

## Road Safety Strategy communications and engagement plan

<b>Reason for this briefing</b>	This briefing attaches an updated communications and engagement plan for the development of the Road Safety Strategy, and seeks your agreement to the proposed package of activity.
<b>Action required</b>	Consider the attached communications and engagement plan and agree to the proposed package of activity.
<b>Deadline</b>	At your convenience.
<b>Reason for deadline</b>	To enable officials to progress actions in the plan.

### Contact for telephone discussion (if required)

Name	Position	Telephone	First contact
Brent Johnston	Manager, Mobility and Safety	[REDACTED]	✓
[REDACTED]	Programme Manager, Road Safety Strategy	[REDACTED]	
[REDACTED]	Stakeholder engagement lead, Road Safety Strategy	[REDACTED]	

### MINISTER'S COMMENTS:

privacy

<b>Date:</b>	7 March 2019	<b>Briefing number:</b>	OC190212
<b>Attention:</b>	Hon Julie Anne Genter CC: Hon Phil Twyford	<b>Security level:</b>	In-Confidence

### Minister of Transport's office actions

- Noted*
 *Seen*
 *Approved*
- Needs change*
 *Referred to*
- Withdrawn*
 *Not seen by Minister*
 *Overtaken by events*

## **Purpose**

1. This briefing attaches the Road Safety Strategy communications and engagement plan and seeks your approval to the proposed package of activity.

## **Context**

2. At the Ministerial Advisory Group meeting on 11 February 2019, you requested that the Road Safety Strategy and initial Action Plan be delivered on a faster timeline. The streamlined approach, and its implications on other work programmes, was set out in a briefing [OC190149 refers] on 19 February 2019.
3. On 20 February 2019, you requested further truncating the overarching approach, which would refocus engagement resource on developing and delivering a strong communications plan ahead of the release of the Strategy and Action Plan. A communications plan, based on the truncated approach, was provided to you on 28 February 2019 [OC140159 refers]. This was discussed at your meeting with officials on 4 March 2019.
4. Following this meeting, you agreed to proceed based on the streamlined (rather than truncated) approach. You also requested an updated Road Safety Strategy communications and engagement plan by 7 March 2019.

## **An updated communications and engagement plan**

5. An updated communications and engagement plan is attached as *Appendix One*. It outlines our proposed communications and engagement approach leading up to and during the public consultation on the Road Safety Strategy and first Action Plan, planned for June/July 2019.
6. We have rebalanced the plan to provide for greater focus on communications, following your feedback.
7. The plan is divided into three sections.
  - 7.1. Part One provides an overview of the approach and context, considers our audience needs at a high level, and proposes messages that can be tested at a later date.
  - 7.2. Part Two provides a version of the communications plan that you received on 1 March 2019. The communications plan aims to build greater understanding of the road safety problem among New Zealanders to support more meaningful conversations about how to reduce road trauma (using existing resource and considering the appropriate roles of the Ministry and partner agencies). The plan outlines an approach to:
    - 7.2.1. leverage existing opportunities, such as large campaigns already underway by the NZ Transport Agency (NZTA)
    - 7.2.2. create new targeted opportunities with media, social media and a possible campaign

- 7.2.3. rally our stakeholders to encourage them to share stories and perspectives.
- 7.3. Part Three provides an engagement plan that aims to ensure stakeholders feel connected to the development of the Strategy and co-ownership of the proposed solution. The approach includes:
  - 7.3.1. preparing stakeholders for the consultation through the communications plan, and a roadshow to meet with regional road safety sector (local government, communities, media and iwi)
  - 7.3.2. promoting the consultation as we launch it, through media, networks, and an online campaign
  - 7.3.3. engaging in the discussion with additional meetings and workshops with reference group members and key interest groups
  - 7.3.4. reflecting the discussion, through a summary report.

