

Public Transport in Eastbourne Market Research Report

Prepared for:
Greater Wellington the Regional Council



Prepared by:



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CONFIDENTIAL

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1.0 Summary

A review of public bus services in the Hutt Valley (including Eastbourne) was conducted in 2003 by NFO New Zealand using focus group research. This research identified an opportunity to increase public transport usage in the Eastbourne area. In response, quantitative research was conducted to determine the likely effect of possible changes to public transport on transport usage in the Eastbourne area.

This report details the results of n=250 face-to-face interviews and n=478 completed public consultation forms with residents of Eastbourne, from Point Howard to Muritai.

The results, relatively consistent across both surveys, show the three most preferred options to improve public transport in Eastbourne (mentioned by three in five Eastbourne residents) are:

- reduce the fare charged for the ferry service
- provide more frequent and later ferry sailings
- provide more direct bus services to Wellington City.

The majority of residents seeking the above improvements said they were likely to increase their use of the respective services if the modifications were made. Positively, these modifications are likely to decrease use of private cars to travel to and from Wellington City.

It is important to note however, that an increase in the use of the ferry is likely to result in a decreased use of the bus service.

The provision of more frequent and later ferry sailings is the improvement most likely to bring new users to public transport.

2.0 Background

Greater Wellington is responsible for the planning and funding of public transport services in the Wellington region.

Public bus, rail and ferry services are provided on a contract basis to Greater Wellington by a number of passenger transport companies.

A staged review of all public bus services in the Wellington region is currently being carried out. The first area reviewed, during 2002, was the Hutt Valley including Eastbourne and Wainuiomata.

Public feedback and focus group research during the review from the Eastbourne community highlighted that there may be untapped potential to increase public transport use of the Days Bay ferry.

A decision was therefore made to postpone major changes to the Eastbourne bus service until further research was undertaken in the Eastbourne area.

Research Area

The current harbor ferry links Wellington to Days Bay. Due to the location of commuter parking at the Days Bay wharf, and ability to carry bicycles on the ferry, the service has an extensive catchment in the Eastern Bays area.

As options for the ferry include feeder buses and use of other ferry wharves (such as the Eastbourne Wharf), research was carried out with residents of the whole Eastern Bays area from Muritai in the south to Point Howard in the north.

As at the 2001 Census there were 4,704 people resident in the Eastern Bays area (census area 570300: Eastbourne). We know from recent quantitative research that of the 26 people from Eastbourne that responded to the segmentation research:

- 16 had used the bus in the last 3 months
- 4 had used the train in the last 3 months
- 7 had used the ferry in the last 3 months
- 8 use public transport 2 or more days a week
- The main reason people in Eastbourne use public transport is to commute to work.

3.0 Research Objectives

The purpose of this research was to explore the likely effect of a number of different options on transport usage and to determine which option or combination of options would increase usage of public transport in the Eastbourne region.

Key options assessed in the research are:

- **Reducing the fare for ferry commuters**
The current one way adult cash fare between Eastbourne and Wellington is \$7.50 (or \$6 per trip with a ten trip ticket). Some people have told the Council that they would love to use the ferry but price was a barrier. The Council would like to know how a \$5 cash fare (or \$4 per trip with a 10 trip ticket) would affect use of the harbour ferry.
- **Provide more frequent and later ferry sailings**
Currently the harbour ferry operates only a limited number of harbour crossings each day. The Council would like to know if running a regular half-hourly peak time service and hourly daytime service, with later sailings till 8pm, would affect use of the ferry. Under this option the harbour ferry would also run hourly on weekends between 8am and 8pm.
- **Upgrade the ferry wharves**
Currently few facilities are provided for passengers at ferry wharves. The Council would like to know if provision of sheltered waiting areas for passengers at ferry wharves, and improved pedestrian shelter to and from ferry wharves would affect use of the harbour ferry.
- **Move the ferry to the heart of Eastbourne**
Some residents have suggested running ferries from the Rona Bay Wharf at the end of Rimu Street in Eastbourne. This would bring the harbour ferry service to the heart of Eastbourne, and put many Eastbourne residents within ten minutes walk of the ferry. This is a potentially longer term option as it would require some dredging or other works to the Rona Bay Wharf to make it suitable for ferries.
- **Provide connecting buses to/from ferry sailings**
For residents not within walking distance of the ferry some residents suggested the idea of buses connecting with harbour ferry sailings. Under this option combined tickets would be available that allow travel on the ferry and connecting bus.
- **Provide additional ferry sailings from Lowry Bay**
In addition to the existing ferry service that sails between Days Bay Wharf and Queens Wharf, the ferry would sail between Lowry Bay and Queens Wharf during peak commuter times. This option would require construction of a wharf suitable for the ferry.

