

Safe Speeds Katoa, Ka Ora Integrated Engagement, Marketing and Communications Plan



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Project overview

Katoa, Ka Ora is the Auckland speed management plan 2024-27. The percentage of network covered will depend on the outcome of upcoming engagements, and at the time of writing is estimated as potentially being between 10 and 20%. This is in addition to approximately 38% already implemented in Phase 1-3.

Katoa, Ka Ora will differ from phases 1-3 in the following aspects as it falls under the update Rule, LTR: Setting of Speed Limits 2022.

- Special legislative requirements no longer apply
- This plan will be mostly an area-based approach (residential 'blocks' bordered by arterial roads) rather than a road by road approach
- Roads targeted do not need to have an average operating speed within 10% of the new proposed limit

Katoa, Ka Ora proposal will include:

- Safe School Zones (both permanent and variable as indicated in table 1 below)
- High risk arterial roads or town centres on high-risk roads, if supported through pre-engagement
- Rural roads that do not have safe and appropriate speed limits
- Mana whenua requests, including near around marae, Kura and urupa
- Roads requested by local boards or key partners, stakeholders or community groups
- Requested roads under other RCAs such as Auckland Council and Department of Conservation, that request to be included e.g., beaches and in parks

Table 1: Safe School Zones	Permanent	Variable (before/ after school when signs are turned on)
Category 1 school	30km/h on local urban roads as supported through engagement Some high-risk arterials (30 or 40 km) where there is community support	30 km/h on urban collectors or arterials and some rural roads near the school gate
Category 2 school	Up to 60km/h on small number of schools where this can be proven to be safe and appropriate	Up to 60km/h on small number of schools where this can be proven to be safe and appropriate

The percentage coverage and areas included for consultation in each local board will be influenced by pre-engagement and will follow three approaches:

1. Easy to understand- A plan that is consistent and easy to understand. This includes

- Filling in the gaps to achieve consistent limits
- Include roads with slower road design or lots of people out and about
- Reduce rat-running in residential roads

Applying this mapping approach could include areas near Phase 1-3 changes, roads with low operating speeds, 30km/h design speeds, new or planned development areas, roads near other roads in the proposal that could be used to rat-run or as a cut through. The easy-to-understand approach also supports consulting on and setting safe speed areas under the Rule, rather than a road-by-road approach which could be inconsistent.

2. Partner and community requests- Responding to local board, mana whenua, mātāwaka, school and community requests.

Applying this mapping approach could include roads requested by local boards in 2022 report and in 2023 workshops, locations supported in mana whenua engagement to date such as near Kura and schools, kohanga and kindergartens, marae and specific requested locations including Karioitahi Beach which is under Auckland Council control. It could also include schools that have responded to the school survey in support of speed review near their school, or contact AT through previous consultations or directly to ask for speed limit review. It could also include community requests heard through 2022 Katoa, Ka Ora conversation workshops or those made directly to AT.

3. Benefit-cost ratios

- Permanent changes for local roads, variables focused on arterial roads
- High-risk town centres and high-risk roads
- Complements planned infrastructure under other programmes or developments

Applying this mapping approach could include creating safe school zones with permanent 30km/h areas on local urban roads, bounded by nearby arterial roads. For most schools on high-speed rural roads or urban arterial roads, 30km/h variable limits may be used. If supported through elected member engagement, some town centres on high-risk roads may have a 30km permanent speed limit or high-risk arterial roads a 40km/h permanent speed limit. At the time of writing, Gladstone Road, Parnell is the one arterial road the project team is aware of that has been supported in engagement to date. Complementing planned infrastructure or developments could include areas where Eke Panuku or Kainga Ora are developing, or areas where wider AT programmes or business cases are investing in infrastructure that would be appropriate to support with a speed limit review.

Full maps of each local board area will be available on the AT.govt.nz website during consultation and hard copies available in libraries and on request through our call centre.