### **Recommendation**

- 8. The recommendation is that you:
  - (a) **Agree** with the plan of activity outlined in the updated Road Safety Strategy communications and engagement plan (*Appendix One*). Yes/No

Brent Johnston  
**Manager, Mobility and Safety**

***MINISTER'S SIGNATURE:***

***DATE:***

**Appendix One: Updated Road Safety Strategy communications and engagement plan**

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# COMMUNICATIONS AND ENGAGEMENT PLAN

The government has tasked the Ministry of Transport, NZTA, and partners with creating a new road safety strategy and action plan that will deliver significant and sustained improvements in road safety over the next 10 years. With road deaths and serious injuries continuing to increase, the Government is proposing an ambitious new approach to reducing this harm.

We know this work is critically important, and delivery of these road safety ambitions will be dependant on broad public and stakeholder support, including industry, local government and NGOs, all with differing priorities and expectations. A successful strategy will therefore require communications and engagement to generate a shared understanding of the problem, gather a full range of innovative ideas, build support for an ambitious approach, and ensure stakeholder commitment and buy-in to the action plan.

This plan outlines an approach to deliver on these requirements. It is structured in the following sections:

- Part One: Overview
- Part Two: Communications plan
- Part Three: Engagement plan

## Part One: Introduction

### OBJECTIVES

Our key objective for communications and engagement is to

**Build greater understanding of the road safety problem and co-ownership of the proposed solution**

Specific objectives for communications and engagement are outlined in parts two and three.

### CONTEXT

This important national conversation about road safety will be taking place in the current context.

- The issue of road safety is widely-discussed in public and private, with opinions strongly held. The majority of road safety media stories are reactive and report on what is known at the time of crash – usually focusing on road user behavior with little reference to wider systemic factors.

#### *Response*

- *Work to rebalance the conversation with more proactive stories that shift the conversation*

- NZTA has a large work programme already planned and underway to engage with New Zealanders about road safety, to positively influence driver behavior, and to build support for safety treatments and speed management initiatives. Projects underway in the next few months include:

- Safe Network Programme campaign (large scale advertising and education / engagement)
- Safe vehicles campaign
- Targeted campaigns for seatbelts etc.

This means there is a large amount of public-facing communications already planned in the road safety space over the next few months. In an already saturated safety communications environment, people can feel inundated with safety messages and potentially turn off in the noise.

*Response:*

- *A key element of our plan will be to leverage these existing opportunities rather than only creating new ones.*

- Auckland Transport have already started a public conversation around Vision Zero with a broad reach.

*Response*

- *There is good opportunity to build on this conversation and align where appropriate, reflect on their activity and learn from what they are doing.*

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#### WHAT WE KNOW ABOUT EXISTING PUBLIC PERCEPTIONS

- New Zealanders care about road safety, and NZTA research found improving road safety ranked in the top five issues for most communities. However there is a recent history of community resistance to road safety interventions due to real or perceived personal inconvenience. This resistance has tended to receive more public attention than the success stories.

*Response*

- *Build greater awareness of the issues around road safety, note the impact beyond statistics and humanise the problem*
- *Find common ground ('common values / common cause') with sector groups and agree what can be agreed e.g. no one wants people to die on our roads*
- *Rebalance the conversation with more proactive stories about successful safety interventions*

- A strongly-held belief that bad drivers are the main / only cause of the road safety problem. Furthermore, many people consider themselves to be good / better than average drivers and engage in "othering" – blaming young drivers, tourists, older people, etc, - both as the causes of crashes and the people most often impacted by them, rather than acknowledging we all have a role to play and anyone can be hurt

*Response*

- *Continue to acknowledge the role of good driving and good choices as an important part of the safe system*
- *Focus on fallibility, e.g. "even good drivers make mistakes"*

- There is some community perception that serious road crashes are inevitable (60% of New Zealanders do not agree that road deaths are avoidable) and personal risk is low / acceptable, which risks a lack of buy-in to the problem / solution