There are possible options to change public transport in Eastbourne by improving the current bus service rather than upgrading the current ferry service:

- **Provide more frequent weekend bus services to and from Wellington City**
The bus service would run half hourly services to Wellington City on Saturday and Sunday rather than an hourly service as at present.
- **Provide more direct bus services to and from Wellington City**
More direct route 81 buses between Wellington and Eastbourne, bypassing the Lower Hutt/Queensgate area.

4.0 Research Approach

A dual-method research approach involving face-to-face interviews and a self completion survey was used to evaluate the impact each possible change to public transport may have on transport usage. Both survey methods consisted mainly of closed ended questions asking Eastbourne residents to give weighting to their preferences for the various options, and a rating of the likelihood of changing their own behaviour if the modifications to the service were made.

Quantitative Survey of Eastbourne Residents

Face-to-face interviews were conducted with n=250 randomly selected Eastbourne residents aged 15 years or over and who travel to Wellington City at least once a week. The maximum margin of error associated with the total sample size is ± 6 percent.

The face-to-face interviews were conducted over three weekends, from 5th July to 20th July 2003.

Public Consultation Form

A Public Consultation Form (or self-completion survey) was mailed to all households in the Eastbourne region.

The public consultation form was distributed to each household in Eastbourne on the 23rd and 24th of August 2003. N=478 completed public consultation forms were returned to Greater Wellington Regional Council by the closing date, 31st October 2003.

Sample Profile

	%
Gender	
Male	72
Female	28
Age	
15-17 years	3
18-24 years	5
25-34 years	12
35-44 years	24
45-54 years	21
55-64 years	20
65+ years	14
Refused	*
Ethnicity	
New Zealand European	88
Maori	*
Pacific Island	*
Asian	1
Other European	4
Other	*
Refused	5
Household Structure	
Young single living alone	4
Group flatting together	1
Young couple under 40 - no children	6
Family - mainly pre-schoolers	10
Family - mainly school children	25
Family - children mainly adults	16
Person/couple over 40 - no children at home	36

Sample Profile cont.

	%
Socio Economic	
High	53
Medium	36
Low	4
Housewife	5
Retired/student/unemployed	5
Area	
Point Howard	15
Lowry Bay	11
York Bay	4
Mahina Bay	2
Days Bay	12
Rona Bay	23
Eastbourne	12
Muritai	20
Base	250