Engagement and consultation approach

AT's consultation and engagement approach will build on the successful consultation and engagement strategy carried out during earlier phases of the Safe Speeds programme (Phases 1 to 3) and make changes from lessons learnt. The approach includes but is not limited to early and regular communications and updates with partners Mana Whenua, elected members, key stakeholders, and the media. As with previous phases, we will be open and transparent with our most important stakeholders, the people of Auckland.

[Appendix one: Engagement principles](#)

We will use the IAP2 (International Association of Public Participation) framework for engagement. See [Appendix one](#) for engagement principles.

Objective:

Ensure the consultation meets the requirements set out in The Land Transport Rule: Setting of Speed Limits 2022.

Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport's proposed regional speed management plan which would see a significant number of Auckland roads proposed speed limit changes. There are also requirements we need to meet as part of the Local Government Act 2002. See in particular the parts of Section 83 of the Local Government Act 2002 under the [Legal obligations](#) section.

Audiences:

General Auckland public with a special focus on partners (including Mana Whenua), elected members, especially local boards and key stakeholders including those AT is legally required to consult with.

Messages:

Safe speeds save lives

Appropriate speed limits support our transport network to move people and goods safely, effectively, and efficiently across our region.

Strategy:

- 1) Utilise key stakeholders, including elected members and local advocates.
- 2) Gain community understanding with clear, engaging, and customised communications material which enables people to connect with the 'why' for the proposed changes. We will also localise communications as much as possible, keeping in mind the scale of this project and the limited human capital required to create localised communications material.
- 3) Highlight the benefits and successes of the Safe Speeds programme to date.
- 4) Engage and communicate with Aucklanders early (**involve** IAP2 level), seeking local knowledge and lived experience that can help shape the plan and principles of Katoa, Ka Ora.

Strategy: *Utilise key stakeholders and partners.*

In the lead-up to, and during consultation, we will engage with our partners, key stakeholders, and elected members. These include internal partners such as the Tāmaki Makaurau Transport Safety Governance Group, as well as Treaty partners Mana Whenua, champion schools and the health sector.

Strategy: *Build and sustain community support through an integrated marketing and communications campaign*

To help people understand the 'why' for the proposed speed limit changes, we will work with AT Marketing to create an integrated communications and marketing campaign that clearly explains why the changes are proposed. Our communications material will take a more human and heartfelt approach. This is not about cars; it is about people and communities. Its focus is on the benefits safe speeds bring especially to more vulnerable members of the community (including children, the elderly, and differently abled people).

This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2022. Making the public aware that we are mandated to make a change. We ask for ELT involvement with Waka Kotahi and MoT on joint media releases.

Strategy: *Highlight the benefits and successes of the Safe Speeds programme to date and engage early with Aucklanders.*

To shift the focus away from any perceived inconvenience to motorists, we will help people to see the benefits safer speeds will bring for everyone. 'Safe speeds do not slow down traffic significantly and may add a few seconds to your travel time. A few seconds of extra travel time is worth potentially saving someone's life'.

This emotive approach will be complemented by clear, easily digestible information / infographics / video content which demonstrate the pressing need for speed limit reductions. In the months preceding the consultation we will highlight where we have had successes from previous phases and the wider road safety programme.

Programme-wide key messages¹

What is the problem?

- Auckland has a road safety crisis - too many people die or are seriously injured when using the region's roads.
- NZ has roughly double the road deaths of Australia and one of the highest numbers of road fatalities in the OECD.
- The historical default of 50km/h and 100km/h were not based on road type or the science of speed. These limits were set way back in the 1930s.
- Two in three people that die are either walking, cycling, scooting or motorcycling.
- Evidence shows speed is factor in more than 70 per cent of crashes in New Zealand.
- The cost of the alternative in infrastructure alone to make urban roads safe at 50km/h has been estimated at \$40-80 billion - to upgrade urban roads to a safe 50km/h design.

Why we need to take action

- Everyone using the roads deserves to get home safely.
- The cost of doing nothing means in five years, one in two Aucklanders will be personally connected to someone seriously injured or killed on our roads.
- A small change in speed makes a big difference to the injury severity in a crash.
- A person hit by a car travelling at 50km/h has only a 20% chance of surviving. If hit by a car at 30km/h, the survival rate increases significantly to 90%.
- Even when speed doesn't cause the crash, it affects the severity of the outcome for everyone concerned in the crash.
- People killed on the road are not numbers, they are someone's child, brother, mother, auntie.
- School children walking and biking to school are some of our most vulnerable road users. AT is following the mandate set by the Minister of Transport to investigate speeds around all schools in New Zealand to a safe and appropriate speed by 2027.

