AECOM

Wellington Public Transport Spine Study
Engagement Report
19 February 2012

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RAILWAY STATION TO HOSPITAL
Engagement Report

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Prepared for

Greater Wellington Regional Council

Prepared by

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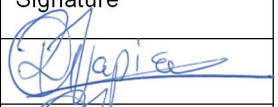
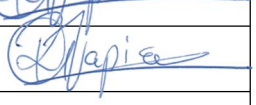
Draft A	21-Dec-2011	Draft For client information	Rob Napier, Project Manager	
Draft B	19 Feb 2012	Draft For client information	Rob Napier, Project Manager	

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Executive Summary

The Greater Wellington Regional Council (GWRC) in partnership with the New Zealand Transport Agency (NZTA) and Wellington City Council (WCC) contracted AECOM to investigate public transport (PT) options for the central Wellington area.

The PT Spine Study will assess the feasibility and merits of a range of long-term options for providing a high quality, high frequency public transport system between Wellington railway station and Wellington's regional hospital in Newtown.

It has arisen from a recommendation of the multi-modal Ngauranga to Airport Corridor Plan adopted by GWRC in 2008 and is taking place in the middle of consultation on other transport related improvements. (Refer to the study's Communications Strategy)

The study originally had two main phases of stakeholder engagement but this was varied to a study wide approach over six milestones.

This report details the process and results from the first scoping phase of engagement in October and November, 2011. Other phases of engagement are planned as the study develops and will be focused on providing further feedback to stakeholders about study progress, but also gaining their views on decision-making for important deliverables and study milestones. It is scheduled for completion by December 2012 with a final report completed by the end of February 2013.

The purpose of engagement was to test the understanding of the key factors that make public transport systems of high quality. To get the widest understanding possible, the views of public transport operators, users and non-users of public transport, students, inner-city residents, public transport advocates, resident association representatives, disability advocates and region-wide residents, among others, were canvassed.

Five different mechanisms were used to gather feedback in the scoping phase of the study. They were:

1) Appreciative inquiries,

2) Focus Groups,

3) Online surveys,

4) Market research street surveys, and

5) Letters seeking feedback from identified stakeholders.

Overall in excess of 1500 individuals, including eight appreciative inquiry meetings and four focus groups, participated in the scoping phase of engagement.

Key findings were that high quality public transport was expected to be reliable, frequent, efficient and well priced. People felt that public transport needed to become more attractive, mainly in terms of cost, but also in terms of time, than driving a car into town, have integrated ticketing with simple fare structures and further subsidies for students, along with an extension of the SuperGold card operating hours. Easier access to tickets was also supported, potentially using the same approach as pay and display carparks. Access was important, specifically for the elderly and disabled with their representatives, in particular, commenting that they simply wanted to be able to do what others took for granted – being able to access and use public transport.

Other aspects included the need for timetables to be better coordinated between modes to provide a more seamless network of public transport while drivers needed to be more polite, friendly, and courteous. There was interest in separating public transport from private motor vehicles and potentially splitting PT services so express vehicles went on another route to multi-stop vehicles. Some feedback even suggested prohibiting private motor vehicles from the central city, making the inner city a PT, walking and cycling-friendly zone.

No particular mode was identified as the solution for a future high quality public transport system; rather a combination of modes appeared logical by using the best of what was already available and adding in further elements, ie light rail, monorail, pods, trams, trains or even underground systems such as subways or metros.

While the study area was identified as extending from the current railway station to the hospital in Newtown, many people wanted to see the "spine" extend as far as Wellington airport.

People identified a range of locations from their overseas experience with quality PT systems. They were seen as having reliable, efficient, frequent and integrated services. Australian systems identified were those in Sydney and Melbourne, Asian systems supported were those in Hong Kong, Tokyo and Singapore, North America earned praise for systems in San Francisco and New York and European systems identified included those in London, Amsterdam, Berlin and Paris.

While there were many suggestions of what could be done to improve the city's public transport system, there were those who felt it was doing a pretty good job and was reasonably satisfactory. As long as it was reliable and reasonably priced, they were happy with what was already available.

1.0 Overview of Engagement

Targeted stakeholder engagement was undertaken in October and November 2011 by AECOM to test the understanding of the key factors that make public transport systems of high quality. This engagement included formal and informal feedback using an appreciative inquiry process of one on one meetings, invitations to participate in a focus group with relevant/specialist groups and in the online survey and an invitation to provide feedback on the study in general. Market research was also carried out by AECOM through a survey of members of the public. The survey, held over two weeks at the end of October, aimed to get answers to a set of specifically designed questions. The survey elicited information to inform the optioneering process along with technical data. Primarily, the purpose of the market research was to gather an understanding of the key factors that the public believe made up a high quality PT network. Some stakeholders took part in more than one form of engagement.

Themes and issues identified in each engagement area, including analysis of the online survey and market research will be discussed in further depth in Section 2.

1.1 Appreciative Inquiries

In total, eight meetings were held with representatives from:

- Greater Wellington Regional Council;
- Wellington City Council;
- KiwiRail;
- Ngati Toa;
- Wellington Cable Car Company;
- NZ Bus;
- Bus and Coach Association; and
- Taxi Federation.

1.2 Focus Groups

Four focus groups were held with varying attendance.

- PT Advocates - 11 people;
- Ethnic/Residents Association, six people;
- Disability, four people; and
- Education, three people.

Unfortunately none of the ethnic representatives were able to attend the focus groups. However, we were able to hold a brief session with eight ethnic representatives preparing for a Pacific Island Forum. The discussion among the disability and education groups centred on accessibility, information, environmental concerns and student fares.

1.3 Online Surveys

The online survey, held for one month from October 18, was aimed at capturing public responses to specific questions and complemented market research. Using GWRC's website, an online form/survey, consistent with the direct public surveying along the spine study, was made available. This was proactively publicised in the media by GWRC via media releases inviting Wellingtonians to participate. The market research team also promoted the online survey.

In total, 882 surveys were completed online.

1.4 Market Research

This market research was carried out by a contracted group which was given set parameters of how many people they needed to aim to survey, what time of day and days of the week to get the greatest snapshot of the travelling public. They surveyed people at peak commuter travelling hours (morning and evening), others during the interpeak and on weekends to get the feedback of different groups such as regular commuters, businesspeople, general shoppers, people out for recreational activities (walking or sightseeing) and students.

Researchers worked in pairs to give a more visible appearance and sense of authenticity, as well as a safety precaution due to the times of day and the locations they were working in.

It must be noted that the timing of the research was during the Rugby World Cup tournament therefore the views of both domestic and international visitor may have been captured. International visitors have not been excluded from the market research as it could help to determine a wider understanding of what high quality PT means to people.

The surveys were carried out at these locations:

- Victoria Street (in the vicinity of a carpark building);
- Kent/Cambridge Terrace;
- Kilbirnie Shops;
- Featherston Street;
- Te Papa;
- Boulcott Street (near a carpark building);
- Railway Station;
- Railway Station carpark vicinity;
- Lambton Quay;
- Hataitai Shops;
- Willis Street;
- Waterfront (near a carpark i.e., near Bluebridge Ferry);
- Newtown shops;
- Cuba Mall;
- Oriental Bay; and
- Wellington Hospital (during outpatient clinic).

In total 733 on street surveys were completed.

1.5 Other Feedback

Further feedback was received via email from Peter Skyzinky representing Community and Sustainable Transport, Brent Efford representing TransAction, Maria van der Meel from The City is Ours, the NZ Police, the Property Council, the Automobile Association, the Tramways and Public Passenger Transport Employees Union and a member of the public.

2.0 Engagement Feedback

2.1 Appreciative Inquiries

2.1.1 Issues

Key issues identified were the need to fulfil the Ngauranga to Airport plan, improving the efficiency and speed of the bus service, improving reliability, frequency and the reach of PT in the city. Ticketing was also seen as an issue to be addressed to make it simpler and more user-friendly with integrated ticketing. Congestion and blockages along the network needed to be addressed, including at the Basin Reserve, Adelaide Road and Mt Victoria Tunnel. Congestion was considered more of an issue in the afternoon as it has a longer peak (3-6pm).

Participants felt there was a lack of clarity about what would happen with the trolley bus service. On the one hand they were seen as inflexible and problematic and on the other they were identified as providing choice and not reliant on fossil fuels. A decision was needed to provide certainty to both users and operators.

Concerns were expressed about how parking encroaches on public transport services by either taking space that could be used to create bus lanes or by encouraging private motor vehicle use in the city centre, thereby making public transport less attractive.

There was support for using alternative power sources i.e., electricity or other environmentally friendly modes of power for transport.

There was a call for clarity on the level of investment that will be needed and how much of a priority PT will be to Wellington. A long-term view was definitely required, backed up by solid support and action.

2.1.2 Solutions

People were generally open to the form of the final solution, but there was a strong wish to see a level of choice or alternatives available such as a mixture of rail, light rail. It was noted that taxis need to be included in the mix because they play a part in a PT network – they provide services for people who need point to point journeys, have disabilities or cannot access public transport for other reasons (not available, not where they live, timing doesn't suit, not efficient enough). A future high quality public transport system would not necessarily be met by simply having more buses or more bus stops. Instead the best solution would depend on finding the right balance between the number of buses, the location and number of stops to ensure quality of service.

There was strong support for bus priority and/or bus lanes to improve the speed and efficiency of journeys. Design improvements to the network were also suggested to improve the manoeuvring of vehicles (larger buses in particular) with the removal of on-street parking spaces if required.

Integrated ticketing was seen as inevitable in order to provide better connections between modes.

It was felt that PT was a vital element in making Wellington a liveable and connected city. People wanted to make Wellington more pedestrian friendly with PT being predominant and cars skirting the CBD. To achieve this, they believed the service needed to be frequent, flexible, reliable and well priced so it was a good and easy option to choose.

Seamless transition between modes and better connectivity of different services was proposed along with a simple, easy to follow network that did not require a lot of thought or poring over timetables.

Pricing needed to make PT attractive and competitive with bringing private vehicles into town.

Clear decisions about the future of the trolley bus system needed to be made. Improvements could be made to the infrastructure for trolley buses to run better but the uncertain future and investing in only a 5-10 year period was not appealing because it did not provide enough time to recoup the investment.

Land use changes that supported further public transport improvements and provided room for growth in the network/system needed to be considered. There was a need to future proof the city and provide scope for the future, although it was difficult to understand needs beyond 30-40 years.

More real-time information was supported because it helped address/set expectations about the services it depicted. It also assisted people with disabilities.

It was felt there needed to be openness about financial constraints, the BCR and economics of future investment so people could understand the implications of different choices and therefore inform decision making.

