

**PETER GLEN
RESEARCH**

Market Research You Can Action



Ph. (04) 564 4525
Fax. (04) 564 4528
Mobile. (0274) 914 330
peter.glen@xtra.co.nz
www.peterglenresearch.co.nz
P.O. Box 31-397
Lower Hutt

**COMMUNITY SURVEY REGARDING
REGIONAL PARKS AND FORESTS
2020**

*Research report prepared for the
Greater Wellington Regional Council*

Emma ten Have

Amanda Cox

June 2020

TABLE OF CONTENTS.

	<u>Page No.</u>
1. Introduction	3
2. Research objectives	4
3. Method	5
4. Statistical Note	7
5. Timing	7
6. The Research Results for the regional parks and forests (covering the 12-month period prior to the COVID-19 lockdown)	8
6.1. Awareness of the major regional parks and forests	9
6.2. Major regional parks visited in the past twelve months	10
6.3. Park usage by area of residence	11
6.4. Frequency of park usage	12
6.5. Areas of the parks that respondents visit (familiar areas vs new)	13
6.6. First time park usage	16
6.7. Activities undertaken in the parks	19
6.8. Degree of overall satisfaction with the parks.	21
6.9. The overall satisfaction levels with specific aspects of regional parks used in the past twelve months	22
6.10. Reasons for non-visitation of the regional parks	23
6.11. Barriers or limiting factors to visiting the regional parks more frequently	24
6.12. What park users value most	26
6.13. GWRC's climate change initiatives	28
6.14. GWRC's 'Summer Events Programme'	32
6.15. Awareness of GWRC's involvement/responsibilities with regard to the regional parks	34
6.16. Safety in the parks	36
6.17. The conflicting needs of different park users	37
6.18. Suggestions for improvement	38
6.19. Profile of regional park users/non-users	43
7. Usage of the GWRC regional parks during the COVID-19 lockdown period	44 - 48
8. Questionnaire	49 - 69

1. INTRODUCTION

The Greater Wellington Regional Council is responsible for managing the major regional parks and forests. These currently include:

- Battle Hill Farm Forest Park
- Belmont Regional Park
- East Harbour Regional Park (which includes the hills between Eastbourne and Wainuiomata, Butterfly Creek, as well as the Parangarahu (or Pencarrow) Lakes Block and Baring Head)
- The Hutt River Trail
- Kaitoke Regional Park
- Queen Elizabeth Park
- Pakuratahi Forest
- Whitireia Park
- The Wainuiomata Recreation Area (Reservoir Road)
- Waikanae River Trail
- Otaki River Trail

Peter Glen Research has undertaken regular surveys for GWRC, to measure the public's awareness, usage and enjoyment of the parks and their facilities. These surveys have been conducted on a regular basis (mainly at twelve monthly intervals) between 2004 and 2019.

By way of background, it can be noted that the GWRC '*Greater Wellington Great Outdoors Programme*' was renamed the GWRC '*Summer Events Programme*' for this past summer season. It focussed on fewer, but potentially more impactful events.

The GWRC has commissioned Peter Glen Research to conduct a further update study in 2020, to assess how the key measurements have trended. As this year's study has been undertaken a little later in the year due to the COVID-19 pandemic, the questionnaire was restructured to obtain a measurement of:

- past twelve-month park usage prior to the pandemic; and
- usage of the trails within the parks during the COVID-19 lockdown period.

The results of the 2020 survey are presented in this report.

2. RESEARCH OBJECTIVES

The objective of the research was to gain an updated reading of the trends in park usage since the 2019 survey measurement was undertaken. The key measurements again included the following:

- (a) To assess the public's level of awareness and usage of the major regional parks and forests noted in Section 1.
- (b) To check the activities that park users undertake while they are in the regional parks.
- (c) To determine to what extent park users are satisfied with their overall visit.
- (d) To further check the extent to which visitors are satisfied with key elements of the parks, these being:
 - Built facilities (tracks, buildings, signs and picnic areas)
 - The natural environment (forests, dunes, wetlands, shorelines, etc)
 - Customer service provided on-park (e.g. by park rangers, work gangs, GWRC staff working on the Summer Events Programme, etc)
- (e) To determine the level of "*first time visitation*" of the regional parks and what attracts/prompts the public to make their initial visit.
- (f) To check the public's level of awareness of GWRC's Summer Events Programme.
- (g) To gain an updated reading of the current barriers to park usage and to users visiting the regional parks more frequently.
- (h) To obtain an updated assessment of what the public/park users value most about their park experience
- (i) To check the issues/questions the public have of the GWRC, especially those relating to the day-to-day management of park operations.

New objectives for the 2020 survey were:

- (j) To obtain feedback from visitors on what improvements they think could be made to the Greater Wellington Regional Parks, and/or the information about them, to enhance the visitor experience.
- (k) To measure the extent to which the public are aware/have heard of the range of initiatives that GWRC has in place to help mitigate climate change. Also, to assess how important the public consider the range of initiatives to be, and which of the initiatives they consider most important.
- (l) To determine whether the public has any concerns about their personal safety in the regional parks, that might lead to non-usage.
- (m) To gain an indication of the public's usage of any of the tracks and trails within the regional parks near their home, during the COVID-19 lockdown period.

3. METHOD

The survey was undertaken on a similar basis to the previous parks surveys. It covered a general cross-section of the adult population (16+ years), in the greater Wellington region. The sample included both park users and non-users.

The survey has enabled the trended data, relating to the public's awareness, usage and attitudes towards the regional parks and forests, to be updated and the results quantified.

3.1. SAMPLE SIZE AND STRUCTURE

The sample size and structure for the research remained consistent with the previous annual surveys, so that a direct comparison of results could be made.

The survey was undertaken among a randomly selected sample of 500 residents 16+ years of age who live in the greater Wellington region.

Interviews were spread throughout the greater Wellington region in accordance with population distribution, in order to recruit a representative cross-section of the public. That is:

AREAS COVERED BY:	Total Population Estimate 000s	%	Actual Sample n=500	%
Kapiti Coast District Council	53.2	10.2	51	10.2
Porirua City Council	56.3	10.8	54	10.8
Wellington City Council	213.3	40.9	204	40.8
Lower Hutt City Council	111.1	21.3	106	21.2
Upper Hutt City Council	44.3	8.5	43	8.6
South Wairarapa District Council	9.4	1.8	9	} 42
Carterton District Council	8.3	1.6	8	
Masterton District Council	25.6	4.9	25	
TOTAL	521.5	100.0%	500	100.0%

3.2. METHOD OF CONTACT

The great majority of the interviews were undertaken by way of telephone interviewing (landline and mobile). However, as in previous years, a small number of face-to-face interviews were conducted, where necessary (late in COVID-19 Level 2), to meet stratified sample quotas and to ensure that a proper cross-section of the community was engaged.

3.3. SAMPLE SELECTION

Respondents were recruited for the research by way of random telephone enrolment, using the local telephone directories and listings as the sampling frame. It was ensured that the sample was drawn from both landline and mobile addresses.

Up to three calls were made to establish contact with each randomly selected respondent, thus preserving, as far as practicable, the random integrity of the survey. Where more than one person qualified per household, the interview was undertaken with the person whose birthday fell next.

3.4. FIELDWORK EXECUTION

An experienced team of interviewers, employed by Peter Glen Research, conducted the fieldwork. Questioning was administered by way of a structured questionnaire.

3.5. THE QUESTIONNAIRE

The questionnaire (see Section 8) was developed by Peter Glen Research, in consultation with client, using the 2019 document as the base on which the specific questions were constructed.

New questions were included to cover the additional objectives of the 2020 survey, including the exceptional circumstances of the COVID lockdown period, coupled with suggested input from GWRC.

4. STATISTICAL NOTE

Sample surveys provide estimates of the actual percentages that would be obtained if the total target population were interviewed (i.e. a census). In this case, the target population is the total number of adult residents in the Greater Wellington Region.

Sampling theory, based on the Standard Normal Distribution, can be used to measure the estimated '*margin of error*' that will apply to the sample, providing the respondents have been selected using random sampling procedures.

It should be noted that the '*margin of error*' varies, according to:

- the observed percentage in the survey;
- the sample base on which the percentage is being calculated;
- and - the degree of confidence that is required for the study.

To illustrate this point, we have provided below the '*margin of error*' that would apply at different percentage levels, on alternative base sizes and at two different confidence levels – 90% and 95% confidence.

SAMPLE SIZE (n)/ CONFIDENCE LEVELS	PERCENTAGE OBSERVATION:		
	50%	70% or 30%	90% or 10%
<u>90% CONFIDENCE</u>			
n=1000	±2.6%	±2.4%	±1.6%
n=800	±2.9%	±2.7%	±1.7%
n=500	±3.7%	±3.4%	±2.2%
n=400	±4.1%	±3.7%	±2.5%
n=200	±5.7%	±5.3%	±3.5%
n=100	±8.2%	±7.5%	±4.9%
<u>95% CONFIDENCE</u>			
n=1000	±3.1%	±2.8%	±1.9%
n=800	±3.5%	±3.2%	±2.1%
n=500	±4.4%	±4.0%	±2.6%
n=400	±4.9%	±4.5%	±2.9%
n=200	±6.9%	±6.3%	±4.1%
n=100	±9.8%	±9.0%	±5.9%

By way of example, if a survey of 500 randomly selected adults in the Wellington Region shows that 50% hold a particular attitude, we could be 90% certain that the true percentage that held that view would be 50% ±3.7%. Thus, the actual percentage would lie somewhere between 46.3% and 53.7%.

It should be noted that it requires four times the sample size to halve the '*margin of error*'.

5. TIMING

The fieldwork for the research was conducted from 28 April to 6 June 2020.

6. THE RESEARCH RESULTS FOR
THE REGIONAL PARKS & FORESTS

Covering the 12-month period prior to the COVID-19 lockdown,
i.e. April 2019 to mid-March 2020

6.1. AWARENESS OF THE MAJOR REGIONAL PARKS AND FORESTS

The results of the latest survey indicate that the overall awareness levels were again broadly similar to those recorded last year, with just marginal differences in the awareness of individual parks. Overall, 81% of respondents were able to *freely* recall an average 2.5 major regional parks.

Prompted awareness, as measured by reading respondents a checklist of GWRC parks, resulted in them stating that they heard of an average 7.2 different regional parks (out of the twelve parks on the list).

The following table shows the *free* and *prompted* recall levels of the parks:

Major Regional Parks/Forests	Park Most Top-of-Mind			Parks Freely Recalled			Prompted Awareness		
	'18	'19	'20	'18	'19	'20	'18	'19	'20
Battle Hill Farm Forest Park	3	2	2	15	13	12	71	70	69
Belmont Regional Park	17	21	21	33	32	35	79	83	85
East Harbour Regional Park	4	3	2	17	15	18	54	57	55
Hutt River Trail	1	1	2	9	7	5	67	74	72
Kaitoke Regional Park	18	17	19	38	36	36	88	89	93
Queen Elizabeth Park	12	11	11	25	23	24	87	87	87
Akatarawa Forest	1	1	1	8	5	6	54	47	45
Pakuratahi Forest	5	3	3	17	15	14	70	68	67
Whitireia Park	-	1	3	8	7	8	45	48	47
Wainui Recreation Area (Reservoir Rd)	-	1	1	5	4	5	34	34	39
Waikanae River Trail	1	1	1	5	4	3	31	33	37
Otaki River Trail	2	1	1	5	4	2	26	31	29
Other	18	15	14	30	27	32	N.A.	N.A.	N.A.
Respondents who recalled a park	82%	78%	81%	82%	78%	81%	100%	100%	100%
Average no. of parks recalled	1.0	1.0	1.0	2.6	2.5	2.5	7.1	7.2	7.2

Note: N.A. = Not applicable.

6.2. MAJOR REGIONAL PARKS VISITED IN THE PAST TWELVE MONTHS

The 2020 research results indicate a very similar result to last year's study in terms of the percentage of residents in the Wellington region who stated they had visited a major regional park/forest in the past twelve months. Indeed, 74% of the research participants indicated they had visited an average 2.9 parks each.

Looking at the trend, this is the first time in recent history that the percentage of residents visiting the regional parks has remained static, rather than grown.

