From: Kelly Dean
To: Rex Faithfull; Lucie Timmers
Subject: Collateral for SH16 median barrier announcement
Date: Tuesday, 1 April 2025 2:35:00 pm
Attachments: image001.png
image002.png

Hi Rex/Lucie

With the C&E Plan (202503 Median Barriers Plan.docx), KM/FAQ document and Min Weekly insert completed I've been working on the collateral for the SH16 announcement next week. Here are links to various collateral items – most of it is rinse and repeat with subtle changes for each audience but if you could review and approve that would be much appreciated. NB I'm still working on the webpages updates and will have this through as soon as possible.

Rex – as mentioned I'm not sure how much of this Stephen wants to see given it's pretty much the key messages he's approved already. Can you please send through to him what you think he needs to sign off and let me know. Thanks

Email to internal staff and project team.docx
Memo to Local Board.docx
Letter to Residents.docx
DRR email.docx
iwi email.docx
Email to internal staff and project team.docx

Any questions let me know.

Ngā mihi

Kelly Dean (she/her)
Senior Advisor Communications and Engagement
Te Waka Kōtuia | Engagement and Partnerships

Email: kelly.dean@nzta.govt.nz
Phone: s9(2)(a)

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Communications and Engagement Plan

SH16 Brigham Creek to Waimauku – Stage 1 median barrier announcement

What? Why?

Project purpose and scope

Stage 1 of the SH16 Brigham Creek to Waimauku improvements project from Huapai to Waimauku is currently under construction. The improvements for Stage 1 include installing median barriers along with widening bridges, installing 4 turnaround bays and creating a wider road shoulder.

Works commenced in August 2023 and are expected to be completed by January 2026. Construction is approximately 70% complete.

Following a review of the safety interventions for Stage 1, NZTA has decided to remove the median barriers from the project design. Key stakeholders and the community need to be informed of this decision.

Key messages

- Following the review of the safety interventions for Stage 1 of the SH16 Brigham Creek to Waimauku improvements project, NZTA has decided the project will be completed without the installation of median barriers between Huapai and Waimauku at this time.
- This decision takes into account the new GPS direction requiring us to take a value for money approach and balance our investments in safer roads with productivity and travel impacts, alongside community views.
- Significant safety benefits will still be achieved by the project, with Stage 1 completing the widening of bridges, wider road shoulders, installing turnaround bays and installing a flush median, creating greater separation between lanes and oncoming vehicles.
- A flush median provides an estimated 35% reduction in deaths and serious injuries.
- The wider road shoulder will provide more space for pedestrians and cyclists, with increased accessibility for emergency services in heavy traffic.
- Turnaround bays will be utilised by our state highways maintenance teams and will be available for emergency services and road users.
- NZTA has determined this approach appropriately balances cost efficiencies, travel impacts and safety for all road users.
- We will continue to monitor and assess safety and efficiency along the corridor. The upgrades we're completing now will provide space for additional safety interventions if required in the future.

Who?

Partners, key stakeholders and local community

Audience	Level of Engagement
Project partners	
• Central West Iwi Integration Group • Te Kawerau a Maki – s9(2)(a) s9(2)(a) • Ngāti Whātua o Kaipara - s9(2)(a)	Inform
DRR Stakeholders	
• Minister of Transport - Bishop • Chris Penk MP • Auckland Mayor – Wayne Brown • Rodney Councillor – Greg Sayers • AT CE – Dean Kimpton • NZ Police	Inform
Stakeholders	
• Rodney Local Board • Residents/local business on SH16 in project area • Emergency Services ie Fire and Emergency NZ, St John's • Internal / Project Stakeholders ○ Project Sponsor – Kathryn King ○ DRR – Steve Mutton ○ Regional Manager - Jacqui Hori-Hoult ○ Media Manager – Megan Heffield ○ Call Centre - Sian Emms-Jones ○ Beca – s9(2)(a) ○ Fulton Hogan – s9(2)(a)	Inform
Community	
• General public/local community	Inform

How?