2.1.3 Key Elements of a High Quality System

The main element for a high quality system was reliability. Without it, stakeholders believed the system would not be able to generate use or support. The other key elements were frequency, modern/spacious vehicles, polite and friendly drivers/staff, cleanliness, comfort, adequate space for people and goods (i.e., shopping/groceries), efficiency, dedicated/unrestricted passage of service, good information, accessible (goes to the right areas and allows for everyone to be able to get on/off without difficulty, particularly the elderly and those with disabilities), reasonably priced and simple ticketing. Overall people felt if the system was easy to use, arrived when it was supposed to and took people where they needed to be it would meet the high quality test.

2.1.4 Frequency

The desired frequency during the 7am-7pm period was five minutes and 10 minutes at other times. It was important, therefore to consider at what frequency optimum patronage was achieved and how that fitted with what the overall network/system was expected to achieve. An easy to understand timetable or frequency where people didn't need a timetable to know when the next service would be arriving was preferable. Real-time information was welcomed and should be extended to other parts of the network.

2.1.5 High quality PT Systems Elsewhere

When asked what PT system was the best in their experience there was a variety of locations cited. They included Geneva, Paris, Leningrad, Berlin, New York, London, Portland (Oregon, US), Germany, Switzerland, Zurich and Australia. The consistent comments that related to each of these places was that the transport was relatively easy to use, was reliable and the centres provided for high patronage numbers and less reliance on private vehicles. Many provided more than one choice and some of them integrated active modes like walking and cycling well into the system, which would suit the approach wanted for Wellington. Comments also indicated the ticketing systems were better as many were cashless. This would address safety concerns for drivers on night services and could improve the efficiency of a service if drivers do not need to spend time taking fares. The Snapper card system was considered to be good, but an integrated ticketing system across all modes was preferred.

2.1.6 Other Comments

Some concern was raised that the debate about future public transport improvements would be limited to discussions about light rail or an argument about trolley buses being sacred and needing to be retained.

People believed decisions needed to be based on the best modelling and technical information in order to be robust enough for intense scrutiny. Some commented that they wanted to see a future system be able to pay for itself within 10 years. Others mused about whether the cost of a system should be the primary driver when making a decision. They suggested that perhaps a different mindset was required to build a network that could generate patronage. This would then need to work in tandem with disincentives to using a private vehicle like removing carparks in the city, limiting private motor vehicle access to the city fringes with a city bypass or congestion charges and tolls. People acknowledged that this would be a more difficult approach to take, but felt it could take the city to where it wanted to be in the long-term, achieving both behaviour change and modal shift.

It was understood that the study was asking for a level of crystal ball gazing to consider what life would be like in 20 years or more. Many commented that there could be issues about energy, oil shortages, climate change and an uncertain economic state. What was clear was that all wanted PT to continue to be a key element of Wellington's urban form and infrastructure. The end goal was to have a dynamic central city that is connected and people centred.

2.2 Focus Groups

2.2.1 Issues

Key issues consistently noted across the four focus groups was the need for reliability, access (in terms of the reach of a service and also the ability for people to get on/off the service, particularly the elderly and people with disabilities), convenience, reasonable price, frequency during the day/night/weekends, polite/friendly drivers, more information (more real-time information, easier to understand network), larger shelters that provided more cover from poor weather, seamless transitions between services (i.e., bus, rail, cable car), integrated ticketing and an efficient service. The attitude and behaviour of drivers was commented on. Many drivers were described as rude, didn't consider the needs of the disabled (often people had to ask the driver to kneel a bus so they could enter or

exit the service) and lurched from bus stops resulting in passengers (particularly the elderly) falling in the aisles before they were seated.

2.2.2 Solutions

The need for more bus lanes or a dedicated space came across strongly. Each service needed to be one that people could easily get on/off (particularly for the elderly) with more courteous and friendly drivers.

Parking should be limited or the city bypassed for private vehicles allowing areas like Lambton Quay to be PT, cycle and walker friendly. Removing parking from roadsides was one suggestion while another was restricting parking to the city fringes with cycle, walk or PT options from there.

It was felt timetables needed to be better coordinated to improve the transition between services and avoid the clumping effect of many buses at one time followed by times with no or limited services running through the city.

A public transport loop was suggested along with an express route between the station and hospital. Others felt the spine needed to extend beyond the hospital to the airport.

An extension of the current bus system, trams, monorail, light rail, heavy rail extended from the station and even moving walkways were suggested as were subways. A mix providing choice was suggested.

Participants said the network needed to be easy to understand with stops well spaced and provide for hop on/hop off services. This would be well supported by integrated ticketing and/or ticketing available at stops similar to pay and display carpark stands, to make boarding more efficient. Ticketing should not be based on length of travel but on duration (i.e., for a day, week, month). They believed the current ticketing system penalised people who used more than one mode or travelled more than twice a day. It was felt that frequent users should be encouraged and discounts provided. Similar discounts were needed for students. Costs in general needed to be kept competitive so they were more attractive than using a private vehicle.

To assist people with disabilities, more audio announcements (both at stops and on vehicles) would be useful, better designed vehicles and stops would be helpful. Currently, many stops had rubbish bins and lampposts which impeded access.

2.2.3 Key Elements of a High Quality System

The main key elements of a high quality system were:

- reliability;
- frequency;
- efficiency;
- well priced;
- good connections between modes;
- a seamless network;
- integrated with cyclists and pedestrian requirements;
- integrated ticketing;
- accessible vehicles;
- good information;
- clear routes (the current route “meanders” through town);
- easily understandable timetabling;
- comfortable and clean vehicles; and
- having bigger sized seats.

It was also mentioned that the system needed to run at all times to cater to different requirements (i.e., people out socialising, shift workers) and provide service in areas that are growing. Ideally it should be on a dedicated route.

Mode was not critical. It could be either better buses, trams, light rail or monorail as long as it was reliable, efficient and provided access for all (particularly the elderly and disabled) and linked well with other modes. Choice and alternatives were important.

2.2.4 Frequency

A minimum of 10 minutes per service was noted as the best frequency, particularly for weekdays in the peak. At other times it was suggested it should be regular enough that a timetable wasn't required. This could be every 15minutes, half hour or hourly.

2.2.5 High Quality Systems Elsewhere

The best PT system people had used included the Barcelona metro system, Frankfurt, Sydney light rail, streetcars in Portland, Oregon, Melbourne trains, Zurich, Amsterdam, Melbourne's trams, Vancouver's buses, subway or skytrain, Washington DC, Toronto's underground metro, Singapore's metro, Adelaide's buses and Kiev's underground.

The consistent reasons people liked these systems were because they were integrated, provided good connection, many had dedicated spaces/lanes (i.e., light rail, tram, metro), easily accessible (could wheel on and on or stations had good lifts/escalators), good city perimeter parking so PT was used in the city itself), vehicles with fewer than three people were not allowed into the CBD before 9.30am (Washington), made it easy to find your way around, swift and ran on time.

One person even commented that one overseas location took the attitude that if they built a system/network that people would come to use it. It had resulted in high patronage. It was felt that Wellington took an approach of waiting for the demand to be present, which meant the city was always playing catch-up.

2.2.6 Other Comments

Disability representatives stressed the point that they were looking to get what other people took for granted – the ability to use and access the service. The system also needed to be based on the purpose of the route and the demographics of the population who use it (i.e., elderly, disabled, children, travellers, grocery shoppers).

Driver behaviour needed to change as well. Participants' felt that drivers needed to move away from an approach of "meeting time" to one of courtesy and customer service. Better scheduling could potentially assist with this.

Transport was seen as a means to make the city a more liveable place. It was part of a network with high quality stops and covered seating while people wait for a service.

People wanted the future service be reliable, frequent, continuous, address the behaviour of the operators, provide integrated ticketing, and make Wellington's PT system into one that people wanted to use.

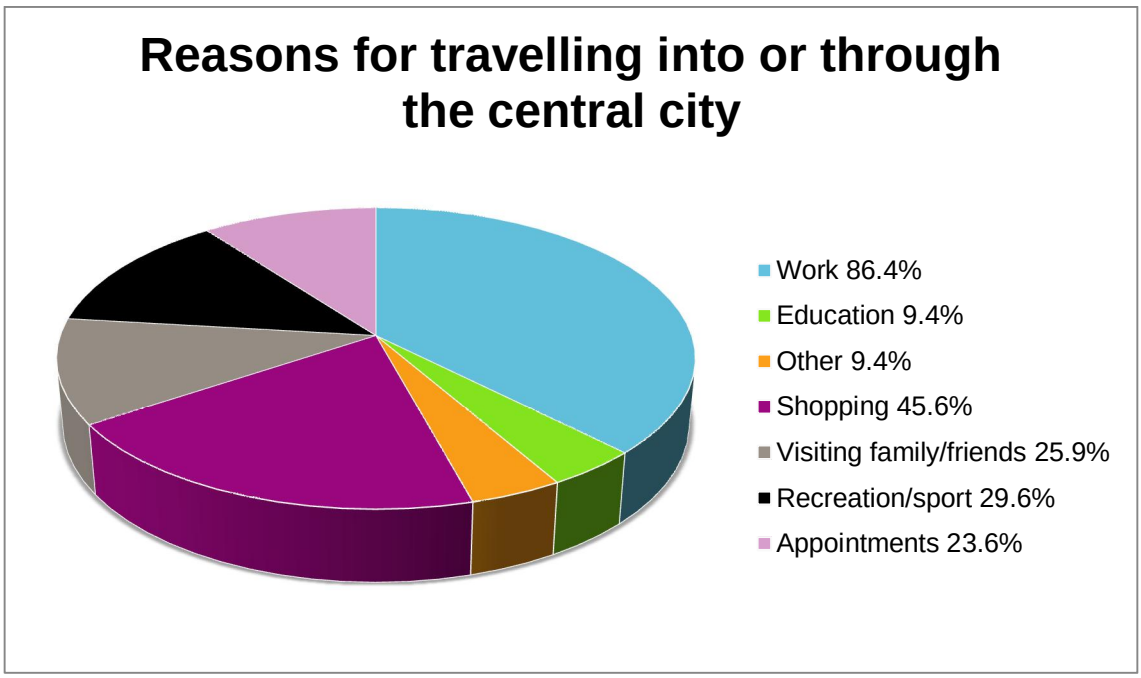
2.3 Online Survey

In total, 12 questions were posed in the online survey, hosted on Greater Wellington Regional Council's website for the period of one month. It generated 882 responses. While 882 answered the questions they were entitled to select more than one reason for their travel into or through the CBD. This means the percentages in some questions should be seen as ranked preferences rather than a percentage of responses from the total number of people who participated in the survey.

The following information summarises the responses to survey questions. The questions can be found as Appendix A.

2.3.1 Reason for Travel

The predominant reason people travelled into or through the CBD was for work. Seven hundred and sixty-two respondents or 86.4% travelled into or through the central city for this purpose. A total of 402 responses, or 45.6%, indicated they travelled into town for shopping. Recreation and sport generated 261 responses or 29.6%.