*Response*

- *Humanise the trauma, road crash victims are ‘people like us’ and have families like ours, half those harmed did not contribute to the crash etc.*
  - *Build on the natural Kiwi competitiveness (especially with Australia) Point to comparable overseas successes to demonstrate that this level of risk is not inevitable*
- Research shows that although conversations about speed can be polarising, many people will acknowledge that New Zealand’s roads are challenging and can be risky to drive on. They do not like to be told how to drive, but are open to the idea that good drivers need to take care to ‘read the road’
- Response*
- *Discuss the impact of challenging roads on road safety, the need for all of us to adapt how we drive, and what interventions we provide*
- Focus groups show people want to feel involved in safety solutions. They want to be asked to help and expected to take responsibility rather than having something done to them.
- Response*
- *Reflect in the call to action e.g. “we need to work together / help each other to reduce this trauma”*
- The road safety sector is rich in data, which can be either difficult to connect with. The numbers of people killed and injured can just become numbers without any context
- Response*
- *Focus on telling stories with connections to people wherever possible*

## RISKS AND RESPONSES

### COMMUNICATIONS RISKS

- The concept of Vision Zero can result in cynicism, e.g. that it is an unreachable target or that it will result in ridiculous outcomes, if it is not well defined
- Response:*
- *develop internal clarity about what Vision Zero is and what it would mean, share that story with stakeholders and partners, back pocket answers to address concerns (see Appendix)*
- Concerns over mobility implications of speed or infrastructure changes, rejection of proposed safety interventions and/or strategic approach as impediments to drivers’ rights, as creating equity issues, or disadvantaging regions or groups (e.g. rural communities, pedestrians etc.)
- Response:*
- *build greater awareness of the issues around road safety, demonstrate the interplay between road safety as a foundation for all transport outcomes, humanise and contextualise harm, anticipate concerns and prepare responses*
- Risk discussing issue will focus on what hasn’t been done / isn’t being done. Criticism the government isn’t moving far and fast enough e.g. perceived back down on safety, inconsistent application of vision zero in cycle ways etc.
- *Mitigation: emphasise agreement that it’s not good enough and we need to do better, a strong story of what is being done and commitment to additional actions,*

- Criticism of a Vision Zero focus on road safety over other social issues or economic benefits. Risk of comparison between road trauma and other health related issues e.g. youth suicide

*Response*

- *Contextualise the wider harm; impact on whole country, point to overseas success note successes in aviation, Workplace Health and Safety. Acknowledge other issues*

- Risk of over communicating, no interest from media, no pick up

*Response*

- *Use owned channels too e.g. social media, and call on many voices through partners and other sector groups*

## PROJECT RISKS

- A large task and a small team: insufficient resourcing to meet communications and engagement expectations.

*Response*

- *clarity of scope and approach, leverage networks, share tasks*

- Inconsistent or conflicting storytelling by road safety partners and advocates / commentators undermines project.

*Response*

- *clear co-ordination through the road safety communicators group*
- *connect to advocates and commentators to provide information and influence*

- Need to maintain the Ministry of Transport's role as a provider of impartial expert policy advice and take care to avoid role creep into influencing / behaviour change

*Response*

- *Share tasks between MoT, NZTA and Minister's Office to ensure appropriate role in communications approach*
- *Build on the good work already underway by AT*

## AUDIENCES

A stakeholder interest / influence matrix is provided as Appendix Two, and a full list is being maintained to track our contact and inputs.

The below table outlines key audiences for this communications plan, including what we're aiming to achieve with our engagements with each of them.

Audience group	Current concerns	Response
<b>Governance</b>		
Minister, Cabinet, MAG, NRSC, NRSMB,	Assurance of proper process and robust	<ul style="list-style-type: none"> <li>• Keep updated through usual channels</li> </ul>
<b>Government partners</b>		
NZTA	Close partners in road safety strategy Busy existing work (and communications) programme underway	<ul style="list-style-type: none"> <li>• Collaborate to create shared messages and use across all communications</li> <li>• Feed in to existing calendar of events</li> </ul>
Police	Strong remit on driver behaviour and penalties	<ul style="list-style-type: none"> <li>• Shared / aligned messages</li> </ul>



