



**Safe Speeds tranche two
Communications, engagement, and consultation strategy
Internal, for Auckland Transport use only**

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Document ownership

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Introduction

Purpose

This document outlines the communications, engagement, and consultation approach for tranche two of Auckland Transport's Safe Speeds programme. Tranche two covers approximately 1,022 km of roads across the Auckland region. It follows on from the passing of the Speed Limits Bylaw 2019 and its implementation (tranche one, 2020-21).

Should the proposal to change speed limits go ahead, tranche two will be implemented as an amendment to the Speed Limits Bylaw 2019. Due to its scale, tranche two will be delivered as a two-stage public consultation process. (Tranche two A and tranche two B, see [Project overview](#) for details).

Number of roads (approximate) considered for the proposed amendment to the bylaw¹:

- Approximate number of roads included in tranche two A: **814**.
- Approximate number of roads included in tranche two B: **500+**.

Km of roads (approximate) considered for the proposed amendment to the bylaw:

- Approximate km of roads included in tranche two A: **614 km**.
- Approximate km of roads included in tranche two B: **408 km**.

Background and context

In September 2019, the Auckland Transport Board approved [Vision Zero for Tāmaki Makaurau: A Transport Safety strategy and Action Plan to 2030](#), which sets a target of no more than 250 deaths and serious injuries (DSI) by 2030 and includes “*Providing a safe transport environment by increasing investment in safe infrastructure, technology and speed management*” as a strategic priority.

In December 2019, the New Zealand Government released [Road to Zero, New Zealand's Road Safety Strategy 2020-2030](#), which set a target to reduce DSI by 40%, equivalent to approximately 750 fewer deaths and 5,600 fewer serious injuries across New Zealand, over the next decade and, “...requires us to establish safe and appropriate travelling speeds across our road network.”

Reviewing and setting safe and appropriate speed limits is a legislative requirement of AT and is a critical part of the holistic road safety response for Auckland. It provides the most cost effective and fastest reductions in deaths and serious injuries on our network. Speed management also contributes to positive emissions outcomes, as well as improved access and experience for vulnerable road users.

In response to the poor safety performance of roads across Auckland through to 2017, AT, together with road safety partners and key stakeholders, developed the [Safe Speeds Programme](#) which involves a multi-year programme of speed limit reviews.

In October 2019, the AT Board made the Bylaw 2019 to set safe and appropriate speed limits on 828km of roads (more than 600 roads) across the network. Those changes were the result of the first tranche of speed limit reviews under the Safe Speeds Programme.

¹ These are current as of 10 May 2021 and may change as the investigation progresses. This communications, consultation and engagement strategy will be regularly updated with the latest available data.

In March 2020, Waka Kotahi approved the Single Stage Business Case (SSBC) for the Safe Speeds Programme, securing approximately \$33m (exact figure: \$32,921,688) of funding for programme delivery by 30 June 2021. The completion date is currently in the process of being extended to accommodate tranche two timings.

In September 2020, the Government Policy Statement on Land Transport (GPS) 2021/22 - 2030/31 was released, which incorporates the strategic priority of *“Developing a transport system where no-one is killed or seriously injured”* and brings all of the *“...safety related activity classes together to invest for a 40% reduction in deaths and serious injuries”*, in line with Road to Zero.

In December 2020, the AT Board endorsed recommended programme option 10 for further assessment as tranche two of the Safe Speeds programme. This endorsement included a two-stage approach for the drafting of the proposed amendments to the Speed Limits Bylaw 2019 for possible public consultation (in two stages).

In 2020 there have been 26 deaths on Auckland's roads, 18 fewer than the five-year average². However, of these deaths, 17 were vulnerable road users (VRU) which represents a steadily increasing trend for this year. This may, in part, be COVID-19 pandemic Alert Level 4 lockdown related with less driving and potentially more walking and cycling and is consistent with national and international trends where improved vehicle technologies and infrastructure improvements have been more successful in protecting those in vehicles than outside.

Project overview

Tranche two A will focus on those roads that will have the most amount of benefits in reducing harm on the roads with easy to implement changes (introducing or replacing speed limits signs, with little or no engineering changes required).

These roads include rural roads (mainly in Franklin east), Manurewa Wordsworth quadrant residential area, road networks in Papakura, some schools, Ōtara Town Centre, some 70km/h roads, 'complementary' roads (surrounding roads that would benefit from changes and some public/community requested roads, mainly in the Waitemātā Local Board suburbs of Freemans Bay and Ponsonby. Locations local board area-wise: Franklin, Ōtara-Papatoetoe, Manurewa, Papakura, and Waitemātā.

The proposed changes will provide consistency to all road users and keep in line with Waka Kotahi NZ Transport Agency's One Network Road Classification). It will also consider speed limit review requests from elected members and the community. Setting safe and appropriate speed limit is the fastest and most cost-effective way to see an almost immediate reduction in deaths and serious injuries on our roads.

Tranche two B will focus on rural Marae, Waiheke Island, rural roads in the Henderson-Massey and Hibiscus and Bays local board areas, Manurewa Coxhead quadrant, additional schools, the town centres of Takapuna, Devonport and Glen Innes, additional requested roads and complementary roads. Tranche two B is more complex, and will have a longer design and construction timeline.

A full list of roads will be available on the [AT.govt.nz/speed](https://at.govt.nz/speed) website.

These are high-risk roads with a high chance of deaths or serious injuries occurring, or they are close to high-risk roads. AT will propose safe and appropriate speeds across areas rather than individual roads.

² This is a provisional figure at the time of writing this version of the strategy. A final figure will be available sometime after May 2021. This is because it takes time for the final figures to be released while Waka Kotahi NZ Transport Agency and NZ Police complete their investigations. There is also a three-month lag from when a crash takes place to its entry in the Crash Analysis System.

Engagement and consultation approach

AT's communications and engagement approach will build on the successful communications and engagement strategy carried out during tranche one of the Safe Speeds programme, where speed limits on approximately 828 km of roads changed. 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 tranche one, we will be open and transparent with our most important stakeholders, the people of Auckland. This approach has been recognised by the Public Relations Institute of New Zealand (PRINZ) for excellence in public sector public relations.

We will also build on the successes of our media engagement strategy from tranche one. Examples:

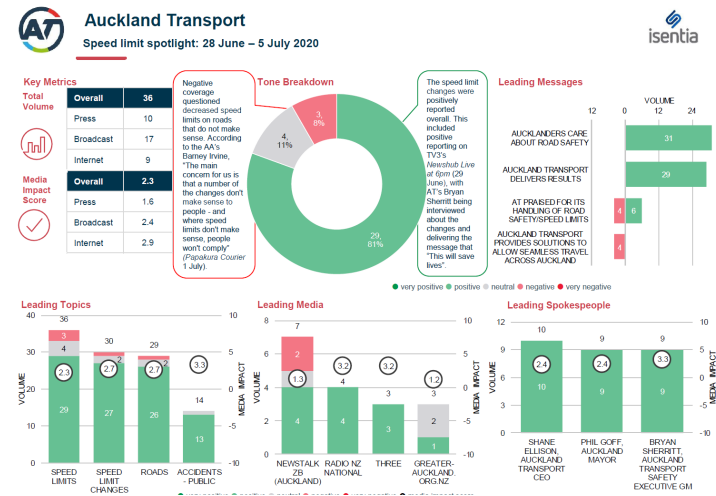
- Following our media release on the tranche 1 speed limit changes (released June 2), neutral to positive stories ran on *Newshub*, *RNZ*, *The Herald*, *Greater Auckland* and *Stuff*.
- *Newshub* showcased our interactive map, while the *Greater Auckland* opinion piece was supportive of anything that would make the roads safer for vulnerable road users.
- In *the Herald*, Bike Auckland chair Barbara Cuthbert welcomed the change and said the lockdown showed how people were more inclined to get active if the roads were safer: "If the roads are quieter and safer, more people will ride bikes and walk, so we've got a way more connected and healthy community."
- Bryan Sherritt was interviewed on *Magic Talk* radio, as well as *RNZ*. Both interviews went well – with Bryan stressing that our speed limit changes are part of the wider road safety work AT is doing to reduce death and serious injury on our network. *Magic Talk* host Sean Plunket was critical at first, asking if the new limits would slow things down on the road and why it's necessary. He was neutral towards the end of the interview.
- In Franklin: School principals spoke out in favour of the changes – which goes a long way in the Franklin community.
- *Pohutukawa Coast Times* and *Franklin County News* ran positive stories in print – with Franklin Local Board member Malcolm Bell in favour of the changes, with regards to Hunua Village. The village has been included as part of the bylaw. The story in the *Coast Times* also positively mentions the 40km/h speed limit outside Brookby School.

SAFE SPEEDS GO LIVE TRANCHE 1: Following our media release in the wee hours, <https://at.govt.nz/about-us/news-events/safer-speed-limits-are-live-around-tamaki-makaurau/> great coverage continued with Bryan Sherritt on *NewstalkZB – Early Edition* with Kate Hawkesby. This followed Bryan’s excellent interview on *RNZ* with Karyn Hay where he delivered our key messaging beautifully.

(https://www.rnz.co.nz/audio/player?audio_id=2018752775)

Cr. Pippa Coom appeared on the *AM Show* with Duncan Garner – which went well. Duncan played devil’s advocate, but Pippa clearly explained why we have made the changes and how we are trying to make the city centre more liveable. *RNZ* came into AT after the go live and interviewed/filmed Bryan for a visual piece. The journalist was interested in the total cost of tranche 1 which was \$9.5m and is estimated to save 87 deaths and serious injuries over the next five years.

The June – July 2020 iSentia media monitoring for June – July 2020 showed an 81 percent positive sentiment in coverage of AT’s Safe Speeds tranche one programme.



We will use the IAP2 (International Association of Public Participation) framework for engagement. See [Appendix one](#) for engagement principles. An overview of our objectives, audience, message and strategy is provided below:

Objective:	Ensure the consultation meets the requirements set out in The Land Transport Rule: Setting of Speed Limits 2017. Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport’s proposed Speed Limits Bylaw amendment which would see the approximately 1,022 km of roads proposed speed limit reductions added to the bylaw. There are also requirements we need to meet under the special consultative procedure as part of the Local Government Act 2002. This includes the provision that AT needs to make the public aware that they may present their views on the proposal to AT in person if they wish and how and where they can do that (and AT needs to accommodate that for anyone who wishes to do so). 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, directly affected residents / businesses and key stakeholders including those AT is legally required to consult with.
Message:	Safe and appropriate speed limits support our transport network to move people and goods safely, effectively, and efficiently across our region.

Strategy:

A four-pronged strategy will be employed:

- 1) Utilise key stakeholders, including elected members and local advocates.
- 2) Win community support with clear, engaging, and customised communications material which enables people to understand the need 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 tranche one programme.
- 4) Engage and communicate with Aucklanders early, that the next phase of speed limit changes are being investigated and will be consulted on.

Strategy: *Utilise key stakeholders and advocates.*

In the lead-up to, and during consultation, we will engage with our partners, key stakeholders, and advocates. These include internal partners such as the Tāmaki-Makaurau Transport Safety Governance Group, as well as Treaty partners Mana Whenua, and key stakeholders like Bike Auckland, Generation Zero (Note: This is not a comprehensive list of partners and stakeholder. We maintain a separate Excel document see separate stakeholder list).

Strategy: *Build and sustain community support.*

To help people understand the need for proposed speed limit changes, we will create material which clearly explains why the changes are proposed. Customised communications and engagement approaches for each of the workstreams are ready. See [Appendix two](#) for work-stream specific communications and engagement approaches.

This will include specific features of these roads (with easy to understand infographics and images), which contribute to the current speed limits not being safe and appropriate. This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2017.

Alongside our legal requirements, our communications material will take a more human and heartfelt approach. This is not about cars; it is about people and communities. It builds on the good-will and success of the implementation of tranche one of the Speed Limits Bylaw. 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).

Our communications will humanise, localise, and customise as much as possible and we will try and engender care, kindness, and consideration for fellow members of the community.

Strategy: *Highlight the benefits and successes of the Safe Speeds tranche one programme 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 which demonstrate the pressing need for speed limit reductions.

In the months preceding the consultation we will highlight where we have had successes from tranche one and the wider road safety programme. Although trends in road safety are normally viewed in five or 10-year trends we will seek to address community questions about 'is it working?'.

We will also highlight where communities have requested traffic calming measures or for specific roads to be included in tranche two.

Programme-wide key messages³

Auckland Transport is working towards a Vision Zero goal of no deaths or serious injuries by 2050 and is advancing on the next phase of speed limit review proposals.

