

**The Auckland Harbour Bridge – a bridge without walking access.
Case study – the getacross.org.nz campaign**

Andy Smith – Walking Advocate
President of Living Streets Aotearoa
Chairman of Walk Auckland

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Abstract

The 2 km Auckland Harbour Bridge that connects the north and south shores in Auckland City, New Zealand does not have any walking or cycling on it. It is for motorized vehicles only. Originally the paths were planned but were never built, as the money was not available. The bridge was built with 4 lanes in 1959 and later in 1969 another 4 lanes were clipped on the original structure.

Since that time walkers and cyclists have advocated for a way across.

I am part of the current push to get this access.

I will describe the getacross.org.nz campaign since my involvement and the work of Bevan Woodward. Our methods, the use of the web and telemarketing software that is free for not for profits.

On May 24 2009 we drew a crowd 5000 to the base of the bridge. It was the 50th anniversary of the bridge and despite this occasion and asking many times in the past 3 months to cross; we were denied access. The crowd took over and cyclists led the masses to disobey the law. Children in prams, dogs, cats and families crossed the bridge as the dozen police stopped the motorway traffic for 2 hours. This action was very controversial but did get the attention we needed.

This was the turning point of our campaign and we are now planning a crossing that will not cost the government a cent. We are planning a public private partnership to build, own, operate and transfer the walk cycleway within the next 3 years.

Biography

Andy Smith was born to English immigrants in New Zealand Aotearoa (NZ) and as a child was fascinated by the fact that, by putting one foot in front of the other, he could get around.

Trained as a computer scientist he has worked in NZ, Australia and Spain and also lived in Hong Kong, Tokyo and London. The highest Andy Smith has climbed 14,000 feet on Mt Wilhelm in Papua New Guinea and has spent 2 weeks rafting the remote Franklin River in Tasmania. Giving up corporate work in 2007 he has since gained a Graduate Diploma in Not for Profit Management.

He attended Walk 21 conferences in Zurich and Melbourne and all the NZ Walking conferences. Currently his voluntary work includes being the President of Living Streets Aotearoa, Chairman of Walk Auckland and part of the team advocating for a pathway on the Auckland Harbour Bridge.

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My name is Andy Smith and I live in Freemans Bay, Auckland.

I will give you an overview of the getacross campaign and our use of free web based software to motivate 5,000 people into walking and cycling through police lines and breaking the law.

First we should watch this video and see what happened on May 24, 2009.

<http://www.sportzvibes.com/vibes/?requesturl=http://www.maxyourmedia.com/BridgeWalk/Bridgewalk.flv>

Auckland is set around a long estuary and the Auckland Harbour Bridge connects one of its narrowest points. Opening in 1959 it was a shrunken version of the plans. Owing to a lack of funds from the central government the bridge was built with only 4 lanes and no walking or cycling access. In 1969 four more lanes were clipped on the sides but still no access for active transport.

The campaign to gain access was started as soon as the bridge opened but has only got close to a solution in the last decade. Graham Knowles from Cycle Action Auckland presented a petition to parliament and this attracted the support of Labour MP Ann Hartley. The New Zealand Transport Agency (NZTA) then commissioned the bridge engineers (BECCA) to write a report on walking and cycling options. The report came back with 12 options and the preferred option was priced at \$45 million. This was, in the opinion of supporters, a gold plated solution that was designed to make us go away.

Cycle Action Auckland took up the challenge and Jon Ramage, one of its supporters, helped by using his advertising company Y&R. They created the getacross.org.nz website.

getacross.org.nz

Voice your support to get across the Auckland Harbour Bridge! [Click here](#) to have your say.

People Power has spoken! [click here to read more...](#) X close

Pictures are indicative only. Actual design will vary.

HAVE YOUR SAY!

Prominent Auckland architects, Copeland Associates, are about to start work on design concepts for the Auckland Harbour Bridge Pathway. We would like your input, please take the short survey [here](#). You can read more [here](#).

Please [e-mail](#) us for a copy of the tolling proposal or to get more involved.

bookmark [addthis.com](#) send to a friend tag your blog [support us](#) Frequently Asked Questions Latest News and Plans [Join us.](#)

11366 supporters [click here to join us!](#)

Have your say
Do you support getacross?
Yes No

Lets name the walkway/cycle way

In the news
Contact us

Supporting Organisations:
ORIGINAL IMAGE ALANTI going forward!
ALANTI plus plus the difference! Ye&R

This allowed a visitor to leave their email address, a comment and a photograph. Pictures of the design and engineering diagrams enhanced the websites clean blue lines. It quickly attracted 2000 supporters by word of mouth within the cycling and walking community.