Health	Interest in 5 <sup>th</sup> pillar and its boundaries May have an interest in how road safety is prioritised alongside other public health issues.	<ul style="list-style-type: none"> <li>Context of impact of road safety across many sectors, not just deaths but injuries too.</li> </ul>
ACC	Has strong financial interest in improving road safety Currently not connected to land transport fund	<ul style="list-style-type: none"> <li>Keep updated</li> </ul>
Worksafe	Clarity of interplay between workplace strategy and road safety	<ul style="list-style-type: none"> <li>Work closely through Workplace workstream</li> <li>Keep updated</li> </ul>
<b>Local Government</b>		
Councils, Politicians, Road Transport Committees, LGNZ, Trafanz,	Strong interest in the strategy, interested in implications for funding Potentially powerful advocates	<ul style="list-style-type: none"> <li>Keep updated</li> <li>Share materials to support communications</li> </ul>
<b>Road safety sector</b>		
Regional road safety working group, AA, RTF, Bike action, SASTA	Universal agreement with need to improve road safety, but differing opinion on approach	<ul style="list-style-type: none"> <li>Identify common ground</li> <li>Share materials</li> <li>Encourage their engagement</li> </ul>
<b>Special interest groups</b>		
Vulnerable road users, Maori, children and women, elderly, disability sector	Have interest in road safety, especially footpaths, and provide clear rationales for the human need for safer system	<ul style="list-style-type: none"> <li>Keep updated</li> <li>Encourage storytelling</li> </ul>
<b>New Zealand public</b>	Varied views	<ul style="list-style-type: none"> <li>Reach through media and social media.</li> <li>Additional segmentation and channels through social media and campaign</li> </ul>

## MESSAGES

Throughout the process, it will be important to promote consistent messages from all our partners. This section proposes three key storytelling territories that aim to broaden current road safety stories and perceptions to a more whole-of-system approach.

## THIS NOT THIS

This table outlines ways we might reframe the conversation

From this...	To this
Drivers need to take more responsibility	People make mistakes from time to time, we need to stop simple mistakes turning into tragedies.
Drive safely messages	[Drive safely message] because anyone can make a mistake. NZ roads are challenging and the consequences of small errors can be fatal

Conversations that position cars vs. bicycles vs. pedestrians	Everyone should have the right to get to their destination safely, and we need to make our roads, cycleways and footpaths safer for everyone.\
Discussion about specific road safety intervention in isolation	Discussion about how the intervention fits in the safe system, discussion about how it improves the safety of the people who use it.