- AT is proposing to set new permanent speed limits for approximately 1,022 km of roads across Auckland.
- Due to the scale of the project, there will be a two-part/phased consultation process:
 - Phase one focuses on roads that will have the most amount of benefits in reducing harm on the roads with easy to implement changes (introducing or replacing speed limits signs, with little or no engineering changes required).
 - These roads include rural roads (mainly in Franklin east), Manurewa Wordsworth quadrant residential area, some schools, Ōtara Town Centre, some requested roads, some 70km roads and 'complementary' roads (surrounding roads that would benefit from changes and provide consistency to all road users).
 - Phase two will focus on rural Marae, Waiheke Island, rural roads in the Henderson-Massey and Hibiscus and Bays local board areas, Manurewa Coxhead quadrant, additional schools, the town centres of Takapuna, Devonport and Glen Innes, additional requested roads and complementary roads (surrounding roads that would benefit from changes and provide consistency to all road users).
- The proposed new limits will support travel speeds that are safe and appropriate for the function, design and use of the roads.
- Safe and appropriate speed limits support our transport network to move people and goods safely, effectively and efficiently across Auckland.
- Your feedback is important to us, so we would be most grateful if you would share your views with us.
- Everyone deserves to get home safely.
- Seconds can save lives; at Auckland Transport, we are putting people first. Human life and safety come above all else. And, sometimes, that means our journeys might take a fraction longer. However, most of the time, the increase will only be a matter of seconds.
- We understand that speed is also critical to the effectiveness and efficiency of our network. Auckland Transport is committed to ensuring the road network supports overall economic productivity. At the same time, we have a responsibility to ensure people and goods can move around the region safely, as well as efficiently.
- AT is obligated to review speed limits across Auckland as per legislation in the Land Transport Rule: Setting of Speed Limits 2017.

Programme-wide supporting messages

Aucklanders are getting hurt and killed.

- Auckland faces a road safety crisis.
- In 2017, 64 people were killed on the region's roads (44% of which were speed related deaths) and 749 people were seriously injured. This represents a 78% increase in road deaths since 2014.
- In 2018, 54 people were killed and an additional 595 were seriously injured. Even though there is a 22% reduction in DSI, which we welcome, it is still too high.
- in 2019, 40 people died on our roads and an additional 567 were seriously injured.
- While we welcome the steady drop in the number of people dying or being seriously injured, there is a lot of work to be done to get those numbers to zero.
- Auckland Transport is serious about safety. We want to do all we can to make sure everyone travelling on our network gets home safely.

Safe speeds save lives

- Speed determines both the likelihood of a crash occurring and the severity of the outcome.

³ 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. See [Appendix two](#).

Stakeholders

We have a comprehensive list of stakeholders from the first phase of the Speed Limits Bylaw 2019 consultation. This will be reviewed and edited as appropriate for the two-part consultation process.

AT will work closely with Treaty partner Mana Whenua via our Māori Policy and Engagement Team and include Kōhanga Reo or Kura Kaupapa Māori directly affected by the proposals.

There is strong political support for AT's Vision Zero and Safe Speeds programme. 13 local boards supported AT's speed management programme during consultation for tranche one. Together with Auckland Regional Public Health Services (ARPHS), they represent a little more than 800,000 Aucklanders. As with tranche one, we will continue to work closely with all elected members and partners like Mana Whenua, and key stakeholders like 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 .
Directly affected residents or businesses	We will use GIS to generate mailing lists for each road and surrounding 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	Ambulance, fire and police identified using AT's regional stakeholder contact lists. We will also work closely with the regional hubs in the Stakeholder, Communities and Communications team.
Advocacy groups	Identified project-by-project, determined by impact on different modes (ie. Bike/Walk Auckland, AA, NZ Post or Heavy Haulage Association).
All elected members	Elected members including the Minister of Transport, MPs, councillors, local board members are project partners and will receive key information at specific stages. We will also engage with the regional hubs in the Stakeholder, Communities and Communications team.

Mana Whenua / Māori partnership and engagement

AT is committed to meeting its responsibilities under Te Tiriti o Waitangi, and its broader legal obligations in being more responsible or 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.

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.

AT has developed a customised engagement strategy with Mana Whenua, Māta Waka, Marae, Kura Kaupapa and Kohanga Reo. See [Appendix two](#) for work-stream specific communications and engagement approaches.

AT's engagement with Mana Whenua

In 2017, AT engaged with Mana Whenua at hui on 13 September, 30 November and 6 December. Mana Whenua provided the following feedback:

- Concerns about high speeds on roads at some Marae entrances, including a 100kph speed limit at a location where children needed to cross the road.
- Support for the idea of slow town centres and slow residential zones.
- Some concern that any large-scale changes on rural roads speed limits would impact on to travel times, particularly in rural areas in the Southern Auckland region.
- Some people emphasised that the nature and causes of crashes should be considered in decisions about potential speed limit changes.
- Additional feedback was received via email about other rural roads where people were concerned about the safety of the existing speed limits.

AT has developed Te Ara Haepapa road safety programme with Mana Whenua, which encourages young Māori to become licensed drivers. Te Ara Haepapa aims to reduce death and serious injuries involving Māori and Rangatahi Māori. The programme is intended to focus delivery through whānau, hapū, iwi, and marae, kohanga reo, kura kaupapa Māori and Māori communities, with the aim of reducing the high incidence of Māori deaths and serious injuries in Tāmaki Makaurau.

Objectives of Te Ara Haepapa

- Contribute to and deliver on the transformational shift outlined in the Auckland Plan which is to significantly lift Māori social and economic well-being. Te Ara Haepapa will directly contribute to the transformational shift, improving Māori social wellbeing.
- Reduce the death and serious injury incidents involving Māori.
- Target Mana Whenua programmes to areas of highest risk or need and where the greatest road safety benefits can be gained.
- Engage with Mana Whenua the Tāmaki Makaurau region in developing and implementing the programme.
- Utilise AT's Māori Engagement Framework in any engagement with and Māta Waka.

Education

- Te Ara Haepapa consults and reports to Mana Whenua through the AT Mana Whenua Tables.
- If there are speed issues identified around marae, kura, kohanga reo, Te Ara Haepapa investigates along with the engineers to identify the actual speeds occurring in the area.
- If there is an issue identified, we consult and engage with the marae, kura, kohanga and or community residents about what we can offer with speed awareness campaigns.
- Some of the campaigns currently completed have been Kupe Street Ōrākei, Ongoing Mangere Speed Campaigns, Manurewa Marae and Otago Speed campaigns.

- Investigations at Umupuia Marae.
- Marae, kura kohanga reo and community residents can come up with campaign slogans in Te Reo Māori, Bi-Lingual, and/or English.
 - Ones we have used so far have been - “Ata Haere” – “Slow Down”, “He Taonga Ngā Tamariki Āta Haere”, “Love our Kids Slow Down”, “Aro Atu Aro Mai”, “Look out for Us”.

Consultation overview

Although internally we refer to tranche two A and tranche two B, publicly these will be presented to two separate consultations: Phases two and three.

People will be able to provide feedback via:

- An online feedback form.
- On interactive online engagement platform – either Engagement HQ or Social Pinpoint Over the phone if they have difficulties with the hardcopy form or challenges accessing our website.
- At public information days / sessions.
- In person or via an audio-visual link, via hearings.

The questions we will ask:

If you need assistance completing this form, please call us on (09) 355 3553 and our contact centre staff will fill in the feedback form with you over the phone. If you would like to present your views in person, please email ATspeedprogramme@AT.govt.nz or call on (09) 355 3553.

Auckland Transport wants to amend the Speed Limits Bylaw 2019 to set new speed limits on some of Auckland’s high-risk roads and intersections. We would love your feedback on this proposal. Please share your views with us below.

- 1.a) Which road(s) would you like to provide feedback on? (please state below) Please be as detailed as possible.
- 1.b) What do you think about the proposed new speed limit on this road(s)? (where possible, please state the location(s) you’re referring to).
- 2) If you have any general feedback on the proposed speed limit reductions, please provide it below. Please be as detailed as possible.
- 3) Are there any specific concerns you have about roads near/surrounding your home/school/marae/Kura/Kaupapa/Kohanga Reo.

To promote the consultation and the opportunity to provide feedback, we will use the channels below:

Traditional	Digital
Flyer/brochure sent to the wider communities.	Geo-targeted social media - Organic – AT channels, stakeholders’ channels - Paid – Auckland-wide targeted campaign - Emails to stakeholders
Adverts in the NZ Herald and local papers	EDM – via AT as well as stakeholders
Posters sent to local libraries and community venues	Website – the home of all content - AT.govt.nz/speed or AT.govt.nz/safespeeds or /speed. This page will: <ul style="list-style-type: none"> • outline our rationale for the bylaw. • provide the list of roads we plan to reduce the speed limits on. • provide a link to the online survey.

	<ul style="list-style-type: none"> Provide a link to the online engagement platform to provide feedback.
Media release – radio, print, online and marketing	
Call to action – this will be to visit AT.govt.nz/speed or AT.govt.nz/safespeeds . All roads will lead back to this URL on our website.	

Programme-wide high-level timeline with proposed local board engagement plan⁴

Date	Tranche two A (T2A)	Tranche two B (T2B)	Proposed local board engagement	Proposed ward councillor engagement	Governing body engagement
Jan 2021	Jan – April 2021 – Investigation of T2A projects prior to engagement.		Memo update to all LBs on the process.		
Feb			Determine which LBs have significant changes in T2A.	Determine which councillors have significant changes in T2A.	
March			General memo to all LBs with lists of T2A roads and requested roads to date.	CC ward councillor into general memo to all LBs. Offer briefings to those ward councillors with significant changes.	24 th March – Planning Committee Workshop
April	April / May - engagement with local boards on T2A specifics within their area.		Workshops with LBs with significant changes. Update to local boards without significant changes – updating them on the speed limits for the proposed.	Briefings for ward councillors on T2A	
May	May / June – ELT followed by AT Board approval to consult.	May - Jun 2021 – Investigation of T2B	<ul style="list-style-type: none"> Feedback from LBs on T2A. 		
June					

⁴ 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.

Date	Tranche two A (T2A)	Tranche two B (T2B)	Proposed local board engagement	Proposed ward councillor engagement	Governing body engagement
		projects prior to engagement			
July	July – Process LB feedback.		Determine which LBs have significant changes as part of T2B.	Determine which councillors have significant changes as part of T2B.	
Aug	August / September 2021 – Public consultation on T2A.		General memo to all LBs without significant changes. Memo to all LBs with significant changes highlighting any changes due to feedback.	CC ward councillors into memos going to LBs.	
Sept	Sept to Nov – Process public feedback	Sept / Oct 2021 ELT followed by AT Board approval to consult. Engagement with Local Boards on T2B specifics within their area.	Update to all LBs highlighting approval to consult on T2B.	CC councillors into update to all LBs highlighting approval to consult on stage two.	
Oct			General memo to all LBs without significant changes. Workshops with LBs with significant changes in T2B.	CC councillors into general memo to LBs. Offer briefing to councillors with significant changes in stage two.	
Nov			Include update on Board approval of T2A. Update to all LBs with significant changes in T2A on any changes as a result of public consultation.	CC councillors into update to all LBs with significant changes in stage one on any changes as a result of public consultation.	
Dec			Feedback from LBs on T2B.		

Date	Tranche two A (T2A)	Tranche two B (T2B)	Proposed local board engagement	Proposed ward councillor engagement	Governing body engagement
Jan 2022	Jan / Feb – ELT followed by AT Board approval. Mar 2022 onwards – detailed design, subject to feedback from local boards and public consultation.	Jan 2022 – Process LB feedback			
Feb		Late Jan / March 2022 – Public consultation on T2B.	General memo to all LBs without significant changes.	CC councillors into general memo to all LBs without significant changes.	
March			Memo to all LBs with significant changes highlighting any changes due to feedback.	CC relevant councillors into memo to all LBs with significant changes highlighting any changes due to feedback.	
April		April / May – Process public feedback	Memos to LBs with changes on outcomes of detailed design for T2A.	CC councillors in memos to LBs with changes on outcomes of detailed design for T2A.	
May					
June	Mid 2022 – Speed limit changes take effect	June / July – ELT followed by AT Board approval	Following public feedback a general memo to all LBs without significant changes.	CC Councillors into general memo to all LBs without significant changes.	
July		Jul 2022 onwards – detailed design, subject to feedback from local boards and public consultation	Update to LB's with significant changes in stage 2 on any changes as a result of public consultation.	CC Councillors into update to LBs with significant changes in T2B on any changes as a result of public consultation.	
Aug					

Date	Tranche two A (T2A)	Tranche two B (T2B)	Proposed local board engagement	Proposed ward councillor engagement	Governing body engagement
Sept					
Oct					
Nov			Memos to LBs with changes on outcomes of detailed design for T2B.	CC Councillors into memos to LBs with changes on outcomes of detailed design for T2B.	
Dec			From Late 2022 – First speed limit changes will take effect		
2023			Mid-2023 – Final speed limit changes will take effect		

Legal obligations

AT has legal obligations regarding the parties we must consult with as part of these proposed changes. The Land Transport Act 1998 and Local Government Act 2002 requires that the general public is consulted on the proposed bylaw. Additionally, the Land Transport Rule: Setting of Speed Limits 2017 specifically requires that the following parties be consulted (under clause 2.5(2) of the Rule) on proposed speed limit changes:

The persons and groups that must be consulted are—

- (a) road controlling authorities that are responsible for roads that join, or are near, the road on which the speed limit is to be set or changed; and
- (b) any territorial authorities that are affected by the existing or proposed speed limit; and
- (c) any local communities that the road controlling authority considers to be affected by the proposed speed limit; and
- (d) the Commissioner⁵; and
- (e) the chief executive of the New Zealand Automobile Association Incorporated; and
- (f) the chief executive of the Road Transport Forum New Zealand; and
- (g) the Agency⁶; and
- (h) any other organisation or road user group that the road controlling authority considers to be affected by the proposed speed limit.

