



Safe speeds programme Communications strategy

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Contents

Introduction	3
Background and context	3
Long-term goal: Vision Zero	4
Timeline (approximate)	5
Key messages	6
Supporting messages	6
Communications objectives	10
Communications approach	13
Engagement and consultation	19
Appendix 1 – Residential speed management	28
Appendix 2 – AT’s accelerated safe speed programme	29
Appendix 3 – The safe school streets pilot programme	31
Appendix 4: Business cases	33

Introduction

- This document strategy provides a strategic communications framework for Auckland Transport's (AT) safe speed programme.
- AT's priorities are to set safe speed limits at survivable levels recognising that many users share the same space.
- The strategy focuses is on raising awareness of the speed related crashes resulting in death and serious injuries (DSi) on Auckland's road network with our internal and external partners and stakeholders.
- Before and during the awareness campaign, AT will engage with our road safety partners and key stakeholders to identify roads that will be affected by speed limit changes as speed always plays a role in determining if crash victims walk away or are carried away
- Once those roads have been identified, they will be added to the Schedule of Speed Limits and drafted into a bylaw. The bylaw will then be consulted on Auckland-wide. Once the bylaw has been approved by AT's Board, the new speed limits become legally enforceable.
- This plan also provides an overview of related projects already underway, including:
 - The engineering changes to projects in the first financial year of AT's three-year accelerated safety and speed management programme (Residential speed management programmes in Te Atatū South and Papakura and designing 13 town centres; five of which will be delivered in the first financial year). See appendix 1.
 - The safe speed accelerated (TCC) programme to change speed limit signs on mainly rural 'self-explaining' and some urban roads. See appendix 2.
 - The safe school streets pilot programme. See appendix 3.

Background and context

- Auckland has a serious problem with people needlessly dying and being seriously injured on our region's roads.
- In 2017, 64 people died on our roads and an additional 749 were seriously injured.
 - This is a more than 70% increase since 2014 and is five times greater than the rate of vehicle growth in Auckland and over three times the rate of vehicle growth for the rest of New Zealand.
 - Speed was identified as the key factor in over a quarter (26%) of Auckland's 2017 DSi figures mentioned above. This included 29 people who died and an additional 186 people who were seriously injured (215 people).
 - On an average, one person dies and 14 others are seriously injured every week on Auckland's roads.
- It is unacceptable that so many people are killed or seriously injured while travelling around the city.
- The Auckland Transport: Road Safety Business Improvement Review November 2017 to January 2018, an independent review of road safety issues and responses, commissioned by the AT Board in 2017 captured the essence of the road safety crisis facing Auckland.
- AT has also commissioned a Road Safety Programme Business Case to provide an independent analysis of the best type and mix of road safety interventions to inform the updating of a road safety strategy for Auckland. It is expected to be ready in the first quarter of 2019. See appendix 4
 - AT has also commissioned a single stage business case for its speed management programme. See appendix 4.

Long-term goal: Vision Zero

- The Government's Policy Statement on land transport places road safety as one of its top four priorities.
- As a regional road controlling authority one of AT's responsibilities is to provide a safe road transport network and infrastructure that is free of deaths and serious injuries. AT works closely with our road safety partners, the NZ Transport Agency (NZTA) that administers the New Zealand highway network and with NZ Police in enforcing the official road code.
- Aligning itself with the GPS, AT is focused on working together with our road safety partners to deliver on its long-term Vision Zero¹ goal for Auckland that no loss of life on the road network is acceptable.
- AT is fast-tracking implementation of a speed management plan for Auckland and delivering an ambitious \$700 million safety infrastructure acceleration programme estimated to reduce DSI by up to 18% over an initial three-year period and by up to 60% by 2028. It will deliver major, minor and mass-action safety engineering projects, including speed management at high-risk routes and locations across the network.
- The safety programme is enabled by the Regional Fuel Tax (RFT), which contributes \$210 million of the total \$700 million capital expenditure.
 - This includes reducing speed limits and/or re-designing and constructing speed reduction measures to encourage drivers to slow down by installing traffic calming treatments (speed tables, raised intersections, speed humps, etc.) on at least 13% of the road network, installing better and safer pedestrian infrastructure, installing safety cameras and high friction road surfacing which can reduce the risk of skidding, etc.
 - Improving safety at high-risk intersections.
 - Supporting national legislation to reduce speed limits across the region.
 - Addressing speed on all types of roads – rural, town centres, Auckland City Centre and residential areas.
- No matter what causes a crash, vehicle speed directly affects both the likelihood of a crash as well as the force of impact and severity of outcome.

¹ Vision Zero is a multi-national road traffic safety project that aims to achieve a road transport system with no fatalities or serious injuries involving road traffic. It started in Sweden and was approved by their parliament in October 1997. A core principle of the vision is that 'Life and health can never be exchanged for other benefits within the society' rather than the more conventional comparison between costs and benefits, where a monetary value is placed on life and health. That value is then used to decide how much money to spend on a road network towards the benefit of decreasing how much risk.

Timeline (approximate)

Programme	Description	Timeline
Accelerated safe speed programme	Across 18 locations in Auckland. Speed limit signs to be changed to safe and appropriate speeds on “self-explaining” roads.	Notification – October 2018. Implementation – December 2018 onwards.
Awareness campaign and on-going communications	Raising awareness of speed related crashes resulting in death and serious injuries on Auckland’s road network. Radio, social media and advertising (bus stops and on buses).	Mid-October onwards.
Residential speed management programme: Te Atatū South and Papakura	Consultation scheduled to open mid-October and late-October respectively for Te Atatū South and Rosehill (Papakura). Engineering measures and speed reduction.	October – November 2018.
Single stage speed management programme business case	Justification document to show the benefits and practicality of introducing the speed management programme.	To be completed by early November 2018.
Dairy Flat Highway safety improvement	Consultation closed in July 2018. Currently analysing feedback; ongoing investigations on safety programme.	Early 2019 onwards.
Consultation on bylaw	The bylaw process involves setting the urban boundary, listing exceptions to the urban boundary and listing all roads under each category where a change to the existing speed limit is being proposed. Following consultation of the bylaw, which is approximately one month, any concerns need to be resolved before the bylaw can be formally adopted and enabling the speed limit to be implemented, subject to the necessary signs and engineering measures being installed.	TBC (February 2019)
Consultation analysis and feedback	Consider all feedback and develop responses to major issues raised.	March – April 2019.
New bylaw	AT Board to make and pass new bylaw with recommended speed limit changes.	April - May 2019.
New speed limits	The proposed new speed limits and engineering measures are implemented.	June - July 2019 onwards.
Town centres	Concept designs have been developed for 13 town centres; five of which will be implemented in the current financial year.	FY2018-19 (five town centres – Orewa, Torbay, Mairangi Bay, St Heliers. Mission Bay.)