How we are doing it

- AT is reviewing speed limits across Auckland to ensure that roads are safe for all road users, including children and people walking and cycling.
- Auckland Transport is proposing to set new permanent speed limits for residential roads surrounding schools to create a safe environment for children to walk and cycle to school.
- To create thriving town centres, Auckland Transport is changing speed limits from 50km/h to 30km/h, to encourage more people to visit, meet and linger.
- AT is obligated to review speed limits across Auckland as per legislation in the Land Transport Rule: Setting of Speed Limits 2022 and must make changes where speed limits are not safe and appropriate.

The vision for Tāmaki Makaurau, Auckland

- People will feel safer on the roads, creating environments that allow an increase in walking and cycling, lower carbon emissions, improved air quality and healthier environments.

¹ Note: These can be used individually and not all of them need be used at the same time. Each of the workstreams have their own customised key and supporting messages best suited for their area / communities

- Children will feel safer to walk and bike to school and fewer vehicle school trips causes less traffic congestion at peak times.
- Safer and slower speeds mean less crashes and smoother travel times with minimal increase to travel times
- Safer speeds with good public transport and protected cycleways mean more equal communities.
- Safer speeds will create calmer streets and neighbourhoods, greater inclusiveness and connectedness.
- In 2050, Auckland's roads are safe, with no deaths or serious injuries.

Safe speeds work

- Safe speeds do work. In the 24 months following the June 2020 Auckland speed limit reductions, these roads have seen a 30% reduction in road deaths. In comparison, over this same period, the rest of the network has seen a 9% increase in road deaths.
- Two in three residents in town centres with speed limit and traffic calming changes say they support AT doing the same across Auckland.
- Auckland is not alone in setting safer speeds, world class cities like London, Paris, New York and Amsterdam have all lowered their speeds on urban roads.
- Safer speed does not lead to congestion, on an average trip it increases travel time from 15 seconds to less than a minute. Lowering speeds is cost effective and provides the fastest reduction in deaths and serious injuries on Auckland's roading network
- The safe speeds programme delivers speed changes and safe infrastructure and returns 9.4 dollars of benefit for every dollar of cost.

Stakeholders and Partners

We have a comprehensive list of stakeholders from the previous phases of consultation. This will be reviewed and edited as appropriate for Katoa, Ka Ora. AT will work closely with Treaty partner Mana Whenua via our Māori Policy and Engagement Team and involve them in the development of the plan.

We will continue to work closely with all elected members and, key stakeholders including FENZ, NZ Police, ACC, ARPHS and others to ask for their support publicly. We will also work closely with local community champions to spread the word on the benefits of setting safe and appropriate speed limits.

High-level list of stakeholders

Stakeholder	Notes
Those we are legally required to consult with	Refer to legal obligations section (section 82 of the Local Government Act)
Directly affected residents or businesses	We will use GIS to generate distribution/mailing lists for each area. We will also work closely with the regional hubs in the Stakeholder, Communities and Communications team.
Business and community associations, Business Improvement Districts	Identified project-by-project using AT's regional stakeholder contact lists. We will also work closely with the regional hubs in the Stakeholder, Communities and Communications team.
Emergency services	We will work closely with Ambulance, FENZ and NZ Police to listen to address issues raised. They have also participated in two rounds of public workshops in June and December 2022.

Advocacy groups	Identified project-by-project, determined by impact on different modes (i.e., Bike/Walk Auckland, AA, NZ Post, Freight Sector/Heavy Haulage Association).
All elected members	Elected members including the Minister of Transport, councillors, local board members and Transport and Infrastructure Committee. We will also engage through the regional hubs in the Stakeholder, Communities and Communications team.

