

From: [Connie Rowe](#)
To: [Kathryn King](#)
Subject: AHB events
Date: Sunday, 4 April 2021 12:07:34 PM
Attachments: [Harbour bridge event notes.docx](#)
[image001.jpg](#)

Hiya – see attached which I hope is helpful. I have made some very big guesses but it is hard without knowing for example the scale – can we have 500 people participate per event or 5000? That will make a big difference on the level on investment that can be justified.
Happy to chat further.

Ngā mihi nui,
Connie

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Auckland Harbour Bridge – active modes event

Communications, engagement, marketing plan

Scope

This scope is based on a summer programme of five events with a similar format to the Auckland Marathon. Five Sunday mornings between 6am – 11.30am.

The series will be agreed to proceed by May in order for the necessary planning and publicity for the series to start in November. Events to be held monthly November, December, January, February, March. If successful, the programme could be rolled out each year.

Opportunities

WK demonstrate a commitment to building the Northern Pathway and responding to public calls for walking and cycling access at this location.

Secure a branding partner who can fund, or part fund the event series. There could be opportunities with Vector to extend the lighting partnership. Establishing this sort of model could provide the opportunity for it to be used for other active mode activation events in other parts of Auckland.

WK demonstrate a commitment to building active modes mode share across the Auckland network. The events provide the opportunity to demonstrate how the wider network will function with this 'missing link' as people start and finish their journey from locations North, Northwest, East and centrally (South to a lesser extent). Creates good ongoing stories about other projects in the planning and design phase, including AT and AC projects.

Allow more trialling and modelling of the route during the planning phase of the Northern Pathway. Provides information about patronage, journeys, customer profiles and opportunities for mitigations.

Raises the profile of the role WK is playing to fund and develop Auckland's walking and cycling network; AT and other WK projects.

Increase partnership working with AT, AC, Panuku, ATEED, PT operators as well as the private sector through a partnership model.

Rebuild relationships with key partners in the active modes space such as Bike Auckland

Contribute to WK's reputation.

Risks	Mitigations
We are unable to secure a funding partner and there is no current budget; the optics of WK funding are not acceptable	Look early for a funding partner Secure the right expertise to 'package up' the series of events and secure a partner
There is low uptake for the events which could undermine the Northern Pathway	Good promotion of the events Context that there will be other high demand from users for commuting (who may not participate in the events)
Demand exceeds the max capacity for the event	Create a ticketing system to manage the event Provide five opportunities to participate
Increased calls for permanent reallocation of lanes	Modelling to show the full impact of full-time reallocation of lanes on the network including the PT network

Cost of the events is seen as a poor use of taxpayer funds	Similar key messaging used for other largescale free public events Funding partner covers some/ most of the cost
Insufficient budget and or planning for marketing and PR for the event leading to poor update	Anticipate sufficient budget and allow time for a comprehensive plan to be developed and implemented

Marketing / communications / public relations

The following is a very draft/ indicative overview of activities and costs – based on a funding partner being secured quickly

Timeframe

Event programme approved	May 2021
Marketing, engagement, PR programme drafted and approved	June 2021
Public warn up for the event (PR based)	July – August
Tickets go on sale / marketing programme begins	September
Marketing/ ticket sales for the programme / positive PR around events as they roll out	October – March
Comms around thanks to Aucklanders to taking part	March – April

Costs – marketing, comms/ PR, engagement, partner working

Doing a multi event programme will create cost efficiencies. We will use inhouse resources to reduce spend where possible.

Costs based on:

Contractor(s) s 9(2)
(b)(ii) per hour

Government rates on placement

Some internal design supports

Using ‘free’ WK and partner channels

Strategy development (including internal and partner collaboration, sign off)	20k
PR including content creation, below the line media placement, partner collaboration to increase reach	15-20k
Marketing activities (execution of the below)	10k
Advertising including design, production, radio, print, digital	30-40k
Contingency	15k