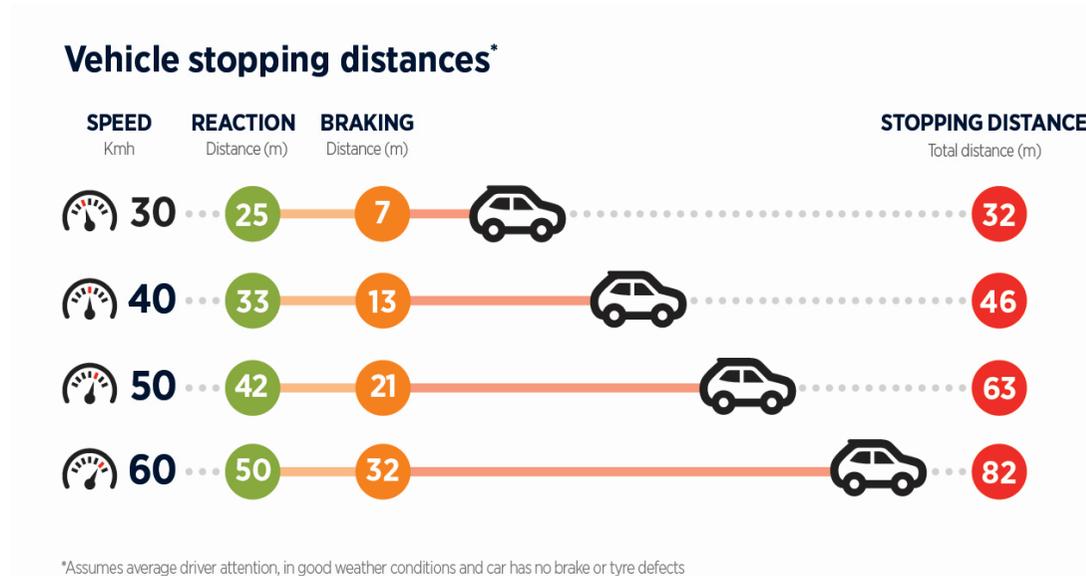
Key messages

- Auckland faces a road safety crisis. Too many people are dying on our roads.
 - In 2017, 64 people died and 749 others were seriously injured due to road trauma.
 - This is a more than 70% increase since 2014 and is five times greater than the rate of vehicle growth in Auckland and over three times the rate of vehicle growth for the rest of New Zealand.
- 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 network, where a mistake, distraction or a poor choice should not automatically lead to death or serious injuries.
- No matter what causes a crash, speed is the undeniable factor in whether an accident is likely to occur and whether it kills or seriously injures those involved.
- AT has embraced Vision Zero principles where we do not accept that road trauma is an inevitable unpleasant fact that must be endured as a price we have to pay for getting around. Vision Zero is based on a principle that human life and health can never be traded for other benefits, such as journey travel times.
 - We are putting safety at the heart of our business, where our road network is safe for all users.
- The human cost of lives devastated by road trauma is incalculable. We want to create a more 'forgiving' road network that recognises that people make mistakes. However, the consequence of those mistakes need not be devastating for those involved in crashes, their whānau, friends and community.

Supporting messages

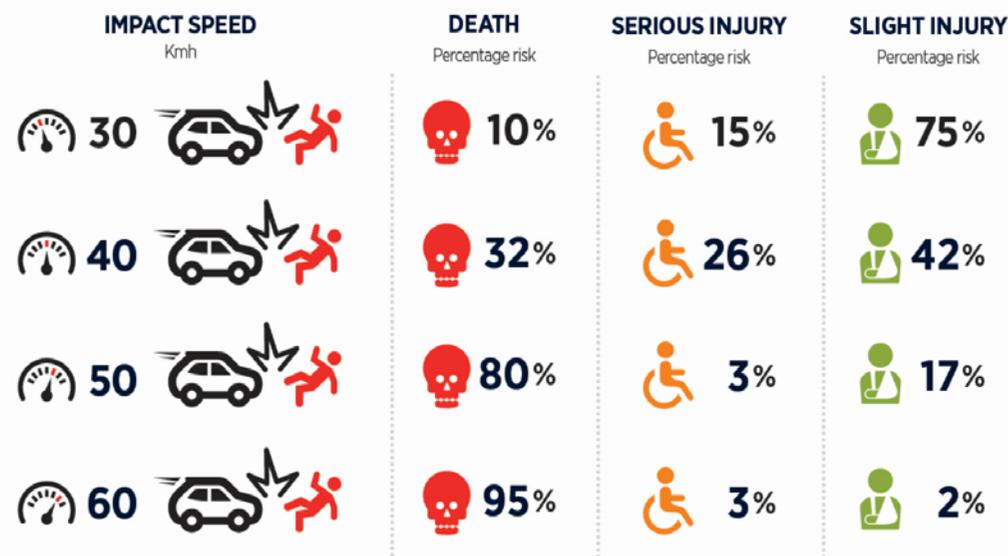
- Along with our road safety partners, AT has stepped up to address Auckland's road safety crisis.
 - The government, in its Government Policy Statement (GPS) on transport has made improving road safety a priority and AT is aligning itself to meet this objective by moving towards the Vision Zero approach.
- Auckland's road network in urban and semi-urban areas is experiencing significant growth in private and public transport volumes as well as in the wide variety of vulnerable road users (pedestrians, elderly, differently abled, cyclists, motorcyclists).
- Most of our roads have not been designed to cater for the volume of traffic or the interaction of different modes of transport coming together (private vehicles, public transport and walking and cycling)
- In rural areas, windy, hilly and unsegregated lanes pose additional challenges to drivers, leading to death or serious injuries
- Auckland's roads are demanding and increasingly getting busier, posing an additional challenge for drivers, especially young drivers, to be even more alert to possible hazards.
- The common/typical 50km/hr and 100km/hr speed limit across Auckland do not take into account the variety of roads on the network and the safe speeds to travel on them.

- We are driving faster, are more distracted and many of us have stopped wearing seat belts.
- We are also taking more risks at intersections, running red lights and driving 4km to 8km over speed limits.
- The majority of road deaths and serious injuries occur on 50km/hr urban roads.
- Even a small reduction in speed can mean the difference between stopping in time or not, or whether you and others walk away or are carried away.
- Safe (lower) speed limits will not lead to substantially slower journey times – a little change in speed is worth it.
 - Regardless of what causes a crash, whether someone walks away will depend on the speed vehicles are travelling.
 - Speed dictates what happens when we hit another vehicle or person
 - If we need to stop suddenly, you have to factor in braking distance i.e. the distance your vehicle will travel from the point when brakes are fully applied to when your vehicle comes to a complete stop.
 - The higher the speed the longer your braking or stopping time (image below).