Comms Tactics

Key Tactics	When
• Finalise key messages & FAQ's	Complete
• Prepare collateral	Complete
• ERD (Comms) Monthly Report Update	Complete
• Update to Minister's Weekly Report	Complete
• Advise DRR	Complete
• Email to internal & project stakeholders from PM	Complete
• Send Key Messages/FAQ's to Media Manager	Complete
• Send Key messages/FAQ's Call Centre	Complete
• Letter for residents/local businesses in project area from NZTA include SH16 email address, signed by Rex Faithfull. To be hand delivered by s9(2)(a) (Fulton Hogan – Stakeholder Manager).	Complete
• Email to iwi partners from Pou Arahi	Complete
• Email to DRR stakeholders from DRR email	Complete
• Email to other stakeholders	Complete
• Email memo to Rodney Local Board meeting plus updated presentation.	Complete
• Update webpages	Complete
• Rodney Local Board presentation – answer any questions.	9 April
• Include a section in April e-newsletter (TBC depending on public reaction)	TBC
• Include in presentation to CWIIG in May	23 May
• Response to OIAs, media queries and emails	Ongoing

Spokesperson

Steve Mutton - Director Regional Relationships (Auckland/Northland)

Approvals

C&E Plan – Lucie Timmers, Stephen Collett, Vanessa Browne (via Stephen Collett)

Collateral – Lucie Timmers, Rex Faithfull, Stephen Collett

Evaluation

Key metrics that we will use to evaluate the communication activity:

♦No. of webpage visits ♦ Media sentiment analysis ♦ Direct feedback

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From: Rex Faithfull
To: Kelly Dean
Subject: RE: Stage 1 – SH16 Brigham Creek to Waimauku median barriers
Date: Tuesday, 8 April 2025 10:50:06 am

Done

Rex Faithfull

Senior Project Manager Complex, Infrastructure Delivery (Auckland & Northland)

Email: rex.faithfull@nzta.govt.nz

Mobile: s9(2)(a)

NZ Transport Agency Waka Kotahi

From: Kelly Dean <Kelly.Dean@nzta.govt.nz>
Sent: Tuesday, 8 April 2025 10:41 am
To: Rex Faithfull <Rex.Faithfull@nzta.govt.nz>
Subject: Stage 1 – SH16 Brigham Creek to Waimauku median barriers

Please now send the following email to the following iwi contacts

- Central West Iwi Integration Group – s9(2)(a)
- Te Kawerau a Maki – s9(2)(a)
- Ngāti Whātua o Kaipara - s9(2)(a)

Kia ora

Following a review of the safety interventions for Stage 1 of the SH16 Brigham Creek to Waimauku improvements project, Waka Kotahi has decided not to proceed with the installation of median barriers between Huapai and Waimauku. This decision addresses the concerns we have heard from the community about property access and local travel impacts.

The project will complete widening bridges, creating wider road shoulders, installing the turnaround bays and installing a flush median (i.e. white diagonal lines in the middle of the road to create a safe area). These interventions will improve the safety and efficiency of the corridor by creating more separation between lanes.

We'll continue to monitor and assess safety and efficiency along the corridor. The upgrades we're completing now will provide space for additional safety interventions if required in the future.

Waka Kotahi has determined this approach appropriately balances travel impacts for local journeys and safety for all road users.

For more information on the project please see our website. If you have any questions, please let me know.

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Ngā mihi

Rex

Rex Faithfull
Senior Project Manager Complex, Infrastructure Delivery (Auckland & Northland)
Email: rex.faithfull@nzta.govt.nz
Mobile: s9(2)(a)
NZ Transport Agency Waka Kotahi

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From: Kelly Dean
To: Sian Emms-Jones
Subject: SH16 improvements project announcement
Date: Tuesday, 8 April 2025 9:26:00 am
Attachments: image001.png

Kia ora Sian

We'll be making an announcement regarding the median barriers on the SH16 Brigham Creek to Waimauku improvements project today. Please see here SH16 Median Barriers Key Messages and FAQ.docx for the Key Messages and FAQs in case you get any enquiries via the call centre.