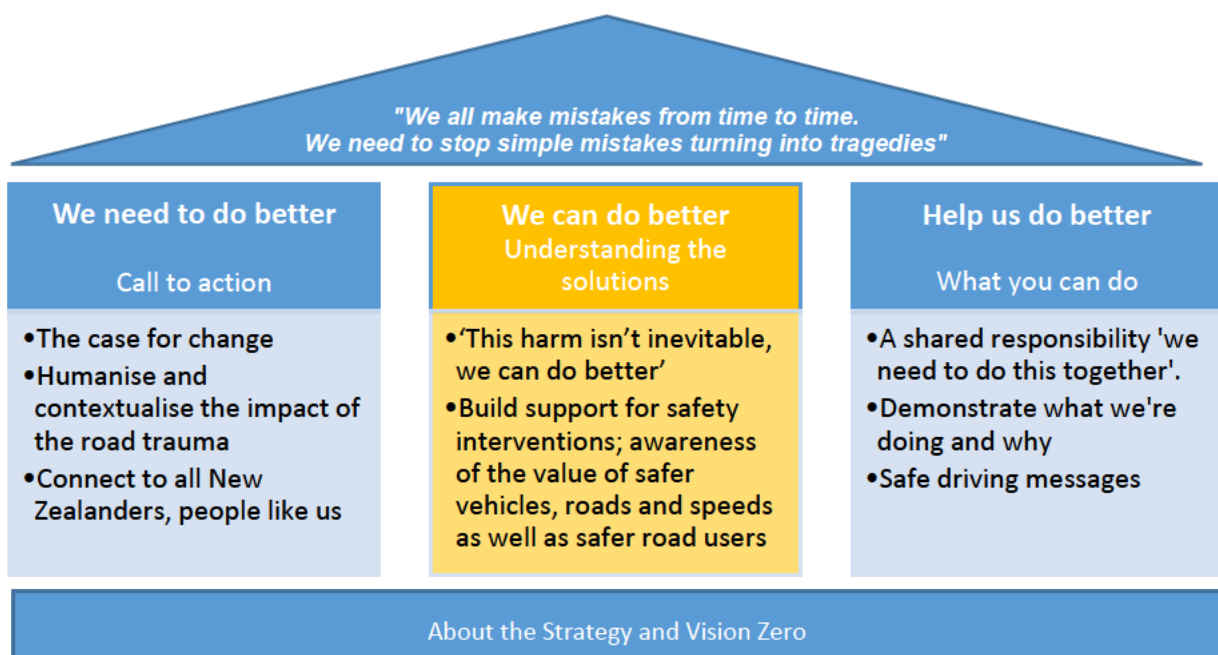
### THREE KEY STORY TELLING TERRITORIES

We propose to engage with the public through three key storytelling territories, with the central (orange) territory being a key focus.

With driver fallibility as our core message, we aim to

- Counter a perception that we can solve the problem with a singular focus on risk-taking drivers
- Build a rationale for other safe system interventions
- Shift away from user blame to a collective responsibility approach
- Provide our audience with something they can do – stay focused, drive to survive, while also building an expectation for safer roads, vehicles and speeds.
- Provide our partners whose role is to deliver driver-related messages with a framework to provide some safe system messaging too.

This messaging will be tested and refined as we progress, and a full Q&A developed as a separate document.



***"We all make mistakes from time to time.  
We need to stop simple mistakes turning into tragedies"***

**Call to action: We need to do better**

- On average one person is killed every day and another is injured every hour. It is horrific.
- Half the people killed and harmed on our roads did not contribute to the crash – they're passengers, pedestrians, on bicycles, or drivers who have been hit by others.
- New Zealanders have a right to expect to arrive safely in their daily journeys.
- If we continue as we are, 4,000 people will have lost their lives from a road crash in the next 10 years. If our road system were even as safe as Australia's, 1,500 of those lives will be saved.
- The ripple effects of these hundreds of deaths and thousands of injuries are traumatic for whānau, friends, communities, as well as colleagues, workplaces and our whole country.
- It is not good enough and we need to do better.

**Understanding the solutions: We can do better**

- Everyone makes mistakes, we need to stop these mistakes turning into tragedies
- We all need to make good choices and follow the rules. No one expects to crash, but anyone can make a mistake.
- Traditional approaches to road safety have focussed on improving driver behaviour. This is really important, but we now know it won't fix the problem entirely.
- Our roads are challenging and the consequences of small errors can be fatal. We need to make our roads safer.
- We need to improve the safety of our vehicles, our roads and our speeds, so that simple mistakes don't turn into tragedies. We need a safe road system.
- We are aiming for a safe system which recognises crashes are inevitable but deaths and serious injuries are not. It is not acceptable for people to be seriously harmed when using the transport system for their everyday activities.
- We've seen countries overseas make big improvements in road safety through this approach. We know what we need to do

**What you can do – Help us do better**

- Help us make our roads safer
- We are working on an ambitious new road safety strategy to redefine how we tackle this complex problem. We know we need to do something differently.
- We all have a role to play in road safety. Just as drivers need to make good decisions, the people designing and improving our roads need to make good decisions as well.
- We urge everyone to drive in a way that acknowledges that people make mistakes (add road safety message)

**About the strategy**

- The Ministry of Transport and partners are working on an ambitious new road safety strategy to redefine how we tackle this complex problem.
- Officials are reviewing every part of the road safety system to propose an ambitious new approach to reduce harm.