- Research shows that lower speed limits only marginally increased journey times.
 - An NZTA study tracked travel times along six different routes. <https://www.nzta.govt.nz/resources/research/reports/582/>
 - It found that when driving at the maximum posted speed limit wherever possible, drivers arrived at their destination as little as 1.08 minutes faster than when they drove 10km/hr slower.
- The probability that an (adult) person walking or an (adult) person cycling will die increases rapidly with relatively small increases in speed for people in vehicles caught up in the crash.
 - For example, if directly hit by a vehicle travelling at 30km/hr, the probability of death is around 10%. If hit directly at 40km/h, the probability of death jumps to 32% and if directly hit at 50km/h, the probability of death goes up to 80%.

Death and injury risk percentages



How it all fits together – Urban, town centres and rural roads

Routes and intersections are ranked for improvement based on crash data. Our first priority is to treat intersections and corridors where we have evidence of recurring issues (crashes). 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 changes in land use and other factors.

Speed limit changes focus on “high benefit” changes. These are

- High-risk roads with high DSI rates.
- “Self-explaining roads” e.g. 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.

Town centres (including Auckland City Centre and residential areas)

Town centres (including Auckland city centre and residential areas) have more people walking and cycling. In such environments:

- AT’s priorities are to set safe speed limits at survivable levels recognising that many users share the same space.
- Existing operating (actual) speeds are normally lower than posted speeds during peak periods due to the high volume of foot traffic.
- We will create public spaces that promote people’s health, happiness and well-being.
- We will provide a more people focused street where families feel safer. These roads are becoming increasingly busy as traffic levels increase, and more people choose to walk and cycle.

Rural Roads

In rural areas, the focus is on high crash risk routes. In such environments:

- 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).

Communications objectives

- To reduce the impact of this opposition and to bring about this change in reducing speed limits and speed related DSI, AT will first highlight/raise the level of awareness and the seriousness of this problem
 - We will do this by talking about the unacceptable loss of human life and focus on road safety with our communities, stakeholders and the media, via the channels mentioned in the “Overview of communications and engagement methods” section below.
- AT will work to create an environment where stakeholders are more accepting of the need for setting safe speed limits. AT will achieve this by:
 - Identifying roads for setting safe speeds and adding them to the Schedule of Speed Limits draft bylaw.
 - AT will raise the awareness of the seriousness of speed related DSI with the people of Auckland – mid-October 2018 onwards.
 - Following the awareness campaign, the bylaw will be consulted on Auckland-wide.
 - Following the end of consultation, the bylaw needs to be approved by AT’s Board, after which it will become legally enforceable.

SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • As the regional transport authority, AT has the mandate to raise the profile of road safety to meet its long-term goal of Vision Zero. • AT’s role is to deliver safe, innovative and sustainable transport. • AT’s Executive Leadership Team and Board endorse the Speed Management Plan, Safe Roads Strategy and Programme Business Case. • Strong encouragement from government. • Strong relationships with our road safety partners. 	<ul style="list-style-type: none"> • Changing driver attitude and behaviour is a difficult and complex task. • Drivers/road users have a tendency to not recognise their own driving or road user behaviours and attitudes. • Research studies have shown that most drivers think that they are good drivers. • They tend to blame other drivers for traffic safety issues or inappropriate choices. • AT’s is moving away from the blame game and working to make the entire road eco-system safe, so that human error does not lead to devastating consequences. • There are political barriers to address to changing the way we build new roads, redesign existing roads and manage speeds to meet the standard that would create an entirely safe network. • The approach to partnering with Māori needs to be defined. Factors including but not limited to unemployment, licensing, costs, access to training, securing identity documents, getting an IRD number, drug and alcohol, and getting in trouble with the law, if caught and have to go through the legal system need to be taken into account to take a holistic approach to partnering with Māori.

	<ul style="list-style-type: none">• Internal alignment across the organisation needs to be further developed and the road safety story needs to be embedded into AT's culture.
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Opportunities	Threats
<ul style="list-style-type: none"> • AT, as the transport expert, has the tools to build a strong profile of the seriousness of the issue with internal and external audiences. • The Road Safety Business Improvement Review is a baseline from where we start to talk about speed related DSi. • AT has also commissioned a Road Safety Programme Business Case to provide an independent analysis of the best type and mix of road safety interventions to inform the updating of a road safety strategy for Auckland. It is expected to be ready in the first quarter of 2019. • AT has also commissioned a single stage business case for its speed management programme. • AT has strong and well-established communications channels. • Opportunities to work with NZTA and NZ Police in a One Network approach. • There is an opportunity to adopt the Safe System approach and make the entire network safe for all road users. 	<ul style="list-style-type: none"> • AT's internal stakeholders, politicians and the people of Auckland need to be made aware that that DSi is entirely preventable. • Raising awareness of the issue is a politically charged and sensitive topic. There will be added public and media as the RFT funds a sizeable portion of this programme. • AT and our road safety partners will be required to work together closely for AT to meet its Vision Zero target. • Expectations from some stakeholders that AT should deliver rapid changes to speed limits across Auckland. • People in the community may not like speed reductions.

AT spokespeople

- Shane Ellison, AT – CEO
- Andrew Allen – AT Chief Transport Operations Officer
- Bryan Sherritt, AT Executive General Manager, Safety
- Randhir Karma – AT Group Manager Network Management and Safety.
- Kathryn King – AT Walking, Cycling and Safety Manager.

Communications approach

- Reducing speed is a core component of achieving Vision Zero. It is a relatively cost-effective intervention for responding to the current trend toward increasing numbers of DSI on Auckland's road.
- Those projects with the greatest opportunities for safety benefits are likely to be the same ones that a small minority will oppose.
- To reduce the impact of this opposition and to bring about this change in reducing speed limits and speed related DSI, AT will first highlight/raise the level of awareness and the seriousness of this problem.
 - We will do this by talking about the unacceptable loss of human life and focus on road safety with our communities, stakeholders and the media, via the channels mentioned in the "Overview of communications and engagement methods" section below.
 - The multi-faceted communications approach seeks to engage with our stakeholders to reduce opposition and help AT set safe speeds, which may include reducing speed limits.
- This will include running a publicity awareness campaign, on-going communications and PR followed by a consultation process on the bylaw.