If you have any questions, please let me know

Ngā mihi

Kelly Dean (she/her)
Senior Advisor Communications and Engagement
Te Waka Kōtuia | Engagement and Partnerships

Email: kelly.dean@nzta.govt.nz
Phone: s9(2)(a)

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Auckland, Level 5, AON Centre, 29 Customs Street West
Private Bag 106602, Auckland 1143, New Zealand

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From: Rex Faithfull
To: Kelly Dean
Subject: RE: Stage 1 – SH16 Brigham Creek to Waimauku median barriers
Date: Tuesday, 8 April 2025 10:17:27 am

Done

Rex Faithfull

Senior Project Manager Complex, Infrastructure Delivery (Auckland & Northland)

Email: rex.faithfull@nzta.govt.nz

Mobile: 027 557 6373

NZ Transport Agency Waka Kotahi

From: Kelly Dean <Kelly.Dean@nzta.govt.nz>
Sent: Tuesday, 8 April 2025 10:04 am
To: Rex Faithfull <Rex.Faithfull@nzta.govt.nz>
Subject: Stage 1 – SH16 Brigham Creek to Waimauku median barriers

Hi Rex

We are ready to go (webpages are updated). Can you now send the below email to the following: NB I'll be in touch with the iwi email shortly.

To

- Beca – s9(2)(a)
- Fulton Hogan – s9(2)(a)

Cc

- Vanessa Browne
- Stephen Collett
- Steve Mutton
- Lucie Timmers
- Kathryn King
- Jacqui Hori-Hoult

Kia ora

Following a review of the safety interventions for Stage 1 of the SH16 Brigham Creek to Waimauku improvements project, NZTA has decided not to proceed with the installation of median barriers between Huapai and Waimauku. This decision addresses the concerns we have heard from the community about property access and local travel impacts.

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We'll continue to monitor and assess safety and efficiency along the corridor. The

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upgrades we're completing now will provide space for additional safety interventions if required in the future.

NZTA has determined this approach appropriately balances travel impacts for local journeys and safety for all road users.

If you have any questions, please let me know

Ngā mihi

Rex

Rex Faithfull
Senior Project Manager Complex, Infrastructure Delivery (Auckland & Northland)
Email: rex.faithfull@nzta.govt.nz
Mobile: s9(2)(a)
NZ Transport Agency Waka Kotahi

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From: Kelly Dean
To: Megan Heffield
Subject: SH16 median barrier announcement
Date: Tuesday, 8 April 2025 9:25:00 am
Attachments: image001.png
image002.png

Kia ora Megan

We'll be making an announcement regarding the median barriers on the SH16 Brigham Creek to Waimauku improvements project today. Please see here SH16 Median Barriers Key Messages and FAQ.docx for the Key Messages and FAQs in case you get any media enquiries.

If you have any questions, please let me know

Ngā mihi

Kelly Dean (she/her)

Senior Advisor Communications and Engagement
Te Waka Kōtuia | Engagement and Partnerships

Email: kelly.dean@nzta.govt.nz
Phone: s9(2)(a)

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We are keen to provide you with regular updates, so you always know what to expect. These can be via e-text direct to your phone or email to your inbox and can be stopped at any time.

Please contact Nettie Bird, Fulton Hogan Communications and Engagement Manager by emailing **nettie.bird@fultonhogan.com** or phoning 0800 287 667.

If you would like to see more construction photos or get more information on the SH16 Brigham Creek to Waimauku project, please visit **nzta.govt.nz/projects/sh16-brigham-creek-and-waimauku** or email us **sh16safetyimprove@nzta.govt.nz**

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