Cycle Actions' Bevan Woodward invited me, the chairman of Walk Auckland to join the team. In November 2007 we launched the website to the public with a press conference at the New Zealand Yacht Club, looking out onto the bridge. The TV and newspaper's covered the politicians and celebrity athletes who supported our campaign.

See http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10496427

We then began weekly meetings to find a cheaper solution; the room was filled with roading and traffic engineers, planners and policy analysts. People, who had given up their time to address this problem in a professional manner. As our team designed a solution new obstacles were put up by the bridge owners NZTA. We decided to fight; plan with plan and drawing for drawing.

Around this time I started looking for a way to contact all those people who had left their email addresses. My background is in computer programming and telemarketing, so I found a system that was free for Not For Profits (NFP). Salesforce.com is a web based telemarketing, call centre system that is used by major companies including Vero and Tower Insurance locally. It is free because the nice Americans setup a charitable foundation giving its use to NFP.

May 2008 with the website count was sitting at 5300, we send out 5000 emails over that week encouraging supporters to tell others to signup. Ten days later the count has climbed by 2000. That's a 40% response rate which is usually around 4% for campaigns. I also noted the numbers before 2 appearances on TV at 7am and 6pm, it only attracted 6 more supporters.

By June there are 8000 supporters so we sent out another update and surveyed them using the free web based tool Survey Monkey.

We are now talking with politicians, getting the political support as the NZTA can't see the benefits and begin blocking our efforts.

In September 2008 we asked our supporters to rally; 300 people meet at the bottom of the bridge with local and government politicians speaking in support. During this rally a group of 20 cyclists road over the bridge and joined the rally.

See http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10533446

As the police arrive the riders have been merged into our group. The Police demand to know who organized the ride. I tell them no one organized the ride and show them the speech notes that tell the supporters not to break the law. The Police drive off.

We are getting nowhere with the NZTA. The engineers and planners at our weekly meeting are dropping out of our group as NZTA tell their employers that major contract work could be in jeopardy if they support getacross.

We decide to organize a crossing on the 50th anniversary of the bridge opening; May 2009. We hoped that this would be approved by NZTA. When it opened 100,000 people walked over the bridge. NZTA do not support it as they estimate 300,000 will walk this time and cost them hundreds of thousands of dollars. This is a crazy move by the agency leaving us with no legal way across the bridge.

See http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10568849

We email our supporters asking for workers that can help with

- Press releases and media
- Flyer design and distribution
- Liaison for other organisations
- General administration and tasks

200 volunteer to help and 35 people turn up to the meeting . Groups to handle media, design, distribution and social media are formed. Each group gets a brief of what to do and a time period. Off they went to create a brilliant campaign that will bring the 5000 onto the bridge.


Here I remember Craig emailing me asking if we had a Facebook presence. I responded that I know nothing about Facebook and asked if he could champion that for getacross. Craig set it up and kept posting updates.

People will help, just ask and give discrete jobs to the volunteers.

We produced an A4 poster, A3 flyer and a postcard. These are printed at low cost and distributed to workplaces, cafes and clubs.

Aucklanders want to walk and bike across the Harbour Bridge* but the Government and the NZ Transport Agency aren't listening!
*76% of Aucklanders surveyed support a walk/cycle way on the Harbour Bridge


what we can do to make the walk/cycleway happen?



getacross.org.nz

take action now & help make this happen!

One possible layout to get across!



The diagram illustrates three bridge lane configurations:

- northbound clip-on (existing structure):** Shows a 2400 CYCLEWAY, a 3400 LANE, and a 3200 LANE.
- original bridge:** Shows four 3050 LANE sections.
- southbound clip-on (existing structure):** Shows a 3200 LANE, a 3400 LANE, and a 2400 WALKWAY.

come to our next protest: outside the "Bridge Linking Communities" Conference next Wednesday, May 27 at 8:30 am at the Sky City Convention Centre on Federal Street, CBD. **contact the Prime Minister:** email john.key@national.org.nz or write: FREEPOST, Parliament Buildings, Wellington or **contact your local MP's:** Nikki Kaye (MP for Auckland Central) Ph (09) 378-2088 or e-mail: nikki.kaye@national.org.nz / Jonathan Coleman, MP for Northcote, j.coleman@ministers.govt.nz or ph 09-419 8021, **write letters to the newspapers:** Herald: letters@nzherald.co.nz Auckland City Harbour news: edcl@anl.co.nz or North Shore Times: nanews@anl.co.nz & **ask your friends** and family to **sign up online to www.getacross.org.nz** – we'll keep you up to date!