There are also requirements we need to meet under the special consultative procedure as part of the Local Government Act 2002 (LGA02). This includes the provision that AT needs to make the public aware that they may present their views on the proposal to AT in person if they wish and how and where they can do that (and AT needs to accommodate that for anyone who wishes to do so). See in particular the parts of section 83 of the LGA02 highlighted below:

83 Special consultative procedure

(1) Where this Act or any other enactment requires a local authority to use or adopt the special consultative procedure, that local authority must—

- (a) prepare and adopt—
 - (i) a statement of proposal; and
 - (ii) if the local authority considers on reasonable grounds that it is necessary to enable public understanding of the proposal, a summary of the information contained in the statement of proposal (which summary must comply with [section 83AA](#)); and
- (b) ensure that the following is publicly available:
 - (i) the statement of proposal; and
 - (ii) a description of how the local authority will provide persons interested in the proposal with an opportunity to present their views to the local authority in accordance with [section 82\(1\)\(d\)](#); and
 - (iii) a statement of the period within which views on the proposal may be provided to the local authority (the period being not less than 1 month from the date the statement is issued); and
- (c) make the summary of the information contained in the statement of proposal prepared in accordance with paragraph (a)(ii) (or the statement of proposal, if a summary is not prepared) as widely available as is reasonably practicable as a basis for consultation; and
- (d) provide an opportunity for persons to present their views to the local authority in a manner that enables spoken (or New Zealand sign language) interaction between the person and the local authority, or any representatives to whom an appropriate delegation has been made in accordance with Schedule 7; and
- (e) ensure that any person who wishes to present his or her views to the local authority or its representatives as described in paragraph (d)—
 - (i) is given a reasonable opportunity to do so; and

⁵ Note that “the Commissioner” means the Commissioner of Police.

⁶ Note that “the Agency” means Waka Kotahi NZ Transport Agency.

(ii) is informed about how and when he or she may take up that opportunity.

(2) For the purpose of, but without limiting, subsection (1)(d), a local authority may allow any person to present his or her views to the local authority by way of audio link or audio-visual link.

(3) This section does not prevent a local authority from requesting or considering, before making a decision, comment or advice from an officer of the local authority or any other person in respect of the proposal or any views on the proposal, or both.

Details of how the hearings will run and who will be on the panel are yet to be confirmed. We seek the guidance of senior management and the AT Board on this matter.

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

	Special Consultative Procedure ("SCP") (S83 LGA02)	Standard consultation (S82 LGA02)	Land Transport Rule: Setting of Speed Limits 2017 ("The Rule")
Who must AT consult?	General public	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 the local areas where the roads are located.</i>	<ul style="list-style-type: none"> • Road controlling authorities that are responsible for roads that join, or are near, the road on which the speed limit is to be set or changed; and • Any territorial authorities that are affected by the existing or proposed speed limit; and • Any local communities that the road controlling authority considers to be affected by the proposed speed limit; and • NZ Police Commissioner; and • The chief executive of the New Zealand Automobile Association Incorporated; and • The chief executive of the Road Transport Forum New Zealand; and • NZTA; and • Any other organisation or road user group that the road controlling authority considers to be affected by the proposed speed limit.
Period of consultation	No less than one month	Interested persons must be given a "reasonable opportunity" to submit their views <i>What is reasonable will depend on the nature of what is being proposed and the amount of information involved (i.e. submitters need sufficient time to be able go through all of the information on which</i>	AT must allow "a reasonable time" for persons and groups to make submissions on the proposed speed limit (clause 2.5(3))

		<p><i>AT decided to make the proposal, consider it, form a view and actually make a submission in the format provided by AT).</i></p>	
<p>Docs/info required for consultation</p>	<ul style="list-style-type: none"> • A Statement of Proposal; and • A summary of the information contained in the Statement of Proposal (that complies with s83AA) if considered necessary to enable public understanding of the proposal <p>(If a summary of information is provided, it must -</p> <ul style="list-style-type: none"> (a) Be a fair representation of the major matters in the statement of proposal; and (b) Be in a form determined by AT; and (c) Indicate where the statement of proposal is available; and (d) State the period within which persons interested in the proposal may present their views to AT) 	<ul style="list-style-type: none"> • The proposal and reasons for the proposal; • An analysis of the reasonably practicable options (including the proposal); <p>AT should ensure that persons who will or may be affected by, or have an interest in, the decision or matter are:</p> <ul style="list-style-type: none"> • Provided with reasonable access to relevant information in a manner and format that is appropriate to the preferences and needs of those persons; and • Encouraged to give their views; and • Given clear information about the purpose of the consultation and the scope of the decisions to be taken following the consideration of submissions; and 	<ul style="list-style-type: none"> • Record of review that has been carried out in accordance with the Rule that supports the proposal
<p>Specific requirements where consultation concerns proposal to make/change/revoke a bylaw</p>	<p>The statement of proposal must include—</p> <ul style="list-style-type: none"> (a) as the case may be,— <ul style="list-style-type: none"> (i) A draft of the bylaw as proposed to be made or amended; or (ii) A statement that the bylaw is to be revoked; and (b) The reasons for the proposal; and (c) only if bylaw is made under LGA02 or Maritime Transport Act: <ul style="list-style-type: none"> • A report on any relevant determinations by the local authority under section 155. 	<ul style="list-style-type: none"> • A draft of the bylaw; • Details of the proposed changes to the bylaw. 	

	(c) not applicable to speed limit changes as bylaw made under Land Transport Act)		
<p>AT must make publicly available:</p> <p><i>Make “publicly available” means must take reasonable steps to—</i></p> <p><i>(a) Ensure that the document or other information or a copy of the document or other information is accessible to the general public in a manner appropriate to the purpose of the document or other information, including, where practicable, on the local authority’s Internet site; and</i></p> <p><i>(b) Publicise, in a manner appropriate to the purpose and significance of the document or other information, both the fact that the document or other information is available and the manner in which the document or other information may be accessed.</i></p>	<ul style="list-style-type: none"> • The statement of proposal; and • A description of how AT will provide persons interested in the proposal with an opportunity to present their views to AT; and • A statement of what the consultation period is (which must be at least 1 month from the date the statement is issued) <p><i>E.g. Make above information available on AT’s website and also print notices (e.g. Herald and local paper notices) to publicise the consultation and advise how full information may be accessed and how submissions may be made. Recommend also mail drop to residents on particular roads concerned and surrounding area.</i></p>	<ul style="list-style-type: none"> • The proposal and reasons for the proposal; • An analysis of the reasonably practicable options (including the proposal); • A draft of the bylaw; • Details of the proposed changes to the bylaw. <p><i>E.g. Make above information available on AT’s website and also print notices (e.g. Herald and local paper notices) to publicise the consultation and advise how full information may be accessed and how submissions may be made. Suggest also mail drop to residents on particular roads concerned and surrounding area.</i></p>	
<p>Does AT Board have to approve before consulting?</p>	<p>Yes, Board must approve the Statement of Proposal.</p>	<p>Not expressly required.</p> <p><i>However internal AT procedures may still necessitate Board approval (or at least visibility of consultation plan) – e.g. current Delegation Manual provides that Board approval is required for:</i></p> <p><i>(a) Any proposal that might reasonably be foreseen to attract significant adverse publicity,</i></p>	

		<p><i>reputational risk, or risk of legal action; and</i></p> <p><i>(b) Any proposal that materially changes the scope of items previously approved by the Board.</i></p>	
Public hearings required?	<p>Yes</p> <ul style="list-style-type: none"> • Must provide an opportunity for persons to present their views to the local authority in a manner that enables spoken (or New Zealand sign language) interaction between the person and AT Board, or any delegated representatives • May allow any person to present his or her views by way of audio link or audio-visual link. • Must ensure that any person who wishes to present his or her views at a hearing— <ul style="list-style-type: none"> (i) Is given a reasonable opportunity to do so; and (ii) Is informed about how and when he or she may take up that opportunity. 	<p>No, unless specifically requested</p> <ul style="list-style-type: none"> • AT must ensure interested/affected parties are given a reasonable opportunity to present their views in a manner and format that is appropriate to their preferences. 	
Discretion as to process?	<p>No, AT must follow the steps/requirements set out under section 83 LGA02 (there is some limited discretion as to how AT meets some of those requirements).</p>	<p>AT has discretion to decide exactly what kind of consultation it wants to undertake (in line with these principles) but must have regard to:</p> <ul style="list-style-type: none"> • Views and preferences of persons likely to be affected by or have an interest in the matter; and • The extent to which those current views and preferences are known to AT; and • The nature and significance of the decision or matter and its likely impact from the perspective of affected/interested persons; 	

		<ul style="list-style-type: none"> • Part one of LGOIMA – ability to withhold information from affected/interested persons; • The costs and benefit of any consultation process. 	
Section 82 principles that apply to both SCP and standard consultations	Submissions should be received with an open mind and given due consideration in making a decision on the proposal.		
	Submitters should have access to a clear record or description of relevant decisions made by AT and explanatory material relating to the decisions, which may include, for example, reports relating to the matter that were considered before the decisions were made.		
	AT must ensure it has processes in place for consulting with Māori in accordance with above principles		

Roles and responsibilities

Action	Due date Tranche two A	Due date Tranche two B	Person/s responsible
Stakeholder engagement and public consultation (as per the Special Consultative Procedure)	April 2021 onwards (engagement) August - September 2021 (public consultation)	Late-Jan – March 2022	- Shiraz Munshi (programme wide) - Ben Halliwell (all elected members) - Natalie Polley (media) - Community Transport team (schools) - Stakeholder, Communities and Communications regional hubs.
Briefings & presentations - Stakeholders and advocates - local boards	May - June 2021	September - October 2021	Shiraz Munshi Stakeholder, Communities and Communications regional hubs.

Consultation collateral - Flyer/Brochure (creation, database, mailout, distribution) - Website (incl. online feedback form) - Social media - Advertising - Posters - Media release (Natalie Polley)	Finalised by Update (goes to the printers on Update following Board approval) Consultation dates*: Update Will be updated in the next few weeks as planning for consultation firms up.	Finalised by Update (goes to the printers on Update following Board approval) Consultation dates*: Update Will be updated in the next few weeks as planning for consultation firms up.	Daniel McCabe Shiraz Munshi Jess Robertson Natalie Polley
Hearing - Confirm hearing panel - Confirm date and venue - Collate list of requests - Schedule times for speakers - Book notice in NZ Herald (legal requirement) - Prep briefing pack for panel - Run briefing session with panel			Daniel McCabe
Consultation Analysis - Analyse public feedback - Investigate public feedback / review proposal - Create public feedback report - Provide responses to feedback - Management review/approve public feedback report	6-8 weeks Aim to be finalised by 12 November 2021 (depending on how many submissions are received)	6-8 weeks Aim to be finalised by 29 April 2022 (depending on how many submissions are received)	Andy Lee (TBC) Project team (to analyse feedback and provide responses)
Event management - dates, source / book venues - collateral required - staffing	Update Will be updated in the next few weeks as planning for consultation firms up.	Update Will be updated in the next few weeks as planning for consultation firms up.	Daniel McCabe Shiraz Munshi Stakeholder, Communities and Communications regional hubs.

Media protocols

- Media releases and statements will be signed off by AT's Head of Strategic Communications and EGM, Stakeholder, Communities and Communications, Wally Thomas.
- All inquiries will follow AT media policies and will be managed through AT's Shiraz Munshi and 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

- Shane Ellison
- Bryan Sherritt
- Andrew Allen
- Wally Thomas

Risks and mitigation

See the Vision Zero: Auckland Transport’s road safety and safe speeds programme FAQs and terminology document. (Currently being updated)

Issue	Mitigation and response
<p>AT is asked about the success and benefits of tranche one implementation.</p>	<ul style="list-style-type: none"> • While the industry standard is to measure DSI trends over a five or 10-year period, the successes, and benefits of the first tranche are already visible: <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 changes⁷. - We will use data from the surveys current out in the market to factor in people’s perceptions. - 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.
<p>Why is AT consulting again? Didn't you consult in March 2019 on the Speed Limits Bylaw?</p> <p>Criticism for not including these roads in the bylaw last year. AT is seen as “getting it wrong again” on an important, emotive and highly public issue.</p>	<ul style="list-style-type: none"> • AT is currently focusing on the next phase of high-risk roads and intersections. That’s because doing so is likely to return the best benefits, which is to immediately reduce the high rates of deaths and serious injuries on our roads. This approach is in keeping with the Speed Management Guide (NZTA, 2016). • AT is legally required to investigate speed limits on its road network, under the Land Transport Rule: Setting of Speed Limits 2017, and follow the Speed Management Guide.