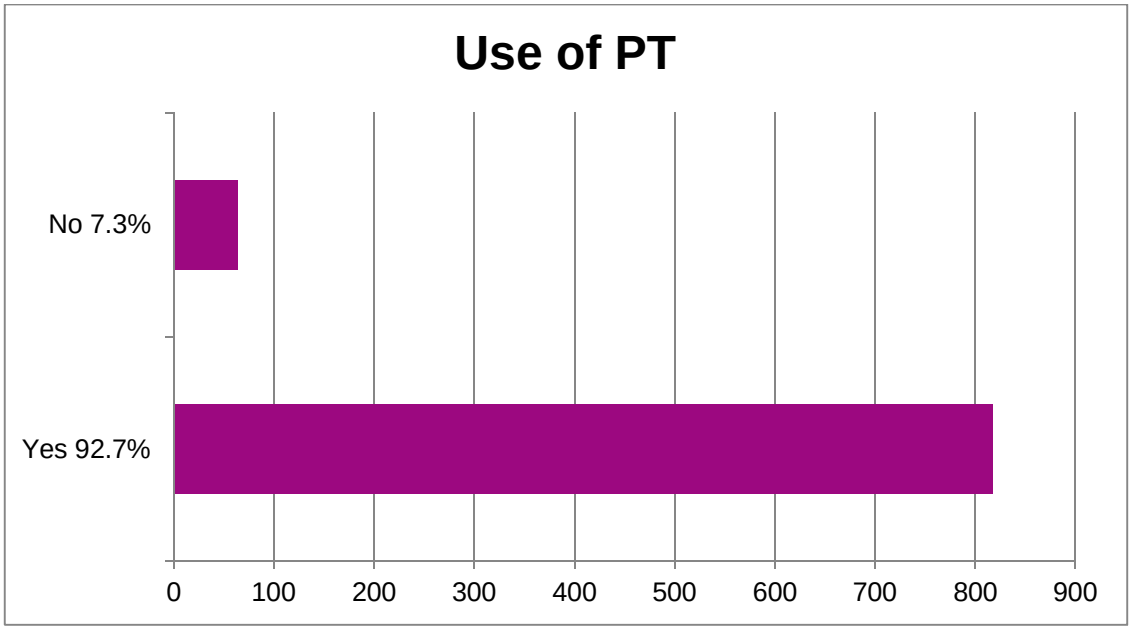
Of the other reasons people travelled into Wellington the predominant themes were for entertainment, eating out, meeting friends, travelling home, shopping, going to the airport or beach or travelling through to other destinations in the city or region. A full list of "other" reasons for travel can be found in Appendix F.

The usual destination of respondents varied but included a range of residence addresses, streets in the central city and Wellington city suburbs. In particular 130 listed Lambton Quay as their main destination, 95 listed Willis Street, 79 listed Cuba Mall/Street, 56 listed Manners Street/Mall, 55 Victoria St and 50 noted Courtenay Place. Some noted more than one main destination, depending on the purpose of their travel (i.e., for work, shopping, visiting).

A full list of these destinations is available in Appendix F.

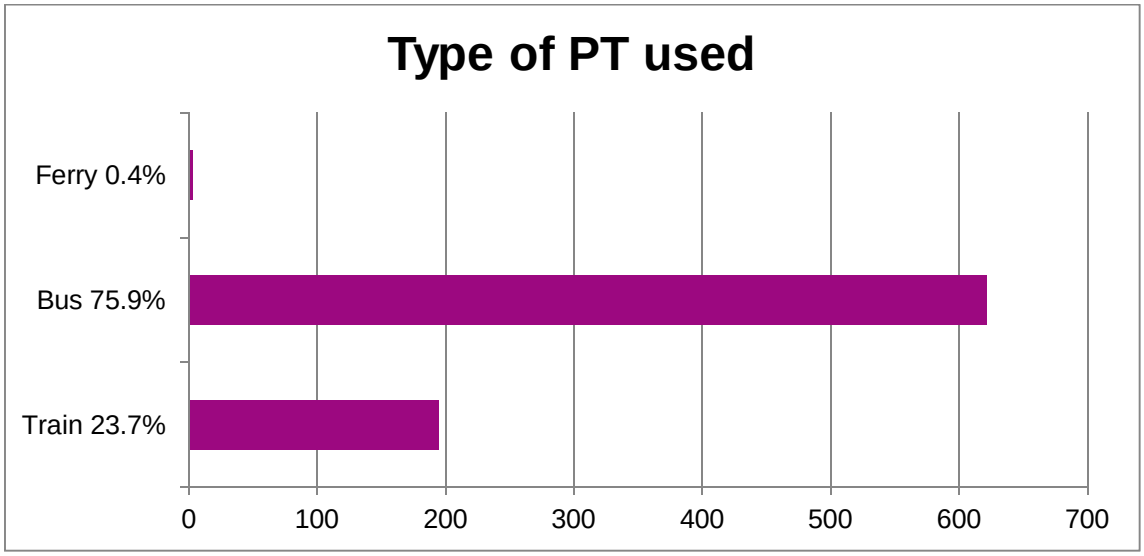
2.3.2 Use of PT

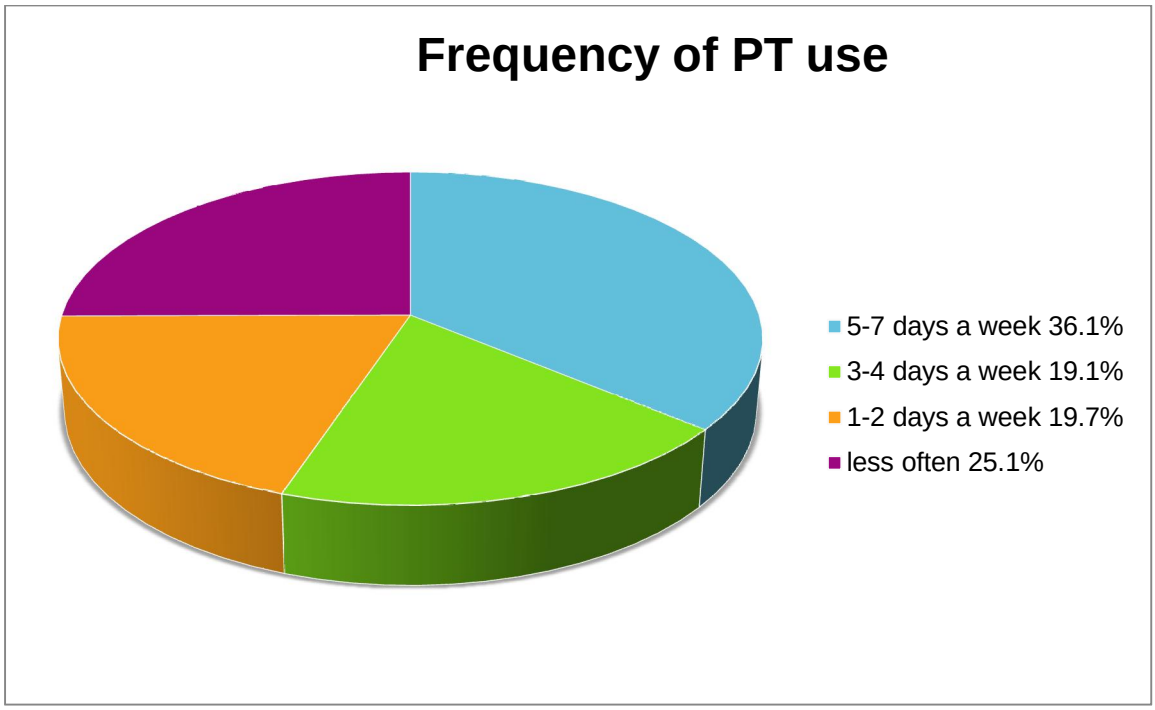
The majority of respondents have used public transport to travel into or through the CBD), with 818 of the 882 who participated in the survey using some form of public transport. There were only 64 who did not use PT.



2.3.3 Type of PT

When considering those who do use PT the majority used the bus as their main type of public transport.





2.3.4 Frequency of PT

For those who use PT for their transport the majority used it 5-7 days a week, with more who used it infrequently than those who used it 1-2 days a week.

The main reasons that people use public transport was because of the cost or lack of available parking, it was cheaper than driving and parking in town, more environmentally friendly and more convenient. PT also allow people to do other things such as read, talk to friends, make phone calls, crochet or enjoy the sights of the city.

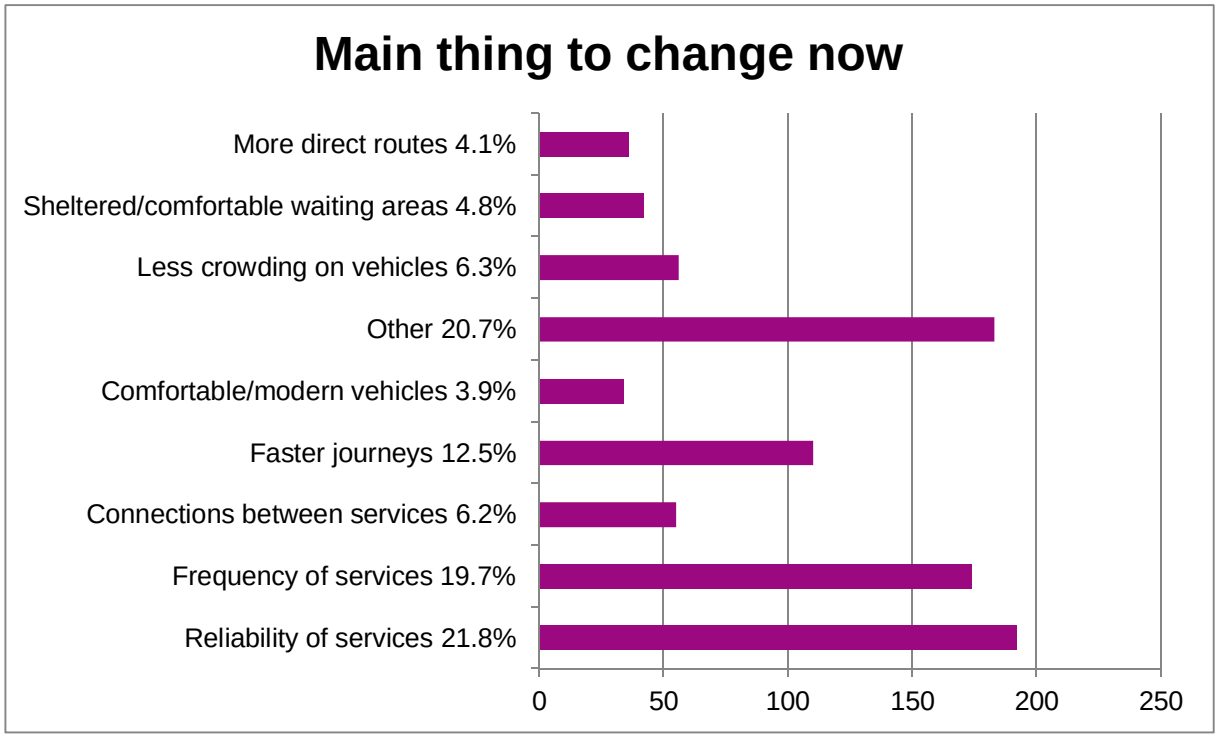
The reasons people didn't use public transport was because they preferred to, or found it easier to walk, public transport was too slow, too unreliable, wasn't convenient enough, the price was prohibitive or because it was simply not suitable or not available, particularly in the evenings or weekends. Some preferred to cycle or ride a scooter.

