

## MIN-4614 - Timeline for communications before tolling consultation

23 August 2024

Following the briefing on tolling proposals (BRI-3099), the Minister's Office has requested a timeline for the communications leading up to the consultation.

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### NZ Transport Agency Waka Kotahi (NZTA) response:

- As part of *BRI-3099 Consultation on tolling*, NZTA received agreement to move to consultation with the public on three tolling proposals for Takitimu North Link, Manuwatu Gorge / Te Ahu a Turanga Manawatu Tararua Highway, Ōtaki to north of Levin.
- The project teams are now preparing consultation materials for an advertising/print deadline and intend to signal the forthcoming consultation in a national media release covering all three projects on Wednesday 4 September 2024. The consultation will then 'go live' on Monday 9 September 2024.
- The proposed media pack and consultation materials will be shared with the Minister's Office in advance next week to provide visibility before the media release is issued and the materials go live as per the request in MINO-1155.
- In the interim the timeline in the appendix provides a high-level overview of the intended steps ahead of the 9 September 2024 opening.

**Appendix: Communications activities ahead of consultation**

| Date                           | Planned communications   | Notes  |
|--------------------------------|--|--|
| 28 August 2024                 | Print collateral deadline:<br>- Consultation form<br>- A6 leaflet.   | - Last possible date to achieve 9 September 2024 go live.  |
| 29 August 2024                 | Advertising deadlines.   |  |
| 3 – 4 September 2024           | In confidence updates to Partner organisations with notification of consultation announcement:<br>- Mayors and Chief Executives of Council Partner Organisations<br>- Regional Transport Committee Chairs<br>- Project partners. | - Email/call from Directors Regional Relationships (DRRs), Project directors.  |
| 4 September 2024               | Media release issued.  | - National media release covering the three tolling proposals.   |
| 4 September – 6 September 2024 | Briefings with project stakeholders, key national stakeholders e.g. NZ Police, freight, New Zealand Automobile Association.<br>Notification newsletters about launch date.   | - Briefings from Project Directors, DRRs to key stakeholders.<br>- Message – “next week we will begin consultation on tolling”.  |
| 9 September 2024               | Consultation materials go live.  | - Regional media releases<br>- Regional survey forms<br>- Internal comms<br>- E-news with consultation links<br>- Digital media<br>- Print advertising<br>- Radio advertising<br>- Social posts<br>- Community Board updates |
| 7 October 2024                 | Consultation ends.   |  |

Noted by Minister

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