⁷ Auckland Transport Road Perception Survey: Research Report 2020 by Gravitass Research <https://at.govt.nz/media/1984846/at-road-safety-perceptions-survey-papakura-and-te-atatu-2020.pdf>

Issue	Mitigation and response
	<ul style="list-style-type: none"> • When setting safe and appropriate speeds, AT examines and analyses data from 7,500 km of roads in the Auckland region. We also receive over a thousand requests every year from our customers asking us to improve the safety of their local roads. • Given the number of roads and the volume of requests we receive, AT has to prioritise areas that are most in need of safety measures. Routes and intersections are ranked for improvement based on evidence from crash and predictive data. • Road crashes, as reported by NZ Police, are recorded in the Crash Analysis System. • Our first priority is to treat intersections and corridors where we have evidence of recurring issues. • AT regularly checks that current speeds are safe and appropriate for the road. We also look at our predictive analysis and modelling to identify high crash areas to factor in changes in land use, etc. <p>A more detailed answer is available in the FAQs document.</p>
<p>Consultation fatigue: With a two-part consultation process, AT is accused making it complicated and confusion to “have its way”.</p>	<p>This next phase of proposed speed limit changes covers approximately 1,022 km of roads across the region. It covers rural areas, residential areas, requested roads, roads close to Marae, Kura Kaupapa and Kohanga Reo, and town centres. Due to the scale of the project and to simplify the entire process as much as possible for us as well as our partners and stakeholders, there will be a two-part/phased consultation process:</p> <ul style="list-style-type: none"> • Phase one focuses on roads that will have the most amount of benefits in reducing harm on the roads with easy to implement changes (replacing speed limits signs, with little or no engineering changes required). These roads include rural roads (mainly in Franklin east), Manurewa Wordsworth quadrant residential area, some schools, Ōtara Town Centre, some requested roads, some 70km roads and ‘complementary’ roads (surrounding roads that would benefit from changes and provide consistency to all road users). • Phase two will focus on rural Marae, Waiheke Island, rural roads in the Henderson-Massey and Hibiscus and Bays local board areas, Manurewa Coxhead quadrant, additional schools, the town centres of Takapuna, Devonport and Glen Innes, additional requested roads and complementary roads (surrounding roads that would benefit from changes and provide consistency to all road users).
<p>AT is an undemocratic organisation and does “what it likes”</p>	<p>AT is bound by several rules and procedures (including the Land Transport Rule: Setting of Speed Limits 2017, the Speed Management Guide, and the Special Consultative Procedure of the Local Government Act 2002 (Section 83) that it must follow to propose new speed limits. AT is answerable to democratically elected Councillors and Local Board members. 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.</p>

Issue	Mitigation and response
	<p>AT has consistently kept all elected members informed at every step of the way, prior, during and post-consultation. Additionally, during the Speed Limits Bylaw 2019 consultation, 13 local boards supported AT's then proposed speed limits for their areas. These 13 local boards represent roughly 970,000 constituents in the Auckland region.</p> <p>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.</p>
Stakeholders don't feel informed or engaged	<p>Communities, stakeholders and those directly affected will receive comprehensive 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.</p> <p>Throughout this process, there will be regular and clear communications between AT, our partners, elected members and the members of the public. We will respond to inquiries from the public, media and other stakeholders as quickly as possible.</p>
Negative and unbalanced media coverage	Ensure proactive, accurate and consistent messaging across all platforms.
'Why are these roads being prioritised over those the public requested to have speed limit changes as part of the bylaw feedback process'.	<p>In this stage of consultation, approximately six per cent of requested roads from the March 2019 consultation are included for investigation. Another approximately 18 per cent of requested roads will be investigated by other safety improvement projects like Connected Communities.</p> <p>We are taking the public feedback we received on the speed limits bylaw into consideration. We received a large number of additional feedback requests which are being considered as part of future speed limit changes proposals.</p>

Internal approvals required:

- Teresa Burnett
- Wally Thomas
- Andrew Allen
- Bryan Sherritt

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.

The principals to consultation align with the core values of the International Association for Public Participation (IAP2).

Appendix two: Work-stream specific communications and engagement approaches



**Safe Speeds programme
Tranche two: Māori engagement
Marae, Wharekura, Kura Kaupapa and Kohanga Reo**

**Communications and engagement approach
Internal, for Auckland Transport use only**

Created: 23 November 2020
Updated: 26 November 2020
Authors: Shiraz Munshi and Daniel McCabe

Purpose

The purpose of this plan is to outline the communication and engagement approach for Māori engagement, (which includes Marae, Kura Kaupapa and Kohanga Reo). that will be used by Auckland Transport for tranche two of its Safe Speeds programme with a focus on *setting safe and appropriate speed limits around marae and Kura Kaupapa*. .

Project overview

Several Marae and some wharekura, Kura Kaupapa and Kohanga Reo across Tāmaki Makaurau (especially in rural areas) are located on high speed roads with 80km/h or 100km/h speed limits.

For Kura Kaupapa and Kohanga Reo, Tranche two of the Safe Speeds programme (the proposal to amend the Speed Limits Bylaw 2019) will see AT follow the Ministry of Transport's mandate to investigate speeds around all schools in New Zealand – in a phased manner – to a safe and appropriate speed by 2030 for 100% of the schools.

In addition, the New Setting of Speed Limits Rules and Regional Speed Management Plans for 2023 aim to replace the current Speed Management Guide and 2017 Rule for setting safe and appropriate speeds and any proposed changes to speed limits. The second aim of the programme requires Road Controlling Authorities like Auckland Transport to implement safe speed limits around schools.

This is quantified as a permanent or variable 30km/h limit in urban areas, with 40km/h limits considered by exception if appropriate, and a permanent or variable maximum speed limit of 60km/h in rural areas. The proposed changes are to be in place by the end of the 10-year period consistent with *Road to Zero: NZ's road safety strategy 2020-2030*.

Engagement approach

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, led by Lillian Tahuri. 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 – 2011-22⁸, 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.

⁸ 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>

Better Outcomes for and with Māori		
Key project / initiative	Description	Contribution to achieving better outcomes for and with Māori
Auckland Transport Māori Responsiveness Plan (MRP)	<p>Implement and track progress against initiatives and programmes contained in AT's Board-endorsed MRP. The programme includes initiatives to:</p> <p>(a) Empower the organisation</p> <p>Lift the capability of AT staff through education, strategy, practices and processes.</p> <p>(b) Effective participation</p> <p>The use of best practice engagement with Māori communities:</p> <ul style="list-style-type: none"> • early engagement • Māori values incorporated throughout the process and tikanga observed such as karakia • consistent with technical explanations explained clearly 	<p>Contributes to the implementation of the AT Māori responsiveness plan.</p> <p>Contributes to the Māori outcome strategic priorities areas:</p> <ul style="list-style-type: none"> - Te Reo Māori - Kaitiakitanga – Water - Marae Development - Economic Development - Māori identity and culture - Housing and papakāinga - Empowered organisation - Effective participation

- | | |
|---|--|
| <p>(c) Contribute to Māori communities through:</p> <ul style="list-style-type: none">• Road safety programmes• working in partnership on major projects and contributing to the safety of entry and exits into Marae and papakāinga• Mana whenua values and the use of tools such as Te Aranga Māori Design principles evident in the process and visible in the final project delivered.• Māori values incorporated throughout the process and tikanga observed such as karakia• Engagement is resourced. | |
|---|--|

Better Outcomes for and with Māori		
Key project / initiative	Description	Contribution to achieving better outcomes for and with Māori
Mana whenua engagement	<p>Resource and maintain engagement forums with mana whenua at the governance and operations level for:</p> <ul style="list-style-type: none"> - Strategic engagement on plans and strategies. - Engagement with mana whenua on major transport infrastructure projects and walking and cycling projects utilising Auckland Transport's Māori Engagement Framework. - Continuing a strong relationship with mana whenua. 	<p>Contributes to the Māori outcome strategic priorities areas:</p> <ul style="list-style-type: none"> - Te Reo Māori - Kaitiakitanga – Water - Marae Development - Economic Development - Māori identity and culture - Housing and papakāinga - Effective participation
Te Aranga Māori Design	<p>Te Aranga Māori Urban design principles are incorporated into projects through Auckland Transport's engagement framework, and other guiding documents such as Auckland Transport's Māori Engagement Guide for Project Management.</p> <p>Te Aranga Māori Urban Design can be articulated for example in the application of Te Taiao (Environment) through planting choices, and Whakapapa (Genealogy) tribal cultural narratives are celebrated in infrastructure design.</p>	<p>Contributing to the Māori outcome strategic priority areas of Māori identity and culture, effective participation, te reo Māori, economic development.</p>
Road safety programmes – Māori drivers, passengers and pedestrians	<p>Delivery of Te Ara Haepapa to increase road safety through graduated licenses, child restraint training, education and promotion of safe driving and driver distractions to reduce Māori road injuries and fatalities. This programme of work is designed for mana whenua and mataawaka communities. Initiatives targeting Māori to be delivered as part of AT's overall road safety programme.</p>	<p>Contributing to the Māori outcome strategic priority areas of te reo Māori, Māori identity and culture, effective participation.</p>
Marae development and road safety	<p>Subject to funding, design and construction of transport infrastructure to support marae development (e.g. entry and exits onto State Highways or arterial roads). To develop and implement procurement practices to create economic opportunities for Māori.</p>	<p>Contributing to the Māori outcome strategic priority areas of effective participation, marae development, identity and culture, housing and papakāinga, Māori economic development.</p>

Better Outcomes for and with Māori		
Key project / initiative	Description	Contribution to achieving better outcomes for and with Māori
Māori values and stormwater	Māori values such as mauri are incorporated in stormwater management in transport projects.	Contributing to the Māori outcome strategic priority areas of effective participation and kaitiakitanga – water.
Te Reo Māori	As a priority project in its Māori Responsiveness Plan, Auckland Transport will deliver a number of Te Reo Māori initiatives including signage, (regional signage, placemaking, wayfinding) and announcements on the public transport network.	Contributing to the Māori outcome strategic priority areas of te reo Māori, effective participation, Māori identity and culture.
Mana whenua signage	Continuation of mana whenua signage project providing information signs across Iwi groups in Tāmaki Makaurau.	Contributing to the Māori outcome strategic priority areas of effective participation, te reo Māori, Māori identity and culture.

Additionally, AT will use the IAP2 (International Association of Public Participation) framework for engagement. An overview of our objectives, audience, message and strategy is provided below:

Objectives:

- Ensure the consultation meets the requirements set out in The Land Transport Act 1998, the Local Government Act 2002 and the Land Transport Rule: Setting of Speed Limits 2017.
- Provide Mana Whenua opportunities to co-design within the rural marae workstream projects and provide direct input on Auckland Transport’s proposed Speed Limits Bylaw amendment, which would see the setting of proposed safety and appropriate speed limits outside Marae, Kura Kaupapa and Kohanga Reo.

Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport’s proposed Speed Limits Bylaw amendment which would see the setting of proposed safe and appropriate speed limits on the selected roads.

Audiences:	General Auckland public with a special focus on directly affected residents / businesses and key stakeholders including. those AT is legally required to consult with.
General message:	Safe and appropriate speed limits support our transport network to move people and goods safely and efficiently across Auckland..
Strategy:	A two-pronged strategy will be employed: <ol style="list-style-type: none"> 1) Spread the message: Utilise key stakeholders, including elected members and advocates to spread the word of the proposal and opportunity to provide feedback 2) Localise and humanise: Win community support with clear, engaging communications material which enables people to understand the need for the proposed changes.

Strategy

1) *Work closely with AT's Māori Policy and Engagement and Community Transport teams to leverage off their existing relationships.*

We will work very closely with AT's Māori Engagement and Policy and Community Transport team and utilise their existing relationships with Mana Whenua, Marae, Kura Kaupapa and Kohanga Reo, parents and students. We will communicate the safety benefits of setting safe and appropriate speed limits and also the flow-on effects that come with it: Safer streets for children to walk or cycle on, which has positive health benefits. Once parents feel that the streets are safe, they may allow their children to walk or cycle to school and not be dropped off by a private vehicle.

AT will also engage with key stakeholders (like local politicians) and advocates. These include internal partners such as the Tāmaki-Makaurau Road Safety Governance Group as well as externals such as Bike Auckland, Generation Zero (a comprehensive stakeholder list will be ready soon).

2) *Localise and humanise: Win community support*

To help schools, parents, students and the wider public understand the need for proposed speed limit changes, we will create material which clearly explains why the changes are necessary near or at their school. We will draw on several successful examples of speed calming (temporary or permanent) that have been conducted by AT in the past. We will empower school principals, teachers, parents and their children to champion for safer streets with safe speeds around their schools.

We will create and provide specific information about each school and why speed limit restriction are required. This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2017 and also to keep in synch with the proposed mandate from the Ministry of Transport to investigate speeds around all schools in New Zealand to a safe and appropriate speed by 2030 for 100% of the schools.

Our communications will include specific features of each of the school and their surrounding roads (including images/infographics) which contribute to the current speed limits not being safe and appropriate.

Alongside our legal requirements, our communications material will take a more human, heartfelt approach. This is not about cars, it is about people and keeping our children safe. It is about taking a step in the direction which allows them to be more active by walking and cycling to school and reduces the depending on private vehicle usage. Our communication will focus on the benefits safe speeds will bring to more vulnerable members of the community. We will be human in our language to try and engender care, kindness and consideration for fellow members of the community. To shift the focus away from any perceived inconvenience to motorists, we will try to help people to see the benefits safer speeds will bring for other members of the community - 'Safe speeds save lives'.

This emotive approach will be complemented by clear, easily digestible information which demonstrate the pressing need for speed limit reductions on each road.