Bylaw process explained:

- AT's speed management and legal teams will draft the bylaw.
- Attached to the bylaw will be a three part schedule:
 - Part 1: A schedule setting the urban speed limits boundaries (and by default setting the rural boundaries).
 - Part 2: A list of roads within those specified boundaries that are currently exceptions to the rule (e.g. Oteha Valley road is within the urban boundary but has a posted speed limit of 60 km/h).
 - Part 3: A list of roads identified for speed management.
- Go to the Board seeking permission to consult on the by law.
- Carry out the mandatory consultation including close out.
- Go back to the Board with final summary of consultations and seeking that the bylaw be passed.

Themes

- **People come first:** AT plays an important role in shaping our city not just for ourselves, but also for our tamariki and mokopuna . For Auckland to reach its full potential as a safe, healthy and people-friendly place, the communications and engagement strategy emphasises taking our public on a journey to help them understand how safety (including speed management) is an integral part of creating a world class city, a place they can proudly call their home. This includes engaging with and building long-lasting relationships with partners and key stakeholders (including elected members and councillors), advocacy and community groups, business associations, charities and the people of Auckland.
- **We are working to shape our city:** We will work with our partners and stakeholders to create a safe future for all road users in Auckland. Transport is an integral part of building a growing, safe and world-class Auckland for everyone.
- **There is a plan:** The road safety and speed management communications and engagement strategy demonstrates how AT will leverage its communications channels, contacts with major local and national media, bloggers and specialised publications to engage with the people of Auckland. The narrative is about creating an Auckland where parents feel intuitively safe to allow their children to walk and cycle to school, to rugby practice and the local dairy, without instinctively having to reach for their car keys. The strategy recommends the use of all communications and media channels at AT's disposal to build support and consensus with partners and stakeholders. It actively encourages a “one network” approach in its communications, PR, media, marketing and social media strategy where the people of Auckland experience a joint up approach by national and local government agencies working together to provide better safety and place making outcomes for Aucklanders. The strategy helps people understand that speed is one of many levers AT will use to create a safe city, one that is free of road trauma, where we aspire to have zero deaths and serious injuries. It will take Aucklanders on a journey to understand Safe Systems principles to create a healthy and sustainable environment for our children and their children. The strategy encourages AT's leadership to have a sustained long-term communications and marketing campaign to keep its messaging fresh and relevant.
- **Taking leadership:** The strategy positions AT as a subject matter leader in Safe Systems principles and how it translates in creating safe and people focused road transport infrastructure, where we do not accept road trauma as an inevitable unpleasant fact that must be endured; a price we have to pay for getting around. This requires a paradigm shift in the way we think and operate and together with our road safety partners, AT will work with our stakeholders to help them understand that faster journey times will no longer be our predominant success metric.
- **We are catalysts for change:** The communications and engagement strategy positions AT a change agent for Auckland and New Zealand.

Overview of communications and engagement methods

Freepost feedback form	<input checked="" type="checkbox"/>	Memo	<input checked="" type="checkbox"/>	Neighbourly	<input checked="" type="checkbox"/>	Posters - Onsite	<input checked="" type="checkbox"/>
Online feedback form	<input checked="" type="checkbox"/>	Newspaper advertisement	<input checked="" type="checkbox"/>	Our Auckland articles	<input checked="" type="checkbox"/>	AT Intranet Article	<input checked="" type="checkbox"/>
Email	<input checked="" type="checkbox"/>	Media release	<input checked="" type="checkbox"/>	Project newsletter	<input checked="" type="checkbox"/>	AC Intranet Article	<input checked="" type="checkbox"/>
Letter – Post	<input checked="" type="checkbox"/>	Online advertising	<input checked="" type="checkbox"/>	Stakeholder newsletter	<input checked="" type="checkbox"/>	Facebook	<input checked="" type="checkbox"/>
Brochure or flyer	<input checked="" type="checkbox"/>	Webpage	<input checked="" type="checkbox"/>	Open days	<input checked="" type="checkbox"/>	LinkedIn	<input checked="" type="checkbox"/>
Meeting – Face to face	<input checked="" type="checkbox"/>	Twitter	<input checked="" type="checkbox"/>	Ambassadors	<input checked="" type="checkbox"/>	Neighbourly	<input checked="" type="checkbox"/>
Meeting – Phone Call	<input checked="" type="checkbox"/>	AT and NZTA social media	<input checked="" type="checkbox"/>	Poster – Public transport	<input checked="" type="checkbox"/>	Instagram	<input checked="" type="checkbox"/>
Workshops	<input checked="" type="checkbox"/>	Local Board social media	<input checked="" type="checkbox"/>	Poster – Libraries, LB offices	<input checked="" type="checkbox"/>	Columns	<input checked="" type="checkbox"/>

Media protocols

- AT will lead and manage media inquiries and be responsible for communicating with its partners, stakeholders, the media, elected members and politicians (via its Elected Member Relation Team).
- AT will brief AT Board members, Councillors, the Mayor, Ministers and AT staff and take the lead on proactive media.
- Media releases and statements will be signed off by AT's Communications Group Manager.
- Media protocols: Broadly speaking, AT will speak to the overall road safety strategy and the safe speeds programme.
- All inquiries will follow AT media policies and will be managed through Joanna Glasswell, Teresa Burnett and Shiraz Munshi.
- 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.

Marketing

- AT's marketing strategy will align with the key messages mentioned earlier in the document.
- Marketing will include a regional advertising campaign – 64. Reduce your speed. One death is too many. (64 referring to the number of people who died on Auckland's roads in 2017).The regional campaign will target all Aucklanders.

