

Lessons learned from one of New Zealand's most challenging civil engineering projects: rebuilding the earthquake damaged pipes, roads, bridges and retaining walls in the city of Christchurch 2011 - 2016.

The Lonely Cone Recall campaign evaluation

Story: The Lonely Cone Recall

Theme: Communications and Community

A PowerPoint presentation which evaluates and analyses the effectiveness of The Lonely Cone Recall campaign.

This document has been provided as an example of a tool that might be useful for other organisations undertaking complex disaster recovery or infrastructure rebuild programmes.

For more information about this document, visit www.scirtlearninglegacy.org.nz



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SCIRT'S LONELY CONE RECALL

Evaluation and analysis



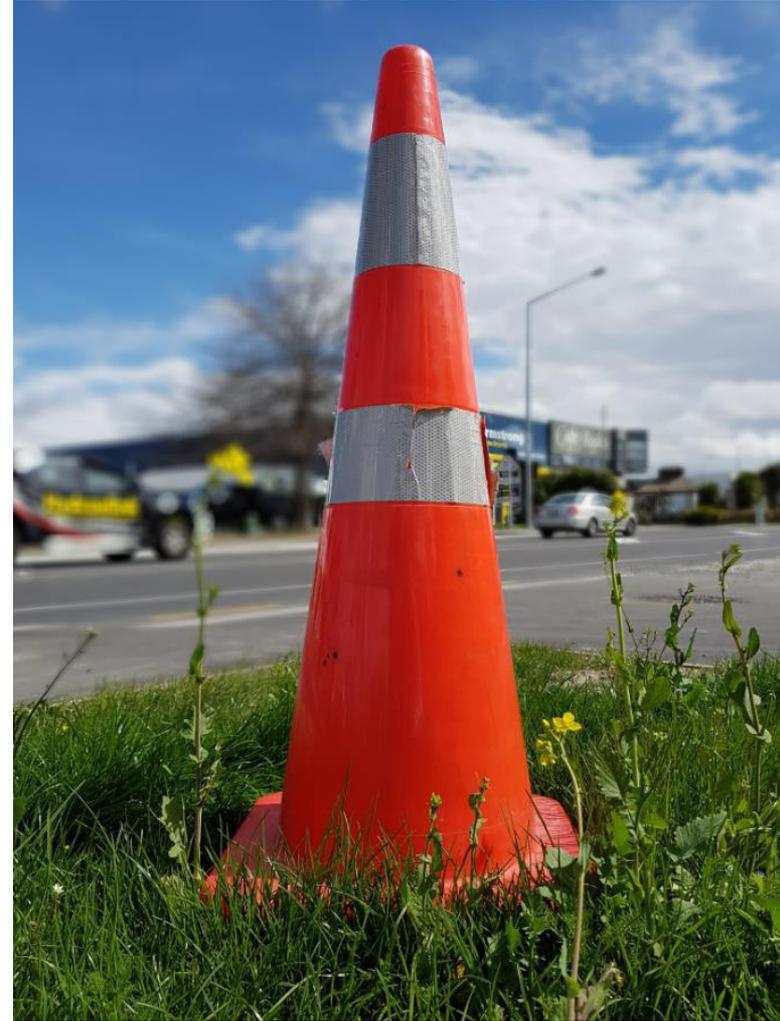
How did it go?

Summary

1. More than 4000 cones collected
2. More than 850 tip offs
3. About \$130,000 of traffic gear retrieved

Objectives

- To rid the streets of abandoned road cones and signs. **(Goal: 500; achieved 4000+)**
- Generate positive publicity for SCIRT, demonstrating our commitment to cleaning up our work sites and signalling the end of the SCIRT programme **(Goal: 10 positive media articles: achieved 16)**
- Use social media as a new channel for SCIRT to generate interest. **(Goal: More than 1000 likes; achieved 1090)**



How did we do it?

