

Appendices





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Appendix A

List of Engagement Methods



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Method	Detail	Distribution and audience
Project newsletter	<p>Generic newsletter – June 2016: 6-page newsletter to announce the DBC draft alignment and request feedback on key themes. Included ways to provide feedback, feedback form and freepost return envelope.</p> <p>Unsworth Heights targeted newsletter – June 2016: Additional 2 x pages added to the generic newsletter on the proposed Unsworth Bridge. Included additional feedback questions and freepost return envelope</p>	<p>Distributed to 46,813 residential and commercial properties in the wider NCI project area</p> <p>Bundle of newsletters hand delivered to libraries, community centres, local board offices, Massey University, Citizens Advice Bureau, Business North Harbour</p> <p>Newsletter translation and feedback form hand delivered to approximately 100 Korean and Chinese businesses in the Rosedale area</p> <p>Specific Unsworth Heights newsletter distributed to approximately 1,788 residents in the Unsworth Heights area. Included cover letter to encourage readership</p> <p>Bundle of newsletters hand delivered to MetlifeCare Greenwich Retirement Village, Greenwich Way shops, medical centre</p>
Project website and online feedback portal	<p>Updates to project webpage with consultation details and link to online feedback portal</p> <p>Online portal developed with Engagement HQ to provide an effective and efficient way to complete the survey. Ability to drop pins on a map and leave comments specific to a particular area on the map.</p>	<p>1,980 visitors to the site</p> <p>15.6% engaged (completed a survey)</p> <p>49.2% informed (downloaded something, viewed multiple pages)</p>
Media releases and advertising	<p>Media release to announce the DBC design – issued by Minister’s office – July</p> <p>Advertising – ¼ page print ads and online banners to provide project information and ways to provide feedback</p> <p>Promotion via other channels including local board email updates and Business North Harbour website and monthly magazine</p>	<p>Distributed to mainstream and local media outlets</p> <p>North Shore Times, Rodney Times, Nor-West News – 14 and 16 June</p> <p>NZ Herald Online – geo-targeted – 11 – 17 June</p> <p>Neighbourly.co.nz – geo-targeted – 6 – 10 June</p> <p>Skykiwi.co.nz (Chinese online community website) – 13 – 18 June</p>



Method	Detail	Distribution and audience
Letters	<p>Directly affected property owners – May 2016 onwards - to advise on the possible property acquisition process</p> <p>Neighbouring property owners – July 2016</p>	<p>Letter sent and meetings held with directly affected property owners and tenants (from May 2016 onwards).</p> <p>Letter sent to approximately 1,190 neighbouring property owners within close proximity of the project. 146 of these owners received a specific letter to highlight the bridge at Spencer Road</p>
E-News	<p>April 2016 – Project update and overview of what has been approved as part of the DBC</p> <p>June 2016 – Provided specific information on the current design, programme, ways to provide feedback and links to the online feedback portal</p>	E-News distributed via email to over 500 subscribers
Events	<p>Open day – Westfield Albany – 18 June – to talk to shoppers and locals</p> <p>Business breakfasts – 4 x sessions at cafes close to project area – June/ July (in partnership with Business North Harbour) to talk to business owners in the area</p> <p>Bus station consultation – Albany and Constellation Stations – 28 June – to talk to commuters and users of the Northern Busway</p> <p>Massey University – Clubs’ Day – 20 July – to talk to students</p>	<p>Approx. 800 people stopped to talk or view the project material at Westfield Albany.</p> <p>Approx 30 interested parties and/or business owners attended the business breakfast sessions.</p> <p>Distributed over 850 newsletters to commuters using the Northern Busway.</p> <p>Distributed newsletters and chatted to students at the Clubs’ Day.</p>
Static stand	A static stand was set up in the library at Massey University to provide students with project information, newsletters, feedback forms and feedback box	Approx. 100 newsletters distributed
Telephone and email contact	Dedicated telephone and email address set up with prompt follow-up	Approx. 62 email and phone interactions from Jan – July 2016



Method	Detail	Distribution and audience
Community stakeholder letter	June 2016 – Letter to all community stakeholders, with accompanying newsletter (June 2016) to provide a project update and encourage feedback during consultation period	Letter posted out to schools, universities and education providers, churches, community groups, sports facilities, disability groups, advocacy groups, transport groups, emergency services
Community stakeholder meetings	Meetings held with a number of community stakeholders	Meetings included: Upper Harbour and Hibiscus & Bays Local Board North Harbour Business Massey University Auckland Transport Schools Travelwise team Metlife Care – Greenwich Gardens Local community members and advocates
Project Reference Group (PRG)	PRG meetings at the project office	Attendees include Auckland Transport, Auckland Council, Local Board members, Watercare, AMA, NZTA and project teams



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