* Less than one percent but not zero

5.0

Current Transport Usage

5.0 Current Transport Usage

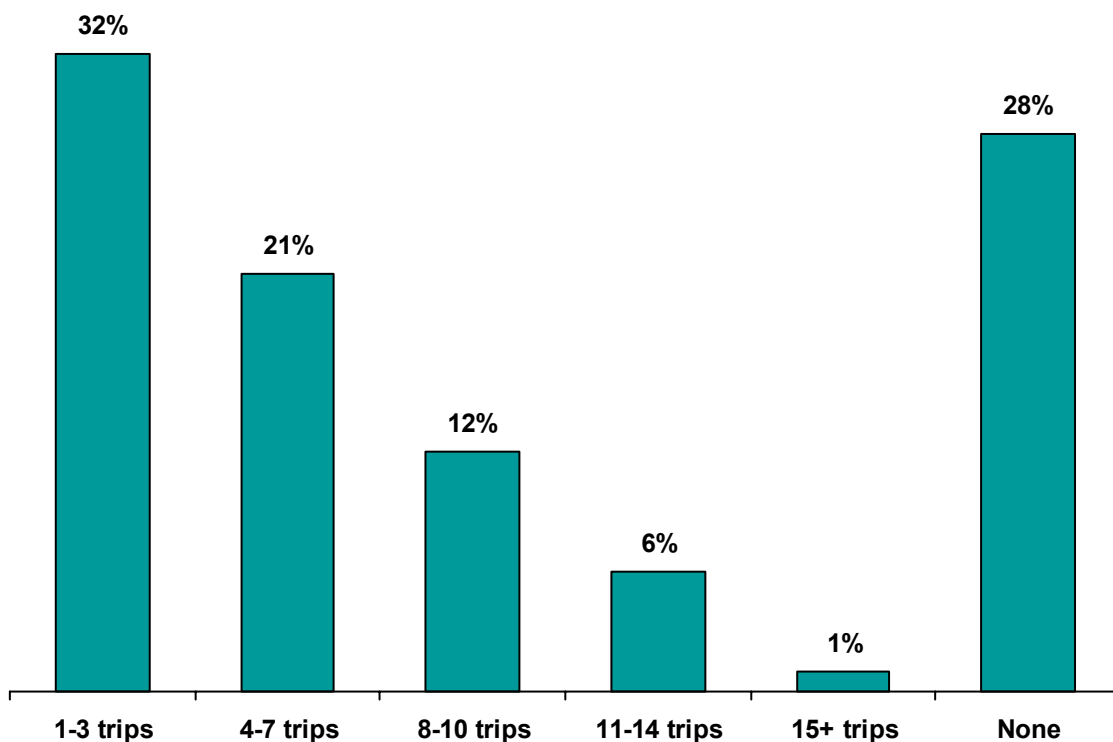
5.1 Transport Usage Travelling to and from Lower Hutt City Centre

Eastbourne residents were asked how many trips they make to and from Lower Hutt City centre in a typical week, including return trips.

Overall, seven in ten Eastbourne residents (72%) travel to Lower Hutt City centre at least once a week.

Approximately one third of Eastbourne residents (32%) make between one and three trips to and from Lower Hutt City. One in five Eastbourne residents (21%) make four to seven trips in a week and one in ten (12%) make eight to ten trips to and from Lower Hutt City in a typical week.

Number of Trips to and from Lower Hutt City Centre



Base: Total sample

Number of Trips to and from Lower Hutt City Centre by Mode of Transport

Eastbourne residents that usually travel to and from Lower Hutt City centre each week were asked what modes of transport they typically use and how many trips are made by each mode of transport mentioned.

Nine in ten Eastbourne residents (90%) travel to and from Lower Hutt City by car at least once a week.

Around one in ten Eastbourne residents (13%) travel to Lower Hutt City centre by bus.

Number of Trips to and from Lower Hutt City by Mode of Transport

	Bus %	Private Car %	Other %
1-3 trips	9	47	3
4-7 trips	2	24	3
8-10 trips	2	15	3
11-14 trips	-	7	-
15 trips or more	-	1	-
None	87	10	93
Base: Travel to and from Lower Hutt City	179		

- zero

- Those who **do not** use the bus to travel to and from Lower Hutt City in a typical week are significantly more likely to be aged 25-64 years.