The percentage of respondents who had visited each park is shown in the chart below.

Major Regional Parks/ Forests	2011	2012	2014	2017	2018	2019	2020
	%	%	%	%	%	%	%
Battle Hill Farm Forest Park	11	12	11	13	17	14	16
Belmont Regional Park	17	18	15	19	20	22	22
East Harbour Regional Park	7	8	12	16	21	17	17
Hutt River Trail	21	24	26	31	29	34	35
Kaitoke Regional Park	16	18	26	26	29	30	32
Queen Elizabeth Park	25	23	25	24	31	34	34
Akatarawa Forest	8	9	8	5	4	5	4
Pakuratahi Forest	9	11	14	15	11	16	14
Whitireia Park	12	11	12	11	13	16	14
Wainui Recreation Area (Reservoir Rd)	N.A.	N.A.	11	9	7	4	6
Waikanae River Trail	N.A.	N.A.	N.A.	9	14	11	12
Otaki River Trail	N.A.	N.A.	N.A.	4	6	8	7
RESPONDENTS WHO HAD VISITED A PARK IN THE PAST 12 MONTHS	59%	63%	64%	68%	72%	74%	74%
Average no. of parks visited	2.1	2.1	2.5	2.7	2.8	2.9	2.9

6.3. PARK USAGE BY AREA OF RESIDENCE

Park usage has again been cross-analysed by respondents' area of residence. The results are shown in the table below.

It should be noted that the subsamples for this analysis are relatively small. The aim has been to generate an overall sample which reflects a cross-section of Greater Wellington residents to adequately reflect the region as a whole.

Whilst the margin of error on the total sample is approximately $\pm 4\%$ at the 90% confidence level, the corresponding figures for the individual subgroups will be substantially larger.

Despite this cautionary note, the analysis by area of residence gives an indicative reading of major parks visited. It is interesting to note that, as was the case last year, a greater percentage of residents in Kapiti, Porirua, Lower Hutt and Upper Hutt have visited a regional park in the past twelve months, whilst fewer residents of Wellington and Wairarapa have done so. This, presumably, is related to ease of access/proximity to a GWRC regional park.

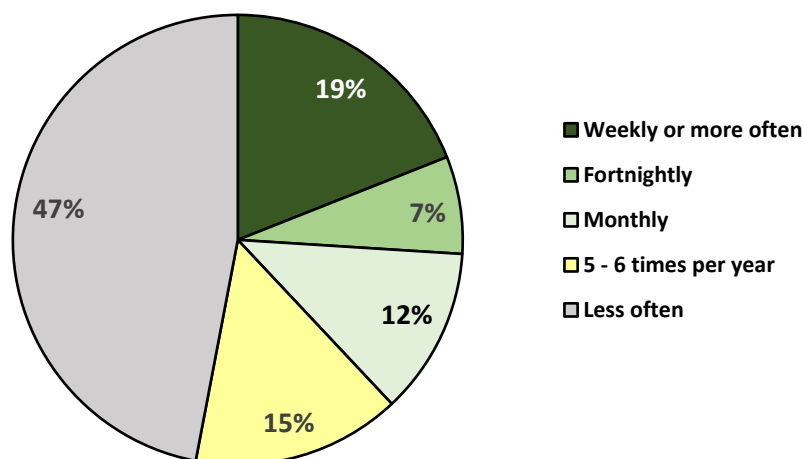
The following chart is based on the total number of respondents in the survey, who live in each area.

MAJOR REGIONAL PARKS/FORESTS Bases:	TOTAL RESP's 500	AREA					
		Kapiti 51	Porirua 54	Wellington 204	Lower Hutt 106	Upper Hutt 43	Wairarapa 42
	%	%	%	%	%	%	%
Battle Hill Farm Forest Park	16	25	22	16	11	19	2
Belmont Regional Park	22	14	17	19	38	26	10
East Harbour Regional Park	17	8	6	21	23	21	5
Hutt River Trail	35	14	15	27	67	70	7
Kaitoke Regional Park	32	24	17	26	42	70	21
Queen Elizabeth Park	34	78	48	36	18	18	10
Akatarawa Forest	4	6	4	3	3	14	5
Pakuratahi Forest	14	10	7	11	16	26	29
Whitereia Park	14	16	59	6	12	9	2
The Wainui Recreation Area	6	-	2	6	12	12	-
Waikanae River Trail	12	35	15	12	7	5	2
Otaki River Trail	7	25	6	7	3	5	2
RESPONDENTS WHO HAD VISITED A PARK	74%	80%	81%	68%	82%	86%	48%
Average number of parks visited	2.9	3.2	2.7	2.8	3.1	3.4	2.0

6.4. FREQUENCY OF PARK USAGE

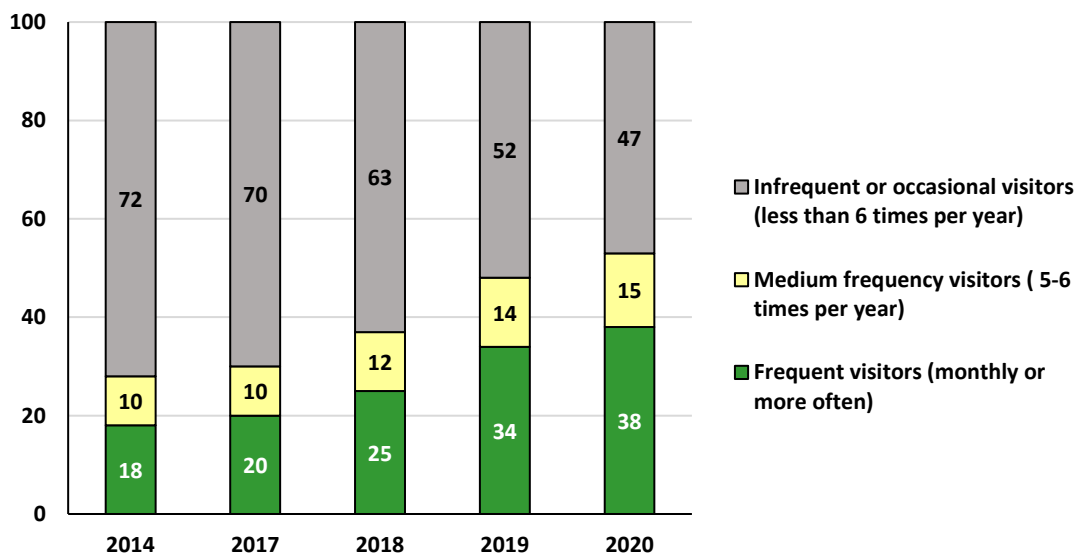
In the 2020 survey, 38% of the research participants stated they had visited *any* of the major regional parks at least monthly in the past twelve months.

Frequency of visiting **any** of the Greater Wellington Regional Parks in past 12 months or so



When the frequency of use result is trended over the past four surveys, it is apparent that the frequency of park visitation is continuing to increase.

Trend in frequency of park visitation



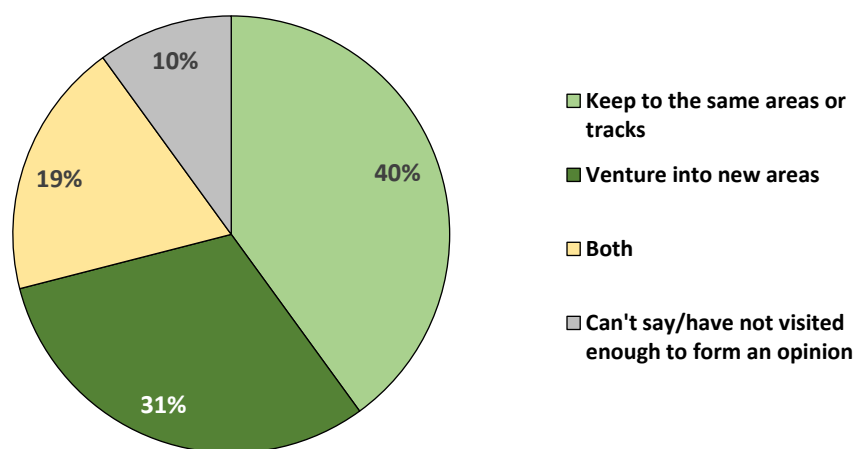
Therefore, to summarise, whilst we saw in Section 6.2 of this report, that the same percentage of the research participants (74%) had visited a regional park as had done so in the previous survey, and they had visited the same number of parks on average (2.9), their frequency of visiting the parks has increased. The increase in frequency is evident in more park visitors now being described as *‘frequent’* or *‘medium frequency’* visitors.

6.5. AREAS OF THE PARKS THAT RESPONDENTS VISIT (FAMILIAR AREAS VERSUS NEW)

A new question was introduced to this year’s survey, which was expressed as follows:

“When you visit the Greater Wellington Regional Parks, do you find that you generally keep to the same areas or tracks that you are familiar with, or do you venture into new areas of the park?”

The results indicate that users of the regional parks have a variety of views and opinions on this. Slightly more park users stated that they like to ‘keep to the same areas or tracks’ than those who prefer to ‘venture into new areas.’ This is shown in the chart below.



The research participants were then asked to outline their reasons for preferring to keep to the same areas or tracks, rather than venturing into new areas. Their responses are summarised below:

<u>Reasons why respondents keep to the same areas or tracks</u>	<u>% of Park Users (n=368)</u>
Habit – I/we always go there/feel comfortable there/are familiar with it	13
My age/health/fitness makes it more sensible for me to stick to the tracks/areas I’m familiar with; we don’t have the energy levels we once had	7
Time availability – we know where we are going and can pace ourselves; we know for sure how long it will take us	6
It is a convenient walk close to home/not too far away; convenient/easy if we have not got much time	6

Chart continued overleaf

<u>Reasons why respondents keep to the same areas or tracks</u>	<u>% of Park Users (n=368)</u>
Feel safer sticking to the regular routes we know with the children/young children; we can use the pram/pushchair there	6
I/we don't want to get lost, so go the routes we know/have been before; I like to know where I am going	5
The track(s) there suit me/are suited to my needs/fitness level	4
Keep to the same areas or tracks, but get variety from the different regional parks we visit	4
The tracks/parks we visit are still giving us new experiences	3
We go the same path/track with the dog; feel more comfortable taking the dog on the path it knows	3
We visit these parks in a group – we just go along and visit different parks, but it is usually the same areas	2
I go there (e.g. Akatarawa) to do a specific activity (e.g. 4x4). It is the only park in which I/we can do it.	1
RESPONDENTS WHO GAVE A REASON FOR KEEPING TO THE SAME AREAS (INCLUDES THOSE WHO STATED THEY DO 'BOTH')	59%

A variety of reasons were also given by the research participants who like to venture into new areas or tracks within the regional parks. These are summarised below:

<u>Reasons why respondents venture into new areas</u>	<u>% of Park Users (n=368)</u>
We like/enjoy a change; it is good to visit/discover/venture into new areas and have new experiences	12
I/we visit new areas/tracks if there is time	9
It is all new to me/all seems new to me; we have new experiences every time we visit	7
I/we like to try new tracks/explore new areas/vary our route (but we stick to the main tracks)	5
I/we visit new areas, but it depends on the weather/conditions/who we are with	4
I/we like to explore new areas with the children/family; it gives new experiences/adventures	3
I visit new areas to get different mountain bike experiences; the mountain bike tracks add variety	3
I have just got back into cycling/mountain biking and want to explore new routes/areas	2
It is good to get away from the familiar/your regular comfort zone	1
We went camping in an area that is new to us (e.g. Waikanae River); we like to have new/different camping experiences	1
There are plenty of tracks that are well developed so I/we like to explore/make use of them	1
To get variety in the terrain/challenges I set myself	1
Other reasons	1
RESPONDENTS WHO GAVE A REASON FOR VENTURING INTO NEW AREAS (INCLUDES THOSE WHO STATED THEY DO 'BOTH')	50%

6.6. FIRST TIME PARK USAGE

In this year's survey, 17% of park users had visited at least one of the regional parks for the first time in the twelve months prior to interview. This is down on the 24% figure recorded last year.