People indicated they would be encouraged to use PT if the fares were cheaper, there were better pricing options or free and if the service were more reliable, faster and more frequent. People were eager for integrated ticketing, more bus priority or bus lanes through the city to improve journey time , a tram/train/light rail travelling through the city, more/better bus stops/shelters, improved signage and real time information, more connectivity between train and bus services, bike racks on buses, more night services, a travel card that could be topped up online, if the route system was clearer or services easier to understand, more routes and more services and if staff were nicer/friendlier.

A full breakdown of the answers to the above questions is available in Appendix F.

2.3.5 Suggestions for Change

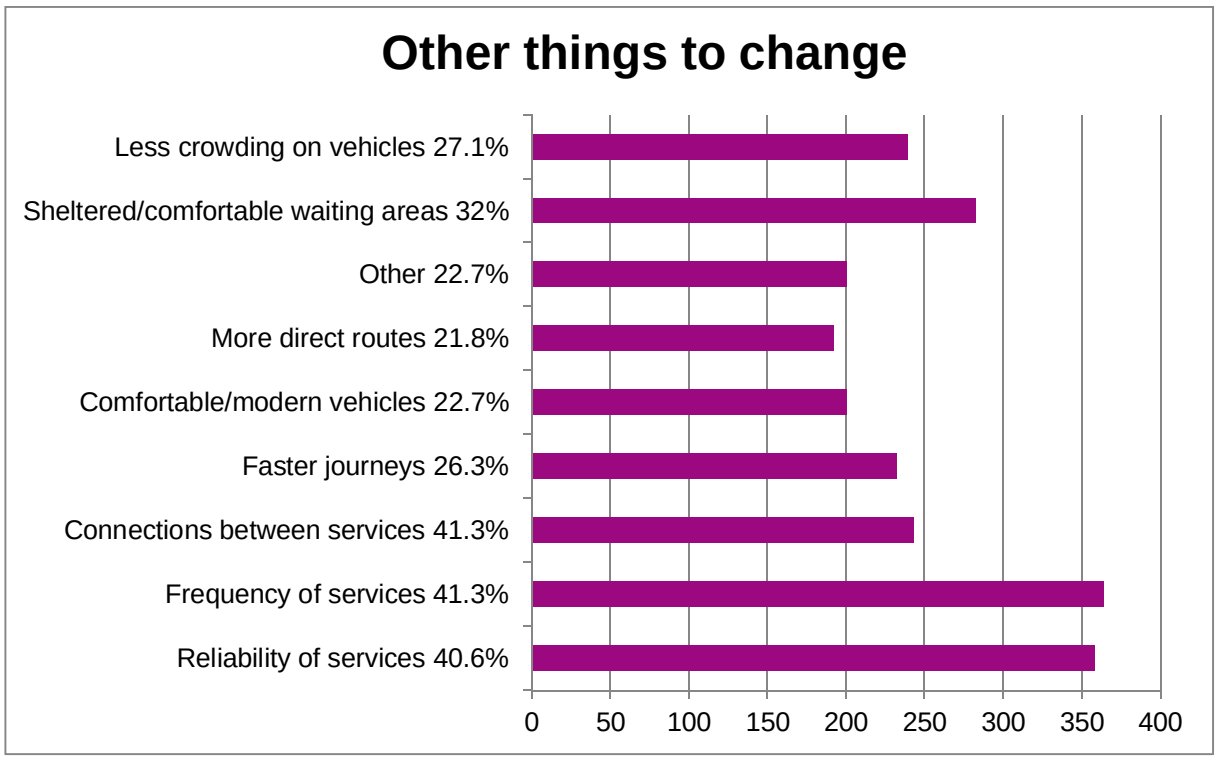
What people most wanted to change about public transport now was the reliability of services. The frequency of services and faster journeys were also considered important.



Issues that fell into the "other" category mainly mirrored what would encourage people to use public transport more often. This included cheaper fares, student fares, more real time information, top up cards online or on a bus, more space for groceries/prams/bikes, bike rack, bus lanes, a city loop, night services or shift workers, later evening/weekend services, integrated ticketing, integrated timetables (train and bus), better drivers (attitude, driving), better communications, better shelters, better infrastructure, better signage/maps/routes and free WiFi on PT.

A full breakdown of the other reasons is included in Appendix F.

Frequency of service topped the list of other things that people particularly wanted to change. Reliability of service and sheltered/comfortable waiting areas also scored highly.



The other things people would like to change mirrored those already indicated. A full list is included in Appendix F.

2.3.6 Other PT experience

There was a long list of public transport services/systems that people indicated they had used either in New Zealand or overseas that they liked the best. In New Zealand the three main centres of Auckland, Wellington and Christchurch rated highly while in Australia the services in Melbourne, Sydney, Perth, Adelaide, Canberra and Brisbane were selected.

Beyond Australasia, the services in Asia that were noted were Hong Kong, India, China (Shanghai), Japan (Tokyo), Singapore, Bangkok and Abu Dhabi. The systems in Europe, specifically those in London, Germany (Berlin), Zurich, Switzerland, Vienna, Brussels, Copenhagen, Amsterdam, Denmark, France (Paris most notably), Buenos Aires, Barcelona, Italy and other centres were also singled out.

In North America the systems in Austin (Texas), Boston, New York, San Francisco, Toronto and Vancouver were identified.

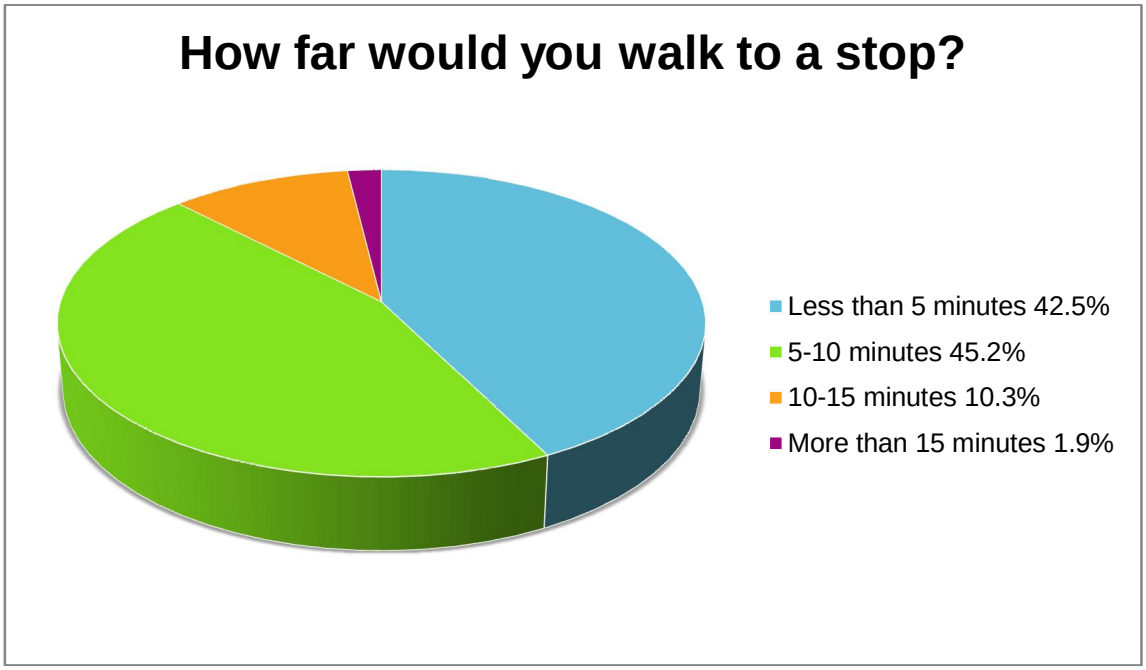
The consistent reasons for people singling out these local and overseas examples were their ease of use, frequency, reliability, pleasant vehicle, type of vehicle (tram, train or bus), ticketing, efficiency, speed, price and ease of navigation around the network. Underground systems or rail-based systems were also notable.

A full list of the overseas or domestic experience and reasons they were noted is included in Appendix F.

When asked what two things people most wanted to see happen for the future of public transport in Wellington , the major response was for the inclusion of a light rail system either through the CBD or beyond to the airport. As well as light rail, other similar forms of transport were also suggested such as trams, extending the current rail network through the city, subways, monorails and driverless ULTra prt systems (the pods introduced at Heathrow airport). There was a strong interest in separating pedestrians from vehicular traffic (whether buses, motor vehicles or other forms of travel) for safety, bus lanes or bus priority, cycle lanes/bike racks or more bicycle friendly integration in the city, a more reliable PT system, cheaper fares, city bypassing of PT, environmentally friendly/sustainable PT that avoids the reliance on diesel vehicles, integrated ticketing and regular services that are easy to remember (i.e., services that are every 15 minutes without needing a timetable). A full list of the preferences is included in Appendix F.

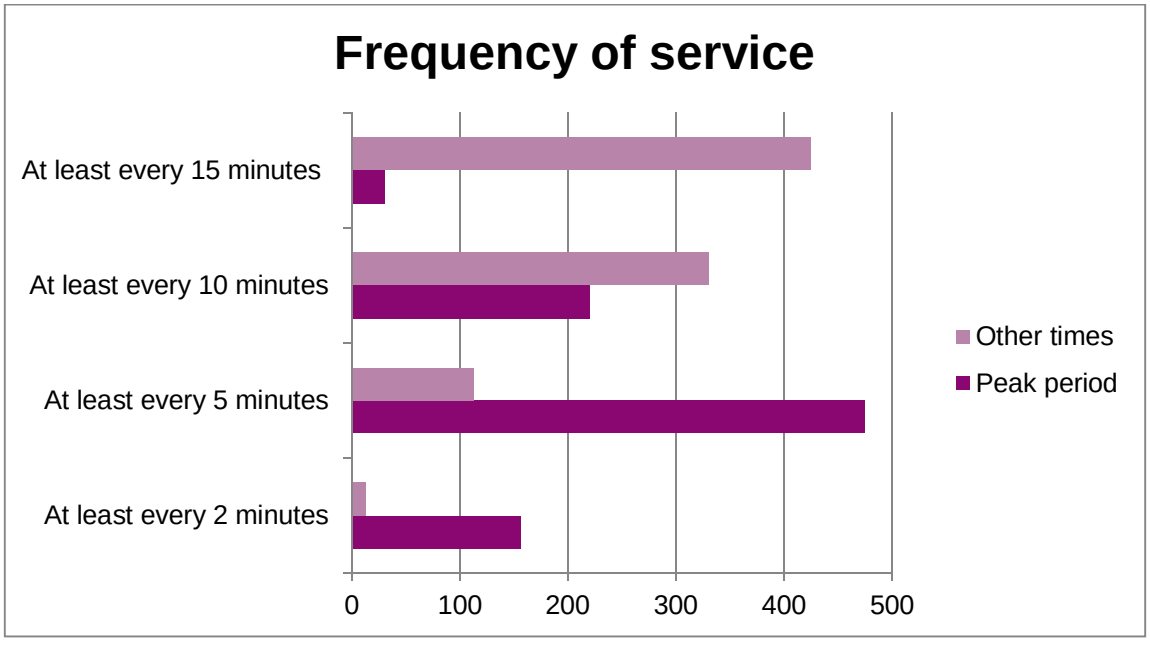
2.3.7 Walking distance to PT services

When asked how far they would be prepared to walk to a service/stop within the Wellington CBD/central area for a future high quality public transport system, people indicated a preference for either less than five minutes or five to 10 minutes with stops relatively evenly spaced. The majority indicated they would be happy to walk between 5-10 minutes.