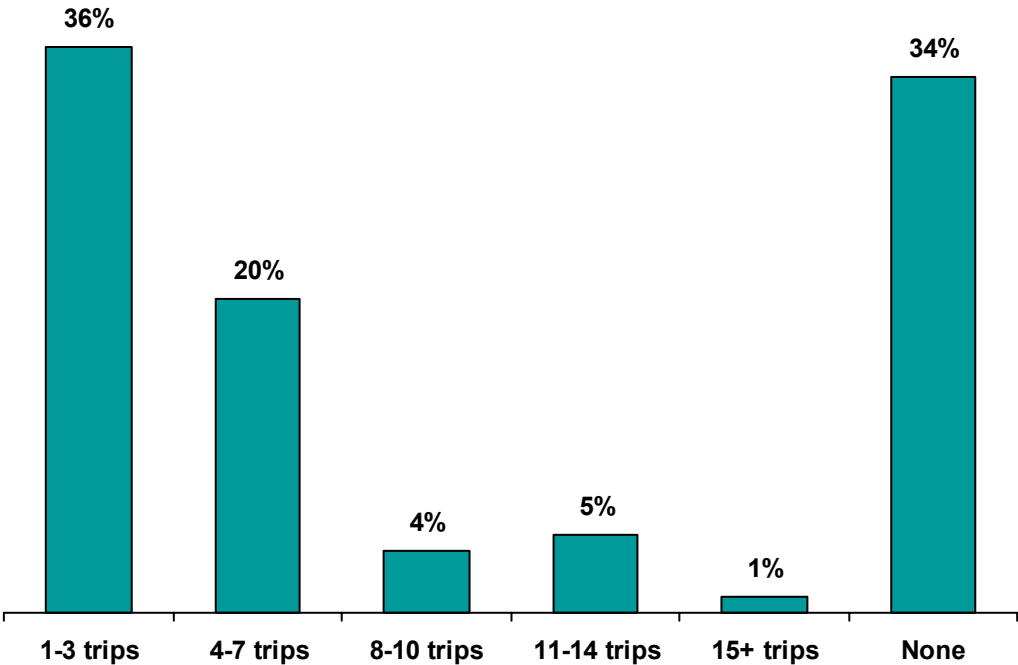
5.2 Transport Usage Travelling to and from Petone

Eastbourne residents were asked how many trips they make to and from Petone in a typical week, including return trips.

Two thirds of Eastbourne residents (64%) travel to Petone at least once a week.

Just over a third of Eastbourne residents (36%) said they make between one and three trips to Petone, including return trips. One in five Eastbourne residents (20%) make four to seven trips, and 10 percent said they make eight or more trips to and from Petone in a typical week.

Number of Trips to and from Petone



Base: Total sample

Number of Trips to and from Petone by Mode of Transport

Eastbourne residents that usually travel to and from Petone were asked what modes of transport they typically use and how many trips are made by each mode of transport mentioned.

Overall, the majority of trips made by Eastbourne residents to and from Petone in a typical week are by private car (92%).

Five percent of residents travel to and from Petone by bus.

Number of Trips to and from Petone by Mode of Transport

	Bus %	Private Car %	Other %
1-3 trips	4	49	4
4-7 trips	2	28	1
8-10 trips	-	7	1
11-14 trips	-	6	-
15 trips or more	-	2	1
None	95	8	93
Base: Travel to and from Petone	166		

- zero

- Those who **do not** use the bus to travel to and from Petone are significantly more likely to reside in the Rona Bay area.