At an individual park level, an average 8% of park visitors were first time users of that park, which is also down on last year's result (14%). The '*first time*' visitation rate for each of the parks was as follows:

	No. of total park visitors (n=)	First time visitors %
Battle Hill Farm Forest Park	(79)	6
Belmont Regional Park	(110)	9
East Harbour Regional Park	(85)	11
Hutt River Trail	(174)	3
Kaitoke Regional Park	(158)	6
Queen Elizabeth Park	(170)	7
Akatarawa Forest	(22)	5
Pakuratahi Forest	(72)	8
Whitireia Park	(70)	9
Wainui Recreation Area (Reservoir Rd)	(31)	16
Waikanae River Trail	(60)	17
Otaki River Trail	(35)	23

The 17% of respondents who had visited any of the regional parks for the first time, in the past twelve months, were asked to freely outline what had attracted them, or prompted them to make the visit. Their replies are summarised into the main contributing factors below.

What attracted/prompted a first-time visit?	Had visited any of the parks for the 1 st time (n=85)
Word-of-mouth; recommendation from friends/family	40
Went with friends/family, who invited us to go with them on a walk/bike ride/picnic	14
We were browsing online/on the Internet for a new experience for our family; we looked up 'walks' on Google	13
I/we had a bit of time available and wanted to try somewhere new/a bit different	11
I can't say what prompted me; it was just a spontaneous trip/decision made while I was out on the day	7
Went with a group/a group of people from work/a club that I am involved with	6
Wanted to experience the flora and fauna in the park (e.g. the flora and fauna/ferns and birds/the abundant birdlife that is there)	6
We went there so our children, who are now old enough, could experience the nature within the park (birds, bush, etc)	4
We heard there were good facilities there for camping	1
I was interested in what the park had to offer, after I got some information and a map from the library	1
We are new to Wellington/have recently moved here and went to that park for our first visit	1
We visited there (Belmont Regional Park) on the way to a child's birthday party. It was a convenient stop on the way.	1
<i>Average number of comments given by respondents for their first-time visit</i>	<i>1.05</i>

Respondents were also read a prompted list of information sources and asked whether any of the following contributed to their decision to visit a regional park for the first time. This, together with the open-ended responses above, confirm just how important ‘*word-of-mouth*’ recommendations are as a contributor to new park visitation.

INFORMATION SOURCES	Had visited any of the parks for the 1 st time (n=85)
Word-of-mouth; recommendation from friends/family/colleagues	75%
Google/Internet search/Google maps	13
Advertising/promotions	11
Information on the GWRC website	8
Other information read or viewed on Internet	8
DOC office/site	7
Information on Facebook	6
A group/walking group I belong to	5
An event we attended (e.g. children’s birthday party, family celebration)	4
<i>Average no. of sources mentioned</i>	<i>1.37</i>

6.7. ACTIVITIES UNDERTAKEN IN THE PARKS

Park users indicated that, during the past twelve months, they had undertaken an average 2.5 different activities in any of the regional parks. This continues a slight upward trend in the average number of activities that park visitors undertake.

Overall, a wide variety of activities continue to be undertaken in the regional parks.

'Walking/bush walking' remains the No. 1 activity, but there have been some notable changes over the years for various other activities, such as the growth in 'mountain biking/cycling' and 'camping'. Family-related activities generally (e.g. 'family outings/recreation, walking the dog, picnics/barbeques, swimming') continue to be undertaken by a significant percentage of the park users, but are at marginally lower levels than last year.

The table below lists the activities that park users freely recalled having undertaken in the parks, in order of highest to lowest participation in the 2020 survey.

Activities	Regional Parks					
	2012	2014	2017	2018	2019	2020
	%	%	%	%	%	%
Walking/bush walking	62	53	72	75	74	86
Mountain biking/cycling	14	10	26	24	26	33
E-biking	N.A.	N.A.	N.A.	N.A.	N.A.	4
Family outings/recreation	25	21	16	26	29	24
Camping	5	5	9	12	15	19
Walking/running with dog	7	10	12	16	16	13
Outings with organised groups	9	9	10	6	7	11
Picnics/barbeques	22	11	19	22	20	10
Running/jogging	5	6	3	3	6	10
Swimming	2	8	7	12	11	9
Driving for pleasure (4WD, trail biking)	N.A.	N.A.	6	2	4	6
Tramping	2	2	3	4	3	6
Operated a drone/model aircraft, etc	N.A.	N.A.	N.A.	N.A.	N.A.	3
Photography	N.A.	N.A.	6	7	8	3
Fishing/hunting/rifle shooting	N.A.	N.A.	6	3	4	2
Horse riding	N.A.	N.A.	4	2	3	2
Participated in a GWRC event	1	1	2	4	2	2
Other activities	12	12	16	8	8	6
Average no. of activities	1.7	1.5	2.2	2.3	2.4	2.5

Note: N.A. = Not shown separately in these years. Was included in 'other activities'.

Further questioning was again asked, to check whether the respondent and/or anyone in their immediate family/household had operated any of the following equipment in any of the regional parks in the past twelve months or so.

The results, which are based on the total park users, were as follows:

EQUIPMENT	Used in past 12 months
A pram or pushchair	9%
A wheelchair or other mobility assistance device	3
An e-bike (or electric bike)	4
An electric scooter or motorised toy	2
A model aircraft or drone	3
Any other battery-powered device <i>(freely mentioned by the respondents as phone, i-pad, tablet)</i>	4

The 9% of respondents who stated that they had used ‘a pram or pushchair’ in the parks indicated, in the earlier table, that they had ‘walked, bush walked, or jogged’.

All of the park visitors interviewed in the 2020 survey, who had used the above equipment in the parks, stated that the facilities currently available are satisfactory to their needs and the areas of the parks they use.

6.8. DEGREE OF OVERALL SATISFACTION WITH THE PARKS

Park users were asked to indicate how satisfied they were with each of the parks they had visited in the past twelve months, as a place to undertake the activities in which they had specifically participated.

The 2020 survey confirms that respondents' overall opinions of the parks remain very positive, with 98% of park users expressing satisfaction. Indeed, most park users have again stated that they are '*very satisfied*' with their overall park experience and this is up on last year's result.

Importantly, very few park users (less than 1%) have expressed overall dissatisfaction.

Satisfaction Level	2012	2014	2017	2018	2019	2020
Very satisfied	% 79	% 79	% 75	% 78	% 83	% 89
Satisfied	17	10	20	17	14	9
Neutral	4	10	4	4	2	2
Dissatisfied	x	1	1	1	1	x
Very dissatisfied	-	x	x	x	x	x
TOTAL PARK USERS	100%	100%	100%	100%	100%	100%

High levels of overall visitor satisfaction were again recorded for all of the regional parks and forests that respondents had visited. Indeed, all of the parks received an increased percentage of users stating that they were '*very satisfied*'.

Parks	<u>% very satisfied</u>				<u>% at all satisfied</u>			
	2017	2018	2019	2020	2017	2018	2019	2020
Battle Hill Farm Forest Park	65	83	86	87	97	98	99	95
Belmont Regional Park	66	72	76	84	86	92	96	95
East Harbour Regional Park	92	87	92	94	98	96	98	99
Hutt River Trail	68	66	73	84	96	94	97	98
Kaitoke Regional Park	73	80	89	94	94	93	97	98
Queen Elizabeth Park	75	73	83	88	95	95	97	98
Akatarawa Forest	73	71	80	86	96	95	96	95
Pakuratahi Forest	74	79	78	88	98	98	99	99
Whitireia Park	84	83	86	89	98	98	98	97
Wainui Recreation Area (Reservoir Rd)	78	78	89	94	98	97	100	100
Waikanae River Trail	93	90	93	95	95	97	98	98
Otaki River Trail	85	88	88	91	95	96	98	97

6.9. THE OVERALL SATISFACTION LEVELS WITH SPECIFIC ASPECTS OF REGIONAL PARKS USED IN THE PAST TWELVE MONTHS

The research participants were again asked to rate several specific aspects of the regional parks they had visited. Results, at this level of investigation, indicate that satisfaction levels continue to be high. Overall satisfaction appears to be even more positive in 2020 than in last year's survey, with significantly more respondents giving a 'very satisfied' rating on all park aspects.

PARK ASPECTS	Very Satisfied	Quite Satisfied	Not Satisfied	Could Not Rate
	%	%	%	%
<u>BUILT FACILITIES:</u>				
Trails that are easy to find	68	29	-	3
Trails that connect within parks	58	35	-	7
Trails that offer the right degree of ease or challenge for you	64	33	-	3
Trails access barriers that are easy to get through	57	33	-	10
Accessibility of facilities, such as trails or toilets, for the equipment you are using, e.g. wheelchairs, walkers, baby strollers	50	28	1	21
A sufficient number of toilets	39	38	7	16
Toilets that are well maintained	35	28	2	35
Other park buildings that fulfil their role and are well maintained	34	23	1	42
Signs leading to the park	57	26	4	13
Direction signs within the parks	57	36	2	5
Signs that inform users about the parks, their features and/or their history	54	33	5	8
Picnic areas and facilities	58	24	3	15
<u>NATURAL ENVIRONMENT</u>				
The experience provided by the natural environment of the park	73	23	3	1
<u>CUSTOMER SERVICE IN THE PARK</u>				
Help and service received from Greater Wellington employees working in the park, e.g. park rangers, work gangs, staff helping with the Great Outdoors Programme	24	7	-	69

6.10. REASONS FOR NON-VISITATION OF THE REGIONAL PARKS

In this year's survey, 26% of respondents had not visited any of the greater Wellington regional parks in the past twelve months. Their reasons for not having visited again reflected a wide variety of factors that contribute to non-use of the regional parks. These are summarised in the table below.

<u>Reasons for not visiting in the twelve months prior to the COVID-19 lockdown</u>	<u>% of Non-Visitors (n=132)</u>
Lack of time and other commitments (e.g. children's sport and family commitments, work/business/study commitments, sporting commitments, commitment with friends, elderly/sick family members, work on house/property)	37
The time needed to travel to the regional parks (e.g. can get exercise/outdoor experience closer to home); don't live near any of these parks; they are some distance/too far away from home	11
Health problems/limited or no mobility/arthritis/currently injured	16
We prefer/enjoy the local parks/smaller parks/green areas in or near the city; prefer to walk/exercise nearer to home	15
Too old (I'm in my late 70s/80s); don't do that sort of thing now	14
It doesn't interest me; have other interests; prefer other activity	11
Lack of transport (e.g. I have no car; I don't drive now; I rely on others to take me anywhere)	10
Prefer to play a round of golf; get my exercise/outdoor experience on the golf course	7
We go to playgrounds/places that have children's activities	6
Prefer fishing/sailing on my boat	5
I have no reason to go; give me a reason why I should go	5
Lack of knowledge/information about what is on offer/available in the parks; I didn't know they existed – have only lived here a short while; we need reminding about these parks	4
It's not a priority for me/not on my priority list of things to do	4
I am not an outdoors person; the outdoors/bush walking doesn't interest me	4
Have young children; my children/baby are too young	3
Our family are older now, so our lifestyle has changed; we now do fewer activities as a family/together	3
Safety issues; would not feel safe going to these parks alone	2
Other reasons	4
<i>Average no. of reasons given</i>	<i>1.6</i>

'Lack of time' and 'other commitments' continue to be the most frequently mentioned reasons for non-visitation. Other factors such as 'a preference for local parks closer to home', 'health/age', 'a lack of interest/non-priority', and 'lack of transport', also continue to feature prominently.

Interestingly, the preference for local parks has increased to 15% of non-users mentioning this reason, compared to only 6% last year.

6.11. BARRIERS OR LIMITING FACTORS TO VISITING THE REGIONAL

PARKS MORE FREQUENTLY

The 74% of respondents, who had visited any of the greater Wellington regional parks in the past twelve months, were questioned as follows:

“Can you please tell me what you see as the barriers, or limiting factors, if any (other than those associated with the COVID-19 lockdown), that prevent you from visiting the regional parks and forests more frequently than you do now? Are there any other barriers or limiting factors?”