On the day of the rally we have no idea who will turn up but as you saw in the movie we got a result.

There was shock after the march with the Press initially focusing on the protest but then moving toward criticism of the march as it closed state highway one for an hour. The day after the march we are in the local MP's office, at a pre-arranged meeting, explaining why. Within 2 weeks of the event we received an invitation to meet with NZTA.

We then formed a Steering Committee of prominent citizens. Which included the CEO of the CBD business association, Chairperson of the Regional Transport committee, other local councilors, MPs and business people. We continued to meet with NZTA and by December 2009 they have said there was capacity on the city side clip-on for a walkway.

From the ranks of our supporters an engineering company and an architect offered their services. We created a possible solution and a design. Hopper Constructions, a building and construction company, became interested and want to have a joint venture with us, so we formed a NFP Trust. We now had a legal entity to continue down the path of a private, public, social partnership to supply a pathway.

See http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10642025

That campaign is still continuing.

<http://www.youtube.com/watch?v=aZgq7lJljo>

The Salesforce telemarketing system

Search
Contacts

Go!
 Limit to items I own

Advanced Search...

Create New...

Recent Items

- Andy Smith
- Kelvin Aris
- Rob Thomas
- kelvin aris
- Eric Richards
- Gay Richards
- Gay Richards
- Ron Hood
- Marie Hood
- Rea Wilkin

Recycle Bin

Contact Edit
Andy Smith [Help for this Page](#)

Contacts not associated with organizations are private and cannot be viewed by other users or included in reports.

Contact Edit [Save](#) [Save & New](#) [Cancel](#)

Contact Information ! = Required Information

Contact Owner	andy smith	Phone	<input type="text"/>
First Name	--None-- Andy	Home Phone	<input type="text"/>
Last Name	Smith	Mobile	<input type="text"/>
Organization Name	getacross.org.nz	Other Phone	<input type="text"/>
Title	Walk Auckland	Fax	<input type="text"/>
Lead Source	--None--	Do Not Call	<input type="checkbox"/>
Email	andysmith@clear.net		
Email Opt Out	<input type="checkbox"/>		
Current Member	--None--		
Member number	<input type="text"/>		

Mailing Information Copy Mailing Address to Other Address

Addressee	<input type="text"/>	Other Street	<input type="text"/>
Mailing Street	<input type="text"/>	Other City	<input type="text"/>
Mailing City	<input type="text"/>	Other State/Province	<input type="text"/>
Mailing State/Province	<input type="text"/>	Other Zip/Postal Code	<input type="text"/>
Mailing Zip/Postal Code	<input type="text"/>	Other Country	<input type="text"/>
Mailing Country	<input type="text"/>	Do Not Mail?	<input type="checkbox"/>

Description Information

Description

Here you can see how the contact is stored.

Volunteer Information
 Volunteer Interests Certified?

System Information
 Created By [andy smith](#), 2/05/2008 12:42 PM Last Modified By [andy smith](#), 2/05/2008 12:42 PM

[Edit](#) [Delete](#) [Clone](#) [Request Update](#) [Create Connection](#) [View Connections](#) [Setup Pledge](#)
[Setup Recurring Donation](#)

Open Activities [Open Activities Help](#) ?

[New Task](#) [New Event](#)

No records to display

Activity History [Activity History Help](#) ?