Key messages

- Auckland Transport is proposing to set new permanent speed limits for roads outside/surrounding your marae/Kura/Kaupapa/Kohanga Reo. The proposed new limits will support travel speeds that are safe and appropriate for the function, design and use of these roads.
- Safe and appropriate speed limits have many benefits in addition to improving safety for our mokopuna and tamariki. These include encouraging a more active and healthy life-style with cycling and walking. More cycling and walking have positive health benefits for children and also goes a long way in reducing carbon emissions with fewer school trips by private vehicles.
- AT is also keeping in synch with the mandate from the Ministry of Transport to investigate speeds around all schools in New Zealand to a safe and appropriate speed by 2030 for 100% of the schools
- Between 2015-19, XX children were killed or seriously injured on Auckland's roads. We want to bring this down to zero as quickly as possible.
- No death or serious injury is acceptable; there is no trade-off that makes it ok. We are not perfect beings. People make mistakes and as a road controlling authority, it is AT's responsibility to create a more forgiving rural road network, where a mistake, distraction or a poor choice should not automatically lead to death or serious injuries.
- Mokopuna and tamariki are more vulnerable to high impact forces like a car crash and a safe and appropriate speed limit outside schools provides drives more reaction and stopping time in case of an emergency.
- Setting safe and appropriate speed limits improves the perception of safety.
- When people and especially parents "feel" safe, they tend to allow their children to walk and cycle more often without being worried for their safety due to high vehicle speeds. We allow our children to walk to school, the local dairy and sports practice without having to reach out for our car keys.
- More people walking and cycling is good for all business – large and small, with frequent visits to the local dairy, book shops, etc.
- Safe speeds allow investment for better public transport infrastructure to be rolled out, thereby increasing genuine travel choices and accessibility for everyone.
- Your feedback is important to us so we would be most grateful if you would share your views with us.
- Everyone deserves to get home safely.

- Seconds can save lives. At Auckland Transport, we are putting people first. Human life and safety come above all else. And, sometimes, that means our journeys might take a fraction longer. But, most of the time, the increase will only be a matter of seconds.

Supporting messages

Aucklanders are getting hurt and killed

- Auckland is in the grips of a road safety crisis
- In 2017, 64 people were killed on the region’s roads (44% of which were speed related deaths) and 749 people were seriously injured. This represents a 78% increase in road deaths since 2014.
- In 2018, 54 people were killed and an additional 595 were seriously injured. Even though there is a 22% reduction in death and serious injuries (DSI), which we welcome, it is still too high.
- Data shows that in 2019, 40 people died on our roads and an additional 567 were seriously injured.
- Auckland Transport is serious about safety. We want to do all we can to make sure everyone travelling on our network gets home safely.
- Auckland Transport is taking a Vision Zero approach to road safety. That means we are striving to have zero deaths or serious injuries on our transport system by 2050.

Safe speeds save lives

- No matter what causes a crash, vehicle speed directly affects both the likelihood of a crash occurring as well as the force of impact and severity of outcome.

Stakeholders

We have a comprehensive list of stakeholders from the Speed Limits Bylaw consultation. This will be reviewed and edited as appropriate for this consultation.

High-level list of stakeholders

Stakeholder	Notes
Those we are legally required to consult with.	Refer to legal obligations section .
Mana Whenua and Māta Waka	We will work with AT’s Māori Engagement Team. Kōhanga Reo or Kura Kaupapa Māori directly affected by project.
Directly affected Mana Whenua, Marae, Kura, Kaupapa, Kohanga Reo, schools, principals, parents and students.	We will work with directly affected Mana Whenua, Marae, Kura, Kaupapa, schools and also other schools in general to inform them about the Safe Speeds programme

	and that we will be working with them in sequence. We will use GIS to generate mailing lists for each road and surrounding area.
Business and community associations, Business Improvement Districts (if relevant)	Identified project-by-project using AT's regional stakeholder contact lists.
Emergency services	Ambulance, fire and police identified using AT's regional stakeholder contact lists.
Advocacy groups	Identified project-by-project, determined by impact on different modes (ie. Bike/Walk Auckland, AA or Heavy Haulage Association).
Elected members	All elected members including the Minister of Transport, MPs, Councillors, Local Boards members are project partners and will receive key information at specific stages.

Safe Speeds programme
Tranche two: 70km/h speed limits

Communications and engagement approach
Internal, for Auckland Transport use only

Created: 5 November 2020

Updated:

Authors: Shiraz Munshi and Daniel McCabe

Purpose

The purpose of this plan is to outline the communication and engagement approach that will be used by Auckland Transport for tranche two of its Safe Speeds programme with a focus on proposed speed limits changes on existing 70km/h roads. .

Project overview

Tranche two of the Safe Speeds programme will look into changing speed limits on about 50 – 70 individual roads across the region. Under current legislation Waka Kotahi NZ Transport Agency (as the national regulator) wants to phase out 70km/h speed limits on all roads across New Zealand. The reasons are outlined in Table 2.4 Interim speed limits, page 21 of the *NZ Speed Management Guide First Edition, November 2016*.

Table 2.4 Interim speed limits

Interim Speed limit	Conditions for use
70 and 90 ⁹	<p>The tables above do not include permanent 70km/h or 90km/h speed limits as these are interim interventions where:</p> <ul style="list-style-type: none">• The crash risk is sufficiently high to justify a temporary change in the speed limit until safety improvements or perceptual countermeasures can be made.• Investment cannot be justified and if existing speeds are sufficiently high that a drop to 80km/h (from 100) or to 60km/h (from 80) cannot be practically achieved in the short-term. <p>70km/h and 90km/h speed limits are interim interventions only because:</p> <ul style="list-style-type: none">• At higher travel speeds, people have trouble differentiating speed limit differences of just 10km/h. The advantage of using 20 km/h increments between 60 and 100 km/h are that fewer and more recognisable speed categories are easier for people to understand and recall¹⁰. This should mean less need for speed limit changes and repeater signs.• We need to create a more consistent and intuitive speed management system across the whole network, where people have a greater understanding and appreciation of risk than is manifest at present and there is a greater differentiation between levels of the speed limit hierarchy. Countries which have fewer speed limit options tend to have a greater differentiation of road environments than New Zealand.

Engagement approach

AT will use the IAP2 (International Association of Public Participation) framework for engagement. An overview of our objectives, audience, message and strategy is provided below:

Objectives:	<ul style="list-style-type: none">- Ensure the consultation meets the requirements set out in The Land Transport Act 1998, the Local Government Act 2002 and the Land Transport Rule: Setting of Speed Limits 2017.- Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport's proposed Speed Limits Bylaw amendment which would see the setting of proposed safe and appropriate speed limits on the selected roads.
Audiences:	General Auckland public with a special focus on directly affected residents / businesses and key stakeholders including those AT is legally required to consult with.
General message:	Safe and appropriate speed limits support our transport network to move people and goods safely and efficiently across Auckland..
Strategy:	<p>A two-pronged strategy will be employed:</p> <ul style="list-style-type: none">3) Spread the message: Utilise key stakeholders, including elected members and advocates to spread the word of the proposal and opportunity to provide feedback4) Localise and humanise: Win community support with clear, engaging communications material which enables people to understand the need for the proposed changes.

Strategy

1. *Spread the message: Utilise key stakeholders and advocates*

In the lead-up to, and during, consultation, we will engage with key stakeholders and advocates. These include internal partners such as the Tāmaki-Makaurau Road Safety Governance Group as well as externals such as Bike Auckland, Generation Zero (a comprehensive stakeholder list will be ready soon). In this case, AT will work very closely with Waka Kotahi NZ Transport Agency and tap into their vast expertise on changing speed limits on existing 70km/h roads.

2. *Localise and humanise: Win community support*

To help people understand the need for proposed speed limit changes on existing 70km/h roads, we will create material which clearly explains why the changes are necessary for their roads/area. This will include specific features of each of the road (including images/infographics) which contribute to the current speed limits not being safe and appropriate. This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2017 and the *NZ Speed Management Guide First Edition, November 2016*.

Alongside our legal requirements, our communications material will take a more human, heartfelt approach. At higher speeds, people have trouble differentiating speed limit differences of just 10km/h. The advantage of using 20km/h increments between 60km/h and 100km/h are that fewer and more recognisable speed categories are easier for people to understand and recall. This should mean less need for speed limit changes and repeater signs. Waka Kotahi NZ Transport Agency wants to create a more consistent and intuitive speed management system across New Zealand's road network, where people have a greater understanding and appreciation of risk than is manifest at present. There is also a greater differentiation between levels of the speed limit hierarchy. Countries which have fewer speed limits options tend to have a greater differentiation of road environments than New Zealand.

This is not about cars, it about making journeys more "reliable" with consistent and easy to understand road signage. It will also help create a more intuitive driving experience. Our communication will focus on the benefits safe speeds will bring to more vulnerable members of the community. We will be human in our language to try and engender care, kindness and consideration for fellow members of the community. To shift the focus away from any perceived inconvenience to motorists, we will try to help people to see the benefits safer speeds will bring for other members of the community - 'Safe speeds save lives'.

This emotive approach will be complemented by clear, easily digestible information which demonstrate the pressing need for speed limit reductions on each road.

Key messages

- Current 70km/h speed limits on about 50 to 70 roads across Auckland will have new speed limits that are either 60km/h or 80km/h depending on the type, use and function of the road.
- At higher speeds, people have trouble differentiating speed limit differences of just 10km/h. The advantage of using 20km/h increments between 60km/h and 100km/h are that fewer and more recognisable speed categories are easier for people to understand and recall.
- This should mean less need for speed limit changes and repeater signs.
- It will also reduce "visual fatigue" or seeing too many road signs with varying speed limits over a stretch of road.
- Waka Kotahi NZ Transport Agency wants to create a more consistent and intuitive speed management system across New Zealand's road network, where people have a greater understanding and appreciation of risk than is manifest at present.
- There is also a greater differentiation between levels of the speed limit hierarchy.
- This is not about cars, it about making journeys more "reliable" with consistent and easy to understand road signage.
- It will also help create a more intuitive driving experience.
- Your feedback is important to us so we would be most grateful if you would share your views with us.
- Everyone deserves to get home safely.
- Seconds can save lives. At Auckland Transport, we are putting people first. Human life and safety come above all else. And, sometimes, that means our journeys might take a fraction longer. But, most of the time, the increase will only be a matter of seconds.

Supporting messages

Aucklanders are getting hurt and killed

- Auckland is in the grips of a road safety crisis
- In 2017, 64 people were killed on the region's roads (44% of which were speed related deaths) and 749 people were seriously injured. This represents a 78% increase in road deaths since 2014.
- In 2018, 54 people were killed and an additional 595 were seriously injured. Even though there is a 22% reduction in death and serious injuries (DSI), which we welcome, it is still too high.
- Data shows that in 2019, 40 people died on our roads and an additional 567 were seriously injured.
- Auckland Transport is serious about safety. We want to do all we can to make sure everyone travelling on our network gets home safely.
- Auckland Transport is taking a Vision Zero approach to road safety. That means we are striving to have zero deaths or serious injuries on our transport system by 2050.

Safe speeds save lives

- No matter what causes a crash, vehicle speed directly affects both the likelihood of a crash occurring as well as the force of impact and severity of outcome.

Stakeholders

We have a comprehensive list of stakeholders from the Speed Limits Bylaw consultation. This will be reviewed and edited as appropriate for this consultation.

High-level list of stakeholders

Stakeholder	Notes
Those we are legally required to consult with.	Refer to legal obligations section .
Affected residents, businesses and key stakeholders on those roads.	We will work with directly affected residents, businesses and key stakeholders on those roads and the surrounding road network. We will use GIS to generate mailing lists for each road and surrounding area.
Business and community associations, Business Improvement Districts (if relevant)	Identified project-by-project using AT's regional stakeholder contact lists.
Emergency services	Ambulance, fire and police identified using AT's regional stakeholder contact lists.

Advocacy groups	Identified project-by-project, determined by impact on different modes (ie. Bike/Walk Auckland, AA or Heavy Haulage Association).
Elected members	All elected members including the Minister of Transport, MPs, Councillors, Local Boards members are project partners and will receive key information at specific stages.
Mana Whenua and Māta Waka	We will work with AT's Māori Engagement Team. Kōhanga Reo or Kura Kaupapa Māori directly affected by project.

Safe Speeds programme
Tranche two: Public requested roads

Communications and engagement approach
Internal, for Auckland Transport use only

Created: 6 November 2020

Updated:

Authors: Shiraz Munshi and Daniel McCabe

Purpose

The purpose of this plan is to outline the communication and engagement approach that will be used by Auckland Transport for tranche two of its Safe Speeds programme with a focus on *roads that the public and other stakeholders have asked AT to investigate*.

Project overview

Tranche two of the Safe Speeds programme will also focus on approximately 860 roads that AT has been asked to investigate by members of the public. These requests have come in from the public consultation for tranche one.

In particular, AT has included John Street (Ponsonby) and a network of roads in Freemans Bay south in its investigations for tranche two A. The proposed changes are outlined in the PDF:



Freemans John St
Extract.pdf

As many requested roads are spread across the region, messages for them may be covered by other approaches like those mentioned in the rural, residential, schools, town centre and 70km/h roads or by other AT safety projects.. However, some of the key messages will be customised for these roads.