Mana Whenua / Māori partnership and engagement

Māori experience a significantly higher risk of road traffic injury than other ethnicities, at all age groups. They are also over-represented in road deaths and serious injuries related to speed.

As Te Tiriti o Waitangi partners, AT will directly engage with Mana Whenua in the North, Central and South hui taking advice and recommendations from AT's Māori Engagement and Policy team. Recommendations include how to approach Mana Whenua when discussing a sensitive topic of deaths and serious injuries, discussions around bi-lingual signs and discussions around specific Marae, Kura Kaupapa and Kohanga Reo.

Keeping in line with the Better Outcomes for and Māori in AT's Statement of Intent 2019-20 – 2011-22², AT' Safe Speeds programme will help deliver on Māori responsiveness by contributing to Māori well-being, organisational effectiveness, post-Treaty settlement opportunities and the Māori outcome and strategic priority areas as agreed to by the council family Māori Outcomes Executive Lead Group.

AT is committed to meeting its responsibilities under Te Tiriti o Waitangi, and its broader legal obligations in being more responsible and effective with Māori. The communications and consultation materials will ensure correct Māori place names and macrons are applied and will use Māori-language headings where appropriate. The latter reflects the brand alignment between AT, local boards and Auckland Council, where te reo Māori is more frequently used.

AT's engagement with Mana Whenua

In 2022, AT engaged with Mana Whenua at hui in March, June/July and September/October. Mana Whenua provided the following feedback during these hui and wananga:

- Concerns about high speeds on roads near Marae entrances and urupa.
- Support for the idea of slow town centres and slow residential zones.
- Support for the idea of safe speeds near Kura, schools, Kohanga reo, kindergartens and other places of learning.
- Request to understand the work done between AT, Police and the public on the other factors that cause crashes in conjunction with speed.
- Specific locations requested for speed limit review.

² The Statement of Intent sets out Auckland Transport's strategic approach and priorities every three years and how they contribute to the longer-term outcomes Auckland Council aims to achieve: <https://at.govt.nz/media/1980241/statement-of-intent-2019-22-final-to-council.pdf>

General public

The public lack understanding on why AT is reviewing speed limits. Until the point the community accepts the speed limit changes, it is critical to underpin the speed programme with an integrated communication and marketing campaign.

The purpose of this campaign is to help the public understand the 'why' behind safe speeds, particularly before consultation and engagement begins. An integrated campaign will provide consistent messaging to reach the public. If the public understands why they are more likely to comply with the safe speed.

AT marketing have briefed a creative agency to produce appropriate communication that hits our messages to foster understanding. We anticipate this creative will run on an extensive media campaign before each consultation and when new speed limits are about to be implemented. Communication includes maintaining media relations campaigns with key spokespeople to explain the why during interviews coupled with content (videos, social media posts, safe school neighbourhoods) targeted at the local community level.

Programme-wide high-level timeline ³

Date	Key Dates	Mana whenua engagement	Elected member engagement	School Engagement
Sept/Oct 2022	Update memo sent to elected members.	Attend mana whenua hui to provide an update on previous requests and further korero around specific locations or other speed related issues.	Phase Three implementation memos to LB advisors due to date of election. Memo sent post-election to new local boards.	Possible Category 2 surveys sent to schools.
Nov 2022	Katoa, Ka Ora Conversations 2 (workshop addressing speed limits near schools)		Safe speeds background and engagement to date will be included as part of elected member induction. Memo sent to all LB advising of engagement to date and inviting them to Katoa, Ka Ora Conversations 2.	Create video to be used in Phase Three implementation. Messaging around 30 km/h and survivability.

³ This timeline does not include the communications roll-out to engage and inform stakeholders; once a decision has been made, communications actions will be included in the detailed timeline.