76% of these park users identified a barrier or limiting factor, which is down significantly on the 97% who did so last year. However, the factors identified by these respondents were similar to those expressed last year and by the non-park users in Section 6.10. Specifically:

<u>Barriers/limiting factors</u>	<u>% of Park Users (n=368)</u>
Lack of time and other commitments (e.g. family commitments, work/business/study commitments, sporting/leisure commitments, elderly/sick family members, work on property/renovations, there is always other things to do); we lead a busy life	42
The time needed to travel to the regional parks (e.g. travelling time is an important/limiting factor; some regional parks require significant travelling time); distance from our house/home; it's easier to go for a walk closer to home; they are too far away from my home	11
The weather can be a factor; we don't go in the rain/bad weather/high winds	9
Health problems (e.g. arthritis, mobility problems, angina, high blood pressure)	9
Lack of fitness and/or self-motivation; sometimes you just don't feel like going/can't be bothered	6
I/we have plenty of parks we can go to nearer home; prefer our local parks and green areas	6
Lack of transport (e.g. I have no car; I rely on others to take me; I/we need to use public transport)	6
Lack of/poor transport connections; the train/bus timetables don't work for me	4
My age/too old (We are in our 70s/80s)	4

Chart continues overleaf

<u>Barriers/limiting factors</u>	<u>% of Park Users (n=368)</u>
My lack of interest; it doesn't interest me; I have other interests; it's not high on my priority list; I'm happy to stay at home; I have no inclination to go more often than I do now	3
We have young children/ a baby (and are not yet ready for long walks)	3
The children like to go to parks where there are activities/equipment they can play on	3
Prefer the challenge of some other (DOC) parks; would like more physical challenges within these (GWRC) parks	2
The cost of petrol/car running costs; I don't have enough money left for the petrol to get to these parks; petrol is expensive	2
Dogs are not allowed; we are not allowed to take our dogs to some of the parks; we go to places where our dogs can go off-lead	2
Lack of confidence to go into the bush alone; would not feel safe going to these parks on my own	1
There are too many people on the trails/tracks, especially in summer/at peak times; prefer to go to quieter areas	1
Other barriers/limiting factors	7
<i>Average no. of barriers/limiting factors identified</i>	<i>1.6</i>

6.12. WHAT PARK USERS VALUE MOST

Park users were again asked to outline what they value most about their regional park experiences. There continues to be many benefits and features that park users associate with their regional park experience. These are summarised below, in order of frequency of mention.

<u>What is most valued</u>	<u>% of Park Users (n=368)</u>
The sense of freedom; a chance to get away from it all; being able to enjoy the peace and quiet/tranquillity/serenity; respite from the city noises/traffic/crowds; being able to relax/recharge in the natural environment; the experience is calming/relaxing; you get away from the rat race; I value the time I get to myself; the contrast and atmosphere compared to the city/where I live; it gives me a break from life	42
I value the open spaces; being able to walk and enjoy the outdoors/big open spaces; the opportunity to go outdoors and have an outdoors/natural experience	25
The scenery/views - beautiful, natural, unspoilt; the natural beauty of the parks; the variety of scenery to enjoy	18
The native bush/natural bush settings; the native trees, plants and shrubs; I enjoy being in the bush/natural environment (the smells, sounds, etc); the plants and trees	17
The accessibility of the parks/tracks – they are close/not too far away from home/the city; we don't need to travel far to get to them	16
Fresh air (and sunshine); the feeling of freshness and cleanliness is uplifting	14
It provides the opportunity to enjoy/experience/get in touch with nature	13
There is variety in the tracks/trails/terrain (it ranges from hilly/challenging climbs to easy walks, some easier, some harder, hills to rivers and sea); the parks are different - there is always something to see; there is plenty of variety to suit different ages and abilities; I like exploring different tracks; I appreciate the range of experiences available across the parks	11
The birds/bird life/bird call; the sounds of the birds (and nature)	10
Being able to spend time/relax with the children/family/grandchildren (in a positive/healthy environment/away from technology); family time together	9
The parks are mainly nice and clean/clean and well maintained; well-kept parks	9

Chart continued overleaf

<u>What is most valued</u>	<u>% of Park Users (n=368)</u>
They are great for biking; good tracks for biking; I enjoy biking in the parks; you can bike off-road (not contending with traffic)	6
The parks are free to visit/you don't pay; it is affordable/something you can do with your family and it doesn't cost you to do it	5
A chance to exercise; a great place to exercise; I enjoy getting my exercise in the parks, as it gives me variety in what I do and see; I prefer going to the parks than going to the gym	5
Availability – they are available to visit at any time/when you want to go; they are there for you when you want them	4
I value the history of the parks/the information boards that tell you about the parks and their history	3
The parks are safe/relatively safe environments for people/families to enjoy	3
The camping facilities; camping is available on our doorstep/not far from home; I really value the camping experiences we have had	3
The restoration of the natural bush and wetlands	2
You get to meet people (with similar values/who also enjoy the outdoors)	2
I value being able to walk with my dog; It is great being able to take my dog with me – you can't do that in all parks	2
The challenge and sense of achievement (different terrains; you need to push yourself to start and then to keep going; it requires commitment); the parks provide you with adventures	2
The fact they are still there (especially with the major roading projects, the shortage of housing and the need for housing developments, population growth, etc)	2
I value the signs that show the timing of the walks; the signs enable us to plan our walks/day	2
Swimming in the river; being able to swim in the river	2
The opportunity/facilities for 4WD/off road driving	1
The large-scale of the park experience – they are/offer more than the local parks	1
Other points mentioned	3
<i>Average no. of mentions</i>	2.32

6.13. GWRC's CLIMATE CHANGE INITIATIVES

A new section of questioning was introduced in this year's survey, relating to the range of activities that Greater Wellington Regional Parks are involved with to help reduce the effects of climate change.

6.13.1. AWARENESS OF THE ACTIVITIES

Respondents were initially asked to indicate which of the following activities they had seen or heard about, that are undertaken by Greater Wellington Regional Parks.

ACTIVITIES	TOTAL RESPONDENTS (n=500)	Regional Park Users (n=368)	Park Non- Users (n=132)
Large scale tree planting (and maintenance)	51%	54%	50%
Wetland restoration	53%	56%	46%
Electric vehicle charging stations (in or near the parks)	22%	23%	18%
Demonstration sites/projects (to help inform and educate the public)	22%	26%	11%
Water security	40%	46%	25%
RESPONDENTS AWARE OF ANY ACTIVITY	82%	87%	68%
Average no. of activities of which they were aware	2.3	2.4	2.2

Whilst there is a reasonable degree of awareness for *tree planting*, *wetland restoration* and *water security*, there is also clearly room for increasing the public's awareness of the range of initiatives that have been taken.

6.13.2. ACTIVITIES CONSIDERED MOST IMPORTANT

The research participants were then asked to indicate which of the initiatives they considered *most* important to help reduce the effects of climate change. *Large scale tree planting* and *water security* were most frequently selected, although *wetland restoration* also featured strongly with some respondents.

ACTIVITIES	TOTAL RESPONDENTS (n=500)	Regional Park Users (n=368)	Park Non-Users (n=132)
	%	%	%
Large scale tree planting (and maintenance)	48	46	54
Wetland restoration	11	11	11
Electric vehicle charging stations (in or near the parks)	3	3	4
Demonstration sites/projects (to help inform and educate the public)	3	3	4
Water security	37	33	50
RESPONDENTS SELECTING AN ACTIVITY	85%	80%	100%
Average no. of activities that respondents selected as most important	1.2	1.2	1.2

It can be noted that, in the above table, some respondents chose more than one activity they considered '*most important*', i.e. they considered two or more activities to be equally important.

It is also interesting to note that 20% of the regional park users were unable to select an initiative they thought would be '*most important*'. This perhaps points to need for further information/education.

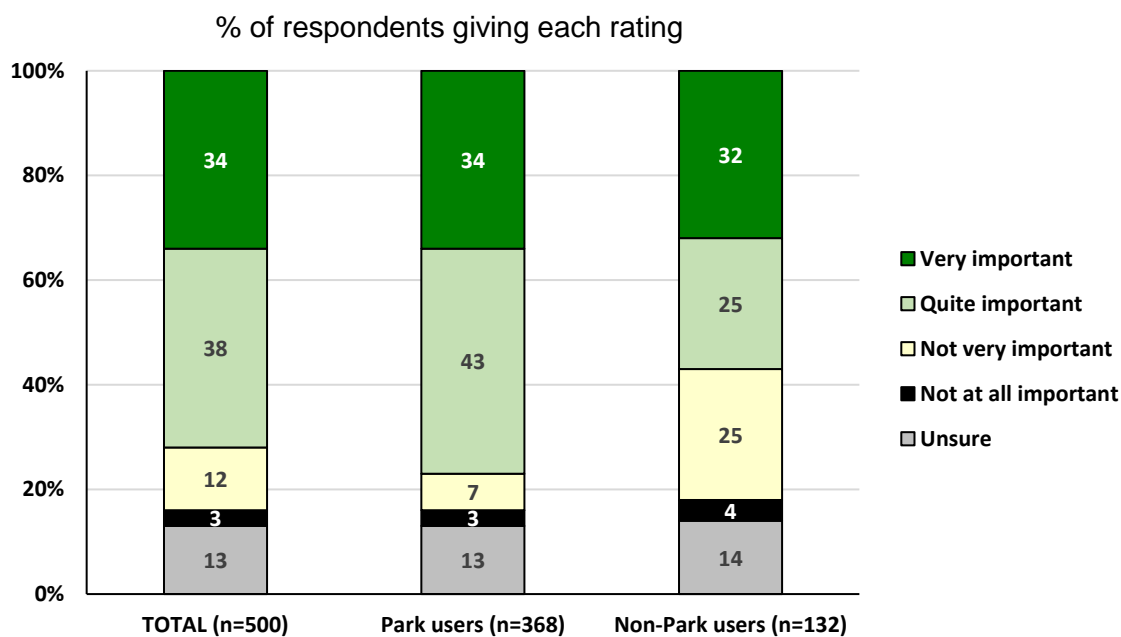
6.13.3. OTHER INITIATIVES THAT GREATER WELLINGTON PARKS SHOULD TAKE

The research participants were next asked whether there is anything else, apart from the initiatives already taken, that they thought Greater Wellington Parks should be doing to help reduce the effects of climate change. 25% freely identified an idea that they thought could help. These are summarised overleaf, using examples of respondents' verbatim comments.

<u>OTHER SUGGESTED INITIATIVES THAT COULD HELP WITH REDUCING THE EFFECTS OF CLIMATE CHANGE</u>	<u>Respondents Mentioning</u> (n=500) %
Encourage public transport use to get to the parks//Advertise public transport so people reduce their use of cars//Ensure that public transport is reliable so that people use it rather than cars//Need better frequency of public transport/trains, so that people use them//They need to encourage more cars off the road – address their train price structure, at present it is cheaper to use the car if there are two or more passengers//Limiting vehicle access//Promote public transport over cars//Support alternative methods of transport, e.g. bikes and trains to get to these places//Make it clear you can take your bikes on public transport and that the park entrance is only a short bike ride away, e.g. at Queen Elizabeth Park//	8
More education about climate change//More information is needed about what they are doing and how trees and wetlands help in the eco-system. Use signs and information in the parks to inform//Educate park visitors – give more information as you enter. If their aim is to reduce the effects of climate change, they need to tell people about this and how they can contribute//	3
Maintain the natural environment in the parks – keeping it natural keeps the birdlife and helps with climate change//The more trees they can plant, the better. We need trees to produce oxygen//	3
Litter control/reduction of rubbish – more bins along the river, so that rubbish doesn't get into the water//More rubbish bins needed//Educate park users about what effect rubbish has on the environment. Aim to reduce or remove all rubbish from the parks//	3
Clean waterways – enforce water cleanliness for land users and stop wastewater discharge//More effort is needed to clean up the river//	2
Water conservation – educate people to conserve water and use water tanks//Educate the public how to use water//Encourage people not to waste water//	2
Pest control – to stop damage to trees and wildlife//Control pests that ruin our native forests//Eradicate imported pests like stoats, rats and possums//	2
Diversify the type of planting - it would be great to have fruit trees in the parks//More edible plants e.g. herbs//Some plants have more effect – e.g. I have heard that dark leaf trees absorb more sunshine, reduce the heat//Plant more plants that give out more oxygen e.g. grass and seaweed give out more oxygen than trees//	2
Encourage/use alternative energy forms – e.g. wind power, tidal generators//Encourage electric vehicles// Cut down on their carbon emissions, e.g. use electric vehicles instead of petrol//Reduce their carbon footprint//	2
Rejuvenate more land – purchase land where necessary e.g. in Porirua//Work with farmers and land owners to rejuvenate bush//	1
Control weeds and gorse – more effort on gorse is needed//	x
RESPONDENTS WHO SUGGESTED ANOTHER INITIATIVE	25%
Average no. of initiatives mentioned	1.1

6.13.4. THE IMPORTANCE OF GREATER WELLINGTON PARKS HELPING TO REDUCE THE EFFECTS OF CLIMATE CHANGE

Finally, in this section of the report, the research participants were asked to indicate how important, or unimportant, it is to them that our regional parks can play a role in helping reduce the effects of climate change. As can be seen in the chart below, 72% of respondents rated it as ‘very’ or ‘quite important’. The overall level of importance was higher for the current park users (77%) than the non-park users (57%).



