

Memorandum

To: Board of Directors, Auckland Transport
From: Wally Thomas
Date: 14 May 2020
Subject: Communications strategy for Speed Limits Bylaw 2019 roll-out

Dear Board Members,

Update on the COVID-19 situation and Implications for the Speed Limits Bylaw implementation

- Many aspects of AT's capital programme have been impacted by COVID-19 ("C19").
- For the Speed Limits Bylaw ("bylaw") roll-out, various AT teams have been working with contractors and suppliers towards the original **30 June 2020** roll-out implementation date although a final decision on full delivery of all elements planned for implementation on this date will not be made until the last week of May.
- Management will provide the board with an update on the implementation of the bylaw approved in October 2019 at the meeting of the board in the week beginning 25 May.
- In advance of the board meeting we want to alert Directors that from the week commencing 17 May we will be re-engaging with stakeholders and elected members on implementation of the bylaw

Purpose

- This memo outlines Auckland Transport's ("AT") strategy to inform partners, key stakeholders and Aucklanders of the speed limit changes.
- AT will raise awareness of the changes with our partners, communities and key stakeholders through direct engagement, social media, marketing and local media coverage.

Context

- While an extensive communication and engagement exercise was undertaken as inputs to the making of the bylaw much of this activity occurred in 2019. Since that time events such as C19 have presented themselves and it is likely that for many in our community recollection of changes to speed limits will be low.
- Impacts and behavioural changes associated with C19 may heighten sensitivity to the implementation of new speed limits.
- A total of 660 high-risk roads across the region will have new speed limits in force from 30 June 2020.
- They are mainly located in the local board areas of Waitemātā, Rodney and Franklin.
- An additional 98 roads are in the Waitākere Ranges, Henderson-Massey, Upper Harbour, Howick, Hibiscus and Bays, Māngere-Ōtāhuhu and Papakura local board areas.

Strategic approach

- Our region-wide approach is to create humanised and localised communications with three layers (inform, educate and localise) to change driver behaviour.
- As a result Aucklanders will *know* AT is reducing speed limits, *feel* everyone deserves to get home safely, *check* where speeds have reduced and slow down.
- The approach to the creative will be make the speed changes easy to remember and easy to do.

Objectives

- The campaign's objective is to make sure Aucklanders are aware of the new speed limits and to moderate their driving speed accordingly.
 - a. Inform people about what is changing and when: Speed limits are changing in their area from 30 June 2020 and what it means for them.
 - b. Where to go for information: Directing everyone to one source of information: AT's Safe Speeds programme website: at.govt.nz/speed, which will be updated to have the latest information, including an interactive map that anyone can use to search for roads across the region to check if speed limits have changed or remain the same.
 - c. Remind people why these changes are happening: *Everyone deserves to get home safely.*
 - d. Localised and customised for the different areas so residents, businesses and those who travel through those areas understand that they have the power to keep their communities safe, every time they get behind the wheel: *Customised messaging for Waitemata, Rodney and Franklin local board areas and for 98 other roads.*

Messaging

- Messages will align with Vision Zero principles: *Repositioning the narrative from blaming the driver, to each of us keeping communities safer together.*
- Communications will be customised for each of the local board areas of Waitemata, Rodney and Franklin, keeping in mind urban and rural driving conditions.
- Common message across all: *New speed limits come into force 30 June – please be aware and drive to the new limits. These are the highest risk roads across the region.*
- City centre: *Focus on Fanshaw, Nelson and Hobson Streets going down to 40km/h, while other roads go down to 30km/h.*
 - a. *It is home to thousands of people with school-going children. Many more come into work, visit and study.*
 - b. *A distraction or mistake shouldn't cost someone's life or limb.*
 - c. *Safe speed limits will ensure that crashes are survivable.*
 - d. *Lowering speeds from 50km/h to 30km/h during a crash, reduces chances of dying by 90%.*
 - e. *Driving at a safe speed will not have a significant impact on your journey time. Everyone has a second or two to save a life.*
- Rodney and Franklin: *We've listened to our community who have asked for safe speed limits and that's what we're doing.*
 - f. *Rural roads are tricky to navigate with sharp bends, low visibility of driveways, wandering livestock, tractors and large trailers.*
 - g. *It only takes a second's distraction for a crash to occur. Reducing speed is one major step to help minimise trauma.*