Dec 2022	Katoa, Ka Ora Conversations 2 (workshop addressing speed limits near schools)	Invited to attend KKO Conversations 2	Invited to attend KKO Conversations 2 in an individual capacity.	Schools invited to Katoa, Ka Ora Conversations 2. Phase 3 implementation starts-communications sent to schools receiving December changes. Create video with Phase 2 School (Freemans Bay) around benefits of 30 km/h speed zone. Will be used for elected member engagement and public understanding.
Jan 2023				Phase 3 implementation continues-communications sent to schools receiving Jan changes. Follow up Category 1 schools who did not complete survey for Katoa, Ka Ora. Phase 3 comms and video released-messaging also helps to develop understanding for future school speed changes.
Feb 2023	LB Workshops Safety EPSG 27 Feb (content submitted by 16 Feb)	Invite mana whenua to co-present at applicable local boards.	Discuss possible speed change options at all LBs at Feb/March LB workshops. Receive verbal feedback.	
Mar 2023	LB Workshops cont. Transport and Infrastructure Committee (TIC) closed workshop 14 March Safety Committee (content submitted 1 March)	Revisit mana whenua hui to share outcomes of Katoa, Ka Ora conversations and local board meetings. 30 March- Southern 5 April- North/West	Discuss possible speed change options at all LBs at Feb/March LB workshops. Receive verbal feedback.	The Project segment- focus on children's journey to school and how speeds contribute to how safe they are.

	Draft SMP completed mid March	12 April- Central		
April 2023	Formal feedback from LBs via resolution. TIC meeting to seek approval for AC roads EGM review of draft plan 26 April Start creating collateral, online engagement platform, web content, feedback forms, explainer video etc.		Attend TIC to gain approval to include AC roads in KKO. LB to provide feedback via resolution after workshop at monthly business meetings.	
May 2023	<u>Final planned roads/areas confirmed by engineers by 16 May.</u> 30 May RTC – seek approval to consult. Media release sharing the why and approval to consult.		8 May- Attend local board monthly chair meeting.	Approach schools included in consultation who have indicated their support from schools' survey data.
Jun 2023	ELT comms and engagement committee approval of consultation collateral. 27th June: Print all collateral developed- feedback forms, brochures, hard copy maps etc.			
Jul 2023	Memo to LB (see elected member column). Stakeholder and partner briefings.		Memo to LB in early July informing them of what is being proposed within their LB area. Advising of the % of their LB being considered, along with school and neighbourhood zone names.	School specific collateral shared with all schools included in Katoa, Ka Ora.

	Late July consultation starts.			
Aug 2023	Continuation of consultation			
Sept 2023	Analysis of consultation feedback. 10-12 weeks depending on % of network and feedback numbers on consultation.	Interim feedback to mana whenua.	Interim feedback reports to local boards and monthly business meeting seeking further resolution.	
Oct 2023	General election 14 October			
Nov 2023				
Dec 2024	AT Board Close out Public Consultation Media release	Notification of AT Board decision following media release	Memo to LB and councillors after AT Board decision	
Jan/Feb 2024				
March 2024	Director Land Transport Certification.	Prep implementation comms and engagement- te Reo translations.		Prep implementation comms and engagement for schools.
March/April 2024	Proposed date for implementation of speed limit changes begin.	Implementation comms and engagement rolled out.	Reminder memo to elected members of implementation process.	Implementation comms and engagement rolled out.

Legal obligation section

The consultation team will work with AT's legal team to ensure our engagement approach meets our legal obligations (also below).

	Consultation (S82 LGA02)	Land Transport Rule: Setting of Speed Limits 2022 ("The Rule")
Who must AT consult?	Persons who will or may be affected by, or have an interest in, the decision/matter <i>For proposed speed limit changes to public roads, this will be the general public, not just the residents living in</i>	3.9 Consultation requirements (2) When it is required to consult under this Rule, a territorial authority must consult in accordance with the consultation principles specified in section 82 of the Local Government Act 2002. (3) When a consultation draft regional speed management plan is being consulted on, each regional transport committee—

