



Example email

Email subject line: A clear statement of what your email is about

e.g. "Please support x project"

Your chosen opening

e.g. Tēnā koutou katoa

First paragraph: Get to the point about why you are writing. Maybe briefly congratulate them on any recent achievements.

e.g. "I am writing in support of project x. It would be a huge benefit to our community's safety, wellbeing, and would empower them to choose how they get around."

Body of email: Explain why they should support the project and how it would improve your life, and the lives of those around you. Personal stories are powerful.

e.g. "For me, this project would mean I could choose to bike with my kids to school. Currently I drive them because it's too unsafe but it's better for my back if I am active, so when it's safe enough for me to cycle for transport I have greater mobility and freedom. I know many of our community drive because they feel they have no other option. My neighbours' kids are driven to school every day because their parents are too afraid to let them walk or bike in this unsafe area. They can barely afford their car. This project would make it safe enough that they could choose to not own a car, and have more money for other important things like Doctor appointments and School Camps."



Final paragraph: Respectfully state again what action you would like them to take and offer support if you want to.

If you have the energy, you could look up the area's recent Local Board plan, Council plans, and / or policy and remind them of how the project could help give effect to them.

e.g. "Please let Auckland Transport know you consider "Project x" to be a high priority. It will go a long way towards achieving the Local Board's 2020 plan objective of "high quality natural environments and sustainable lifestyles" and "safe, easy and sustainable options for getting around"; it would be in line with Auckland Council's 'Te Tāruke-ā-Tāwhiri: Auckland's Climate Plan' and 'The Emissions Reduction Plan'; and would also help towards our Nationwide promise of 'Vision Zero' which is a commitment to zero deaths and serious injuries on our transport system by 2050. I know it would go a long way to making it easier for many in our community to have a choice in how they get around, and to have more choice about whether to continue to pay the expensive cost of owning a car. I'm happy to provide any further information or support if needed."

Your chosen sign-off and name.

e.g. ngā mihi nui Fiora Smith, Point Chevalier resident

Thank you for your advocacy! Keep reading for more tips.



Why write to your Elected Representatives?

Emails from their community help Local Board members and Councilors to know their community's concerns. This helps them to advocate for safety projects, and to convince other representatives that the project is important, and is worth their support.

If the Local Board and Council show their support then Auckland Transport will be more likely to go ahead and get started.

Consider your wording:

You may be frustrated and furious, and with good reason. By all means express that in your email, especially if there have been near misses, serious injuries, or fatalities in the area. But try to express it in a polite way; do not name call, do not use swears or slurs. If your email is too aggressive it will likely be ignored.

In general, keep a succinct focus on why it matters to you personally, what action you would like them to take, and remind them that it would help to give effect to the plans they have committed to.

It's best to email all your local board members and your council representative/s into **one** email. Address it to the main decision makers (eg. Dear Mayor and Cr John Watson, or Dear acting AT CEO Mark Lambert (if it has political support)) and then cc the rest into the **same email**. This ensures all members are aware of your message.



Extra sparkly bits

If you have the time and the energy;

- Consider doing some research about the Councilors and Local Board members to find out what their priorities and interests are (You can see their campaign summaries at <https://policy.nz/2022>).
- Have they said or done anything supportive of safer streets in the past that you can mention?
- Are there values that you share e.g. better public transport, lower rates, or less congestion?
- Refer to the most recent Local Board plan ([Find your local board plan here](#)) or Council plans ([here](#)).
- You can find the email addresses for your local board members through [this link](#). Click on your local board and then click on the 'contact x board' option.
- You can find email addresses for Auckland Councilors [here](#).

If you don't have the energy to add these sparkles, that's totally okay! It's most important that they hear from **you** and why it matters to you personally.

Every email counts! Don't underestimate the power of this small action!

Thank you so much for your advocacy