Engagement approach

AT will use the IAP2 (International Association of Public Participation) framework for engagement. An overview of our objectives, audience, message and strategy is provided below:

- | | |
|--------------------|---|
| Objectives: | <ul style="list-style-type: none">- Ensure the consultation meets the requirements set out in The Land Transport Act 1998, the Local Government Act 2002 and the Land Transport Rule: Setting of Speed Limits 2017.- Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport's proposed Speed Limits Bylaw amendment which would see the setting of proposed safe and appropriate speed limits on the selected roads. |
|--------------------|---|

Audiences:	General Auckland public with a special focus on directly affected residents / businesses and key stakeholders including. those AT is legally required to consult with.
General message:	Safe and appropriate speed limits support our transport network to move people and goods safely and efficiently across Auckland..
Strategy:	A two-pronged strategy will be employed: <ol style="list-style-type: none"> 1. Spread the message: Utilise key stakeholders, including elected members and advocates to spread the word of the proposal and opportunity to provide feedback 2. Localise and humanise: Win community support with clear, engaging communications material which enables people to understand the need for the proposed changes.

Strategy

3) *Spread the message: AT listens to its customers.*

4) *Utilise key stakeholders and advocates*

During consultation for tranche one, AT received requests from members of the public to investigate speed limits on roads that were not included in that consultation. As a responsible public service provider, AT is listening to its customers and will investigate the setting of safe and appropriate speed limits on 860 roads.

In the lead-up to, and during, consultation, we will engage with key stakeholders and advocates. These include internal partners such as the Tāmaki-Makaurau Road Safety Governance Group as well as externals such as Bike Auckland, Generation Zero (a comprehensive stakeholder list will be ready soon).

5) *Localise and humanise: Win community support*

To help people understand the need for proposed speed limit changes, we will create material which clearly explains why the changes are necessary for their roads/area. This will include specific features of each of the road (including images/infographics) which contribute to the current speed limits not being safe and appropriate. This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2017.

Alongside our legal requirements, our communications material will take a more human, heartfelt approach. This is not about cars, it is about people. Our communication will focus on the benefits safe speeds will bring to more vulnerable members of the community. We will be human in our language to try and engender care, kindness and consideration for fellow members of the community. To shift the focus away from any perceived inconvenience to motorists, we will try to help people to see the benefits safer speeds will bring for other members of the community - 'Safe speeds save lives'.

This emotive approach will be complemented by clear, easily digestible information which demonstrate the pressing need for speed limit reductions in their community.

Key messages

- Auckland Transport is proposing to set new permanent speed limits for roads in your area.
- We have been asked by members of the public to investigate whether speed limits are safe and appropriate for the function, design and use of these roads.
- Safe and appropriate speed limits will be one of the ways to calm traffic speeds and encourage drivers to travel at a safe speed.
- No death or serious injury is acceptable; there is no trade-off that makes it ok. We are not perfect beings. People make mistakes and as a road controlling authority, it is AT's responsibility to create a more forgiving rural road network, where a mistake, distraction or a poor choice should not automatically lead to death or serious injuries.
- Your feedback is important to us so we would be most grateful if you would share your views with us.
- Everyone deserves to get home safely.
- Seconds can save lives. At Auckland Transport, we are putting people first. Human life and safety come above all else. And, sometimes, that means our journeys might take a fraction longer. But, most of the time, the increase will only be a matter of seconds.
- We understand that speed is also critical to the effectiveness and efficiency of our network. Auckland Transport is committed to ensuring the road network supports overall economic productivity. At the same time, we have a responsibility to ensure people and goods can move around the region safely, as well as efficiently.

In addition to these key messages, as these roads are spread across the region, messages for them may be covered by other approaches like those mentioned in the rural, residential, schools, town centre and 70km/h roads.

Supporting messages

Aucklanders are getting hurt and killed

- Auckland is in the grips of a road safety crisis
- In 2017, 64 people were killed on the region's roads (44% of which were speed related deaths) and 749 people were seriously injured. This represents a 78% increase in road deaths since 2014.
- In 2018, 54 people were killed and an additional 595 were seriously injured. Even though there is a 22% reduction in death and serious injuries (DSI), which we welcome, it is still too high.
- Data shows that in 2019, 40 people died on our roads and an additional 567 were seriously injured.
- Auckland Transport is serious about safety. We want to do all we can to make sure everyone travelling on our network gets home safely.
- Auckland Transport is taking a Vision Zero approach to road safety. That means we are striving to have zero deaths or serious injuries on our transport system by 2050.
- We will introduce safe and appropriate speeds across areas rather than individual roads.
- We will focus on making our key routes safer (for example, no speed limits greater than 80km/h on roads without a centre median separation).

Safe speeds save lives

- No matter what causes a crash, vehicle speed directly affects both the likelihood of a crash occurring as well as the force of impact and severity of outcome.

Managing expectations

It is important to note that while AT is investigating the roads requested by the public, speed limits on those roads may not change. This is because AT’s investigations may find that the existing speed limit is the safe and appropriate one for the for the function, design and use of these roads.

If this is the outcome, AT’s communications and engagement will take care to go back to the person/s who raised the issue and explain to them why and how AT arrived at its decision to not change speed limits and thank them for their concerns (this will be possible as long as the people have given us their contact details).

If AT changes the speed limits, we will inform the person/s who raised the issue and explain to them why and how AT arrived at its decision to change speed limits and thank them for their concerns. (this will be possible as long as the people have given us their contact details).

Stakeholders

We have a comprehensive list of stakeholders from the Speed Limits Bylaw consultation. This will be reviewed and edited as appropriate for this consultation.

High-level list of stakeholders

Stakeholder	Notes
Those we are legally required to consult with	Refer to legal obligations section .
Directly affected residents or businesses	AT will work with our Community Transport and the Business Improvement Districts teams to engage with local residents, resident’s associations, business owners and associations. We will use GIS to generate mailing lists for each road and surrounding area.
Business and community associations, Business Improvement Districts	Identified project-by-project using AT’s regional stakeholder contact lists.
Emergency services	Ambulance, fire and police identified using AT’s regional stakeholder contact lists.
Advocacy groups	Identified project-by-project, determined by impact on different modes (ie. Bike/Walk Auckland, AA or Heavy Haulage Association).

Elected members	All elected members including the Minister of Transport, MPs, Councillors, Local Boards members are project partners and will receive key information at specific stages.
Mana Whenua and Māta Waka	We will work with AT's Māori Engagement Team. Kōhanga Reo or Kura Kaupapa Māori directly affected by project.

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.

The principals to consultation align with the core values of the International Association for Public Participation (IAP2).

**Safe Speeds programme
Tranche two: Residential**

Communications and engagement approach
Internal, for Auckland Transport use only

Created: 6 November 2020

Updated:

Authors: Shiraz Munshi and Daniel McCabe

Purpose

The purpose of this plan is to outline the communication and engagement approach that will be used by Auckland Transport for tranche two of its Safe Speeds programme with a focus on *residential areas*.

Project overview

The residential programme for tranche two covers roads in:

- Manurewa Wordsworth quadrant
- Manurewa Coxhead quadrant

Most Aucklanders live on urban residential streets, and these communities have highlighted we make our streets safer places for walking and cycling, for children, the elderly and the differently abled.

Vehicles speeding through residential streets, is a common concern for Aucklanders and each year Auckland Transport (AT) receives more than a 1,000 requests from the public for speed calming to be installed on their street.

As part of our commitment to make Auckland's roads safer, we have adopted an area-based approach instead of treating individual streets. This is considered more effective in achieving survivable speeds and help drivers choose a safe and appropriate speed as they drive through residential areas.

Engagement approach

AT will use the IAP2 (International Association of Public Participation) framework for engagement. An overview of our objectives, audience, message and strategy is provided below:

Objectives:	- Ensure the consultation meets the requirements set out in The Land Transport Act 1998, the Local Government Act 2002 and the Land Transport Rule: Setting of Speed Limits 2017. - Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport's proposed Speed Limits Bylaw amendment which would see the setting of proposed safe and appropriate speed limits on the selected roads.
Audiences:	General Auckland public with a special focus on directly affected residents / businesses and key stakeholders including those AT is legally required to consult with.
General message:	Safe and appropriate speed limits support our transport network to move people and goods safely and efficiently across Auckland..

Strategy:

A two-pronged strategy will be employed:

- 5) Spread the message: Utilise key stakeholders, including elected members and advocates to spread the word of the proposal and opportunity to provide feedback
- 6) Localise and humanise: Win community support with clear, engaging communications material which enables people to understand the need for the proposed changes.

Strategy*6) Spread the message: Utilise key stakeholders and advocates*

In the lead-up to, and during, consultation, we will engage with key stakeholders and advocates. These include internal partners such as the Tāmaki-Makaurau Road Safety Governance Group as well as externals such as Bike Auckland, Generation Zero (a comprehensive stakeholder list will be ready soon). AT will also work with our Community Transport and the Business Improvement Districts teams to engage with local residents, resident's associations, business owners and associations.

7) Localise and humanise: Win community support

To help people understand the need for proposed speed limit changes, we will create material which clearly explains why the changes are necessary for their roads/area. This will include specific features of each of the road (including images/infographics) which contribute to the current speed limits not being safe and appropriate. This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2017.

Alongside our legal requirements, our communications material will take a more human, heartfelt approach. This is not about cars, it is about people. Our communication will focus on the benefits safe speeds will bring to more vulnerable members of the community. We will be human in our language to try and engender care, kindness and consideration for fellow members of the community. To shift the focus away from any perceived inconvenience to motorists, we will try to help people to see the benefits safer speeds will bring for other members of the community - 'Safe speeds save lives'.

This emotive approach will be complemented by clear, easily digestible information which demonstrate the pressing need for speed limit reductions on each road. The area wide approach will be used for the following reasons:

- It is often observed that when speed calming is undertaken on one street, speeding drivers use parallel residential streets, thus simply transferring the issue to another part of the network. An area-based approach prevents this from occurring.
- Treatment of individual streets only allowed for a small number of streets to be prioritised annually. In contrast, an area-based focus not only allows for speed calming measures to be implemented on a cluster of streets, it would also enable any future reduction of the [speed limits](#) within the area.
- Drivers bypassing traffic signals or busy roads use residential streets which are not designed for high volumes of traffic. An area-based approach reduces bypassing traffic and improves the overall safety in residential areas.

Key messages

- Auckland Transport is proposing to set new permanent speed limits for roads in your local residential neighbourhood.
- The proposed new speed limits will encourage drivers to drive at a speed that is safe and appropriate for the function, design and use of your local roads.

- Safe and appropriate speed limits will be one of the ways to calm traffic volumes down and encourage drivers to not pass an arterial road or traffic signals or surrounding busier roads. It is meant to avoid this “rat-running” as your residential roads are not designed for high volumes of traffic.
- AT’s evidence based area-wide approach is designed to reduce bypassing traffic through your neighbourhood and improve the overall safety of your area.
- It’ll create a safer environment for everyone to make short local trips by walking or cycling, thereby having positive health benefits and reducing carbon emissions.
- It will create a safe road environment for children to walk or cycle to school, sports practice or the local dairy.
- No death or serious injury is acceptable; there is no trade-off that makes it ok. We are not perfect beings. People make mistakes and as a road controlling authority, it is AT’s responsibility to create a more forgiving rural road network, where a mistake, distraction or a poor choice should not automatically lead to death or serious injuries.
- Using crash data from Waka Kotahi NZ Transport Agency’s Crash Analysis System and its road-risk assessment tool MegaMaps, AT has identified your area to receive maximum benefit from setting safe and appropriate speed limits.
- Your feedback is important to us so we would be most grateful if you would share your views with us.
- Everyone deserves to get home safely.
- Seconds can save lives. At Auckland Transport, we are putting people first. Human life and safety come above all else. And, sometimes, that means our journeys might take a fraction longer. But, most of the time, the increase will only be a matter of seconds.
- We understand that speed is also critical to the effectiveness and efficiency of our network. Auckland Transport is committed to ensuring the road network supports overall economic productivity. At the same time, we have a responsibility to ensure people and goods can move around the region safely, as well as efficiently.

Supporting messages

Aucklanders are getting hurt and killed

- Auckland is in the grips of a road safety crisis
- In 2017, 64 people were killed on the region’s roads (44% of which were speed related deaths) and 749 people were seriously injured. This represents a 78% increase in road deaths since 2014.
- In 2018, 54 people were killed and an additional 595 were seriously injured. Even though there is a 22% reduction in death and serious injuries (DSI), which we welcome, it is still too high.
- Data shows that in 2019, 40 people died on our roads and an additional 567 were seriously injured.
- Auckland Transport is serious about safety. We want to do all we can to make sure everyone travelling on our network gets home safely.
- Auckland Transport is taking a Vision Zero approach to road safety. That means we are striving to have zero deaths or serious injuries on our transport system by 2050.
- We will introduce safe and appropriate speeds across areas rather than individual roads.
- We will focus on making our key routes safer (for example, no speed limits greater than 80km/h on roads without a centre median separation).

Safe speeds save lives

- No matter what causes a crash, vehicle speed directly affects both the likelihood of a crash occurring as well as the force of impact and severity of outcome.