	<p><i>the local areas where the roads are located.</i></p>	<p>(a) must accept written submissions on behalf of the Agency (as RCA) in relation to the consultation draft State highway speed management plan if it is being consulted on at the same time as the consultation draft regional speed management plan; and</p> <p>(b) must promptly forward any such submissions to the Agency (as RCA), for the Agency (as RCA) to consider.</p> <p>(4) If the Agency receives any submissions on a consultation draft regional speed management plan, it must promptly forward any such submissions to the relevant regional council.</p> <p>(5) To avoid any doubt, nothing in this Rule requires a regional council or territorial authority to consult in accordance with section 83 of the Local Government Act 2002.</p> <p>(6) When it is required to consult under this Rule, the Agency (as RCA) or a territorial authority (as the case may be) must do everything reasonably practicable to separately consult Māori affected by any proposed change in a draft plan that affects or is likely to affect—</p> <p>(a) Māori land; or</p> <p>(b) land subject to any Māori claims settlement Act; or</p> <p>(c) Māori historical, cultural, or spiritual interests.</p> <p>Compare: 2003 No 118 s 18G(1).</p>
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We will continue to develop community understanding for Katoa, Ka Ora

Pre-engagement Action	Details	Needed	Responsible
Integrated Marketing and Communications Campaign	<p>There is a need to develop a strategic communication platform that will bring our safety aspirations and journey to life. This would articulate our positive vision for a safer and more liveable Auckland which will be achieved through Vision Zero and the safe system. As a key pillar and large component of the safe system, safe speeds will play a large part in telling this story.</p> <p>A regional integrated marketing and communications campaign will be developed by an external agency to tell the “why” of safe speeds, nestled under the overarching safety brand platform. This campaign is to help persuade the undecided members of the public and educate the unpersuadable public to understand the importance of safe speeds and the evidence/science behind these proposed changes.</p> <p>At present there has been no allocated funding for this safety brand platform and we request ELT to consider what funding streams this would come from.</p>	June 2023	Marketing Manager

	<p>In conjunction with the marketing campaign which will run as an 'always on' campaign, localised communications activities will run to support the region wide messaging. As part of this, advocacy teams will work with partners to align and share messaging which will show a joined-up approach</p> <p>Pre-testing of speed campaign and evaluation of speed campaign (as part of the wider RS branding).</p>		
Champions Schools	<p>Champion schools will be invited to participate and share the speed programme messaging in the lead up to and during the public consultation. These schools have been selected due to pre-engagement feedback and involvement in the Travelwise programme.</p> <p>Possible activities (guided by school's individual capacity to be involved).</p> <ul style="list-style-type: none"> • Large banners on school fence sharing a safe speeds message • Video or written quotes to be used on school and AT social media pages • Seven Sharp advertorial- Slow down children are back at school • Use SADD groups to share Safe Speeds messaging in high schools 		Seeking support from Community Transport as relationship managers for schools.
All Schools	<ul style="list-style-type: none"> • Letter to all schools confirmed as part of Katoa, Ka Ora detailing the consultation process • Collateral provided for schools to support during consultation with their school community. • Invitation to an online webinar specific to schools followed by a Q&A. • Schools included after 2023-26 plan will receive a letter advising all schools will be reviewed by 2027. 		Strategic Consultations and Strategic Comms SCC hubs for online webinars
Mana whenua	<ul style="list-style-type: none"> • Continue to attend mana whenua hui (March 2023) to share updates and receive feedback on progression of mana whenua requests. 		Speed Programme Team
Other Auckland RCAs	<ul style="list-style-type: none"> • Request formal confirmation for any roads other RCAs would like to be included as part of Katoa, Ka Ora 		Strategic Engagement Team
Elected members	<ul style="list-style-type: none"> • Feb/March LB workshops to share three proposed approaches (Easy to Understand, Partner and Community Requests and Benefit- Cost Ratio) and gain informal feedback. • Receive LB resolution via Monthly Business Meeting in March/April\ • April TIC to receive approval to include Karioitahi Beach in Katoa, Ka Ora • April TIC to receive feedback on proposed consultation approach 		Speed Programme Team
Public Consultation	Details	Due date	Responsible

