were to get these distributed the cost would be \$44 per 1,000 or \$264 for 6,000.

STAFF RECOMMENDATIONS

It is recommended that the Board:

1. Consider the tabled costs and decide on preferred options should it decide to have magnets and/or flyers produced.
2. Decide whether to partially or fully fund the production of magnets and/or flyers from the Board's 2006/07 Discretionary fund.