- We are considering a Vision Zero approach, an ambition that no one should be killed or seriously injured on our roads. How ambitious shall we be? We want to know what you think

### **Vision Zero**

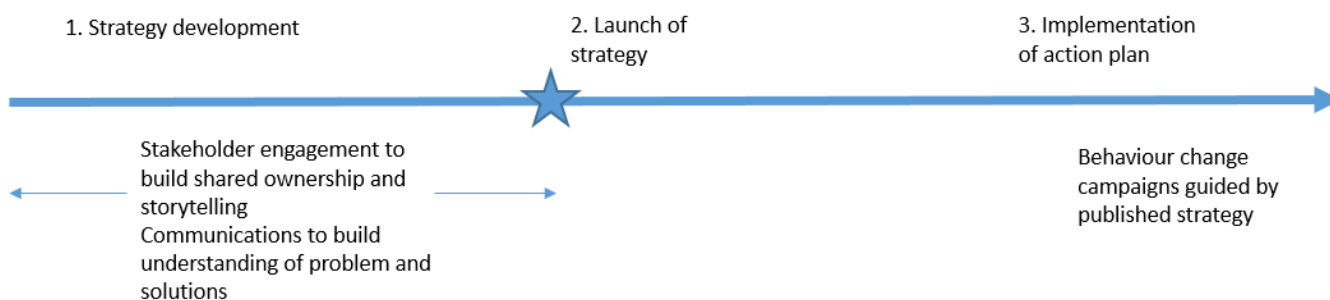
- Vision Zero is a world-leading approach that says nobody should be killed or seriously injured on our roads, and road trauma is not inevitable (we can do better).
- It is founded on the Safe System that shifts the focus from preventing crashes to protecting people from death or serious injury when they do crash. This includes competent users who follow the rules and make good decisions, improving our roads for example median barriers and separated cycle ways, improving the safety of our vehicle fleet, and setting safe and appropriate speeds for the roads.
- It places safety as a key priority of transport decisions.
- It was introduced in Sweden in 1997, and since then has delivered significant road safety improvements in cities and countries across the world

## Part Two: Communications plan

Clear, compelling storytelling is going to be integral to achieving our plan objectives, and we know we face some communications challenges, including: a level of belief that serious road crashes are inevitable and that personal risk is low (lack of buy-in to the problem); resistance to any real or perceived personal inconvenience re. travel times, car parks, economic impacts etc.; a widespread focus in the role of driver behaviour in the road safety problem with little awareness of the many factors at play. In short, the issue of road safety is already widely discussed in public and private, and opinions are well-formed. They are challenges that have been grappled with by the road safety community for a number of years.

How can we reframe the conversation as we develop the strategy to build greater understanding of the road safety problem and support more meaningful community conversations about how to reduce the harm on New Zealand roads?

In considering this question, it is important to delineate between the task of delivering communications to influence behaviour, which is likely an element of the action plan (and a focus of work by NZTA and Police for many years), and delivering communications to build greater understanding of the road safety issues and the rationale for the new approach. This is illustrated in the diagram below.



This section outlines an approach and messaging for the project that uses available resource to deliver communications to support meaningful conversations about road safety as we work to develop and launch the new strategy. It aims to acknowledge existing concerns, correct misconceptions, and bring our audience with us through a strong call to action to join us in a commitment to reduce road trauma. It should be read alongside the accompanying engagement plan.

### COMMUNICATIONS OBJECTIVES

Our key communications objective is to

Build **greater understanding of the road safety problem** to support more meaningful conversations about how to reduce deaths and serious injuries on New Zealand roads.

This is underpinned by the following objectives

- Demonstrate the **Government's commitment to improving road safety** in New Zealand

- Increase understanding of the role of **all elements in a safe road system**, and the value of safety interventions proposed in the strategy
- Deliver clarity on **what Vision Zero is** and isn't, and what it would mean for New Zealand

## STRATEGIC RESPONSE:

Our communications approach aims to broaden the road safety conversation with stories and messages that acknowledge existing perceptions and concerns while building appreciation for the need to change and the rationale for a whole-of-system approach. In an area that is rich in numbers and data (that is sometimes competing / conflicting), we will focus on telling stories to bring people with us.

The desired outcome is that our audiences feel engaged in the issues and well-informed to have more meaningful conversations about how to reduce deaths and serious injuries on New Zealand roads.

We will do this within an already busy work programme by:

- Connecting the pieces – all communications and activity linked to the road safety big picture; consistent, compelling messaging in all communications by road safety partners
- Prioritising high-impact opportunities focussed clearly on our objectives
- Many voices: leverage national, regional and community relationships and networks to share stories and perspectives to build community engagement.