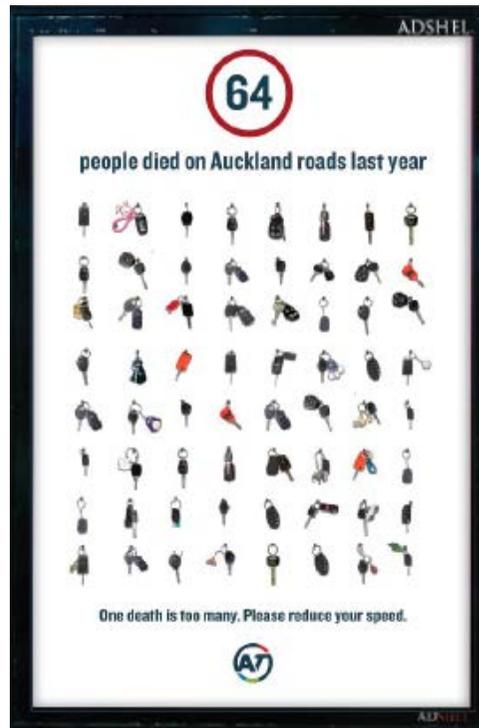
<p>What is this about?</p>	<p>Every week 1 person dies and 14 people are seriously injured on Auckland's roads.</p> <p>Since 2014, we have seen an increase of 70% in people dying or being seriously injured as a result of speeding, in Auckland. This campaign aims to create a greater awareness of the direct connection between speed and the large number of DSI's.</p> <p>The campaign will help the public have a clearer understanding and acceptance of the need to safely manage speed and is part of a wider programme of work from AT to make Auckland's roads safer as part of its 'Vision Zero' approach.</p> <p>AT focus group research showed a need to get drivers to recognize that there is a problem, and see that they themselves could be putting fellow drivers at risk every day. Currently, they don't see 'their speed' as a problem. Our brains seem to shun responsibility in favour of the momentary reward of changing lanes, passing slower cars, getting where we need to get to, on our terms.</p> <p>The challenge is to find a fresh way to get people to recognise that speeding up can be fatal. People need to understand the relationship between speed and the consequences as speed determines the likelihood of a crash and the severity of the outcome. We need to change the busy, sceptical Auckland drivers who are in a hurry... apathetic to changing their own behaviours. A ticket here and there is inevitable. Speeding is a given. 'Everyone does it'. Feedback seems to indicate that people have become numb to deaths on the road. They're seen as inevitable and sadly are often viewed as contained to a moment in time. Where-as, for many, having to live with serious injury is actually a lot harder to come to terms with and the effects are long lasting (rehab, cost, operations, emotional toll).</p> <p>Therefore this multi-faceted campaign aims to reinforce the 'big' problem of speed through sheer loss of life. If all of those people died on the same day it would be a national disaster. We have been working closely with NZTA who are rolling a complementary</p>
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	<p>national campaign in the new year around ‘Not all roads are created equal but there are things we can do to our roads to make crashes more survivable’</p> <p>Target Audience</p> <p>NZTA research identified 6 groups including those who would be pro-speed/ safety messages and those who could be opposed to speed messages. The audience for the AT campaign however is the general public Auckland wide. Whilst drivers are key for this campaign, the conversations about speed and road safety need to take place across the wider community.</p>						
Media	<p>The media will focus on radio, social, outdoor and cinema. It is also hoped that we will get public reaction and PR coverage through some of the work/ activations. Indicative work in progress concepts are below.</p> <p>Radio</p> <p>A 15-second and 30-second radio ad campaign over 9 stations and 448 spots, running at key times e.g. breakfast and evening. The ad will highlight the 64 deaths including drivers, passengers, people on bikes, people walking etc.</p> <p>Cinema</p> <p>A publicity stunt via inter active cinema ‘activation’ to demonstrate the missing members of the community by highlighting a number of seats which have people missing in the cinema on screen. In fact 64 to coincide with the number who lost their lives last year. This will be filmed for possible syndication later.</p> <p>Social Media</p> <p>Social media reach via a carousel on Facebook and Instagram highlighting that speed is a big issue. Potential reach would be 1.3 m unique users with a frequency of 5</p> <div data-bbox="450 906 1370 1321"> <p>FACEBOOK CAROUSEL LINK AD</p> <p>Facebook users swipe across to reveal the number of drivers, passengers, cyclists and pedestrians that died last year.</p> <table border="1"> <tr> <td>64 Aucklanders</td> <td>26 drivers</td> <td>17 passengers</td> <td>2 cyclists</td> <td>9 pedestrians</td> <td>10 motorcyclists</td> </tr> </table> </div> <p>Bus sides</p>	64 Aucklanders	26 drivers	17 passengers	2 cyclists	9 pedestrians	10 motorcyclists
64 Aucklanders	26 drivers	17 passengers	2 cyclists	9 pedestrians	10 motorcyclists		

A limited number of bus sides promoting the message that 64 people died on Auckland's road last year with the call to action being to 'Reduce your speed'

Outdoor and community take outs

A small number of outdoor adshels in high volume locations will highlight the large number of deaths by symbolic key rings. With the message 'One death is too many' and asking people to 'reduce their speed'



Takeaways

Cinema takeaways and possible information to present to high risk communities



When is this happening?

In market from 15 October 2018.

Engagement and consultation

AT's engagement strategy will align with the key messages mentioned earlier in the document.

Project overview

- Auckland Transport (AT) is committed to improving road safety as it starts its journey towards becoming a Vision Zero organisation. The rate of deaths and serious injuries (DSi) on our roads is unacceptable. No one should lose their life or be seriously injured while travelling on our transport network.
- We are fast-tracking implementation of a speed management plan, and delivering an ambitious \$700 million safety infrastructure acceleration programme estimated to reduce DSi by up to 18% over an initial three-year period. It will deliver major, minor and mass-action safety engineering projects, including speed management on high-risk routes and locations across the network. The safety programme is partly enabled by the Regional Fuel Tax (RFT), which contributes \$210 million of the total \$700 million capital expenditure.
- The wider speed management plan consists of changes to the speed limits on many urban and rural roads, as well as engineering changes in some town centres.
- We are making immediate progress with our 'Safe Speeds - Accelerated Programme', due to be implemented December 2018 onwards. Implementation of the rest of the plan will take place 2019 onwards.

This consultation and engagement plan covers public consultation activities for the following parts of the wider speed management plan:

- Safer speeds – Accelerated Programme
 - 18 key areas across Auckland where technical work has been done and speed limit reductions will happen on a number of roads from Dec 2018 onwards
- Town centre upgrades
 - Five town centres that will have a 30kph speed limit, plus engineering measures to help create a low speed environment (for year 1 of the programme).
- Proposed new Schedule of Speed Limits bylaw
 - Includes a change to the bylaw used for speed limit changes
 - Includes speed limit reductions on roads across the Auckland region
 - Includes city-centre speed limit reduction to 30km/h.

Further work that forms part of the speed management plan will take place in the following years, and this plan only covers public consultation for the first years' projects. Consultation will be done separately on town centre and speed limit changes that occur in the following years.

Stakeholders

- Local Boards
- Business Associations
- Residents Associations
- Bike Auckland
- Walk Auckland
- Generation Zero
- Greater Auckland
- Schools
- Universities
- Aged concern groups
- Accessibility groups
- Emergency services
- Wider public

Full stakeholder list maintained separately.

Partner organisation NZTA is consulting on three sections of motorways, namely SH1N, SH16 and SH22. We are collaborating with them to deliver one public-facing consultation and will share strategies, messaging, events and feedback.