Stakeholder engagement and public consultation (as per the Local Government Act 82)	December workshops- KKO Conversations 2 Speed Limit Setting around Schools Feb/March 2022 LB workshops Kaitiaki Forum Mana Whenua hui	Ongoing	Speed Programme Team Strategic Consultations Strategic Comms Media
Briefings & presentations	External- share with partners and stakeholders how they can provide feedback and share messaging with their contacts and communities.	July 2023	Speed Programme Team
Consultation collateral	<ul style="list-style-type: none"> • Online interactive map and survey • Hard copy area maps and survey forms for libraries and service centres • Residential flyer/brochure • Translations of main collateral: Te Reo, NZSL • Website • Advertising- social media, newspaper, bus shelters, radio and billboards • PPT for briefings • Drop in session project boards • Media release <p>ELT Comms approval date 23 June (submit on 16 June) Any small changes to be made by 23 June Proposed consultation date: 31 July 2023</p>	23 June (goes to printers following RTC Board approval and ELT comms approval)	Strategic Engagement Marketing team Social Media team Media team
Drop in Sessions/Online webinars	<ul style="list-style-type: none"> • Collateral required • Dates, source / book venues • Staffing • Security for sessions that are identifies as high risk through RAMs assessment 	Booked in June ready for July/August	Strategic Consultations and SCC Hub teams
Consultation Analysis	<ul style="list-style-type: none"> • Analyse public feedback • Create interim LB feedback • Create public feedback report • Provide responses to feedback • Management review/approve public feedback report 	10-12 weeks (Depending on % of roads included in consultation)	(TBC) Road safety engineers (to analyse feedback and provide responses)

Media protocols

- Media releases and statements will be signed off by AT's Head of Strategic Communications and EGM, Stakeholder, Communities and Communications or EGM Safety.
- All inquiries will follow AT media policies and will be managed through Natalie Polley.
- AT will brief AT Board members, Councillors, the Mayor, Ministers and AT staff and take the lead on proactive media for programme and implantation related inquiries, AT will lead and manage media inquiries and be responsible for communicating with its partners, stakeholders, the media, elected members and politicians (via the regional hubs).
- AT and its partners will work on a no surprises policy. Neither AT or its partners will comment on subjects that pertain to the other party.
- AT spokespeople will be AT Chief Executive Dean Kimpton and Stacey Van der Putten EGM of Safety

Risks and mitigation

See the Vision Zero: Auckland Transport's road safety and safe speeds programme FAQs and terminology document.

Issue	Mitigation and response
AT is asked about the success and benefits of previous phases of implementation.	<p>While the industry standard is to measure DSI trends over a five or 10-year period, the successes, and benefits of the first two phases are already visible:</p> <ul style="list-style-type: none"> • The perception of safety has improved on many roads, especially rural roads, where speed limits were reduced from 100km/h to 80km/h or 60km/h. Driving feels much safer at 80km/h or 60km/h on narrow, windy rural roads that have sharp bends. • In urban areas, residents tell us that their area feels safer and are more confident to allow school-going children to walk or cycle. The perception of safety has encouraged them to take up active modes like walking and cycling, which they wouldn't have done prior to speed limit changes⁴. • Data from BIR 2021, the Monash University Accident Research Centre and the ViaStrada deep dive will also be used to explain the success of tranche one.
Stakeholders don't feel informed or engaged	<ul style="list-style-type: none"> • Communities, stakeholders and those directly affected will receive information on the proposed changes and rationale behind them. AT is committed to transparency and as such a public feedback report, summarising the feedback received, will be published on our website. Throughout this process, there will be regular and clear communications between AT, our partners, elected members and the members of the public. • AT have taken an INVOLVE approach under the IAP2 framework for Katoa, Ka Ora. We have pre-engaged at additional stages compared with Phase 1-3. • We will respond to inquiries from the public, media and other stakeholders as quickly as possible.