[Log A Call](#) [Mail Merge](#) [Send An Email](#) [Request Update](#) [View All](#)

Action	Subject	Related To	Task	Due Date	Assigned To	Last Modified Date/Time
Edit Del	Mass Email:		✓	23/05/2010	andy smith	23/05/2010 8:02 PM
Edit Del	Mass Email:		✓	28/01/2010	andy smith	28/01/2010 9:36 AM
Edit Del	Mass Email:		✓	11/12/2009	andy smith	11/12/2009 4:00 PM
Edit Del	Mass Email:		✓	11/11/2009	andy smith	11/11/2009 5:11 PM
Edit Del	Mass Email:		✓	5/11/2009	andy smith	5/11/2009 9:38 PM
Edit Del	Mass Email:		✓	5/09/2009	andy smith	5/09/2009 10:54 AM
Edit Del	Mass Email: a survey after the bridge walk		✓	15/07/2009	andy smith	15/07/2009 12:51 PM
Edit Del	Mass Email:		✓	10/05/2009	andy smith	11/05/2009 11:57 AM
Edit Del	Mass Email:		✓	4/05/2009	andy smith	5/05/2009 1:09 PM
Edit Del	Mass Email:		✓	20/04/2009	andy smith	21/04/2009 10:34 AM

[Show more »](#) | [Go to list »](#)

Donations [Donations Help](#) ?

[Contact Donation](#) [Contact Membership](#) [Contact Pledge Payment](#)
[Contact Donation History](#)

No records to display

Campaign History [Campaign History Help](#) ?

[Add to Campaign](#)

No records to display

HTML Email Status [Send An Email](#)

No records to display

Above is the list of campaign emails that the contact has received.

If you are a Not for Profit, want to save money on software then you can work in the web cloud using Google docs. Each person in the office can share documents and all the organisation's work can be done there. You can even have people working from home as they update shared documents.

Search Docs

Search Templates

[Show search options](#)
[Browse template gallery](#)

Create new Upload...

My folders

Refresh

- All items
- Owned by me
- Opened by me
- Shared with me
- Starred
- Hidden
- Trash
- Items by type
- More searches
- My folders
 - Living Streets Aotearoa
 - No folders.
 - Walk Auckland
 - No folders.
 - gaba
- Folders shared with me

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name	Folders / Sharing	Date
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Living Streets Aotearoa	Not shared	4:53 pm me
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Walk Auckland	Not shared	4:54 pm me
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	gaba	me	4:56 pm me

References

Safko, Lon and Barke, David k. (2009) *The Social Media Bible*. Wiley

Appendix

Computer Software used	Cost
Salesforce.com	Free for NGOs
OpenOffice.org	Free
Survey Monkey	Free but restricted to 8 questions
Other Free software	
Google documents	Google.com
Accounting software	www.responsive.co.nz

Members of Parliament visited	Meeting dates
Judith Tizard	19 May 2008 10 October 2008
Helen Clark PM	4 June 2008
David Cunliffe	13 June 2008
Wayne Mapp	23 June 2008
Keith Locke	30 June 2008 24 May 2009
Annette King	7 October 2008
Russel Norman	24 May 2009
Nikki Kaye	25 May 2009 23 November 2009
John Key PM	14 February 2010
Steven Joyce	19 April 2010
David Shearer	28 May 2010
Phil Twyford	28 May 2010
Jonathon Coleman	28 May 2010
Gareth Hughes	26 May 2010
Darren Hughes	11 June 2010

Mass emails to supporters	Subject
6 May 2008	Getacross delgation to NZTA Board, get your friends to register on getacross.org.nz . Current count 5000.

28 June 2008	Update on NZTA Board meeting. Current count 8000, lets go for 10,000.
3 September 2008	We ask our members give opinions to NZ Herald article feedback. This generates 57 pages of comments in the NZ Herald website
10 September 2008	Gather in the park below the Harbour Bridge at the city end at 2 pm on Sunday 21 September.
24 February 2009	Survey, would you support a protest march?
24 March 2009	Survey results, Come to a meeting to plan the protest march. Can you donate money?
14 April 2009	Telling of planned Bridge March May 24
2 May 2009	Asking to distribute attached flyer
10 May 2009	Reminder that its 50 years old.
8 July 2009	Video of protest march and another survey
1 September 2009	NZTA now wants to work with us. 88% will march again.
5 November 2009	Survey would you pay a toll.
11 December 2009	95.5% will pay toll. Path can be on City side of bridge.
20 January 2010	Survey and our architects starting work.

	Website supporters
2 May 2008	5300
14 May 2008	7623
24 June 2008	8361
30 June 2008	9296
23 May 2009	10430
27 May 2009	11009
10 November 2009	11170

Newspaper articles	
March 2008 launch	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10496427
Sept 2008	http://www.nzherald.co.nz/section/1/story.cfm?c_id=1&objectid=10530271
	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10533446
April 2009	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10568942

Editorial suggesting there should be a walk	
April 2009 NZTA forbids	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10568849
May 2009 Outwit protest	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10570205
May 2009 NZTA put up Security fence	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10573733
May 2009 Bevan's view	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10572338
May 2009 the walk	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10574373
November 2009 Tolling	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10611959
May 2010 Developer's backing	http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10642025

List of pamphlets, flyer, postcards
3500 postcards of 1974 bridge walkers
5000 A4 flyers
Facebook invitations to May 24 march - 1500

getacross.org.nz



Show your

support!

