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.

**Better Conversations on Road Risk:**

**Circle of engagement**

1. **Lay the groundwork, and take your time**
   - Sense check the high benefit opportunities indicated by speed management maps
   - Identify communities, stakeholders and the media to understand the current conversation on road risk

2. **Listen, really listen**
   - Work with stakeholders/working group to decide on key messages and engagement plan (which includes communities, stakeholders, media, etc)

3. **Engage many voices**
   - Be proactive with media

4. **Get out there, tell the story**
   - Invite the community to engage
   - Go to where people are and make it easy for them to come to you

5. **Keep it up**
   - Keep communications and stakeholders updated on progress and continue to make adjustments if necessary

**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
  - Events outside of working hours
  - Regular scheduled meetings with stakeholders /community groups
  - Morning events for retired residents
  - Digital channels
  - Letter-drops
  - Op-eds and opinion pieces
  - Social media posts or sites
  - Website or web page
  - Online form

- Document findings from engagement
- Report all your findings to communities and stakeholders
- Identify and resolve any gaps in your programme

- Listen to stakeholders and discuss local issues to form collective view of road risk
- Agree messages with stakeholders, considering 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 spokespeople
  - Undertake local media audit

- 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

The Transport Agency can support you in all these activities. Please contact us for more information: betterconversations@nzta.govt.nz