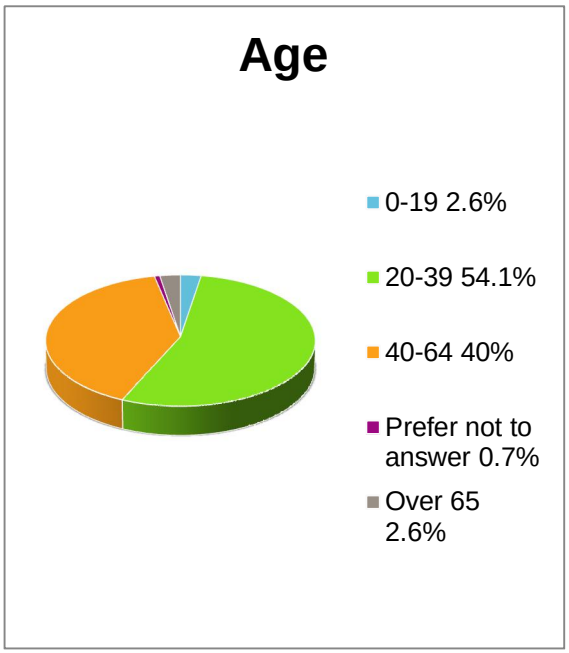
2.3.8 Frequency of service

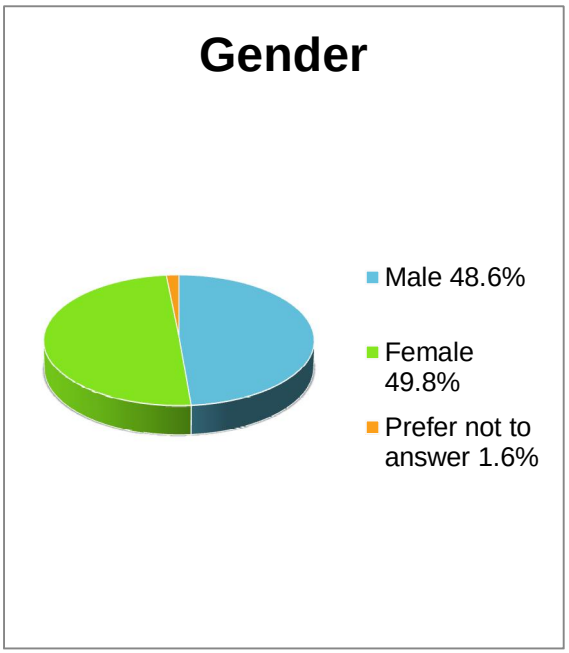
When considering a future high quality public transport system the majority (475) felt that services should be every five minutes within the CBD/central area at peak times. The next favoured frequency was 10 minutes (220). Outside the peak, the majority showed a preference for a 15 minute frequency (425) followed by every 10 minutes (331).



2.3.9 Demographics

The demographics of those surveyed show the respondents were mainly 20-39 (477), followed by the 40-64 age bracket (353). There was a relatively even distribution of male to female responses with only 14 preferring not to answer.





The people who completed the online survey were from a variety of locations; many were from Wellington central and regional suburbs, but responses were also generated from an overseas visitor from England and three from Christchurch, Nelson and Auckland who were frequent visitors. Twenty-three residents from the Wairarapa, including those living in Featherston, Greytown, Carterton, Martinborough and Masterton shared their views

Ninety-nine Lower Hutt residents shared their views, the largest number of people to complete the survey from beyond the Wellington Council boundary. Twelve came from Upper Hutt, 21 from the Kapiti Coast and 26 from Porirua. The remainder were all from Wellington suburbs ranging as far north as Tawa or Kaiwharawhara, south to Miramar and Seatoun and all the suburbs in between.

The alphabetical list of suburbs/locales noted by the 827 who answered the question are in Appendix D.

People had a wide range of responses to the final question asking them if they had any further feedback. There was repetition of earlier themes, such as bike racks, inclusion or exclusion of light rail, improving the transport system overall, better pricing and student fares. A full list of this feedback is included in Appendix F.

2.3.10 Summary

In general, the feedback demonstrates that people felt a high quality public transport system should be reliable, frequent, efficient, environmentally friendly/sustainable, include light rail/trams/trains/pods/monorail or buses, be separated from pedestrians and other vehicle traffic, either be free or be at a cost that makes it more attractive than taking a car and parking in town, has better provision for pedestrians/cyclists and includes bicycle parking or bike racks. Ticketing should be integrated across all modes and services and easily topped up, potentially online. There is a wish to have larger shelters that shielded people from poor weather better, more modern vehicles and drivers who are more courteous and friendly so that safety was improved. International and domestic experiences supported this with a number of people indicating Wellington Auckland and Christchurch had good systems while systems in Australia (particularly Brisbane, Sydney and Melbourne), Asia, North America and Europe were worth following (i.e., New York, San Francisco, Bangkok, Shanghai, Tokyo, London, Paris, Amsterdam and Germany).

2.4 Market Research Street Survey

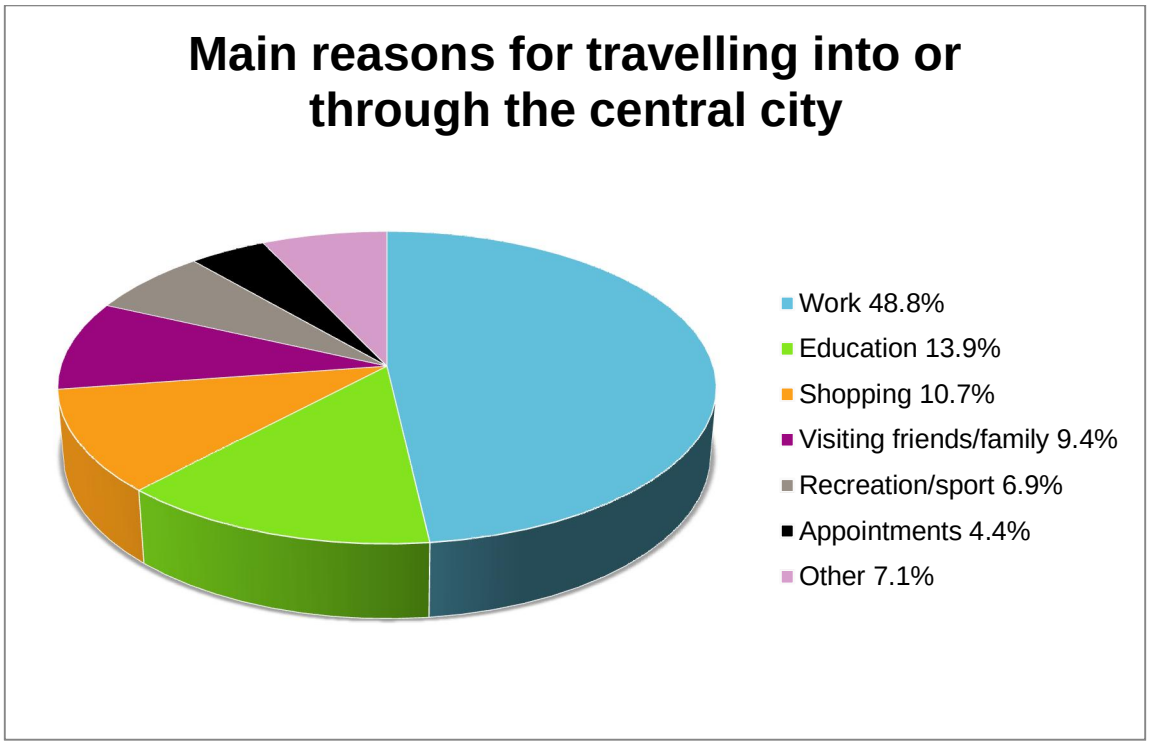
In total, 17 questions were posed in the street survey with the purpose of seeking feedback on what key elements comprised a high quality public transport system. The survey was conducted over the period of a fortnight at a variety of locations around Wellington's CBD and other suburbs within the spine study area or close to it (i.e., Kilbirnie, Hataitai). There were 733 surveys completed to varying degrees. The bulk of questions were answered, however, some questions were skipped. This is not uncommon, particularly when trying to catch people as they are walking through the central city during peak, interpeak and weekend hours. Some areas were more successful than others in terms of attracting survey participants, however, a good spread of locations and respondents was achieved and trends/themes captured.

The following information summarises the responses to survey questions. The questions can be found as Appendix A.

2.4.1 Reason for Travel

The main reason people travelled into or through the Wellington CBD was for work purposes. Of the 844 responses (respondents were able to select more than one reason for their travel) 412 travelled for work purposes and 118 for education. The next most popular answers were for:

- Shopping (91);
- Visiting friends/family (79);
- Recreation/sport (58);
- Appointments (37); and
- Other (60).