Scope of engagement

- Smaller projects that fall under the wider speed management plan (including certain residential and rural road speed limit reductions) are covered by their own respective consultation and engagement plans. Consistent messaging and consultation methods is maintained across the various projects consultations.
- Public support and buy-in is vital for sustainably delivering improvements to the wider transport network by AT in the coming years. To foster greater awareness and understanding of AT's speed management plan, and to meaningfully inform decisions taken by AT, the draft proposed Schedule of Speed Limits bylaw is being made available for public and key stakeholder input, along with proposed speed limit changes across the region and in key town centres.
- In large part, the consultation will be continuing a conversation that started with the 'AT Speed Management Communications Plan' and will emphasise the public's opportunity to have their say.

- The purpose of this engagement is to help inform Aucklanders of AT's speed management plan, and to solicit feedback on proposed changes. It provides an important opportunity for Aucklanders generally, but also other key stakeholders specifically, to have their say on the future of safety on the city's roads.
- We will use the IAP2 (International Association of Public Participation) framework for engagement, which involves assessing and communicating with stakeholders to the appropriate level.

We will seek feedback on:

- Proposed new Schedule of Speed Limits bylaw
- Proposed engineering changes to town centres (as part of their own targeted consultations as outlined under 'Consultation Methods')
- Any other factors for us to consider regarding speed or safety

We will not seek feedback on

- Whether speed limits should be reduced
- Whether the speed management plan should go ahead
- Unrelated projects
- Regional Fuel Tax

AT needs to manage community expectations during the consultation phase of the project. Messaging during the consultation needs to reflect the goals of the speed management plan, as well as the historical and wider context, while not giving inaccurate or incomplete information.

Engagement objectives and outcomes

- Inform and meaningfully engage key stakeholders and the wider public on the speed management plan
- Build on and reinforce the work delivered through the 'AT Speed Management Communications Plan'
- Maximise the reach of the engagement process to include as many Aucklanders as possible, including traditionally under-served communities
- Facilitate constructive and meaningful feedback from identified stakeholders to help improve the plan
- Conduct a thorough analysis of the feedback received and put together a formal public feedback report
- Close out the consultation by 'closing the loop' and communicating the outcomes and changes (if applicable) to stakeholders

Consultation methods

	Safe speed programme		
	Safer Speeds – Accelerated Programme	Town Centres	Schedule of Speed Limits bylaw
Time	September-October	November-December	November-December
Channel	Action	Action	Action
Digital	Dedicated project page, linked from main 'Speed' page, and referenced in letter to residents.	Dedicated project page, linked from main 'Speed' page, and referenced in letter to residents. Interactive GIS map on project page indicating proposed changes and containing all relevant information	Dedicated project page, linked from main 'Speed' page. Social media strategy rolled out during consultation period, reminding Aucklanders of the on-going consultation and steering them towards feedback channels. Interactive GIS map on project page indicating proposed changes and containing all relevant information
Media	N/A	<ul style="list-style-type: none"> • Media release • Advertising in local media – both hard copy and online 	<ul style="list-style-type: none"> • Media release • Advertising in media – both hard copy and online
Key stakeholder channels	Early engagement with Local Boards, explaining which roads are affected, and where constituents can submit feedback.	Early engagement with Local Boards, explaining which town centres are affected, proposed plans, and explaining that public consultation will happen at the same time as the bylaw. Encourage Local Board engagement with communities on proposed changes.	Continue early engagement with Local Boards to help promote the consultation and encourage distribution of material through their channels. Builds on previous workshops and monthly updates managed by Comms. Engage identified key stakeholders that have influence and reach to help promote awareness of the consultation and wider awareness campaign.
Open days	N/A	N/A	4 “drop-in session” style events, across Auckland, allowing Aucklanders to speak to the project team and submit verbal feedback.
Project boards	N/A	N/A	A1 project boards to be used at open days, based on consistent information and key messages as used throughout awareness campaign.

			<p>Days and dates to be determined.</p> <p>Can also incorporate information on related projects, like NZTA motorway consultation.</p>
Physical collateral	Letters to affected residents, indicating scope of change + channels to provide feedback.	Letters to affected residents, indicating scope of change + channels to provide feedback.	<p>Consultation summary document made available at all Local Boards, libraries and service centres. Printable PDF that can be emailed. Summary document will include the 'who, what, why, when, where, how' information.</p> <p>Also available at open days, along with partner material (eg. NZTA motorway consultation information), NZ Police safety collateral etc.</p>

Risks and mitigations

Issue	Mitigation and response
Stakeholders don't feel informed or engaged	Wide-ranging communication and consultation strategies – number of channels and tactics relevant to stakeholder groups, advertising and physical opportunity for engagement. Important to reach a wide audience, as changes will affect whole city.
Confusion about various aspects of the plan	Refer to FAQ and provide relevant information.
Large number of suggested changes	Re-iterate the process AT followed to come up with proposals. Indicate how AT will consider suggested changes and how it could potentially be incorporated (now or later) without losing the focus on the project objectives.
Negative and unbalanced media coverage	Ensure accurate and consistent messaging is used across platforms, and use notable spokespeople as 'champions' for the plan. Initial coverage broadly positive.
Negative comments around speed reduction on the transport network	Emphasise scale of problem and commitment from central government and Auckland Council to improve road safety. Re-iterate evidence base for proposals and how it has worked elsewhere. Use notable spokespeople as champions. Depending on type of negative feedback, refer to FAQ for appropriate response.
Local Board opposition	Local Board has been engaged prior to public consultation. Build on existing relationship and take on board (and respond to) any concerns raised previously. Involve Local Board channels during consultation and maintain relationship.
Local opposition to proposed changes	Identify stakeholder responsible for negative feedback and develop appropriate response in collaboration with the project team.

Roles and responsibilities

Role	Name	Responsibility
Project Sponsor (AT)	Randhir Karma (TBC) <i>Group Manager Network Management & Safety</i>	Oversight and approval
Project Manager (AT)	Michael Brown <i>Road Safety Engineering Team Leader</i>	Management and oversight of speed management plan Approval of consultation activities & materials
Project Manager (AT) <i>Bylaw & speed limit changes</i> <i>Town centre engineering changes</i>	Andrew Garrett <i>Principal Road Safety Engineer</i>	Management and oversight of project specifics Approval of consultation activities & materials
Communications, Consultation & Engagement (AT)	Hanno Willers <i>Senior Consultation Advisor</i> Shiraz Munshi <i>Senior Communications Advisor</i>	Management and delivery of this plan, as it sits within wider Communications Strategy. Lead development of communication materials Develop project website and social media content
Communications, Consultation & Engagement (AT)	Scott Winton <i>Consultation & Engagement Manager</i> Teresa Burnett <i>Group Manager: Communications</i>	Oversight & approval

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 to Māori.