Stakeholders

We have a comprehensive list of stakeholders from the Speed Limits Bylaw consultation. This will be reviewed and edited as appropriate for this consultation.

High-level list of stakeholders

Stakeholder	Notes
Those we are legally required to consult with	Refer to legal obligations section .
Directly affected residents or businesses	AT will work with our Community Transport and the Business Improvement Districts teams to engage with local residents, resident's associations, business owners and associations. We will use GIS to generate mailing lists for each road and surrounding area.
Business and community associations, Business Improvement Districts	Identified project-by-project using AT's regional stakeholder contact lists.
Emergency services	Ambulance, fire and police identified using AT's regional stakeholder contact lists.
Advocacy groups	Identified project-by-project, determined by impact on different modes (ie. Bike/Walk Auckland, AA or Heavy Haulage Association).
Elected members	All elected members including the Minister of Transport, MPs, Councillors, Local Boards members are project partners and will receive key information at specific stages.
Mana Whenua and Māta Waka	We will work with AT's Māori Engagement Team. Kōhanga Reo or Kura Kaupapa Māori directly affected by project.

Safe Speeds programme
Tranche two: High benefit rural roads and 20 rural roads from tranche one

Communications and engagement approach
Internal, for Auckland Transport use only

Created: 4 November 2020

Updated:

Author: Shiraz Munshi and Daniel McCabe

Purpose

The purpose of this plan is to outline the communication and engagement approach that will be used by Auckland Transport for tranche two of its Safe Speeds programme with a focus on *high benefit rural roads and 20 rural roads from tranche one*.

Project overview

These roads are in the following areas

- Franklin
- Henderson-Massey
- Hibiscus & Bays
- Waitākere Ranges
- Waiheke Island

Most of the roads we are proposing speed limit changes on are 'self-explaining roads'. This means drivers already travel at a lower speed than the existing speed limit due to the road conditions. In rural areas, this could be due to the road being narrow, windy or hilly. And in urban areas it could be due to the residential environment and things like speed bumps.

These roads are classified as being at a high-risk of deaths or serious injuries occurring, or they are close to high-risk roads. We are introducing safe and appropriate speeds across areas rather than individual roads. Some of the reasons we are proposing new speed limits on these roads are provided below:

- Winding roads
- Unsealed roads
- Narrow
- No centreline
- No road markings
- Narrow shoulder widths

Engagement approach

AT will use the IAP2 (International Association of Public Participation) framework for engagement. An overview of our objectives, audience, message and strategy is provided below:

Objectives:	- Ensure the consultation meets the requirements set out in The Land Transport Act 1998, the Local Government Act 2002 and the Land Transport Rule: Setting of Speed Limits 2017. - Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport's proposed Speed Limits Bylaw amendment which would see the setting of proposed safe and appropriate speed limits on the selected roads.
Audiences:	General Auckland public with a special focus on directly affected residents / businesses and key stakeholders including those AT is legally required to consult with.
General message:	Safe and appropriate speed limits support our transport network to move people and goods safely and efficiently across Auckland..
Strategy:	A two-pronged strategy will be employed: 7) Spread the message: Utilise key stakeholders, including elected members and advocates to spread the word of the proposal and opportunity to provide feedback 8) Localise and humanise: Win community support with clear, engaging communications material which enables people to understand the need for the proposed changes.

Strategy

8) *Spread the message: Utilise key stakeholders and advocates*

In the lead-up to, and during, consultation, we will engage with key stakeholders and advocates. These include internal partners such as the Tāmaki-Makaurau Road Safety Governance Group as well as externals such as Bike Auckland, Generation Zero (a comprehensive stakeholder list will be ready soon). AT will also work with our Community Transport team to engage with schools that may be close to these roads.

9) *Localise and humanise: Win community support*

To help people understand the need for proposed speed limit changes, we will create material which clearly explains why the changes are necessary for their roads/area. This will include specific features of each of the road (including images/infographics) which contribute to the current speed limits not being safe and appropriate. This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2017.

Alongside our legal requirements, our communications material will take a more human, heartfelt approach. This is not about cars, it is about people. Our communication will focus on the benefits safe speeds will bring to more vulnerable members of the community. We will be human in our language to try and engender care, kindness and consideration for fellow members of the community. To shift the focus away from any perceived inconvenience to motorists, we will try to help people to see the benefits safer speeds will bring for other members of the community - 'Safe speeds save lives'.

This emotive approach will be complemented by clear, easily digestible information which demonstrate the pressing need for speed limit reductions on each road.

Key messages

- Auckland Transport is proposing to set new permanent speed limits for roads in your area. The proposed new limits will support travel speeds that are safe and appropriate for the function, design and use of these roads.
- Safe and appropriate speed limits support our transport network to move people and goods safely and efficiently across our region.
- Auckland's rural roads are tricky to navigate with steep bends, low visibility of entranceways/driveways, wandering livestock, tractors and large trailers using these roads and sharp falls, where a simple mistake or distraction at high speed can have devastating consequences for families, friends and affected communities.
- No death or serious injury is acceptable; there is no trade-off that makes it ok. We are not perfect beings. People make mistakes and as a road controlling authority, it is AT's responsibility to create a more forgiving rural road network, where a mistake, distraction or a poor choice should not automatically lead to death or serious injuries.
- With high speeds on rural roads, there is a low chance of surviving a head-on collision, crashes into trees or fences, crashes involving large vehicles like trailers, and crashes into tractors and livestock (cows, etc.)
- Your feedback is important to us so we would be most grateful if you would share your views with us.
- Everyone deserves to get home safely.
- Seconds can save lives. At Auckland Transport, we are putting people first. Human life and safety come above all else. And, sometimes, that means our journeys might take a fraction longer. But, most of the time, the increase will only be a matter of seconds.
- We understand that speed is also critical to the effectiveness and efficiency of our network. Auckland Transport is committed to ensuring the road network supports overall economic productivity. At the same time, we have a responsibility to ensure people and goods can move around the region safely, as well as efficiently.

Supporting messages

Aucklanders are getting hurt and killed

- Auckland is in the grips of a road safety crisis
- In 2017, 64 people were killed on the region's roads (44% of which were speed related deaths) and 749 people were seriously injured. This represents a 78% increase in road deaths since 2014.
- In 2018, 54 people were killed and an additional 595 were seriously injured. Even though there is a 22% reduction in death and serious injuries (DSI), which we welcome, it is still too high.
- Data shows that in 2019, 40 people died on our roads and an additional 567 were seriously injured.
- Auckland Transport is serious about safety. We want to do all we can to make sure everyone travelling on our network gets home safely.
- Auckland Transport is taking a Vision Zero approach to road safety. That means we are striving to have zero deaths or serious injuries on our transport system by 2050.
- Auckland's rural roads are demanding and increasingly getting busier, posing an additional challenge for drivers, especially young drivers, to be even more alert to possible hazards.
- In rural areas, the focus is on high crash risk routes. In such environments:

- A rural is designated rural if it has a speed limit of 70km/h or more.
- Wandering livestock can also pose a significant hazard on our roads and can cause fatal accidents.
- We will introduce safe and appropriate speeds across areas rather than individual roads.
- We will focus on making our key routes safer (for example, no speed limits greater than 80km/h on roads without a centre median separation).
- Speed limit changes will focus on “high benefit” changes: High-risk rural roads with high DSI rates.
- ‘Self-explaining’ are winding rural roads and traffic-calmed urban areas where most drivers are already travelling slow. A self-explaining road is where the road design encourages a driver to instinctively adopt a safe speed.

Safe speeds save lives

- No matter what causes a crash, vehicle speed directly affects both the likelihood of a crash occurring as well as the force of impact and severity of outcome.

Stakeholders

We have a comprehensive list of stakeholders from the Speed Limits Bylaw consultation. This will be reviewed and edited as appropriate for this consultation.

High-level list of stakeholders

Stakeholder	Notes
Those we are legally required to consult with	Refer to legal obligations section .
Directly affected residents or businesses	We will use GIS to generate mailing lists for each road and surrounding area.
Business and community associations, Business Improvement Districts	Identified project-by-project using AT’s regional stakeholder contact lists.
Emergency services	Ambulance, fire and police identified using AT’s regional stakeholder contact lists.
Advocacy groups	Identified project-by-project, determined by impact on different modes (ie. Bike/Walk Auckland, AA or Heavy Haulage Association).

Elected members	All elected members including the Minister of Transport, MPs, Councillors, Local Boards members are project partners and will receive key information at specific stages.
Mana Whenua and Māta Waka	We will work with AT's Māori Engagement Team. Kōhanga Reo or Kura Kaupapa Māori directly affected by project.

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.

The principals to consultation align with the core values of the International Association for Public Participation (IAP2).

**Safe Speeds programme
Tranche two: Schools**

Communications and engagement approach
Internal, for Auckland Transport use only

Created: 5 November 2020

Updated:

Authors: Shiraz Munshi and Daniel McCabe

Purpose

The purpose of this plan is to outline the communication and engagement approach that will be used by Auckland Transport for tranche two of its Safe Speeds programme with a focus on *setting safe and appropriate speed limits around Auckland's 561 schools*.

Project overview

The 561 schools are spread across the Auckland region. Tranche two of the Safe Speeds programme (the proposal to amend the Speed Limits Bylaw 2019) will see AT follow the Ministry of Transport's mandate to investigate speeds around all schools in New Zealand – in a phased manner – to a safe and appropriate speed by 2030 for 100% of the schools.

In addition, the New Setting of Speed Limits Rule and Regional Speed Management Plans for 2023 aim to replace the current Speed Management Guide and 2017 Rule for setting safe and appropriate speeds and any proposed changes to speed limits. The second aim of the programme requires Road Controlling Authorities like Auckland Transport to implement safe speed limits around schools.

This is quantified as a permanent or variable 30km/h limit in urban areas, with 40km/h limits considered by exception if appropriate, and a permanent or variable maximum speed limit of 60km/h in rural areas. The proposed changes are to be in place by the end of the 10-year period consistent with *Road to Zero*: NZ's road safety strategy 2020-2030.

Engagement approach

AT will use the IAP2 (International Association of Public Participation) framework for engagement. An overview of our objectives, audience, message and strategy is provided below:

Objectives:	<ul style="list-style-type: none">- Ensure the consultation meets the requirements set out in The Land Transport Act 1998, the Local Government Act 2002 and the Land Transport Rule: Setting of Speed Limits 2017.- Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport's proposed Speed Limits Bylaw amendment which would see the setting of proposed safe and appropriate speed limits on the selected roads.
Audiences:	General Auckland public with a special focus on directly affected residents / businesses and key stakeholders including those AT is legally required to consult with.
General message:	Safe and appropriate speed limits support our transport network to move people and goods safely and efficiently across Auckland..

Strategy:

A two-pronged strategy will be employed:

- 9) Spread the message: Utilise key stakeholders, including elected members and advocates to spread the word of the proposal and opportunity to provide feedback
- 10) Localise and humanise: Win community support with clear, engaging communications material which enables people to understand the need for the proposed changes.

Strategy

10) Work closely with AT's Community Transport team to leverage off their existing relationships.

We will work very closely with AT's Community Transport team and utilise their existing relationships with schools, parents and students. We will communicate the safety benefits of setting safe and appropriate speed limits and also the flow-on effects that come with it: Safer streets for children to walk or cycle on, which has positive health benefits. Once parents feel that the streets are safe, they may allow their children to walk or cycle to school and not be dropped off by a private vehicle.

Along with principals, parents and parent groups and students, we will engage with key stakeholders (like local politicians) and advocates. These include internal partners such as the Tāmaki-Makaurau Road Safety Governance Group as well as externals such as Bike Auckland, Generation Zero (a comprehensive stakeholder list will be ready soon).

11) Localise and humanise: Win community support

To help schools, parents, students and the wider public understand the need for proposed speed limit changes, we will create material which clearly explains why the changes are necessary near or at their school. We will draw on several successful examples of speed calming (temporary or permanent) that have been conducted by AT in the past. We will empower school principals, teachers, parents and their children to champion for safer streets with safe speeds around their schools.

We will create and provide specific information about each school and why speed limit restriction are required. This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2017 and also to keep in synch with the proposed mandate from the Ministry of Transport to investigate speeds around all schools in New Zealand to a safe and appropriate speed by 2030 for 100% of the schools.

Our communications will include specific features of each of the school and their surrounding roads (including images/infographics) which contribute to the current speed limits not being safe and appropriate.

Alongside our legal requirements, our communications material will take a more human, heartfelt approach. This is not about cars, it is about people and keeping our children safe. It is about taking a step in the direction which allows them to be more active by walking and cycling to school and reduces the

depending on private vehicle usage. Our communication will focus on the benefits safe speeds will bring to more vulnerable members of the community. We will be human in our language to try and engender care, kindness and consideration for fellow members of the community. To shift the focus away from any perceived inconvenience to motorists, we will try to help people to see the benefits safer speeds will bring for other members of the community - 'Safe speeds save lives'.

This emotive approach will be complemented by clear, easily digestible information which demonstrate the pressing need for speed limit reductions on each road.