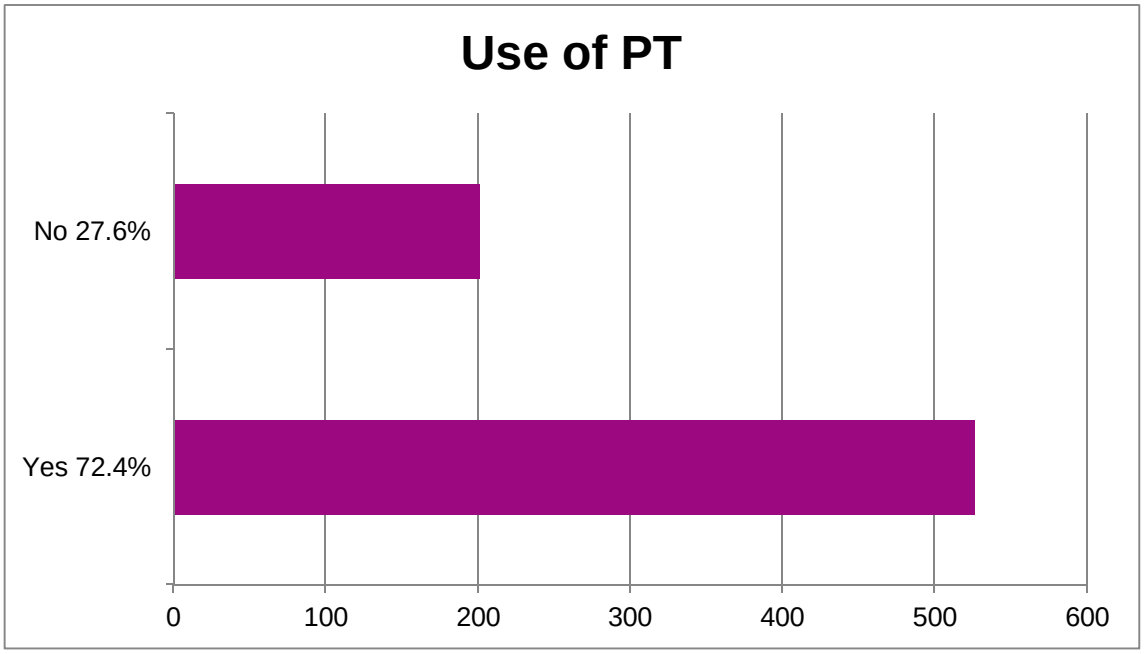
Other reasons indicated were that they were heading home as they lived in the city, were going out to eat or for entertainment, were out for a walk or going to the hospital.

The usual destinations noted when travelling into or through the central city included a variety of central city streets, particularly Lambton Quay, Featherston Street, Willis Street, Cuba Mall, Courtenay Place, Pipitea University Campus and The Terrace. Of the locations listed many are places of business, shopping precincts, private residence areas, schools and recreation areas (like gyms). Many were less specific denoting that their

usual destination was the city centre itself for a variety of reasons. A full list of the destinations is included in Appendix G.

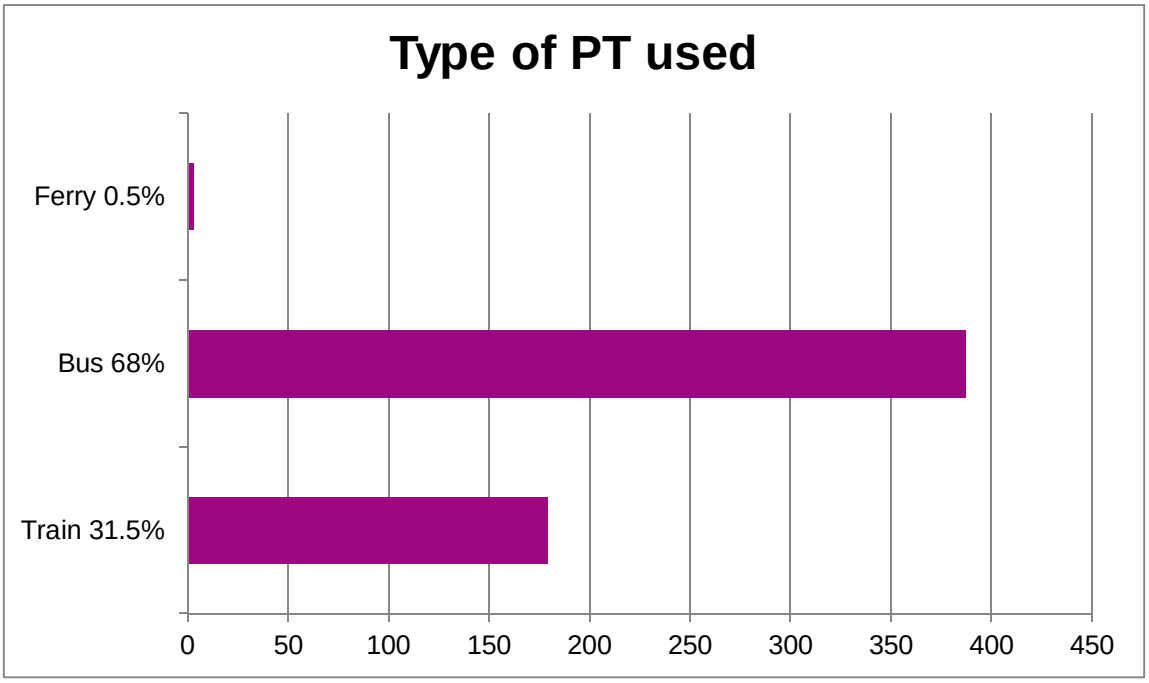
2.4.2 Use of PT

The majority of those surveyed indicated they used public transport to travel into or through the CBD with 526 using PT to a varying degree while 201 indicated they did not use PT. Six did not answer this question.



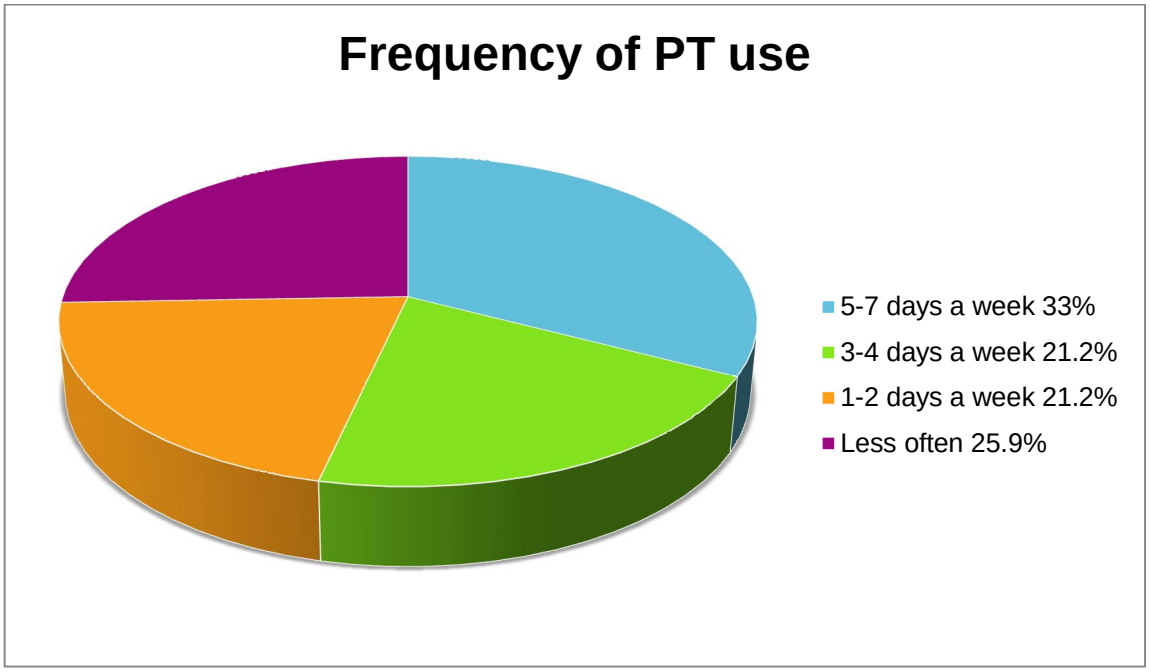
2.4.3 Type of PT

The bus was the main type of public transport that people used for their travel into or through the CBD. Of the 569 responses, 387 took the bus while 179 took the train and three took the ferry. Some indicated they used more than one mode.



2.4.4 Frequency of PT

Of those who use public transport for their travel more than a third used it 5-7 days a week and a quarter infrequently.. Just over 20% used PT used it 3-4 days and a similar number used it 1-2 days a week.



When asking the people why they used PT in the CBD they indicated it was convenient, cheaper than driving or parking, used it when it rained, they didn't have a car, they used it to get to work, they had a SuperGold card, they were lazy or they were simply going out.

People indicated they didn't use public transport because they lived in town and it was easier or closer to walk, PT was expensive, they had a car or a scooter which was more convenient, they had a work car or carpark, they prefer to walk or cycle or it didn't suit their work/family circumstances.

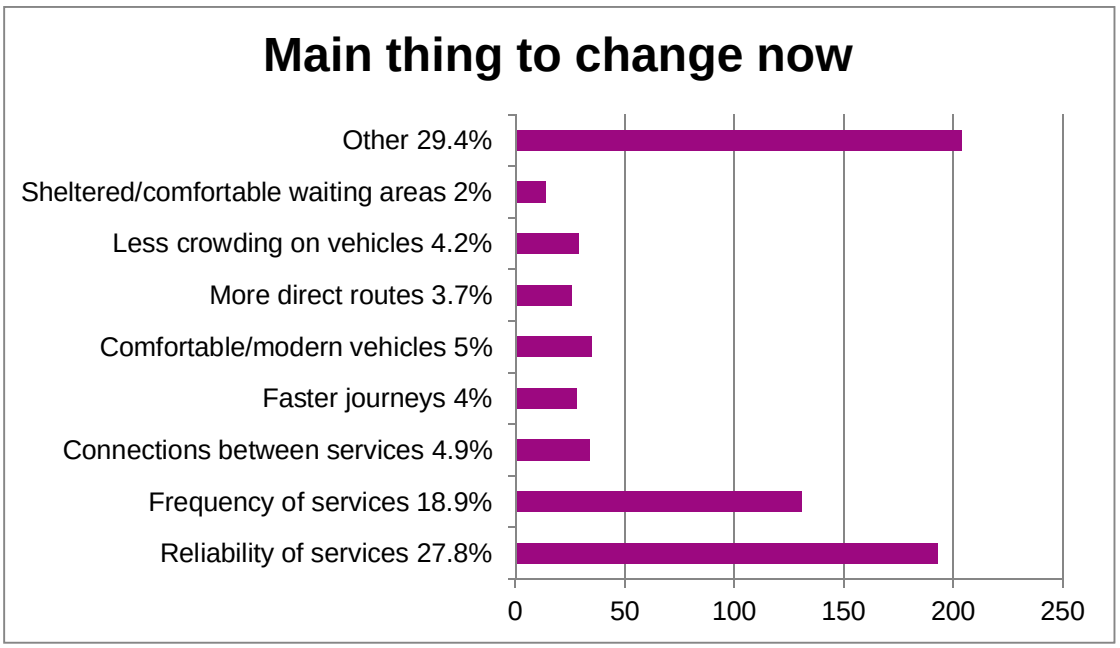
The main suggestions offered that would encourage them to use PT more often included cheaper fares, better connections, better and friendlier drivers, extended SuperGold card hours, if it were free, if they came into or went out of town more, if they didn't have a car/family/different job, if the weather was worse, if the service was more reliable and if there were student fares. Others commented that they used it as often as they could.