The campaign proposes an approach that will provide a steady stream of storytelling over the next few months through media, social media, and partner outreach.

## IMPLEMENTATION

A strong media and social media campaign to share stories, with work shared across Ministry of Transport, NZTA, the Minister's office and Police, where relevant.



## 1. Connect existing projects

<b>Ensure we are connecting all existing road safety communications opportunities to the bigger picture to support our objectives</b>	
Safe Network Programme campaign	NZTA
AT Vision Zero conversations	AT, shared by MoT, NZTA, Minister
Other NZTA, Police and MoT campaigns	MoT, NZTA, Police
Connect all BAU comms to messaging	MoT, NZTA, Police

## 2. Create new opportunities

<b>Create new opportunities that will have maximum impact with limited resources</b>	
<p>Media campaign</p> <ul style="list-style-type: none"> <li>• Programme of journalist briefings</li> <li>• Proactive stories: e.g. news hooks, opinion leaders, ‘celebs’, experts, trusted commentator – crash survivor, regional road safety reps, international expert</li> <li>• Op Eds by Minister and senior officials</li> <li>• Regional stories</li> </ul> <p>A ‘story bank’ of news hooks and ideas will be developed with road safety partners to ensure a breadth of voices and ideas</p>	All
<p>Broad social media campaign to share story territories and build understanding of road safety problem</p> <ul style="list-style-type: none"> <li>• Repurpose existing collateral e.g. better conversations on road risk videos etc.</li> <li>• Myth busting</li> <li>• Animated video</li> <li>• Other stories</li> </ul>	All
<p>Broad public campaign to build greater understanding of road safety and the safe system.</p> <ul style="list-style-type: none"> <li>• Under consideration pending funding. Objectives to be defined, but would need to reflect the open nature of the consultation process and therefore timing.</li> </ul>	TBC
Launch event for strategy	MoT / Minister
<b>Create new collateral</b>	
Myth busting sheets and Q&A	MoT and NZTA

Materials to explain Vision Zero – on website, and shared with partners to provide clarity and make it easy to discuss	MoT
Animated video to introduce strategy – “we can do better”	MoT

### 3. Many voices telling stories

<b>Use our networks and support story telling.</b>	
<p>Communicate to Reference Group members and Local Government (letter from Minister?), updating them on the process and informing them of what next.</p> <ul style="list-style-type: none"> <li>• Road show of briefings to regions and local government officials (see engagement plan)</li> <li>• Invite reference group members to regroup to provide input to draft strategy and action plan</li> </ul>	MoT / Minister
<p>Invite stakeholder and community groups to engage in the conversation:</p> <ul style="list-style-type: none"> <li>• letter to road safety partner groups explaining our objectives, inviting them to help us build more understanding of the road safety context through op eds / articles / other conversations</li> <li>• Provide materials (press releases, one pagers, myth busting) for local government and interested groups to share with their networks</li> </ul>	MoT
Use planned stakeholder engagements to deliver call to action to share messaging and ambition	All
Deliver road safety story and messages through the MoT local government roadshow in April	MoT

## DELIVERABLES

This table proposes project deliverables, to be discussed and agreed.

Deliverable	By strategy launch
Media	6 proactive stories, 4 op eds 4 journalist briefings
Social media	1 x road safety message / week each (MoT, Minister, NZTA)
Launch event	Event
Agreed messaging sent to communications partners	Messaging
Reference Group and Local Government Summit attendees updated	Letter
Letter and materials sent to stakeholders	Mythbusting / Q&A Safe system / Vision Zero fact sheet



## Part three: engagement plan

To date, the Ministry has enjoyed excellent stakeholder engagement in formulating the new Strategy. Throughout the process, we have informed stakeholders of a public consultation process for the middle of the year, and they are looking forward to the opportunity to be involved.

This plan outlines an approach to keep stakeholders informed of the process and timing, and for key road safety partners to feel they have had opportunity to be properly heard so that they have a sense of ownership in the strategy and action plan, and can help us to deliver on our ambitions.