- The SCIRT CONEMOBILE became a visual moving billboard, people loved it.
- Personifying cones, popular on social media (the humble foot soldier of the rebuild).
- Print and radio advertising to reach residents.
- Using Facebook for the first time as part of SCIRT
250 FB Messages / comments
- 0800 number **300+ calls**
- Emails **250+**

Auckland Transport
An Auckland Council Organisation



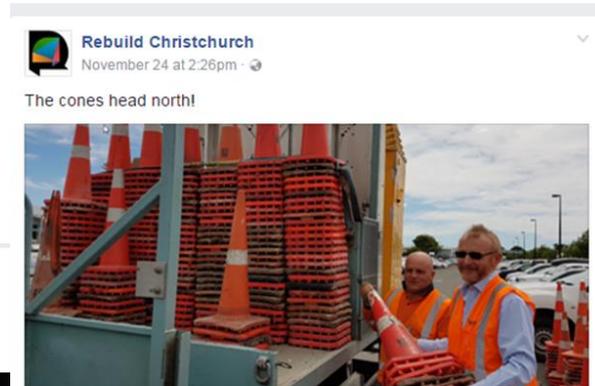
Media coverage

- 16 positive stories (print, tv, online and radio)
- Two 1News clips one a 1.50 min story.



SCIRT's Lonely Cone Recall
Published by Marcus Gibbs [?] · 22 hrs · 🌐

Check out this great video of the CONEMOBILE in action. Thanks to Lauren from Metro News for the story. 😊



the press

News Christchurch Earthquake 2011 North Canterbury Mid Canterbury Selwyn West Coast

Christchurch's great wild cone corral

CHARLIE GATES
Last updated 17:26, December 2 2016



in the midst of "The Lonely Cone Recall", whereby a team head out in the Conemobile, and collect road cones left behind at roadwork sites. So far the Conemobile has collected approximately 4000 cones.

Christchurch's population of wild road cones has been corralled. The Conemobile, otherwise known as a Mitsubishi Diamante with an orange trailer, headed into the wild frontier to collect road cones that had escaped and gone wild.

About 4000 land-dwelling road cones were corralled in the operation, but the aquatic and tree-dwelling species of cone will have to be rounded up separately.



news now NEW ZEALAND

Orange road cone dressed in three-piece suit intrigues Christchurch cone collecting crew

A Christchurch crew has collected almost 4000 since the earthquake nearly six years ago.

Road cone dressed in three-piece suit intrigues...

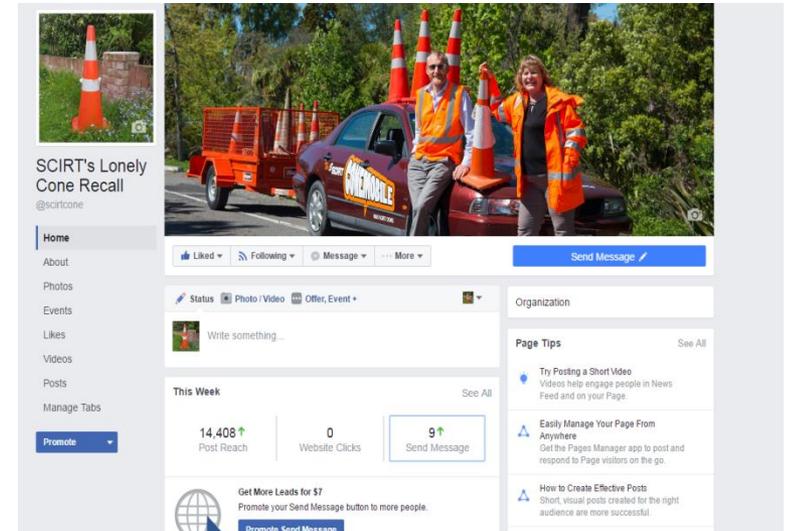
SCIRT's Ian Campbell says the team has heard of stray cones in strange situations while out picking them up over the past several weeks. Source: 1 NEWS

More than 800 tip-offs has led to the collection of various road cones, which belong to 125 different companies.



Social media

- Gained **1,080** page likes over November.
- Facebook posts reached **140,069** people, in their Facebook feeds.
- **11,689** people like, commented or shared on a post.
- The launch video reached **47,594 people**
- Received **24,958** Video Views
- **562** Reactions, Comments & Shares



Social media highlights



Social media highlights



The perils of cone collecting



Outcomes

- A message to stakeholders that SCIRT is winding down
- Rounding up the lost road cones
- Positive publicity for SCIRT: down to earth
- SCIRT won't be remembered for littering Christchurch in cones