A full list of the reasons people used, didn't use or would be encouraged to use, PT is included in Appendix G.

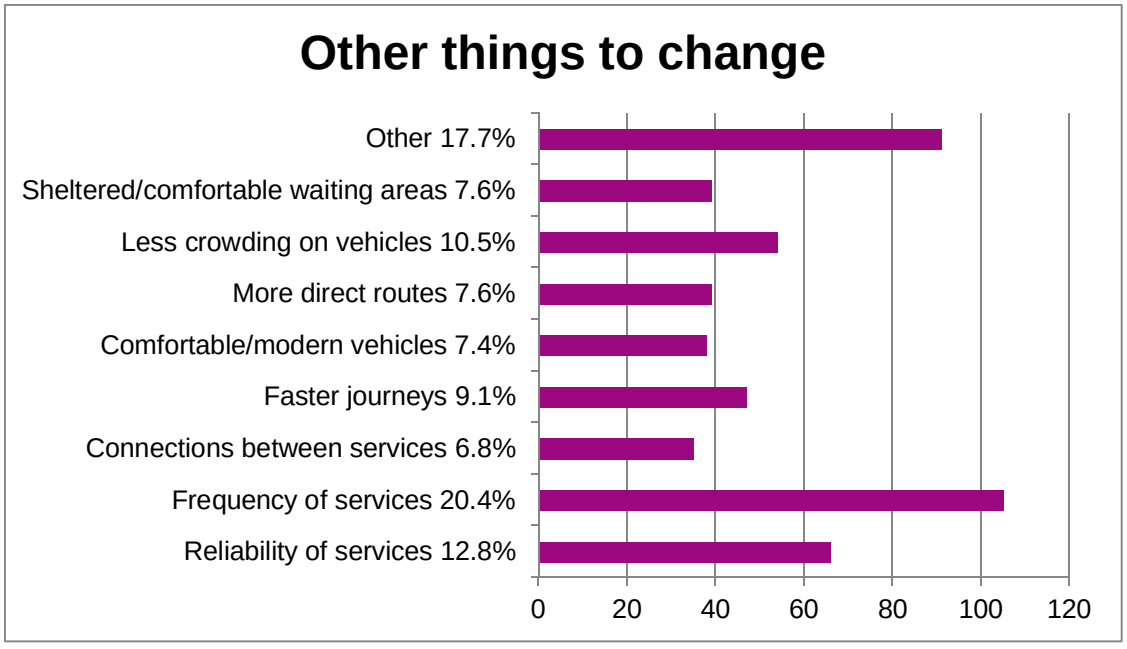
2.4.5 Suggestions for Change

There was a range of suggestions about what people most wanted to change now about public transport. Out of the 694 responses, 204 suggested other things, primarily relating to fares. Most wanted it to be cheaper and include student fares. Other suggestions included friendlier or nicer bus drivers, more services going to more destinations, later services and more real time information. Some indicated they were satisfied with the service as it was. A full list of the other responses is included in Appendix G.

Of the remaining responses, reliability of services was most important followed by frequency of services. The remaining items (connections between services, faster journeys, comfortable/modern vehicles, more direct routes, less crowding, sheltered/comfortable waiting areas) had similar levels of support.



When asked what other things they would like to change (question 10) 105 people indicated the frequency of services was most important. Less crowding on vehicles generated 54 responses. The remaining options were all similarly selected with each chosen less than 50 times.



2.4.6 Other PT Experiences

Domestic and overseas public transport experience generated 705 responses. When people were asked which the best PT system they had used in New Zealand or abroad was and why, they demonstrated strong support for Wellington's public transport system. One hundred and thirty two respondents said they liked the capital's system because of its variety (trains, buses, ferry, cable car), said they were generally happy with it, it was relatively efficient and easy to use with a lot of different routes, they liked the trains, they liked the Airport Flyer or because they hadn't used many or any other systems. Elsewhere in New Zealand there was support for Auckland's PT system (18 responses) because it had good coverage, had late services and the link bus. Palmerston North was noted for its student discount and Christchurch was noted for its cheap fares, its city loop and bus services). Other NZ centres identified were Hamilton, New Plymouth and Dunedin.

Australia was strongly identified with 139 responses in favour of their systems. In particular, Sydney and Melbourne were clear favourites with both earning 46 and 79 responses each. The reasons people approved of these services were for efficiency, speed, coverage, price, reliability and variety of vehicles/routes available. Melbourne's trams were clear favourites with many because of their frequency, ease of use and consistent, reliable nature.

In Asia, the systems in Singapore, Japan (Tokyo in particular) and Hong Kong were selected for their reliability, speed, frequency and efficiency. Singapore was also noted for being clean. In North America the systems in San Francisco and New York were identified because they were easy to use, efficient, reliable and, in the case of the New York subway system, frequent and fast.

Europe was selected by a number of respondents for similar reasons to the other examples above – frequency, reliability, efficiency and ease of use. In particular London's tube system was identified for its ease of use and frequency, as was Amsterdam's system for its emphasis on cycling, Paris' metro for its frequency and Berlin for its reliability (on time every time was one comment).

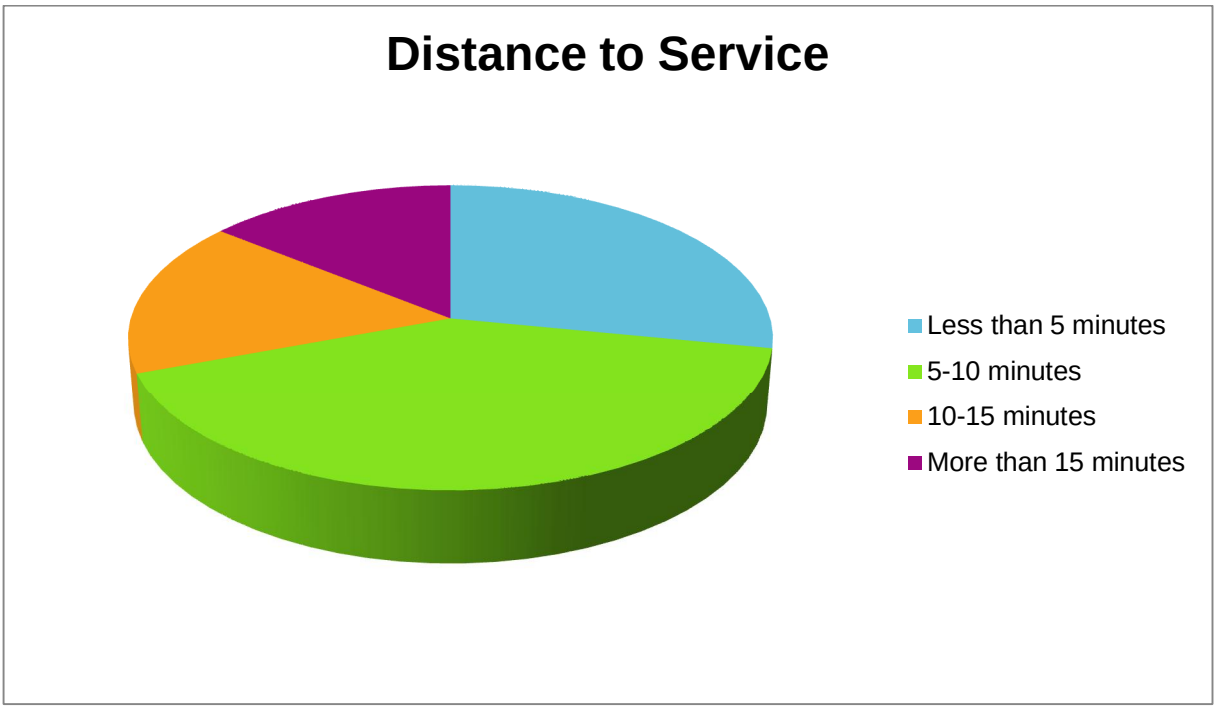
Of all the domestic or overseas responses made, consistency, reliability, efficiency, frequency, speed, price and ease of use were noted for the reason why people liked a particular system. Some demonstrated a wish for any sort of subway/underground system, others for trains/trams.

When thinking about what two things they would most like to see for the future of Wellington's CBD/central city public transport system 657 shared their views. Key themes were more modern trains, modern and spacious buses, free, cheaper and student fares, electric systems and environmentally friendly systems, faster and more frequent services, integrated ticketing, removing cars from the CBD/Lambton Quay area, later/night services, light rail/monorail/subway/trams (extending to the airport), accessibility improvements (particularly for the disabled/elderly), more train and bus services, newer vehicles and polite/friendlier drivers.

A full list of the things people would like to see is included in Appendix G.

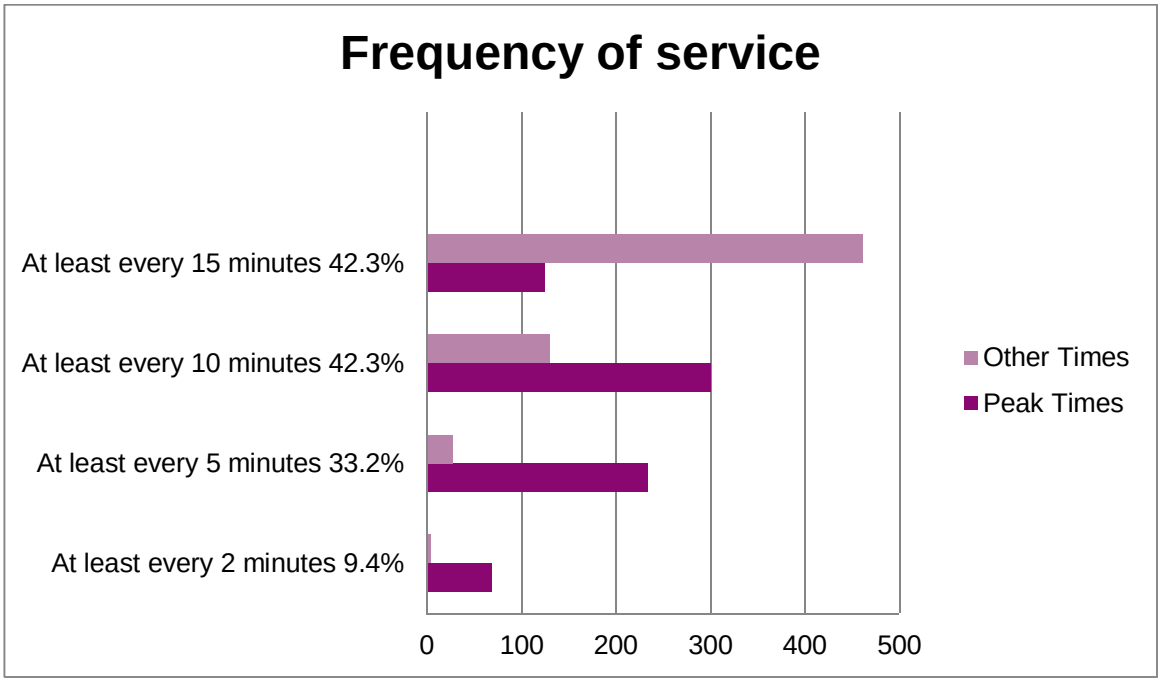
2.4.7 Walking Distance

There was a strong majority with a preference for only a 5-10 minute walk to a public transport service/stop. Of the 691 responses, 285 selected 5-10 minutes as the amount of time they would be prepared to walk within the Wellington CBD/central area and about 30% preferred less than five minutes walk. Those 10-15minutes or more than 15 minutes were similar, 14-16%.