⁴ Auckland Transport Road Perception Survey: Research Report 2020 by Gravitas Research <https://at.govt.nz/media/1984846/at-road-safety-perceptions-survey-papakura-and-te-atatu-2020.pdf>

Negative and unbalanced media coverage	<ul style="list-style-type: none"> • Ensure proactive, accurate and consistent messaging across all platforms using ELT and AT Board members as spokespeople. • Provide joint media releases with other partner organisations and stakeholders such as Waka Kotahi, FENZ, ADHB, HAT (Healthy Auckland Together).
Why is AT consulting again?	<ul style="list-style-type: none"> • AT is currently focusing areas where partners and communities have supported and understood during engagement. That's because there are communities ready for change and we're listening and delivering to that ask. We're doing this is consistent, easy to understand way in keeping with the Speed Management Guide (NZTA, 2022). • AT is legally required to investigate speed limits on its road network, under the Land Transport Rule: Setting of Speed Limits 2022, and follow the Speed Management Guide.
AT is an undemocratic organisation and does "what it likes"	<ul style="list-style-type: none"> • AT is bound by several rules and procedures (including the Land Transport Rule: Setting of Speed Limits 2022, the Speed Management Guide, and the Local Government Act 2002 (Section 82) that it must follow to propose new speed limits. • In the September 2018 Auckland Council Planning Committee meeting an unanimous decision was made by Councillors to ask AT to make Auckland a Vision Zero region and bring down the unacceptably high level of DSIs on our roads. AT has kept elected members informed prior, during and will continue to do so post-consultation. • Other stakeholders like the ARPHS and Auckland's universities who serve and work with the population of Auckland supported the then proposed speed limit changes. AT is also following directives from the New Zealand Government Policy Statement on Transport and the Auckland Council's 2050 Plan to create a safe transport network. • As indicated in elected member engagement, workshops have been completed in Feb/March with Local Boards and Transport and Infrastructure committee in April. LB have had multiple opportunities to have their requests and feedback considered for inclusion in KKO.

Appendix one: Engagement principles

The following principles underpin all consultations at Auckland Transport. The principles are aligned with the principles in the Local Government Act 2002 with additional principles aiming to ensure consultation is effective, appropriate and transparent.

- **Consult early.** We will consult as early in the life cycle of a project as possible in order to ensure we have the relevant information at the right point of the project's lifecycle. In some cases, the public and stakeholders can help us define what problem we are addressing. This requires early consultation in some cases before a project has even been initiated. A complex business case may involve multiple consultation stages, with increasing levels of detail each time.
- **Communicate effectively.** We will present consultation material we are seeking feedback on clearly in a manner and format that is easily accessible to the preferences and needs of all consultees. We will use the most appropriate channel of communication including digital, non-digital and face-to-face channels.

- **Encourage feedback.** We will actively encourage consultees to provide feedback and make it clear we want to hear from them. We will endeavour to engage with ethnic minorities and young people.
- **Communicate ‘the why’.** All AT projects are underpinned by a strategy. We will communicate the project objectives and the wider strategy, so the consultee understands why we are proposing it and how it fits into the bigger picture.
- **Providing feedback is easy and convenient.** We will make it convenient and easy for all consultees to provide feedback in a manner and format that is most appropriate for their needs and preferences.
- **Public consultation is open to anyone.** In full public consultations we want to hear from anyone who has an interest in or are affected by a project.
- **Scope of consultation.** We will ensure the scope of the consultation is clear. Only questions that illicit information that could be used in the decision-making process will be asked. If any component of the project is not being consulted on, Auckland Transport will indicate what that component is.
- **Adequate time to provide feedback.** Consultations will vary in scale and complexity which is why we will allow time for consultees to understand the project fully and provide informed submissions.
- **Genuine consultation.** We will only consult when the feedback can influence decision-making. We will consider all feedback provided with an open mind and give it due consideration before making decisions.
- **Accurate and transparent reporting.** Auckland Transport will be transparent and accurate in representing feedback back to submitters. Pro-forma submissions will be reflected as such; stakeholder and elected member submissions will be published in the report. All submitters will have the outcome of the consultation communicated to them.
- **Privacy of individual submitters.** We want to hear from as many affected people as possible and for some people, publishing their contact details may be a disincentive to provide feedback. For that reason, we will not make name and contact details public. Engaging early with key stakeholders will provide transparency in the process, is inclusive and manages expectations. This will allow stakeholders to participate in the overall process, and build an understanding of the project, its benefits and any constraints.

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The principles for consultation align with the core values of the International Association for Public Participation