### ENGAGEMENT OBJECTIVES

Our key engagement objective is to

**Build greater understanding of the road safety problem and co-ownership of the proposed solution**

This is underpinned by the following objectives

- Contribute to a **well respected strategy**, co-owned by the sector and supported by New Zealanders
- Increase understanding of the role of **all elements in a safe road system**, and the value of safety interventions proposed in the strategy
- Deliver clarity on **what Vision Zero is** and isn't, and what it would mean for New Zealand
- **Add value** to the strategy by capturing many perspectives and quality inputs

### THE PHASES OF ENGAGEMENT

The consultation will involve the following phases and proposed activities:



## 1. Lay the groundwork - prepare stakeholders for discussion

### Media engagement (see Part two: communications plan)

- Create publication list of sector publications to reach broad audiences and special interest groups
- press release and articles for sector publications;
- on-going media engagement on road safety (pre-consultation) to build awareness of context;
- op eds

### Social media plan ( see Part two: communications plan)

Raising awareness of safe system elements

### Road show

Host regional workshops to share strategy framework, discuss Vision Zero and workshop how to bring it to life in communities, discuss priority interventions, support stakeholders to feel prepared to submit on consultation document.

- Council staff and councillors / road safety interest groups
- Community meeting
- Iwi
- Media

### Other activity

- Letters to key stakeholders informing of upcoming consultation
- Web updates
- Messages / updates to road safety communicators to share messaging
- On-going stakeholder engagement to discuss strategic approach and prepare for consultation

## 2. Promote the discussion

### Launch event and press conference

- Details to be decided

### Leverage networks

- Write to stakeholders informing of consultation and inviting submissions
- Updates, prompts to support them to keep their networks connected
- Connect through partner networks

### Media

- Release and Op eds
- One-one-one briefings
- Regional interviews during road show

## Campaign

Online campaign to promote debate and direct people to the discussion document

- Online advertising: safety message and drive submissions
- Animated video explaining vision zero / safe system
- Social media activity throughout
- Myth busting document

### 3. Engage in discussion

## Meetings / workshops with stakeholders

- Regroup reference group
- Meetings with key stakeholders – AA, RTF, LGNZ Exec

### 4. Reflect discussion

- Outcomes summary report
- Post submissions online

## STAKEHOLDER ENGAGEMENT – PRE- AND DURING CONSULTATION

As well as broad public consultation, we will continue to engage with special interest groups throughout pre-consultation and during the consultation in June / July.

Stakeholder group	Activity to date	Activity to come
Road safety stakeholders	Reference Group representation	Letter of thanks Invitation to regroup to discuss draft strategy
		Progress updates
	Conferences	Conferences
Local Government	Ministers' Summit	Letter to summit attendees to follow up and advise of consultation
	Meetings / liaison with RTC Chairs	Road show
Regional road safety stakeholders	Regional meetings with road safety working groups	Roadshow
	RCA Forum (LGNZ)	
Vulnerable road users	Reference Group representation	Letter of thanks Invitation to regroup to discuss draft strategy
Rural road users	Reference Group representation	Letter of invitation to join consultation
	Federated Farmers regional reps teleconference	Re-group fed farmers regional reps teleconference
Young people	Reference Group representation	Follow up with SADD and Gen Zero
	Briefing SASTA	Follow up letter and materials

		Universities – through student newspapers
Disabled People	Reference Group representation	Regroup reference groups
	DPO Coalition meeting	Letter of invitation to join consultation
Elderly	Reference Group representation	Letter of invitation to join consultation Articles in newsletters to promote consultation
Maori	Tamaki Transport Table	Next meeting to be arranged
	Reference Group representation	Letters to all iwi informing of consultation
		Invitation to regional meetings (while on road show) via Council Iwi liaison teams
		Police Commissioners' Forum (TBC)
Health	MoH involved in reference groups	Post Crash Response Discussion (with MoH)
Women		Through general engagement, targeted FB advertising as required

APPENDIX ONE : STAKEHOLDER MAPPING CHART

free and frank