Public march/cycle

across the Auckland Harbour Bridge

Sunday 24 May 2009

9am

We need to show the NZ Transport Agency and our new government that Aucklanders strongly support walking and cycling across our Bridge.

The NZ Transport Agency refuses to let Aucklanders walk and cycle over the Auckland Harbour Bridge. But their reasons just don't stack up (see over for the facts). After years of trying to negotiate with them, it's clear that they just want to build more roads for more motor vehicles. So join community leaders and Walk Auckland for a peaceful march over the Bridge.

Come along, rain or shine!
Bring your family and friends
for a fun time and take part
in a unique demonstration
of support!



Point Erin (south side of the Bridge) at 9am for a 9:30am march



getacross.org.nz

Will it be safe?

Yes. We've asked the NZ Transport Agency and Police to help make this a safe event by keeping the Western clip-on lanes closed for the morning. (These lanes are currently closed each night for major strengthening work on the Bridge.) We will not force our way onto the Bridge. But we will be very clear that we want to get across. We have chosen a day and time which will interrupt motorised traffic as little as possible.

What if they don't let us across the bridge?

We hope to get across. But if we don't, we'll still be showing the NZ Transport Agency and government that many Aucklanders strongly support the walk and cycle way. This demonstration of people power will help overturn NZTA's longstanding opposition. And if we're turned back, we can always try again next month!

Once we're across, how do we get back?

There are several options. We've asked for the western clip-on lanes to be closed to traffic until 11:30am. This gives plenty of time to walk the 2 km in each direction. Otherwise, walk to Akoranga Busway Station to catch a bus, or bring your bike and cycle back using the Devonport or Baywater ferries. See www.maxx.co.nz for details of public transport options.



One day in May, 1959...

50 years ago the Auckland Harbour Bridge was opened to the pedestrians for one day; since then only motor vehicles have been permitted.

(Photo: NZ Herald).

The walkway and cycleway

Can we afford it?

Yes. The Government's just announced an extra \$1 billion over the next three years for the State Highway network, so the money's definitely available. In these tough economic times, people need low-cost transport. Walking and cycling are the cheapest (and most environmentally-friendly) options.

Why is this a priority for the region?

The Auckland Harbour Bridge has been a barrier to walking and cycling in the Auckland region for 50 years. Opening up access will boost walking and cycling in the region. The walk/cycleway will make Auckland's harbour much more accessible and enjoyable for all.

Could it be part of the National Cycleway?

Yes! The walk/cycleway will create many jobs while it's being built and will generate long-term tourism. It will make for a spectacular day trip and encourage visitors to spend more time in Auckland.

What would we call it?

The 10,000 who have already registered their support at www.getacross.org.nz strongly prefer naming the walkway and cycleway in honour of Sir Edmund Hillary. This seems appropriate: Sir Ed loved the Hauraki Gulf and encouraged people to be physically active.

So why does the NZ Transport Agency oppose it?

The NZ Transport Agency are fundamentally road builders who solve transport problems with bigger roads. They have a long history of giving motor vehicles priority over walking and cycling. Their opposition to walking and cycling access on the Bridge goes back many years and there is a history of excuses and broken promises – see www.getacross.org.nz for details and how each excuse can be addressed. Their latest excuse is that the walk/cycleway would affect the clip-ons ability to carry heavy trucks in the future. But their recent decision to ban trucks from the clip-ons means this reason no longer stacks up.

More information

- Web: www.getacross.org.nz Learn more and get the latest updates. Read about the NZTA's broken promises and history of excuses for not allowing walking and cycling over Bridge.
- E-mail us: andy.smith@livingstreets.org.nz

What else can you do?

Voice your support at www.getacross.org.nz and encourage your friends to do the same. Donations are much appreciated to cover costs (e.g. printing, meeting room hire) to the GetAcross bank a/c: 12-3057-0824362-01 (Walk Auckland, ASB Wyndham Street).

See you rain or shine at 9am Sunday 24 May!