6.14. GWRC's 'SUMMER EVENTS PROGRAMME'

In the 2020 survey, approximately one-third (34%) of the total respondents stated that they had heard of GWRC's '*Summer Events Programme*'. However, when the survey participants were asked to specifically recall what they knew about the '*Summer Events Programme*', it was clear that many confused GWRC's programmes with the events organised by other providers, e.g. the City Councils.

The level of confusion could, at least in part, be due to the later start of this year's survey, as some people expressed the view that what they could recall was simply '*a vague recollection of content*' and '*somewhat distant in their memory*'.

The various points that respondents could recall about the '*Summer Events Programme*', as they identified it, are summarised below:

WHAT CAN YOU RECALL ABOUT GWRC'S 'SUMMER EVENTS PROGRAMME'?	% of those aware of the programme (n=168)
	%
Events for families/that families can attend (at the regional parks); they focus on events/things for families	29
A brochure/list of various events/activities that they hold/offer	9
Dog walks/doggy days	8
Events/gigs at the Botanical Gardens; events in the Soundshell at the Botanical Gardens	8
The mountain bike riding at Remutaka/Karapoti	6
'You won't know until you go!' slogan	6
Buggy walks/Mums-with-Prams	6
A pre-arranged walk/walks; organised walks	5
Free summer events that you can participate in (with your kids)	5
Some big events at the parks, as well as smaller ones happening in the city; giving people an opportunity to do things in the parks	4
4WD sunset tours/4WD at Belmont	4
Battle Hill Farm Day	3
Queen Elizabeth Park Open Day	3
Baring Head Walk	2
Miscellaneous: e.g. a music event in the parks; the Lights Festival; events at Aotea Lagoon; Kev the Kiwi; something for Kiwi kids; something for managed groups; a Dragon Festival; an Activation Event	5
<i>Average number of information sources recalled</i>	1.03

The research participants who stated they had heard of GWRC's 'Summer Events Programme' named a variety of sources from which they thought they may have heard about it. These are summarised in the table below. We again caution the reader about the level of confusion that was apparent when respondents attempted to answer questions for this section of the report. For many of them, the source of information, like the actual content of the programme, was no longer front-of-mind for them, so many simply indicated where they may have heard about it.

WHERE DID YOU HEAR ABOUT GWRC'S 'SUMMER EVENTS PROGRAMME'?	% of those aware of the programme (n=168)
	%
Newspaper (e.g. Dominion Post, Hutt News, Upper Hutt Leader, Kapi Mana News, Kapiti Observer)	42
Social media (Facebook, Instagram, Neighbourly, etc)	16
A brochure/pamphlet/flyer/GWRC booklet/events calendar with a programme of activities/events	14
A letterbox drop/planner in the mailbox	14
Word-of-mouth (e.g. friends/family/work colleagues)	13
GWRC website	10
Posters/ads on the train/bus/public transport	9
Radio	3
Billboards	2
At the library	2
Miscellaneous	2
<i>Average number of information sources recalled</i>	<i>1.3</i>

6% of the research participants stated that they had participated in any of the events associated with the GWRC's 'Summer Events Programme'. However, given the amount of confusion mentioned earlier, this figure is likely to be overstated.

6.15. AWARENESS OF GWRC'S INVOLVEMENT/RESPONSIBILITIES

WITH REGARD TO THE REGIONAL PARKS

An updated check on the public's awareness and knowledge of GWRC's involvement with the regional parks was obtained by asking respondents the following question:

"Prior to taking part in this survey, were you aware that the Greater Wellington Regional Council is responsible for (each area listed below)?"

The table below shows the percentage of regional park users and non-users who stated they were aware of GWRC's involvement in each area of responsibility.

AREAS OF RESPONSIBILITY	TOTAL RESPONDENTS (n=500)	Regional Park Users (n=368)	Park Non-Users (n=132)
The management of the regional parks	76	80	64
Planning and undertaking the maintenance and development programmes associated with the parks	65	70	51
Running the Greater Wellington Summer Events Programme	33	40	12
Providing communication channels such as the GWRC website and social media activity (e.g. Facebook) to inform the public about the parks	48	56	27
Defining the rules that enable GWRC to offer the public park experiences while protecting the environment	37	43	22
Providing a park ranger service to support and protect park users	67	74	47

The latest results confirm that GWRC's involvement in the following three areas is quite well-known, with the majority of respondents associating the organisation with the activity:

- the overall management of the regional parks
- providing a park ranger service
- planning and undertaking the maintenance and development programmes for the parks

Considerably fewer respondents (less than half) associated GWRC with its other specific areas of park responsibility.

Comparing the results with last year, it can be seen that more park users now associate GWRC with five out of its six areas of responsibility. That is:

USERS OF GWRC PARKS (in the past twelve months)	2019 (n=369)	2020 (n=368)
The management of the regional parks	78	80
Planning and undertaking the maintenance and development programmes associated with the parks	63	70
Running the Greater Wellington Summer Events Programme	32	40
Providing communication channels such as the GWRC website and social media activity (e.g. Facebook) to inform the public about the parks	46	56
Defining the rules that enable GWRC to offer the public park experiences while protecting the environment	55	43
Providing a park ranger service to support and protect park users	72	74

The one area of decline is that fewer park users associate GWRC with *'defining the rules'*.

Among non-users of the parks, notably fewer respondents were able to associate GWRC with its areas of parks responsibility on four out of the six counts, whilst two areas registered slightly higher recognition. That is:

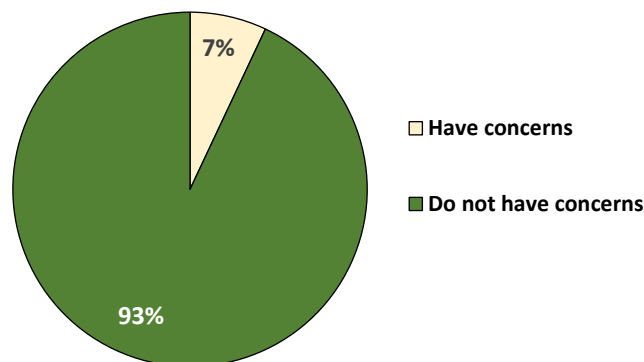
NON-USERS OF GWRC PARKS (in the past twelve months)	2019 (n=131)	2020 (n=132)
The management of the regional parks	59	64
Planning and undertaking the maintenance and development programmes associated with the parks	54	51
Running the Greater Wellington Summer Events Programme	17	12
Providing communication channels such as the GWRC website and social media activity (e.g. Facebook) to inform the public about the parks	40	27
Defining the rules that enable GWRC to offer the public park experiences while protecting the environment	28	22
Providing a park ranger service to support and protect park users	41	47

6.16. SAFETY IN THE PARKS

The research participants were asked a new question in the 2020 survey, this being:

“With regard to your use of the Greater Wellington Regional Parks, do you have any concerns about your safety that might lead you to not use them?”

Over 90% of park users did not have any concerns about safety. That is:



The 7% of park users who expressed concerns, gave one or more of the following views that are illustrated with the example comments shown:

<u>Areas of concern</u>	<u>Respondents Mentioning</u> (n=368) %
You do have to be aware of your personal safety/take care if there are not many people around; as long as you are in a group/with others, it is okay, but you wouldn't go there alone at night; my mum prefers that I don't go to the parks alone; awful things have happened in the past (e.g. on the Hutt River Trail, where a woman was attacked and killed), but that was years ago	2
Have seen/heard of people getting their cars broken into; I sometimes worry that my car/property may get stolen or vandalised while I'm in the park; I have this concern that what I leave may not be there when I get back	1
You need to be aware of the swimming holes when you have children with you – some can be deep; they should have signs about the depth of the pools/safety information about them	1
You have to be wary on tracks where there are cattle and bulls, but sheep are okay; some tracks go through fields with livestock, so you need to aware and careful there	1
I have seen dogs on the loose/off the lead, which could be intimidating for some people; dogs not under control are sometimes a problem; dogs can be intimidating for children	1
Controlling crowd behaviour at camping grounds can be an issue (e.g. over the holiday period at Kaitoke); I have been to some parks where there has been bad human behaviour (drinking, loud music, etc). It can affect all users of the park. How does GWRC control/monitor this?	1
An area (on the Hutt River Trail) near the golf course has lots of trees, which is not safe for riding bikes	x

6.17. THE CONFLICTING NEEDS OF DIFFERENT PARK USERS

The park users were asked the following question:

“In the past twelve months, have you encountered any situations where there has been issues due to the different activities of other park users or user groups?”

The percentage of respondents who stated that they had experienced a situation has been trending down over the past three survey periods, from 26% in 2018, to 19% last year, and just 9% in the latest survey.

The situations they had encountered are summarised below.

	<u>% of Park Users (n=368)</u>
Problems with dogs (dogs on the loose/off the lead in ‘no dog’ areas; dogs chasing/intimidating people; people not picking up dog litter; unaccompanied dogs – no dog owners in sight; dog walkers with several dogs)	3
Anti-social behaviour (people fighting; brawls and loud music on New Year’s Eve; police and park ranger having to attend)	2
Mountain bikers/cyclists not being considerate of other park users	1
Irresponsible rubbish disposal (e.g. rubbish dropped on tracks/in bushes)	1
Vandalism of signs	1
Motorcycles/4WD’s are given free rein. They make a mess of the tracks and detract from the enjoyment of the parks by other users	1
Misuse of a drone (to scare people and animals)	x
<i>Average no. of situations encountered</i>	1.0

Opinion was divided about how well each of the issues were resolved. Whilst some park users felt the issues had been *‘quite well resolved’*, others considered they *‘had not been well resolved’* or stated that they *‘did not know’*.

Only two out of the eleven park users who had experienced a dog issue stated that it had involved a group of dogs, with commercial dog walkers. The remainder believed the dogs were with their owners, running free, or they did not know.

6.18. SUGGESTIONS FOR IMPROVEMENT

The research participants were asked the following question:

“What improvements do you think could be made to the Greater Wellington Regional Parks, or the information about them, to enhance the visitor experience? Do you have any other suggestions?”

43% of the participants were able to offer a suggestion and, on average, they made 1.2 different suggestions. These are summarised in the tables below, using example verbatim comments.