Key messages

- Auckland Transport is proposing to set new permanent speed limits for roads outside/surrounding your school. The proposed new limits will support travel speeds that are safe and appropriate for the function, design and use of these roads.
- Safe and appropriate speed limits have many benefits in addition to improving safety for our children. These include encouraging a more active and healthy life-style with cycling and walking. More cycling and walking has positive health benefits for children and also goes a long way in reducing carbon emissions with fewer school trips by private vehicles.
- AT is also keeping in synch with the mandate from the Ministry of Transport to investigate speeds around all schools in New Zealand to a safe and appropriate speed by 2030 for 100% of the schools
- Between 2015-19, XX children were killed or seriously injured on Auckland's roads. We want to bring this down to zero as quickly as possible.
- No death or serious injury is acceptable; there is no trade-off that makes it ok. We are not perfect beings. People make mistakes and as a road controlling authority, it is AT's responsibility to create a more forgiving rural road network, where a mistake, distraction or a poor choice should not automatically lead to death or serious injuries.
- Children are more vulnerable to high impact forces like a car crash and a safe and appropriate speed limit outside schools provides drives more reaction and stopping time in case of an emergency.
- Setting safe and appropriate speed limits improves the perception of safety.
- When people and especially parents "feel" safe, they tend to allow their children to walk and cycle more often without being worried for their safety due to high vehicle speeds. We allow our children to walk to school, the local dairy and sports practice without having to reach out for our car keys.
- More people walking and cycling is good for all business – large and small, with frequent visits to the local dairy, book shops, etc.
- Safe speeds allow investment for better public transport infrastructure to be rolled out, thereby increasing genuine travel choices and accessibility for everyone.
- Your feedback is important to us so we would be most grateful if you would share your views with us.
- Everyone deserves to get home safely.
- Seconds can save lives. At Auckland Transport, we are putting people first. Human life and safety come above all else. And, sometimes, that means our journeys might take a fraction longer. But, most of the time, the increase will only be a matter of seconds.

Supporting messages

Aucklanders are getting hurt and killed

- Auckland is in the grips of a road safety crisis
- In 2017, 64 people were killed on the region's roads (44% of which were speed related deaths) and 749 people were seriously injured. This represents a 78% increase in road deaths since 2014.
- In 2018, 54 people were killed and an additional 595 were seriously injured. Even though there is a 22% reduction in death and serious injuries (DSI), which we welcome, it is still too high.
- Data shows that in 2019, 40 people died on our roads and an additional 567 were seriously injured.
- Auckland Transport is serious about safety. We want to do all we can to make sure everyone travelling on our network gets home safely.
- Auckland Transport is taking a Vision Zero approach to road safety. That means we are striving to have zero deaths or serious injuries on our transport system by 2050.

Safe speeds save lives

- No matter what causes a crash, vehicle speed directly affects both the likelihood of a crash occurring as well as the force of impact and severity of outcome.

Stakeholders

We have a comprehensive list of stakeholders from the Speed Limits Bylaw consultation. This will be reviewed and edited as appropriate for this consultation.

High-level list of stakeholders

Stakeholder	Notes
Those we are legally required to consult with.	Refer to legal obligations section .
Directly affected schools, principals, parents and students.	We will work with directly affected schools and also other schools in general to inform them about the Safe Speeds programme and that we will be working with them in sequence. We will use GIS to generate mailing lists for each road and surrounding area.
Business and community associations, Business Improvement Districts (if relevant)	Identified project-by-project using AT's regional stakeholder contact lists.
Emergency services	Ambulance, fire and police identified using AT's regional stakeholder contact lists.

Advocacy groups	Identified project-by-project, determined by impact on different modes (ie. Bike/Walk Auckland, AA or Heavy Haulage Association).
Elected members	All elected members including the Minister of Transport, MPs, Councillors, Local Boards members are project partners and will receive key information at specific stages.
Mana Whenua and Māta Waka	We will work with AT's Māori Engagement Team. Kōhanga Reo or Kura Kaupapa Māori directly affected by project.

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.

The principals to consultation align with the core values of the International Association for Public Participation (IAP2).

**Safe Speeds programme
Tranche two: Town centres**

Communications and engagement approach
Internal, for Auckland Transport use only

Created: 6 November 2020

Updated:

Authors: Shiraz Munshi and Daniel McCabe

Purpose

The purpose of this plan is to outline the communication and engagement approach that will be used by Auckland Transport for tranche two of its Safe Speeds programme with a focus on *town centres*.

Project overview

Tranche two of the Safe Speeds programme will focus on the following town centres:

- Devonport
- Takapuna
- Ōtara
- Glen Innes

AT will partner with key stakeholders from Devonport and Takapuna town centres to set up a community liaison group (similar to the groups for the St. Helier's Bay and Mission Bay Safe Speeds programme).

With strong support from the Ōtara-Papatoetoe Local Board and the community, for proposed speed limit changes in Ōtara Town Centre, AT currently has no plans to set up a community liaison group. Should the proposal to change speed limits in Ōtara Town Centre go ahead, only the speed limit signs will change.

Any engineering work for proposed speed limit changes in Glen Innes Town Centre will be complementary to the work undertaken by Urban Cycling Programme (UCP)- therefore comms approach will take into account UCP project outcomes, and ideally the two projects should talk together at a comms/engagement level like they do at a technical level. The Safe Speeds programme team will work closely with the UCP team to ensure smooth roll-out of any proposed changes.

One of the priorities in the *Auckland Plan 2050* is on town centres. Over the next 30 years there will be considerable changes across Auckland, with many more people living in or near town centres. Town centres are local hubs with thriving businesses, communities and a place where people shop, drop off kids to day care, schools, have commercial and social services, as well as housing, recreation and community facilities. They are the centres of local neighbourhoods. Auckland's centres are supported by a surrounding (typically residential) area that is within an easy walking distance, usually thought of as 10-15 minutes.

With town centres getting busier every year with many more people, especially children and the elderly walking and cycling, setting safe and appropriate speed limits (along with a host of other road safety improvements) will keep town centres safe. An improved perception of safety is good for everyone as it encourages more active lifestyles, helps in reducing carbon emissions and brings about greater investment in public transport and walking and cycling infrastructure. It also helps local businesses with many more people making regular local trips to shops, etc.

Many Aucklanders live on town centres, and these communities have highlighted we make our streets safer places for walking and cycling, for children, the elderly and the differently abled. Speed monitoring data shows that existing operating (actual) speeds are usually lower than the posted speed limits, especially during peak periods due to the high volume of foot traffic.

As part of our commitment to make Auckland’s roads safer, we have adopted an area-based approach for entire town centres instead of treating individual streets. This is considered more effective in achieving survivable speeds and help drivers choose a safe and appropriate speed as they drive through them.

Engagement approach

AT will use the IAP2 (International Association of Public Participation) framework for engagement. An overview of our objectives, audience, message and strategy is provided below:

Objectives:	<ul style="list-style-type: none"> - Ensure the consultation meets the requirements set out in The Land Transport Act 1998, the Local Government Act 2002 and the Land Transport Rule: Setting of Speed Limits 2017. - Provide stakeholders and members of the public the opportunity to provide feedback on Auckland Transport’s proposed Speed Limits Bylaw amendment which would see the setting of proposed safe and appropriate speed limits on the selected roads.
Audiences:	General Auckland public with a special focus on directly affected residents / businesses and key stakeholders including. those AT is legally required to consult with.
General message:	Safe and appropriate speed limits support our transport network to move people and goods safely and efficiently across Auckland..
Strategy:	<p>A two-pronged strategy will be employed:</p> <ol style="list-style-type: none"> 11) Spread the message: Utilise key stakeholders, including elected members and advocates to spread the word of the proposal and opportunity to provide feedback 12) Localise and humanise: Win community support with clear, engaging communications material which enables people to understand the need for the proposed changes.

Strategy

12) Spread the message: Utilise key stakeholders and advocates

In the lead-up to, and during, consultation, we will engage with key stakeholders and advocates. These include internal partners such as the Tāmaki-Makaurau Road Safety Governance Group as well as externals such as Bike Auckland, Generation Zero (a comprehensive stakeholder list will be ready

soon). AT will also work with our Community Transport and the Business Improvement Districts teams to engage with local residents, resident's associations, business owners and associations. AT will use learnings from the St Helier's Bay and Mission Bay community liaison groups to co-design solutions for their communities.

13) Localise and humanise: Win community support

To help people understand the need for proposed speed limit changes, we will create material which clearly explains why the changes are necessary for their roads/area. This will include specific features of each of the road (including images/infographics) which contribute to the current speed limits not being safe and appropriate. This element will include explaining AT's responsibilities under The Land Transport Rule: Setting of Speed Limits 2017.

Alongside our legal requirements, our communications material will take a more human, heartfelt approach. This is not about cars, it is about people. Our communication will focus on the benefits safe speeds will bring to more vulnerable members of the community. We will be human in our language to try and engender care, kindness and consideration for fellow members of the community. To shift the focus away from any perceived inconvenience to motorists, we will try to help people to see the benefits safer speeds will bring for other members of the community - 'Safe speeds save lives'.

This emotive approach will be complemented by clear, easily digestible information which demonstrate the pressing need for speed limit reductions in their town centre.

Key messages

- Auckland Transport is proposing to set new permanent speed limits for your town centre.
- The proposed new speed limits will encourage drivers to drive at a speed that is safe and appropriate for the function, design and use of your town centre's roads.
- Safe and appropriate speed limits will be one of the ways to calm traffic volumes down and encourage drivers to travel at a safe speed.
- With town centres getting busier every year with many more people, especially children and the elderly walking and cycling, setting safe and appropriate speed limits (along with a host of other road safety improvements) will keep town centres safe.
 - An improved perception of safety is good for everyone as it encourages more active lifestyles, helps in reducing carbon emissions and brings about greater investment in public transport and walking and cycling infrastructure.
 - It also helps local businesses with many more people making regular local trips to shops, etc.
- AT's evidence based town centre approach is designed to reduce bypassing traffic through your neighbourhood and improve the overall safety of your town centre.
- It'll create a safer environment for everyone to make short local trips by walking or cycling, thereby having positive health benefits and reducing carbon emissions.
- It will create a safe road environment for children to walk or cycle to school, sports practice or the local dairy.
- No death or serious injury is acceptable; there is no trade-off that makes it ok. We are not perfect beings. People make mistakes and as a road controlling authority, it is AT's responsibility to create a more forgiving rural road network, where a mistake, distraction or a poor choice should not automatically lead to death or serious injuries.

- Using crash data from Waka Kotahi NZ Transport Agency’s Crash Analysis System and its road-risk assessment tool MegaMaps, AT has identified your town centre will receive maximum benefits from setting safe and appropriate speed limits.
- Your feedback is important to us so we would be most grateful if you would share your views with us.
- Everyone deserves to get home safely.
- Seconds can save lives. At Auckland Transport, we are putting people first. Human life and safety come above all else. And, sometimes, that means our journeys might take a fraction longer. But, most of the time, the increase will only be a matter of seconds.
- We understand that speed is also critical to the effectiveness and efficiency of our network. Auckland Transport is committed to ensuring the road network supports overall economic productivity. At the same time, we have a responsibility to ensure people and goods can move around the region safely, as well as efficiently.

Supporting messages

Aucklanders are getting hurt and killed

- Auckland is in the grips of a road safety crisis
- In 2017, 64 people were killed on the region’s roads (44% of which were speed related deaths) and 749 people were seriously injured. This represents a 78% increase in road deaths since 2014.
- In 2018, 54 people were killed and an additional 595 were seriously injured. Even though there is a 22% reduction in death and serious injuries (DSI), which we welcome, it is still too high.
- Data shows that in 2019, 40 people died on our roads and an additional 567 were seriously injured.
- Auckland Transport is serious about safety. We want to do all we can to make sure everyone travelling on our network gets home safely.
- Auckland Transport is taking a Vision Zero approach to road safety. That means we are striving to have zero deaths or serious injuries on our transport system by 2050.
- We will introduce safe and appropriate speeds across areas rather than individual roads.
- We will focus on making our key routes safer (for example, no speed limits greater than 80km/h on roads without a centre median separation).

Safe speeds save lives

- No matter what causes a crash, vehicle speed directly affects both the likelihood of a crash occurring as well as the force of impact and severity of outcome.

Stakeholders

We have a comprehensive list of stakeholders from the Speed Limits Bylaw consultation. This will be reviewed and edited as appropriate for this consultation.

High-level list of stakeholders

Stakeholder	Notes
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Those we are legally required to consult with	Refer to legal obligations section .
Directly affected residents or businesses	AT will work with our Community Transport and the Business Improvement Districts teams to engage with local residents, resident's associations, business owners and associations. We will use GIS to generate mailing lists for each road and surrounding area.
Business and community associations, Business Improvement Districts	Identified project-by-project using AT's regional stakeholder contact lists.
Emergency services	Ambulance, fire and police identified using AT's regional stakeholder contact lists.
Advocacy groups	Identified project-by-project, determined by impact on different modes (ie. Bike/Walk Auckland, AA or Heavy Haulage Association).
Elected members	All elected members including the Minister of Transport, MPs, Councillors, Local Boards members are project partners and will receive key information at specific stages.
Mana Whenua and Māta Waka	We will work with AT's Māori Engagement Team. Kōhanga Reo or Kura Kaupapa Māori directly affected by project.