WAKA KOTAHI NZ TRANSPORT AGENCY

Note: Dates for the events were delayed due to the severe weather events

Proactive Release

will be considered to be released with redactions

MINISTERIAL BRIEFING NOTE

Subject	Walk It. Wheel It. and Waitematā Harbour Connections engagement - integration update
Date	18 January 2023
Briefing number	BRI- 2676

Contact(s) for telephone discussion (if required)				
Name	**Position**	**Direct line**	**Cell phone**	**1st contact**
Deborah Hume	Acting Group General Manager, Transport Services	s 9(2)(a)	s 9(2)(a)	✓

Action taken by Office of the Minister

- ☐ **Noted**
- ☐ **Seen by Minister**
- ☐ **Agreed**
- ☐ **Feedback provided**
- ☐ **Forwarded to**
- ☐ **Needs change [please specify]**
- ☐ **Withdrawn**
- ☐ **Overtaken by events**

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

18 January 2023

Hon Michael Wood – Minister of Transport

WALK IT. WHEEL IT. AND WAITEMATĀ HARBOUR CONNECTIONS ENGAGEMENT - INTEGRATION UPDATE

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Purpose

1. This briefing provides you with further information on Waka Kotahi NZ Transport Agency's approach to leverage the opportunity to support the Waitematā Harbour Connections Project (WHC) engagement through the Walk It. Wheel It. series of walking and cycling events across the Auckland Harbour Bridge (AHB) in March 2023.

2. This proposal was first raised by the Waka Kotahi Executive Leadership Team during your meeting on 30 November 2022.

3. You have previously received the following updates on the Walk It. Wheel It. Series:

   a. MIN-3767 Auckland Harbour Bridge walking and cycling event – 8 December 2021
   b. MIN-3781 Auckland Harbour Bridge walking and cycling trial decision – 21 December 2021
   c. MIN-3790 NZUP funding for walking and cycling event – 21 January 2022
   d. BRI-2615 Auckland Harbour Bridge walking and cycling summer experiences update – 2 November 2022

Background and context

4. These events support the national and local response to increase active modes for addressing climate change and will be held in the lead up to the engagement programme for WHC. As a result, we will use the events to increase awareness of the importance of increasing capacity for all modes to travel across the harbour and encourage engagement during the upcoming consultation.

5. These events correspond with the engagement programme for WHC, giving the public the opportunity to better understand the need and experience of walking, scootering or cycling across the harbour. Communications activity will tie the events and upcoming WHC engagement together, with the aim of encouraging participation in the WHC engagement.

6. A possible 60,000 people applying for tickets to access the bridge on foot or wheels in March provides an opportunity for Waka Kotahi to reach a large number of Aucklanders, helping to gather useful data which could help support the WHC Indicative Business Case (IBC) planning phase.

7. Long-term future walking and cycling modes are currently being considered within the scope of the WHC work so there is a natural fit between the events and the engagement phase.

8. This briefing outlines how Waka Kotahi will integrate elements of these two projects along with wider messaging on developing a low carbon transport system, mode shift and climate change, to help share a compelling and future focused narrative for Tāmaki Makaurau Auckland.

9. The name for this event series has been confirmed as 'Walk it. Wheel it.' with branding collateral in development.

Integration proposal

10. The following opportunities have been identified to leverage the events for the WHC engagement programme. Some of the ideas are currently in the investigation phase.

11. The engagement phase will be previewed and promoted in event media and marketing with links through to WHC web material and digital engagement portal for people to access further information about WHC. Event communications and marketing will be significant so we expect that this will considerably increase the reach of the WHC project.

12. As part of the application process for tickets, we will gather contact email addresses from attendees, allowing the WHC project team to contact attendees asking them to give feedback during the consultation period. Data will only be used for the purpose of collecting feedback, and all appropriate privacy permissions and standards will be followed when collecting this data.

13. On the basis that each person will be able to apply for up for four tickets, this will generate at least 15,000 email addresses for the WHC team. It is rare that projects across Aotearoa are able to directly reach so many people who have indicated they have an interest in the outcomes the project is looking to achieve. The data collected will support the WHC team to have a strong understanding of Aucklanders' views.

14. The on-site arrival areas on either end of the AHB will include an interactive pop-up stand to share information and provide the opportunity to connect with our specific walking and cycling user groups, gathering valuable insights from real users after they have crossed the bridge with their families. Activities will be family friendly and engaging, inspiring an interest in the project and future travel across the Waitematā.

Next steps

15. Tickets for the Walk it. Wheel it. events will be available on 20 February 2023 and will be announced by a Waka Kotahi press release and followed with marketing.

It is recommended that you:

1. **Note** the contents of this briefing.

2. **Advise** if you wish to lead on the announcement of the Walk It. Wheel It. ticket release. Yes/No

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Deborah Hume
Acting Group General Manager, Transport Services

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Hon Michael Wood, Minister of Transport
Date: 2023

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