SUGGESTIONS FOR IMPROVEMENT	Respondents Mentioning (n=500)
<p><u>MORE ADVERTISING/PUBLICITY</u></p> <p>e.g. <i>Make the public more aware of what they (the regional parks) are and what they offer //Invite the public along to these parks and to what is happening in them. Give people a reason to go to them//More advertising and publicity. Explain why people should go to these places//These parks offer a great outdoor experience. I think a lot of people know about them, but it is easy to forget just how great they really are. It is important to remind people about them and give them a reason to go back there//More education about what these parks offer and what you can experience at these places//We need more awareness of what they are and where they are//I have some distant memory of their Summer Events Programme, but have not seen it for a long time. Do they still have it?//Any information would be welcome. We only know about the parks we have been to. We do not know what the other parks do or what they offer//Educate and encourage new users to explore and experience other things/areas available in the parks//Publicise our wonderful assets (the parks) so people know to use them//Advertise and do promotional videos on Instagram. Feature scenic aspects and hidden secrets of the parks. Make a travel video type of promotion//</i></p>	<p style="text-align: center;">%</p> <p style="text-align: center;"><u>12</u></p>
<p><u>WOULD LIKE TO SEE MORE INFORMATION BOARDS/SIGNAGE</u></p> <p>e.g. <i>I would like to see more information boards at the parks, which tell people about the history of the park, its descriptive features, what animals live there, safety information, etc//I have not seen any signs along the river (the Hutt River Trail) telling about any of the features or history of it//There needs to be more information in public spaces, i.e. the regional parks themselves. It should cover all the things the parks offer//I would like to see more signage and information boards that welcome people to the park and tell the history of the park//More signs and display boards, please, that help people get to know the park, what it has, where things are and the significance of the area//There is a need for historic statements for early settler activity in these places. It requires informed statements, especially about Maori and settler involvement//We need to see more background history on these parks, to unlock the story of the area. Stories about Maori history/settlement, when the stop banks were built, stories of local personalities, etc//Would like signs at swimming holes (e.g. at Kaitoke) to advise about the depth of the holes and what swimming skills are needed//Are there sufficient signs at Battle Hill warning about the eels? Do they really want people/children swimming with the eels?//</i></p>	<p style="text-align: center;"><u>7</u></p>

Chart continued overleaf

SUGGESTIONS FOR IMPROVEMENT	Respondents Mentioning (n=500)
<p><u>MORE INFORMATION ON SOCIAL MEDIA</u></p> <p>e.g. <i>My suggestion is to put information about the parks on social media that younger people use (e.g. Instagram, Facebook), not just the traditional mainstream media//Create a greater presence on social media, i.e. Facebook, Instagram, Twitter//Create a story for the regional parks on anything that connects to a tablet or cellphone. Social media is the thing//Get the message out on social media, even for the older generation. A lot of them use it these days//Use social media to spread the word about the parks and the great things they have to offer//</i></p>	<p>% <u>4</u></p>
<p><u>HAVE MORE ORGANISED EVENTS</u></p> <p>e.g. <i>Have more organised events for people to take part in//I would like to see them have more organised events, especially for young people 10 to 20 years of age. That would get the young people into the parks and also their parents and families, because they would be there to watch and support//Would like to see more group activities and organised events that give people a challenge and the satisfaction of achievement. Greater Wellington could have a series of challenges throughout the summer, with some form of recognition for each event and all that you do. It could work well for both children and adults, although you may need different challenges depending on age, ability and fitness levels//Give people a reason to go to the parks, by inviting them to a scheduled event. I enjoy going to the parks, but find it difficult timewise to fit in with all our family commitments. They need to break the time barrier//Visitors could be rewarded by going and experiencing something in the parks (e.g. an event) and taking something home with them. It could be a certificate of participation or something that incentivises them to return//</i></p>	<p><u>4</u></p>
<p><u>IMPROVE/PLAN THE ENVIRONMENT – PLANT MORE TREES/INCREASE BIO-DIVERSITY/ACHIEVE ECOLOGICAL BALANCE</u></p> <p>e.g. <i>Improve the environment. Plant more trees on the Hutt River Trail//Plant more trees to help the environment//Increase the bio-diversity of the parks – more tree planting, birds and native plants. There is a lot of trapping going on in Wellington and there has been an amazing improvement in birdlife//The regional parks are really good now, but they need to take an holistic view and design the parks for the next 20 to 50 years, to ensure they achieve ecological balance and ensure there is access for different groups of people. Plan for the future//</i></p>	<p><u>3</u></p>

Chart continued overleaf

SUGGESTIONS FOR IMPROVEMENT	Respondents Mentioning (n=500)
<p><u>NEED MORE BINS; ADDRESS OR PREVENT THE RUBBISH PROBLEM</u></p> <p>e.g. <i>There is a shortage of rubbish bins in these places, i.e. Battle Hill, Belmont, East Harbour//My suggestion is to make the parks a 'take home your own rubbish' policy. Stated on a big board at the entry points. That gets over the problem of a lack of bins and clearly states where the responsibility lies//More bins are needed for rubbish//If they want people to take rubbish home with them, they need signs that clearly say this//Are there adequate litter bins? I think not//Rubbish has been as issue (at Kaitoke) when I've been there. The bins are always full to overflowing. More frequent emptying of the rubbish bins is required//</i></p>	<p>% <u>3</u></p>
<p><u>(CONTINUE TO) MAINTAIN THE TRACKS</u></p> <p>e.g. <i>It requires constant attention to maintain the tracks/paths, especially after rain and heavy use//The state of the paths change with erosion. It is important to maintain them//The tracks break up from time-to-time. It depends on the weather conditions and the level of use. The state of the tracks is critical for public use, safety and enjoyment//The paths need attention on the Hutt River Trail. I am thinking about the area from Avalon North to Kennedy Good Bridge. Tree roots have disrupted the path//</i></p>	<p><u>3</u></p>
<p><u>JUST KEEP THE PARKS AS NATURAL ENVIRONMENTS</u></p> <p>e.g. <i>Keep the parks in their natural environments. They have tar sealed a cycle track in QE Park and that's okay, but keep the rest of the park as a natural environment//Keep the parks as they are. Don't go overboard and put in developments. It is okay to host the odd event or attraction there, but don't build venues for it//Keep the regional parks in their natural state//Keep the parks as they are. Protect them from building developments//Don't be tempted to build housing estates on these valuable tracts of public land//</i></p>	<p><u>3</u></p>
<p><u>TOILETS</u></p> <p>e.g. <i>There are insufficient toilets on the Hutt River Trail. If they are there, I have not seen them//I would like to see more toilets (at QE Park), but they need to be well maintained//They need to update the toilets at QE Park//Toilets are always a problem at these parks. When you need one, you can never find it//</i></p>	<p><u>3</u></p>

Chart continued overleaf

SUGGESTIONS FOR IMPROVEMENT	Respondents Mentioning (n=500)
<p><u>SAFETY AND SECURITY</u></p> <p>e.g. <i>Encourage more people to use them (the parks). More people, more eyes will make it a safer place. The regional parks are already beautiful places to visit, but it will be better and safer if there are more people around. On occasions, it can feel quite isolated and an anti-social place//It would be good to have more safety and security. I sometimes worry whether my car will be tampered with before I get back from my walk//More security and addressing anti-social behaviour, especially at holiday time, would be more reassuring//For more out-of-the-way places, perhaps more effort is needed to check for vandalism//We went camping at Kaitoke over Christmas. People were not following the guidelines for New Year's drinking. It needs to be enforced//</i></p>	<p>% <u>2</u></p>
<p><u>DEVELOP (AND PROMOTE) TRACKS THAT ARE SUITABLE FOR ORDINARY BIKES</u></p> <p>e.g. <i>I have an ordinary bike, not a mountain bike, so please take this into consideration when developing bike tracks//Mountain bikers seem to be well catered for these days. Perhaps they could inform people about the most suitable parks and tracks for cyclists with standard bikes (not mountain bikes)//I would like the cycleway on the Hutt River Trail completed all the way to Petone, so I can cycle on a smooth surface all the way//</i></p>	<p><u>2</u></p>
<p><u>IMPROVE ACCESS</u></p> <p>e.g. <i>It would be helpful to have access into some places that are currently forbidden//Have more access for the disabled//Access is a problem in some areas, which means you sometimes need to take a longer route and can't get where you would like to go//</i></p>	<p><u>2</u></p>
<p><u>CAMPING FACILITIES</u></p> <p>e.g. <i>Showers, please, when camping at Kaitoke//Would like to see a fridge installed at the camping facilities at Kaitoke//There is a need to keep the camping facilities in good condition and to improve them where they can. These facilities get a lot of use, especially in summer//</i></p>	<p><u>2</u></p>
<p><u>PUBLIC TRANSPORT CONNECTIONS</u></p> <p>e.g. <i>Without a car, it is difficult to get to most of them (the regional parks), so make it easy to access them with public transport//Can GWRC please advertise how to get to these places, especially if you need to rely on public transport?//Perhaps they should advertise how to use public transport to get to these places//</i></p>	<p><u>2</u></p>

Chart continued overleaf

SUGGESTIONS FOR IMPROVEMENT	Respondents Mentioning (n=500)
<p><u>MISCELLANEOUS</u></p> <p>e.g. <i>Preserve and protect historical places. For example, at Akatarawa and Pakuratahi (Tunnel Gully) they felled some of the timber. There is going to be running vehicles close to the old rail lines, which I am concerned may damage it. Leave a margin around the infrastructure to preserve it//Be aware of the needs of different cultural groups. For example, Indian families like to congregate and stay in one place, say a BBQ eating area, and not disperse. GWRC could promote the parks to the people who are new to NZ and suggest what parks and park areas are best for them//Foster opportunities with local businesses and community organisations, to promote and support each other, especially those with on outdoors connection. For example, local artists, bee keepers/honey producers, nurseries with plants and trees, tramping and cycling groups and businesses, local wine and produce. GWRC could showcase their work in the parks (fairs etc) and they could help promote and support the parks//Clean up the rivers. None are suitable for swimming in now//Consider introducing communal gardens at some of the parks, where the public can learn how to grow a garden and benefit from it. Encourage public participation and enable them to perhaps take something home with them//</i></p>	<p>% <u>1</u></p>

6.19. PROFILE OF REGIONAL PARK USERS/NON-USERS

The table below compares the profile of park users and non-users with that of the total sample. Results again reveal that the greater Wellington regional parks and forests continue to be visited by a broad cross-section of the public.

It can be noted that, consistent with previous findings, park users have a slight weighting towards the younger to middle age groups, whilst non-users are represented more predominantly among the middle to older age groups.

PROFILE BY GENDER, AGE, & ETHNICITY	TOTAL SAMPLE (n=500)	PARK USERS (n=368)	NON-USERS (n=132)
	%	%	%
<u>GENDER</u>			
Male	50	51	47
Female	50	49	53
TOTAL	100	100	100
<u>AGE GROUPS</u>			
16 to 29 years	17	19	11
30 to 49 years	29	31	23
50 to 69 years	31	31	32
70 years and over	23	19	34
TOTAL	100	100	100
<u>COMBINED HOUSEHOLD INCOME (PRE-TAX)</u>			
Up to \$30k per year	8	8	7
Over \$30k to \$40k	8	7	11
Over \$40k to \$60k	9	10	7
Over \$60k to \$80k	9	9	10
Over \$80k to \$100k	6	6	7
Over \$100k	32	33	29
Don't know/refused	28	27	29
TOTAL	100	100	100
<u>AREAS</u>			
Kapiti Coast	10	11	8
Porirua City	11	12	8
Wellington City	41	38	49
Lower Hutt City	21	24	14
Upper Hutt City	9	10	4
Wairarapa	8	5	17
TOTAL	100	100	100

7. USAGE OF THE GWRC REGIONAL PARKS
DURING THE COVID-19 LOCKDOWN PERIOD

Covering the period during the COVID-19 lockdown,
i.e. commencing 21 March 2020 onwards

By way of introduction to this section of the report, it can be noted that the dates of the various lockdown levels of COVID-19 were as follows:

Level 2: Saturday, 21 March 2020
Level 3: Monday, 23 March 2020
Level 4: Wednesday, 25 March 2020 (11.59pm)
Level 3: Monday, 27 April 2020 (11.59pm)
Level 2: Wednesday, 13 May 2020 (11.59pm)
Level 1: Tuesday, 9 June 2020 (midnight)

The fieldwork for the GWRC research was commenced on the 28 April, when New Zealand moved back down into Alert Level 3 and continued through until 6 June 2020.

As might be expected, due to location/proximity to the regional parks, none of the Wellington City residents or the Wairarapa residents who participated in the research stated that they visited any of the regional parks during the COVID-19 lockdown periods (Levels 4 to 2). This is consistent with the distance of their households from the parks, when the public's movements were restricted and people were being asked/required to stay close to home.

Therefore, usage of the regional parks was primarily available to the residents of the Kapiti Coast, Porirua, Lower Hutt and Upper Hutt within the greater Wellington region.