Road safety/DSI and Māori

- Māori residents in Auckland experience a significantly higher risk of road traffic injury than other ethnicities, at all age groups.
- Māori are also over-represented in road deaths and serious injuries related to speed, making up 22% of all speed-related DSI.

All Auckland DSI 2013 to 2017	3,066	%age of contribution
Speed-related DSI		
All DSI related to speed	742	24 % of all DSI
All Maori DSI related to speed	161	22 % of speed DSI

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 a number of 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 who drive to the conditions, drive sober, wear restraints and avoid distractions. Te Ara Haepapa Maori Road Safety Programme 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 Mataawaka.

Speed

- 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 Ōrakei, Ongoing Mangere Speed Campaigns, Manurewa Marae and Otara Speed campaigns.
- Investigations at Umupuia Marae have been conducted prior to the storm.
- 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".

Appendix 1 – Residential speed management

AT's residential speed management programmes will be rolled out in the Te Atatū South and Rosehill, Papakura areas in FY2018-19.

Overview

- In both Te Atatū South and Rosehill, Papakura areas, AT will make local streets safer by installing speed-calming measures that will help to reduce vehicles speeds.
 - These include speed tables and humps, raised intersections and entry signage.
- Both residential areas will also be subject to a future lower speed limit of 30km/h.
- In Te Atatū South, the area covered is south–west of the Northwestern Motorway, bounded by Te Atatū and Edmonton Roads to the south, and Central Park Drive and Henderson Creek to the west.
 - There have been 31 crashes in the project area.
- In Rosehill, Papakura, the area covered is bound by Chichester Drive, Park Estate Road, Rosehill Drive, and side streets leading off Great South Road.
 - There have been 51 crashes on these streets in the last five years which have seen six pedestrians and two people on bikes hit by vehicles

Key benefits

The speed calming measures we propose will:

- Help to create a slower speed environment, which is safer for everyone
- Reduce vehicle speeds to survivable levels
- Help to reduce the risk of accidents, serious injuries and deaths
- Make the streets safer for people walking
- Provide a safer environment for children to cross roads, especially around schools

Consultation and engagement

Consultation for both areas takes place between October and November 2018. Construction is due for completion in the second half of 2019.

Appendix 2 – AT’s accelerated safe speed programme

What is the accelerated safe speed programme?

As part of our commitment to improving road safety, we are accelerating delivery of safe and appropriate speed limits on specific roads in a number of areas. These areas include rural roads, newly built roads, areas where development is already happening, or areas where we are being proactive and preparing for future development, around schools and residential areas.

The technical analysis on these roads is complete and they are ready to be rolled out to improve safety for all road users. The Wards effected by this accelerated programme are: Albany, Franklin, Howick, Manukau, Manurewa-Papakura, Orakei, Rodney, Waitākere and Waitematā and Gulf.

Why is AT changing the speed limit on these roads?

Speed limits have to match the conditions of the road and environment; they have to be safe and appropriate for all road users especially in the event of a crash.

For example, rural roads are often unsealed, have unsegregated lanes, can be windy and narrow, and even experienced drivers can make mistakes. We have taken into account the layout and geometry of the roads and the surrounding land use to make an informed decision to reduce the speed limit.

In urban areas, or where development is taking place, we have to prepare for an increase in traffic numbers and vulnerable² road users, or improve safety for the road users already there. More houses and shops mean more people. If the circumstances (such as land use) change, we have to change the speed limit to suit the change and create a safe environment. Some of the new speed limits will continue to be monitored as development progresses.

It will take time and investment to upgrade or engineer the road network to a standard where the impact of a crash is minimised. In addition to being a critical component of road safety, reducing speed is a cost effective, efficient and immediate way we can reduce the chances of crashes, and improve the outcome for people involved in a crash.

The human cost of lives devastated by road trauma is incalculable. We want to create a more ‘forgiving’ road network that recognises that people make mistakes. However, the consequence of those mistakes need not be devastating for those involved in crashes, their whānau, friends and community.

Why were these roads selected?

Speed limits are set for many different reasons. Some of these are:

- How the road has been built.

² A vulnerable road user is anyone not in a vehicle. People walking, people on motorised two-wheelers (motorcycles, mopeds and light mopeds) and people cycling are referred to as vulnerable road users because of their ‘unprotected’ state. Older and younger active road users are particularly vulnerable.

- What purpose the road serves.
- How built up the surrounding area is.
- How people use it.

Many roads in Auckland have seen big changes in recent years with more people using them, more public transport and vulnerable road users (pedestrians and cyclists), and more housing being built.

We have selected these roads because their existing speed limits are no longer appropriate and need to be changed to ensure that in the event of a crash, people do not die or are seriously injured due to human error.

Why is AT changing speed limits if drivers are already driving at slower speeds than the current posted speed limit?

While most drivers already drive at safe and appropriate speeds, setting the appropriate speed limit that matches the way the road is used, what purpose it serves, the surrounding area, etc. helps drivers who don't know those roads well enough, to select a safe speed. It is about keeping all road users safe so that in the event of a crash, the consequences are not devastating.

Appendix 3 – The safe school streets pilot programme

Background and context

The Safe School Streets pilot is an Auckland Transport Community Transport project, in which AT is working with six schools to improve safety and congestion issues during the school run. All over Auckland there are issues around inconsistent parking restrictions, congested schools, frustrated drivers and abusive behaviour at parking wardens.

The six schools involved in the pilot have agreed to be involved in the project, and therefore should embrace the changes. One of the key outcomes is to identify a number of tactical urbanism placements that can be offered, and used, at other Auckland schools in the future.

Capturing feedback during consultation is a key driver in ensuring we reach the right outcomes for the pilot.

Schools involved in the pilot programme

- Willow Park Primary School - 13-17 Compton St, Hillcrest, Auckland
- Milford School - 34 Shakespeare Rd, Milford
- Sunnyhills School 17 The Crest - Sunnyhills, Pakuranga
- Owairaka District School 113-115 - Richardson Rd, Mount Albert
- Rutherford School (Primary and College) - 2 Kotuku St, Te Atatu Peninsula
- Mt Roskill (Primary, Intermediate and College) - 13 Frost Rd, Mt Roskill

Overarching – Safe School Streets

- Congestion and safety around Auckland schools is a constant issue, with parents parking close to schools, with inconsistent methods of parking enforcement, resulting in frustration and sometimes aggression around school parking.
- Auckland Transport is undertaking a pilot project with six Auckland schools to implement and review ways parking at schools during peak times can be improved.
- During the school holidays, traffic volumes reduce by up to 15 per cent. We want to encourage parents and children to walk, cycle and catch PT to school, and make it safer outside schools for this to happen.
- Reduced toxic emissions from vehicles parking near schools grounds could improve air pollution for children walking to school.
- AT will consider a number of tactical urbanism solutions – such as coloured kerbs, placemaking, wayfinding – and speed reduction to improve the experience and safety for school pick-ups/drop-offs.

