

Attachment 4: Communications Plan summary - for release of *Room to Move: Tāmaki Makaurau Auckland's Parking Strategy*

Communication timeline and tactics

This communications plan covers the immediate communications needs around the release of the strategy to the public as well as an on-going communications campaign.

Key messages

- As our region grows, our roads and streets are asked to do more but they don't get bigger, so we need to be smart about how we allocate space.
- Room to Move Tāmaki Makaurau Auckland's Parking Strategy, is a revision of the 2015 AT Parking Strategy that was developed with Auckland Council, and reflects and incorporates stakeholder and community feedback through discussions with, and formal feedback from, local boards and Mana Whenua, and through a comprehensive community engagement campaign.
- As a result of the feedback received, the final strategy reflects a changed approach to planning around town centres and the proposal to introduce charges at park and rides.
- We will continue to engage with communities as the strategy is put into practice, such as for the first of the Comprehensive Parking Management Plans, which will focus on the city centre.
- Room to Move will allocate space to allow for access, and manage it according to the attributes of different areas, in line with a tiered system that looks at density, activity diversity and public transport provision.
- Auckland Transport is working hard to create Room to Move on Auckland's roads and streets.

Release of Room to Move - AT Board papers live

We will prepare a media release to accompany the publication of the May Board paper. The AT media release outlines:

1. the need for the strategy update and benefits of parking management, within the context of transport system management.
2. the risks of not having adequate parking policy – parked out streets with cars on footpaths and roads that don't flow.
3. that solutions lie in good transport options to reduce car reliance, 'adequate' onsite parking provision and good public parking management, leading to better flowing roads, parking availability when and where people need, and support for local businesses through turnover.

Ahead of the distribution of the media release and Board meeting we will pitch embargoed interviews to interested journalists in print, radio and online media (In April, *NZ Herald* reporter Bernard Orsman covered the revisions to the strategy following the TIC meeting).

We are considering a media stand-up following the Board meeting to provide interested media outlets with an opportunity to discuss the Board's decision on Room to Move, as well as other items of interest such as Katoa, Ka Ora and the Great North Road project.

Release of Room to Move - AT Board approval of draft strategy

External communications:

- Email/memo for all Auckland MPs, which includes the Minister for Transport/Auckland (with Strategy summary linked/attached)
- Memo to all Councillors and local boards (with Strategy summary linked/attached)
- Email to all submitters to the Strategy review, with consultation report summary and Strategy summary linked/attached, explaining changes made since consultation in 2022 and introducing the approved Strategy.
- Updated web copy:
 - Clear, simple info on the Strategy
 - The summary of the consultation report
 - The new Strategy and summary
 - Updated Comprehensive Parking Management Plan Framework, Kerb Zone Management Framework and Carshare Framework (and PnR summary)
 - Revised videos overviewing our key approaches to parking management: (1) on busy roads - the Strategic Transport Network, (2) in busy centres – developing Comprehensive Parking Management Plans, (3) our prioritised programme over the coming years – the 'tiers of parking management'.
- Social media campaign using the reworked Strategy videos via YouTube and using AT's own social media channels.
- Printed final Strategy to be available in libraries, service centres, local board offices.

Internal communications:

- Briefing AT staff, including:
 - Parking design team
 - Parking compliance team
 - All AT staff via All Hands
 - Planning & Investment staff via Lunch & Learn
 - Briefing all Stakeholders Communities and Communications staff via bespoke meeting in June
 - Briefing select Integrated Networks staff via bespoke meetings (Property Optimisation, Portfolio Delivery – Strategic Programmes, Infrastructure Project Delivery)
 - Entry in *All the Latest* and on *Engine Room* for early June

On-going communications campaign: (early ideas, to be further developed)

- Joint communications with Auckland Council around the changes that have triggered the Strategy review, and the need for action, i.e., responding to climate response, responding to removal of parking requirements, etc. This could look like:
 1. A panel discussion to be posted to the AT/AC websites
 2. Media releases
 3. Providing commentary through REINZ channels, such as Real Estate magazine, the REINZ podcast
 4. Providing commentary to the Property Council of NZ, Property Institute of New Zealand
 5. Jointly attending conferences – panel discussion
- Creating an internal resource and information hub on the Engine Room to assist AT staff on parking elements of projects, including:
 - ability to ask questions and seek advice from the Strategy team
 - help and guidance on getting the messaging right for projects – asking the right questions and not reinterrogating the interventions which have already been agreed in the Strategy
 - understanding the plans around delivery and roll out, including who is involved and governance arrangements
 - the monitoring framework for the Strategy, to track progress.
- Working with Auckland's real estate industry (e.g. REINZ) to ensure that accurate information about parking availability is provided to potential purchasers.
- Continued advocacy to central government on issues such as infringement fees to help incentivise compliance.
- Seeking/using planning tools (such as Advice Notes) to communicate to property purchasers about car parking availability.