40% of the interviewing for the GWRC survey was conducted during Level 3 (28 April to 12 May), which measured the research participants' use of the parks during COVID-19 levels 4 and 3. These interviews revealed that 26% of the respondents, in the primary catchments, had visited a GWRC park during the lockdown. That is:

	TOTAL 4 SUB- REGIONS (n=102)	Kapiti (n=20)	Porirua (n=22)	Lower Hutt (n=43)	Upper Hutt (n=17)
Visited a GWRC park during Levels 4 & 3	26%	20%	18%	33%	24%

Whilst the base sizes for this analysis are small, we believe the results are strongly indicative, especially as there is a reasonable consistency in the level of usage across the sub-regions.

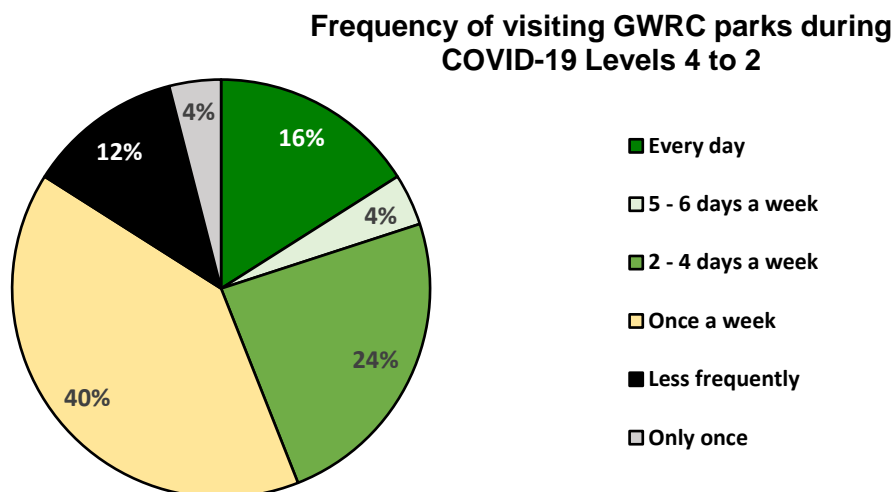
The remaining 60% of the interviews were conducted from the 13 May to 6 June 2020. These give a reading for the extended COVID-19 period Levels 4 to 2. The interviews revealed that the percentage of the public using a GWRC regional park during the extended lockdown period had almost doubled on the earlier result for Levels 4 & 3. That is:

	TOTAL 4 SUB- REGIONS (n=152)	Kapiti (n=31)	Porirua (n=32)	Lower Hutt (n=63)	Upper Hutt (n=26)
Visited a GWRC park during Levels 4 to 2	51%	52%	44%	55%	50%

The specific parks that the research participants indicated they used during the COVID-19 lockdown period are shown in the following table. This indicates that the public mainly visited the parks that were more accessible to the majority of the population within the four catchments.

PARKS VISITED DURING LEVELS 4 - 2	TOTAL 4 SUB- REGIONS (n=152)	Kapiti (n=31)	Porirua (n=32)	Lower Hutt (n=63)	Upper Hutt (n=26)
Belmont	% 9	% -	% -	% 19	% 8
East Harbour	4	-	-	9	-
Hutt River Trail	27	-	-	46	46
Whitireia	9	-	41	1	-
QE Park	11	52	-	-	-
Waikanae River Trail	3	13	-	-	-
Other GWRC Parks	3	-	9	-	8
<i>Average no. of parks visited</i>	1.29	1.25	1.14	1.36	1.24

The research participants were asked to indicate how frequently they visited the GWRC parks during the COVID-19 lockdown period. Those who used the parks stated that they visited them very frequently, with 84% of users signalling at least weekly visits. That is:



The activities that the research participants revealed they had undertaken in the GWRC parks during the COVID-19 lockdown period was as follows:

<u>Activities undertaken</u>	<u>%</u>
Walking	84
Running/jogging	12
Walking/running with the dog	12
Cycling (including mountain biking & e-biking)	40
Other activities	4
<i>Average no. of activities undertaken</i>	<i>1.52</i>

Finally, in this section of the report, it can be noted that a number of respondents freely made comments that provide insights to an element of confusion and concern they had with regard to usage of the GWRC parks during the COVID-19 lockdown. Some typical examples of comments expressed were:

“I didn’t think we were meant to go to these parks during lockdown. We were meant to stay in our neighbourhood to exercise.”

“The COVID lockdown required us to walk and exercise near home.”

“The Health Minister found himself in trouble when he broke the rules and went to a park.”

“I did not use these parks because I was unsure whether we were allowed to use them, especially during Level 4.”

“We were supposed to stay home in our bubble during the COVID lockdown, but I know many people went to the parks and beaches. You saw them on TV. I think some people were confused about what they should be doing. Others just pushed the rules.”

“It was probably okay to use the (Hutt) River Trail if you lived nearby, but venturing into the bush would have been pushing it.”

Overall, we believe this research has provided a good insight to the public’s behaviour during the COVID-19 lockdown period. As was mentioned earlier, it seems that a significant percentage of residents (26%) in the neighbouring catchments visited the readily accessible GWRC parks, even during Levels 4 and 3, with this essentially doubling (to around 51%) by the time restrictions reduced back down to Level 2.

8. QUESTIONNAIRE

COMMUNITY SURVEY INTO THE
USAGE OF REGIONAL PARKS

May - June 2020

SECTION A: INTRODUCTION.

“Good morning/afternoon/evening. I am from Peter Glen Research, a market research company. We are conducting a survey on behalf of the Greater Wellington Regional Council, to check the public’s awareness, usage and opinions about regional parks.”

“For this particular interview, I need to speak to a (person/male/female) over 16 years of age, who permanently lives in the Greater Wellington region.”

“Is there somebody in your household who would be able to help me with the interview please?”

IF MORE THAN ONE PERSON QUALIFIES, ASK TO SPEAK TO THE PERSON WHOSE BIRTHDAY FALLS NEXT. REPEAT INTRODUCTION IF NECESSARY.

IF APPROPRIATE PERSON IS UNAVAILABLE, ARRANGE TIME TO CALL BACK.

Respondent Name: _____

Time/day to call back: _____ Phone number: _____

“The interview will take approximately (...) minutes. Is it convenient to complete the interview now, or is there a more convenient time I should call back?”

IF NECESSARY, RECORD CALL BACK DETAILS.

Respondent Name: _____

Time/Day to Call Back: _____ Phone number: _____

SECTION B: REGIONAL PARKS AND FORESTS QUESTIONS

“The first set of questions is about regional parks in the greater Wellington region. By regional parks, we are referring to large tracts of publicly owned land that border towns and cities, rather than city gardens, sports or playgrounds. And by the greater Wellington region, we are referring to all areas from Wellington itself up to the Kapiti Coast and north of Masterton.”

Q.1 (a) “Can you please tell me the names of all the regional parks that you can recall in the greater Wellington region?”

(b) “Any others?” **PROBE UNTIL ‘NO’.**

FOR EACH ONE NOT MENTIONED, ASK:

(c) “Have you previously heard of (...)?”

	(a) 1 st Park <u>Recalled</u>	(a)/(b) Other <u>Parks Recalled</u>	(c) Aware After <u>Prompting</u>
Battle Hill Farm Forest Park	01	02	03
Belmont Regional Park	01	02	03
East Harbour Regional Park (including the hills between Eastbourne and Wainuiomata, Butterfly Creek, the Parangarahu (or Pencarrow) Lakes Block and Baring Head)	01	02	03
Hutt River Trail (from Hikoikoi Reserve on the Petone foreshore, to Birchville north of Upper Hutt)	01	02	03
Kaitoke Regional Park	01	02	03
Queen Elizabeth Park	01	02	03
Akatarawa Forest	01	02	03
Pakuratahi Forest (including Tunnel Gully recreational area and Remutaka Rail Trail)	01	02	03
Whitireia Park	01	02	03
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	01	02	03
Waikanae River Trail	01	02	03
Otaki River Trail	01	02	03
Other (specify) _____	01	02	
NONE OF THESE	01		

- Q.2 (a) “We would now like you to think about the regional parks you may have visited in the 12 months prior to the COVID-19 lockdown period. That is, from approximately April 2019 to late-March 2020. Which of the following regional parks have you visited during this 12-month period?” **READ LIST IN ROTATED ORDER**

FOR EACH PARK VISITED, ASK:

- (b) “How often have you visited (...park...) in that twelve month period?”

<u>CODE SCALE:</u>	Once _____	01
	2-4 times _____	02
	5-6 times _____	03
	Monthly _____	04
	Fortnightly _____	05
	Weekly _____	06
	Daily _____	07

- (c) “What activities have you undertaken in (...park...) in that twelve month period?”

<u>Interviewer note:</u> Be sure to circle the specific options that apply, as well as the code number			
<u>CODE ACTIVITIES:</u>			
Walking/bush walking _____	01	Driving for pleasure (e.g. 4WD, Trail biking) _____	13
Running/jogging _____	02	Participated in organised sports event _____	14
Walking/running with dog _____	03	Canoeing/kayaking/rafting _____	15
Mountain biking/cycling/e-biking _____	04	Photography _____	16
Swimming _____	05	Painting/artwork _____	17
Fishing _____	06	Researching/nature study _____	18
Hunting animals or game birds _____	07	Family outings/recreation _____	19
Tramping _____	08	Outings with organised groups _____	20
Camping _____	09	Operating model aircraft/drones/similar devices _____	21
Horse riding _____	10	Volunteer activities e.g. planting trees, building or maintaining tracks _____	22
Picnics/barbeques _____	11	Attended a Greater Wellington Great Outdoors Event _____	23
Hang gliding/para-gliding _____	12	Other (specify) _____	24

- (d) “When you last visited (...park...), how satisfied were you with (...park...) as a place to (...main activity..)? Would you say you were **(READ SCALE)?**”

CODE SCALE:

Very satisfied _____	01
Satisfied _____	02
Neutral _____	03
Dissatisfied _____	04
Very dissatisfied _____	05

RECORDING SPACE FOR QUESTION 2 (a) – (d)

	(a) Have <u>Visited</u>	(b) Frequency <u>of Visit</u>	(c) <u>Activity</u>	(d) How <u>Satisfied?</u>
Battle Hill Farm Forest Park	01			
Belmont Regional Park	02			
East Harbour Regional Park	03			
Hutt River Trail	04			
Kaitoke Regional Park	05			
Queen Elizabeth Park	06			
Akatarawa Forest	07			
Pakuratahi Forest Park	08			
Whitireia Park	09			
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	10			
Waikanae River Trail	11			
Otaki River Trail	12			
NONE OF THESE PARKS (If the respondent has not visited any of the parks, skip to and ask Q.7 , and then continue the interview from Q.10 on, according to instructions)	13			

Q.3 (a) “When you visit the Greater Wellington Regional Parks, do you find that you generally keep to the same areas or tracks that you are familiar with, or do you venture into new areas of the park?”

Keep to the same areas or tracks _____ 01
 Venture into new areas _____ 02

(b) “Why is that?” **PROBE UNTIL CLEAR**

Q.4 (a) “Have you, or anyone in your immediate family/household, operated any of the following equipment in any of the regional parks in the twelve months or so prior to the COVID-19 lockdown?”

<u>READ LIST</u>	Yes	No	Don’t Know
A pram or pushchair	01	02	03
A wheelchair or other mobility assistance device	01	02	03
An e-bike (or electric bike)	01	02	03
An electric scooter or motorised toy	01	02	03
A model aircraft or drone	01	02	03
Any other battery-powered device	01	02	03

Ask Q.4 (b) for any equipment used in that twelve month period

(b) “In your opinion, are the facilities that are currently available in the regional parks suitable for your needs with regard to (.. activity ..)?”

Yes _____ 01 - Skip to Q.4 (d)
 No _____ 02 - Ask Q.4 (c) & (d)
 (Unsure) _____ 03 - Skip to Q. 4 (d)

Q.4 (c) “Can I please check, why are the current facilities not suitable for (.. activity ..)?”

PROBE UNTIL CLEAR

(d) “Are there any activities that you would like to do in the regional parks, that you are currently unable to do?”

Yes _____ 01 - Ask Q.4 (e)
No _____ 02 - Skip to Q.5

(e) “What are those activities?” **PROBE UNTIL CLEAR**

Q.5 (a) “Have you visited any of the regional parks and forests we have talked about, **for the first time** in the twelve month period prior to the COVID-19 lockdown?”