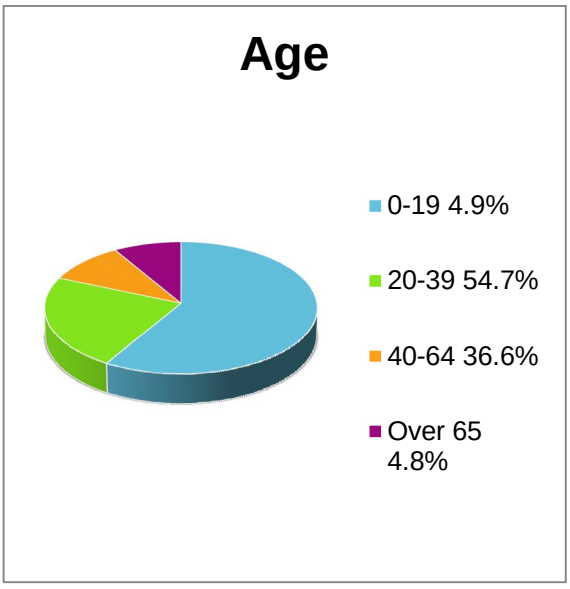
2.4.8 Frequency of Services

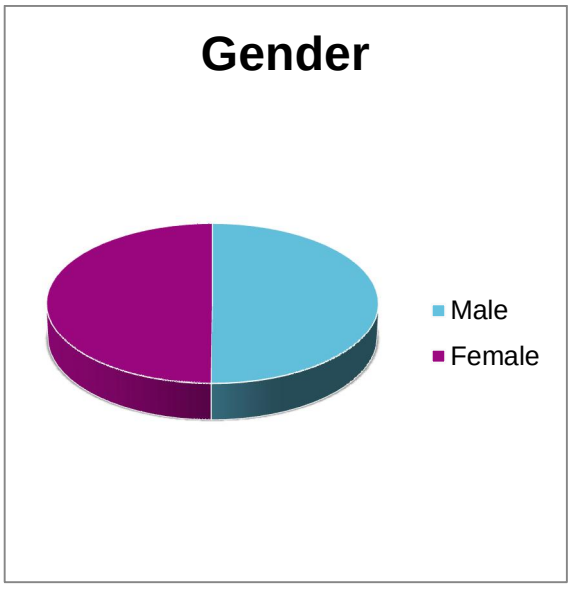
Frequency at peak or other times also showed clear preferences. Of the 727 who responded, more than 40% wanted services at least every 10 minutes with a further third preferring services every 5 minutes. Non peak the clear preference was for services at least every 15 minutes. This was broken down further with 105 keen on services every 30 minutes. The next favourite choice for service frequency was every 10 minutes, however, this was well behind services at 15min intervals with 130 identifying this as an appropriate timeframe.



2.4.9 Demographics

The demographics of respondents showed that of the 713 who provided their details, most were in the 20-39 or 40-64 age bracket. As for the online survey, the gender of respondents was evenly split. Of the 718 who answered, 360 were male and 358 female.





The people who participated in the survey were from a variety of Wellington central and regional suburbs and included people from Dunedin, Fielding, Gisborne and Auckland. The largest address/suburb group came from Te

Aro/Aro Valley area with more than 90 taking part in the survey. Beyond the Wellington City Council boundary, the largest group to take part in the survey came from the Lower Hutt area with 75 sharing their views. Twenty-nine were from Porirua, 22 from Upper Hutt, 17 from the Kapiti Coast and five from the Wairarapa.

The alphabetical list of suburbs/locales noted by the 827 who answered question 18 is in Appendix D.

Other feedback of importance was provided by 251 people. The comments included consistent themes expressed elsewhere across the surveys 16 other questions. In particular, people asked for accessibility improvements for the elderly and disabled, better buses and drivers, integrated ticketing and cheaper fares, later buses, evening buses and better weekend services, improved frequency, more child friendly services and more reliable.

A full list of the other feedback is included in Appendix G.

2.4.10 Summary

Overall, the comments from the market research demonstrate that high quality means a service that is frequent, reliable, fast, provides good connection between modes, reasonably priced and offer integrated ticketing for ease of use. Other services domestically or overseas that people found the best were in Sydney, Melbourne, Singapore, London, Paris, Tokyo and Hong Kong. They were preferred for their efficiency, reliability, speed, cost, cleanliness, frequency and because of mode. A future high quality system for the CBD would be only 5-10 minutes' walk away and would operate every 10 minutes during peak times and every 15-30 minutes at other times.

2.5 Other Feedback

2.5.1 PT Advocates

Peter Skyzinky from Community and Sustainable Transport and Brent Efford attended the PT Advocates focus group, with their thoughts captured in this engagement method. However, Mr Skyzinky felt the focus group was too intent on discussing current issues with the PT service rather than a future QTN link between the railway and hospital. He concentrated his further feedback on this issue in particular. He felt there were some major obstacles to establishing a QTN link and noted some points that may resolve these in his feedback. Mr Skyzinky wondered if the location of PT services needed to change, but on reflection felt the best location was to keep PT running along Lambton Quay because there wasn't a better alternative. He felt electric articulated buses were best, the route should be ring-fenced to a city service only and not share with other cross town buses, cars should be banned from Lambton Quay and possibly the number of stops reduced. He wondered if the amount of traffic signals impeding the flow of PT could be reduced on the Golden Mile and wanted to see ticketing improved.

Mr Efford commented that his group would like to see an expert panel established so there was continual involvement in the study. They also sought early involvement in the study in order to explore key issues as Trans-Action was considered by the group to be New Zealand's centre of light rail expertise. He said Trans-Action wanted to be sure that the right input was given at the right time to avoid a position going out for public consultation later next year with little opportunity to change fundamentals.

2.5.2 Public

A member of the public, who wished to remain anonymous, suggested raising the train/tram lines so they run around the outside of buildings as they do in Sydney and that such a system could be created to run all the way to the airport.

Maria van der Meel from The City is Ours, who also attending a focus group session, suggested some reports that would be useful to review, in particular, the Gehl report that Wellington City Council commissioned in 2004 and a central city apartment dwellers survey of 2009. The Gehl report looked at how people use public spaces in the central city, including the waterfront and assessed how people moved around the city considering how public spaces could be used better. It had a number of recommendations, two of which related more specifically to this study – taming vehicular traffic and supporting alternative transport modes. The report demonstrated that Wellington compared favourably to other cities such as London, Copenhagen, Adelaide and Perth. The city is thriving and successful, but much could still be done to unlock the central city's full potential, particularly regarding traffic and parking. A strong and clear street hierarchy needed to be developed, through traffic reduced, and parking reduced to control the traffic coming into the city.

The apartment dwellers report looked at the then approximately 12,000 people who lived in the central city area. It showed that 22% of respondents travelled to the suburbs to do their grocery shopping and Pak'nSave in Kilbirnie was the preferred location. Travel patterns of apartment dwellers showed the most common mode of travel to work

or study was walking (73% of responses). The next largest mode was by car (13%) and a further 6% use the bus as their main mode of transport.

2.5.3 NZ Police

The NZ Police stressed the importance of any changes resulting in an increase in the heavy motor vehicle impact on the urban road network, adding to congestion and/or pedestrian and cycle risk. The increasing trend in cycle and pedestrian injury should be considered a key indicator when determining these modes. The Police support the NZTS vision of "People and freight in New Zealand have access to an affordable, integrated, safe, responsive and sustainable transport system" and would continue to encourage any emphasis on reducing congestion and improving traffic flow through central Wellington.

2.5.4 Property Council New Zealand

Property Council New Zealand felt that well run public transport was vital, particularly in line with its recently released manifesto – The Future of our Capital 2010. They felt that while the study's scope focuses on the area between the railway station and hospital, the true scope of the solution was port to port (ie airport). With an aging population, the expected the reliance on public transport will increase and the tone of the inner city CBD must be one of reliable, organised activity rather than the aggressive intrusion that the road/bus combination provides today. There was a need to plan today for Wellington's future capacities, population demographics and lifestyle expectations. Experience and evidence suggested that a fixed route for public transport was more likely to provide certainty for developers, tenants and investors and noted the success of light rail in cities such as Copenhagen. Light rail is also planned for central Sydney as a pedestrian friendly solution to the increasing congestion of their roads.

2.5.5 Automobile Association

The AA supports a comprehensive public transport system in Wellington, particularly the bus and rail network because it provides an alternative to vehicles in the commuter peak and also is a viable social service for non-car users. They are looking for a balanced approach to public transport and roading with both provided in an affordable, efficient and environmentally friendly manner.

The AA noted it had made submissions on previous studies looking at the future transport options for the area now selected for this study. From earlier studies they understood a flyover was proposed at the Basin Reserve for State Highway One traffic. They indicated this would enable public transport services to flow along the Spine route from Courtenay Place to the Hospital, through the Basin Reserve area, unhindered by the State Highway traffic. They said this would improve current public transport service reliability along this route. With the improvements to bus travel from the railway station to Courtenay Place already implemented by Wellington City Council, the AA believed that public transport along the whole study corridor would be significantly enhanced. They suggested the PT Spine Study should look closely at these improvements before considering further options to improve the system in this area. They expected some effort to be made to maximise the operational benefits of the new arrangements prior to any new initiative.

2.5.6 NZ Tramways and Public Passenger Transport Employees Union

The Wellington Branch of the Tramways Union indicated strong support for users of public transport and see investment and promotion of public transport as a key to the economic and social wellbeing of the region.

The Union indicated the main problem with the current inner city public transport system is the number of buses going through the Lambton Quay, Willis and Manners Streets and Courtenay Place area. Problems are further exacerbated by the increased size and poor design of buses using the network along with pedestrian issues as a result of changes to Manners Mall.

They have concerns about a proposed hub and spoke model for public transport in the city. It is felt that this would discourage people from using PT because of inconvenience (actual or perceived). Similar concerns were raised about moving some services to The Terrace as it didn't service the inner city demand.

The union is not convinced that Light Rail would be a suitable substitute for buses and that the cost of financing this investment would be better used to improve the quality of the city roads and bus fleet. They said the review is an important opportunity to come up with lasting solutions to the current problems Wellington bus services face and that they would not want to see changes result in a reduction of passenger numbers.

The full submissions from these stakeholders are included as Appendix E.