- Safe School Streets is a pilot project, no permanent measures will be taken until there has been a comprehensive review and consultation around the measures with the school, parents and nearby residents.
- The project is enabled by the Regional Fuel Tax, and is part of our \$700 million investment to make roads safer.

School specific

- Auckland Transport will provide regular updates with your school, prior to any changes taking place.
- Any changes made will not be permanent, and will be evaluated, with all stakeholders prior to offering fixed solutions.
- Safe School Streets is a pilot, we understand there may be some frustrations by parents and residents, but we are committed to taking on feedback to ensure we get the right outcomes.

Engagement and consultation approach for Safe School Streets Pilot

- The engagement and consultation for the pilot is mainly directed to engage with the schools, parents/caregivers doing school runs and nearby residents.
- Communication with these parties will be made at various stages, and capturing feedback during consultation is a key objective in shaping the future direction of the pilot.
- Our approach is to engage early with all stakeholders, provide comprehensive and appropriate information, and ensure they have multiple opportunities to be informed, and provide feedback, noting the limitations on incorporating any feedback into fundamental elements of the design.

Appendix 4: Business cases

AT is currently developing two business cases:

- Road safety programme business case.
- Single stage speed management business case.

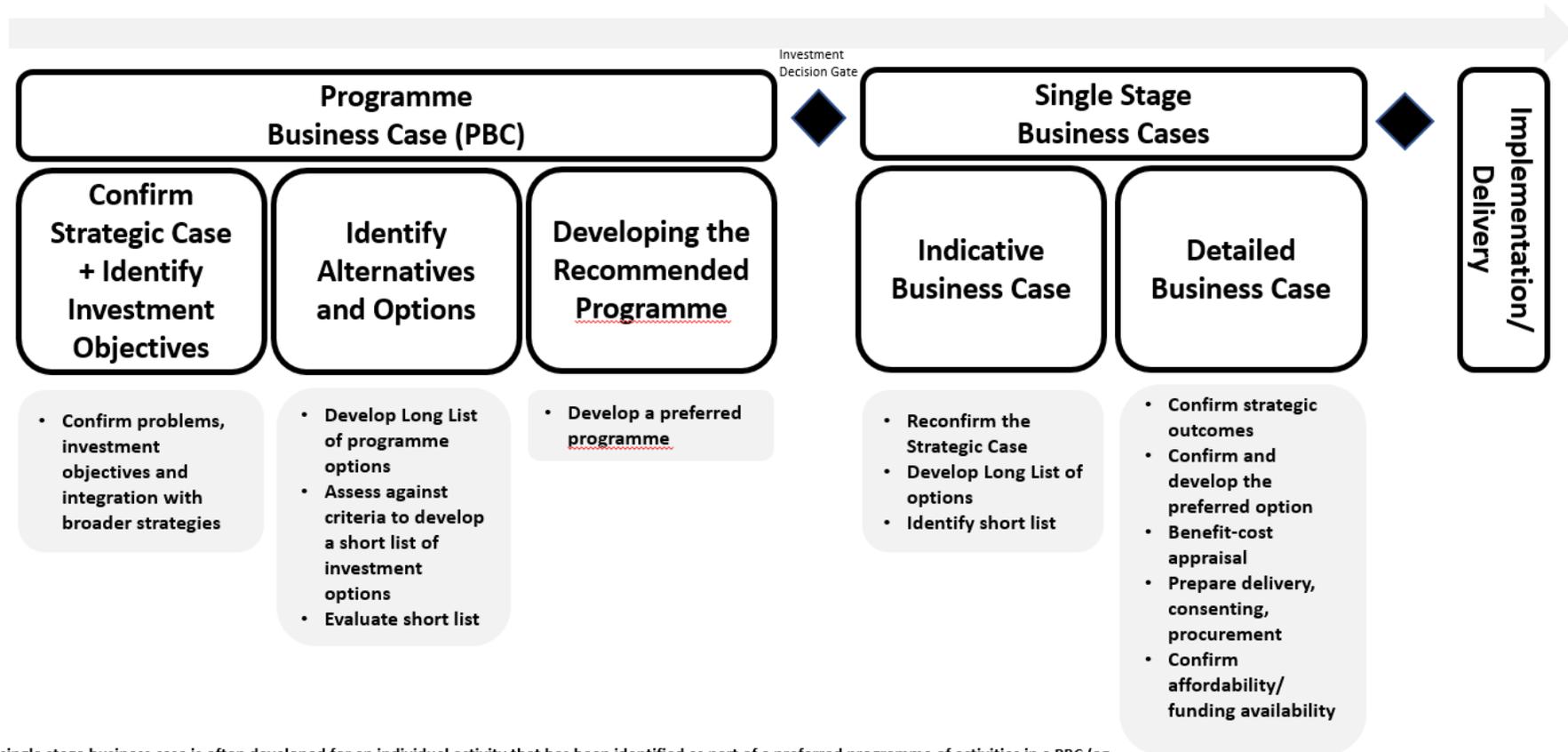
The road safety programme business case

- The road safety programme business case is being developed to show that AT is prioritising and investing in an optimised package of road safety interventions.
- Using international best practice and learnings from AT programmes and experience, a short list of programme options will be established ranging in size, scale and value resulting in a preferred programme option which optimises value for money.
- The PBC will outline why the preferred programme is recommended.
- The PBC's strategic case will inform AT's over-arching Auckland Road Safety Strategy.

The single stage speed management business case

- The single stage speed business case (SSBC) considers the case to invest in a three year speed management programme to improve road safety on Auckland's local road network.
- The case builds on the speed management programme assessed in the road safety programme business case.
- The PBC provides evidence that there has been an increasing trend in the number for DSI on Auckland Roads since 2012.
- In addition to this, the increasing trend in DSI is not in line with currently national and regional objectives for road safety.
- The increase in DSI is due to roads that are not designed to be self-explaining for the road environment and the lack of awareness by drivers on the risks on speeding.
- A key finding of the initial stages of the PBC is that speed management delivers the highest impact internationally in reducing DSIs.
- The PBC recommends that speed management should be allocated an additional \$21.2M in years two and three of the initial three year programme.

THE BUSINESS CASE PROCESS



- A single stage business case is often developed for an individual activity that has been identified as part of a preferred programme of activities in a PBC (eg. speed management has been identified in the early stages of the Road Safety PBC to deliver the highest impact in reducing DSIs)

SAFETY AND SPEED