Yes _____ 01 - Ask Q.5 (b) – (d)
 No _____ 02 - Skip to Q.6

(b) “Which of the regional parks and forests did you visit **for the first time** in that twelve month period? Any others?” **PROBE UNTIL ‘NO’**

	(a) Visited for the 1 st time
Battle Hill Farm Forest Park	01
Belmont Regional Park	02
East Harbour Regional Park	03
Hutt River Trail (from Hikoikoi Reserve on the Petone foreshore, to Birchville north of Upper Hutt)	04
Kaitoke Regional Park	05
Queen Elizabeth Park	06
Akatarawa Forest	07
Pakuratahi Forest Park (including Tunnel Gully recreational area and Remutaka Rail Trail)	08
Wairarapa-Moana Wetlands Park	09
Whitireia Park	10
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	11
Waikane River Trail	12
Otaki River Trail	13

Q.5 (c) “Can I please check, what attracted you, or prompted you to visit (this/these) regional parks **for the first time** in that twelve month period? Did anything else prompt you?” **PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

(d) “Did any of the following information sources contribute to your decision to visit (this/these) regional parks for the first time? And did any other information sources contribute to your decision?” **PROBE UNTIL ‘NO’**

<u>READ LIST</u>	Yes	No	(Don't Know)
Word-of-mouth/recommendation from friends/family/colleagues	01	02	03
Advertising or promotions (specify)	01	02	03
Events (specify) _____	01	02	03
Information on the GWRC website	01	02	03
Other information you read or viewed on the Internet	01	02	03
Other (specify)_____	01	02	03

Q.6 (a) “Thinking about the regional parks you have visited in the past twelve months or so, how satisfied were you with the following aspects of those parks? As I read each aspect, can you please tell me whether you were very satisfied, quite satisfied, not very satisfied, or not at all satisfied with it?”

PARK ASPECTS (ask in rotated order)	<u>Ratings</u>				(Did Not Use/Unable To Rate)
	<u>Very Satisfied</u>	<u>Quite Satisfied</u>	<u>Not Very Satisfied</u>	<u>Not At All Satisfied</u>	
<u>BUILT FACILITIES</u>					
Trails that are easy to find	01	02	03	04	05
Trails that connect within parks	01	02	03	04	05
Trails that offer the right degree of ease or challenge for you	01	02	03	04	05
Trails access barriers that are easy to get through	01	02	03	04	05
Accessibility of facilities, such as trails or toilets, for the equipment you are using, e.g. wheelchairs, walkers, baby strollers	01	02	03	04	05
A sufficient number of toilets	01	02	03	04	05
Toilets that are well maintained	01	02	03	04	05
Other park buildings that fulfil their role and are well maintained	01	02	03	04	05
Signs leading to the park	01	02	03	04	05
Direction signs within the parks	01	02	03	04	05
Signs that inform users about the parks, their features and/or their history	01	02	03	04	05
Picnic areas and facilities	01	02	03	04	05
<u>NATURAL ENVIRONMENT</u>					
The experience provided by the natural environment of the park	01	02	03	04	05
<u>CUSTOMER SERVICE IN THE PARK</u>					
Help and service received from Greater Wellington employees working in the park, e.g. park rangers, work gangs, staff helping with the Summer Events Programme	01	02	03	04	05

FOR EACH PARK ASPECT RATED 03 OR 04, ASK Q.6 (b)

Q.6 (b) “Can I please check, why were you **not** satisfied with that aspect of park service?”
PROBE UNTIL CLEAR

PARK ASPECT:

PARK ASPECT:

PARK ASPECT:

PARK ASPECT:

PARK ASPECT:

Ask Q.7 of respondents who have **not visited any** of the regional parks or forests in the past twelve months prior to the COVID-19 lockdown. Then, for these respondents, skip to Q.10.

Q.7 “Can you please tell me why you have **not** visited any of the regional parks and forests in the twelve month period prior to the COVID-19 lockdown? Are there any other reasons?” **PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

Ask Qs.8 & 9 of respondents who **have visited** any of the regional parks or forests in the past twelve months prior to the COVID-19 lockdown.

Q.8 “Can you please tell me what you see as the barriers, or limiting factors, if any (other than those associated with the COVID-19 lockdown), that prevent you from visiting the regional parks and forests more frequently than you do now? Are there any other barriers or limiting factors?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

- Q.9 “Thinking about the overall experience that you gain from the **regional parks** we have talked about, what do you value most about the park experience? Is there anything else that you particularly value?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

ASK ALL RESPONDENTS

- Q.10 (a) “Greater Wellington Regional Parks do a range of activities to help reduce the effects of climate change. Which, if any, of the following have you seen or heard about?”
- (b) “Which of these initiatives do you consider **most** important to help reduce the effects of climate change?”

<u>READ LIST IN ROTATED ORDER</u>	Q.10 (a) Have seen/heard	Q.10 (b) Most important
Large scale tree planting (and maintenance)	01	01
Wetland restoration	02	02
Electric vehicle charging stations (in or near the parks)	03	03
Demonstration sites/projects (to help inform and educate the public)	04	04
Water security	05	05
<i>None of these (do not ask)</i>	06	06

Q.10 (c) “Is there anything else you think Greater Wellington Parks should be doing to help reduce the effects of climate change? Anything else?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

Q.11 “Overall, how important, or unimportant, is it to you that our regional parks can play a role in helping reduce the effects of climate change?”

READ SCALE

- Very important _____ 01
- Quite important _____ 02
- Not very important _____ 03
- Not at all important _____ 04
- DO NOT READ (Unsure/don’t know) _____ 05

Q.12 (a) “Have you heard of the Greater Wellington Regional Council’s ‘Summer Events Programme’?”

- Yes _____ 01 - Ask Q.12 (b) - (d)
- No _____ 02 - Skip to Q.13

(b) “What can you recall about the Greater Wellington Regional Council’s ‘Summer Events Programme’? Anything else?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

- Q.12 (c) “How did you hear about the Greater Wellington Regional Council’s ‘Summer Events Programme’?”

PROBE UNTIL CLEAR

- (d) “In the past twelve months, have you participated in any of the events associated with the Greater Wellington Regional Council’s ‘Summer Events Programme’?”

Yes _____ 01
 No _____ 02

- Q.13 (a) “Prior to taking part in this survey, were you aware that the Greater Wellington Regional Council is responsible for ?”

	<u>Yes</u>	<u>No</u>
The management of the regional parks	01	02
Planning and undertaking the maintenance and development programmes associated with the parks	01	02
Running the Greater Wellington Summer Events Programme	01	02
Providing communication channels such as the GWRC website and social media activity (e.g. Facebook) to inform the public about the parks	01	02
Defining the rules that enable GWRC to offer the public park experiences while protecting the environment	01	02
Providing a park ranger service to support and protect park users	01	02

- (b) “Is there anything (else) that the Greater Wellington Regional Council is responsible for, with regard to parks? If so, what?”

Q.14 “If you could ask the Greater Wellington Regional Council anything at all about the management of the regional parks, what questions and/or issues would you draw to their attention? What else would you ask them?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

Q.15 (a) “With regard to your use of the Greater Wellington Regional Parks, do you have any concerns about your safety that might lead you to not use them?”

Have concerns _____ 01 - Ask Q.15 (b)
Do not have concerns _____ 02 - Skip to Q.16

(b) “Can you please tell me what concerns you have about safety in the parks? Anything else?” **PROBE UNTIL CLEAR**

ASK ONLY PARK USERS

Q.16 (a) “In the twelve month period prior to the COVID-19 lockdown, did you encounter any situations where there had been issues due to the different activities of other park users?”

Yes _____ 01 - Ask Q.16 (b) - (d)
No _____ 02 - Skip to Q.17

(b) “Can you please outline for me what those issues were?”

PROBE UNTIL CLEAR

Q.16 (c) “How well was/were the issue(s) resolved?”

PROBE UNTIL CLEAR

- Very well_____ 01
- Quite well_____ 02
- Not very well_____ 03
- Not at all well_____ 04

IF RESPONDENT HAS MENTIONED ‘ISSUES WITH DOGS’, ASK Q.16 (d). OTHERWISE SKIP TO Q.17

(d) “Did the dog issues/problems you mentioned involve a group of dogs being walked by an owner, or did it involve commercial dog walkers?”

- Dogs walked by an owner_____ 01
- Dogs with a commercial dog walker_____ 02
- (Don’t know)_____ 03

Write comments:

Q.17 “What improvements do you think could be made to the Greater Wellington Regional Parks, or the information about them, to enhance the visitor experience? Do you have any other suggestions?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

Interviewer note: Q.18 (a) – (d) relates specifically to the respondent’s use of the Greater Wellington Regional Parks DURING the COVID-19 lockdown period only.

Q.18 (a) “I now have a question about your use of the Greater Wellington Regional Parks that we have talked about, **during** the COVID-19 lockdown period, that started from late-March 2020. Have you had an opportunity to use any of the tracks and trails, within any of these major regional parks near your home, during the lockdown period?”

Yes _____ 01 -Ask Q.18 (b)
 No _____ 02 -Skip to demographics

(b) “And which of the major regional parks have you visited? Any others?”

PROBE UNTIL ‘NO’

FOR EACH PARK VISITED, ASK:

(c) “During the COVID-19 lockdown period, how frequently have you visited (..park..)? Was it ... (READ SCALE)?”

CODE SCALE: Every day _____ 01
 5-6 days a week _____ 02
 2-4 days a week _____ 03
 Once a week _____ 04
 Less frequently (Specify) _____ 05

(d) “During the COVID-19 lockdown period, what activities have you undertaken in (..park..)?”

CODE ACTIVITIES: Walking _____ 01
 Running/jogging _____ 02
 Walking/running with dog- _____ 03
 Mountain biking/cycling/e-biking _____ 04
 Other (Specify) _____ 05

RECORDING SPACE FOR QUESTION 18 (b) – (d)

	<u>Q.18 (b) Have Visited</u>	<u>Q.18 (c) Frequency</u>	<u>Q.18 (d) Activity</u>
Battle Hill Farm Forest Park	01		
Belmont Regional Park	02		
East Harbour Regional Park	03		
Hutt River Trail	04		
Kaitoke Regional Park	05		
Queen Elizabeth Park	06		
Akatarawa Forest	07		
Pakuratahi Forest Park	08		
Whitireia Park	09		
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	10		
Waikanae River Trail	11		
Otaki River Trail	12		

SECTION D: DEMOGRAPHICS

“In order to help us analyse our survey by statistical categories, can I please check ...”

D.1.	CODE GENDER	Male_____	01
		Female_____	02
D.2.	“Into which of the following age groups do you come?”		
		16 – 29 years_____	01
		30 – 39 years_____	02
		40 – 49 years_____	03
		50 – 59 years_____	04
		60 – 69 years_____	05
		70 years and over_____	06
D.3	“Which of the following best describes your current household situation?”		
		Single/flatting/living alone_____	01
		Couple with no children_____	02
		Single/couple with children (including secondary school)_____	03
		Single/couple with adult children_____	04
		Older couple_____	05
D.4	“Into which of the following income brackets would your <u>total annual household</u> income fall before taxation?”		
		Up to \$30,000 per year_____	01
		\$30,001 to \$40,000_____	02
		\$40,001 to \$60,000_____	03
		\$60,001 to \$80,000_____	04
		\$80,001 to \$100,000_____	05
		Over \$100,000_____	06
	DO NOT READ	Refused_____	07

D.5 “Which of the following ethnic groups do you belong to? One or several groups may apply to you.”

NZ Maori_____	01
NZ European _____	02
British_____	03
Other European _____	04
Pacific Island _____	05
Chinese_____	06
Indian_____	07
Other Asian_____	08
Other (specify) _____	09

D.6 CODE AREA

Kapiti Coast_____	01
Porirua City_____	02
Wellington City_____	03
Lower Hutt City_____	04
Upper Hutt City_____	05
South Wairarapa District_____	06
Carterton District_____	07
Masterton District_____	08

“Thank you very much for your help with this survey. The company I work for is Peter Glen Research. If you have any queries about the survey, you can contact Peter Glen on (04) 564-4525.”

“My name is _____” (Interviewers Name)

Respondent’s Phone No: _____ Date: ____ / ____ /’20