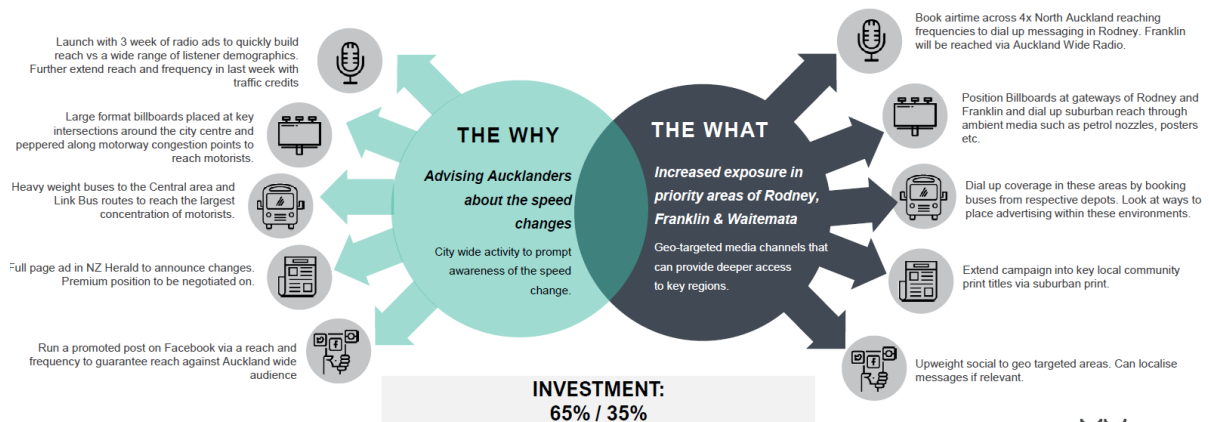
Tactics

- Early engagement: Memos, phone calls, face-to-face meetings** with key stakeholders to inform them of changes to speed limits. These include but are not limited to the Mayor, Councillors, Local Board members, City Centre and Rural Advisory Boards, City Centre Resident's Group, Tamaki Makaurau Road Safety Governance Group, AA, NZ Post, Ports of Auckland, Heart of the City, local schools, education centres, businesses, business associations, residents, rate payers' associations and local advocacy groups.
- Most of the directly affected will be geo-targeted on social media (short videos including animation clips) and/or direct mail.
- We will inform people directly affected in writing.

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- Customised information flyers and maps for each area.
- Opinion pieces in newspapers.
- Utilising AT road safety ambassador Scott McLoughlin across various social media channels and for go-live day on 30 June.
- Spreading our messaging during Road Safety Week in May with our partners, key stakeholders and Aucklanders**.
- Media channels which will focus on the ‘why’ the changes are occurring will include:
 - a. Radio to ensure the speed limit changes are Auckland wide.
 - b. Large format billboards will be used at major intersections around the city centre.
 - c. Bus advertising around city centre.
 - d. Full page ad in NZ Herald.
 - e. Social media push out via Facebook and Instagram to ensure ‘reach’ i.e. the highest number of people possible and ‘frequency’ i.e. how many times people will see the ad. There will be a higher weighting to Rodney, Franklin and the city centre.
- Proposed media channels in terms of ‘what’ is happening:
 - a. Further radio coverage of north Auckland stations to cover Rodney.
 - b. Billboards at gateways to Rodney and Franklin.
 - c. Regional buses in Franklin and Rodney.
 - d. Suburban print titles.
 - e. Ambient media (local opportunities to communicate message via local touch points).
 - f. Mail drop to residents close to 75 other routes with speed changes.

Two layers of media



High-level time line (Condensed to May/June due to the C19 situation)

What	When (2020)	
	May	June
Informing key stakeholders	✓	✓
Informing directly affected stakeholders	✓	✓
Public information campaign (region-wide and targeted)		✓