

Better Conversations on Road Risk: Circle of engagement



This action plan is designed to help Road Controlling Authorities (RCAs). It is to help staff coordinate engagement with communities, stakeholders and the media on speed management options. This is not a prescriptive guide on how to engage. It is an exemplar template – RCAs can choose to follow all or parts of this template, depending on individual needs and constraints.

CHECKLIST

- Team up with any other RCAs affected by the road stretch you want to engage on – take a regional approach
- List key communities and stakeholders
- Form a working group of stakeholders
- Identify target media
- Conduct research on your communities (as done in the Waikato)
- Create media contacts list
- Explore partnerships with NGOs e.g. AA
- Understand core engagement and message materials:
 - Core story
 - Arguments and responses
 - Guidelines for engagement

CHECKLIST

- Announce formal consultation through agreed engagement channels
- Update stakeholders and communities as solutions are implemented
- Adjust plan based on feedback
- Announce adjustments through agreed engagement channels

CHECKLIST

- Connect in a way that is suitable for the audience you are trying to engage
- Consider:

<input type="checkbox"/> Events outside of working hours	<input type="checkbox"/> Digital channels
<input type="checkbox"/> Regular scheduled meetings with stakeholders /community groups	<input type="checkbox"/> Letter-drops
<input type="checkbox"/> Morning events for retired residents	<input type="checkbox"/> Op-eds and opinion pieces
	<input type="checkbox"/> Social media posts or sites
	<input type="checkbox"/> Website or web page
	<input type="checkbox"/> Online form
- Document findings from engagement
- Report all your findings to communities and stakeholders
- Identify and resolve any gaps in your programme



CHECKLIST

- Listen to stakeholders and discuss local issues to form collective view of road risk
- Agree messages with stakeholders, consider including key facts from:
 - Community and regional statistics
 - Road risk facts
 - Perceptions of road risk
- Review examples of good engagement collateral
- Agree engagement timeline, tactics and responsibilities
- Create supporting materials, consider:
 - Posters/graphics
 - Talking points
 - Interactive materials
- Decide spokesperson
- Undertake local media audit

CHECKLIST

- Distribute media release to media contacts outlining where, when and why you're engaging
- Offer briefing to media contacts
- Think about photo opportunities
- Suggested tactics:
 - Drop-in sessions
 - Public meeting
 - Mailbox drop
 - Door knocking
 - Local newspaper ads
 - Face-to-face interaction
 - Social media (e.g. Facebook, Neighbourly)
 - Online advertising (e.g. TradeMe)
 - Website or web page
 - Attendance at other events
 - Link up with other RCAs and use their channels