5.3 Transport Usage Travelling to and from Wellington City

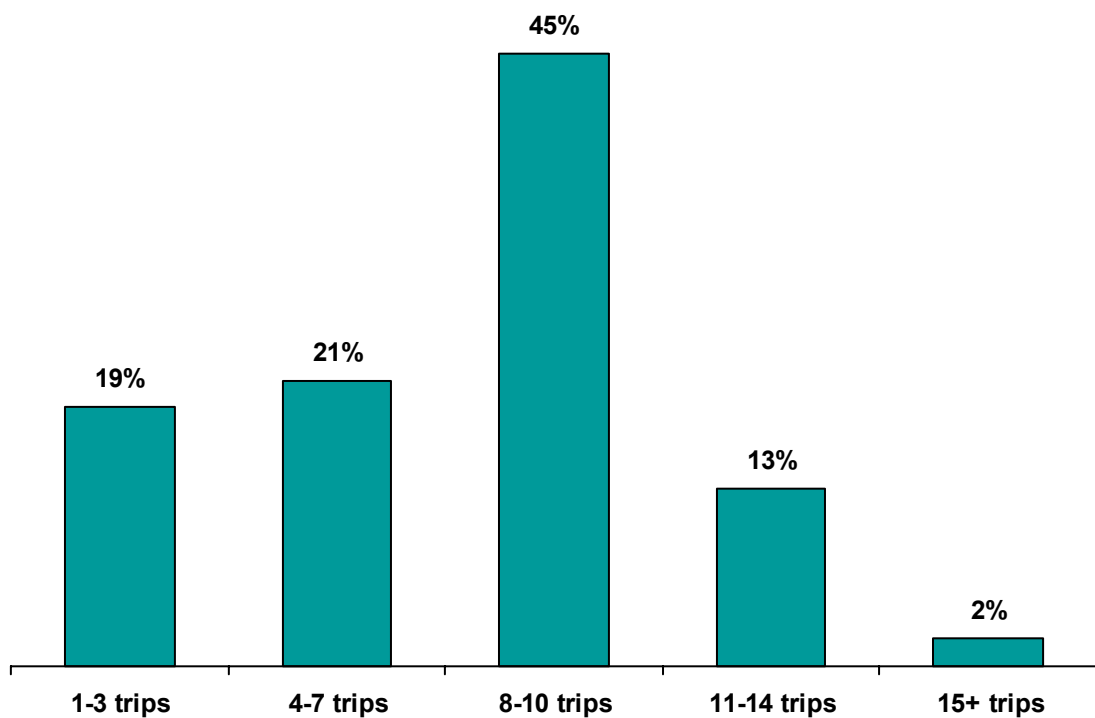
Eastbourne residents were asked how many trips they make to and from Wellington City in a typical week, including return trips.

All Eastbourne residents travel to Wellington City at least once per week.

Close to half of Eastbourne residents (45%) travel to and from Wellington City eight to ten times per week.

One in five Eastbourne residents (19%) make one to three trips to and from Wellington City per week. A further one in five Eastbourne residents (21%) make four to seven trips, and 15 percent make more than ten trips to and from Wellington City in a typical week.

Number of Trips to and from Wellington City



Base: Total sample

- Those who make eight to ten trips in a typical week are significantly more likely to be aged 25 to 44 years.

Number of Trips to and from Wellington City by Mode of Transport

Eastbourne residents that usually travel to and from Wellington City were asked what modes of transport they typically use and how many trips are made by each mode of transport mentioned.

Around two thirds of Eastbourne residents (64%) make at least one trip to Wellington City by private car in a typical week. One in five residents make one to three trips (19%), four to seven trips (22%), or eight to ten trips (18%) by car in a typical week.

Around two in five residents (39%) make at least one trip by bus. Specifically, one in five residents (18%) make one to three trips by bus, and around one in ten make four to seven trips (8%) or eight to ten trips (12%) by bus in a typical week.

A quarter of residents (24%) make at least one trip by ferry, with one in ten residents making one to three trips by ferry (8%), eight to ten trips (10%), and five percent of Eastbourne residents making four to seven trips by ferry in a week.

Number of Trips to and from Wellington City by Type of Transport

	Bus %	Ferry %	Private Car %	Other %
1-3 trips	18	8	19	2
4-7 trips	8	5	22	2
8-10 trips	12	10	18	2
11-14 trips	1	*	4	1
15 trips or more	-	-	1	*
None	61	76	36	95
Base: Travel to and from Wellington City	250			

* Less than 1% but not zero

- zero

- Those who **do not** use the bus to travel to and from Wellington City are significantly more likely to reside in the Point Howard/Lowry Bay area in Eastbourne.
- Those who **do not** use a private car to travel to and from Wellington City are significantly more likely to reside in the Muritai area in Eastbourne.

How Ferry Users Usually get to the Days Bay Ferry wharf

Eastbourne residents that use the Days Bay ferry at least once a week were asked how they usually get to the ferry wharf.

Seven in ten users of the ferry service (68%) usually walk to the ferry wharf. One in four users (25%) said they drive to the ferry wharf.

Just under one in ten users said they either take the bus to the ferry wharf (7%) or someone drops them off at the wharf (7%). Five percent of users of the ferry service said they cycle to the wharf.

How Ferry Users Usually get to the Ferry Wharf

	%
Walk	68
Drive	25
Bus	7
Someone drops me off at the wharf	7
Cycle	5
Don't know	3
Base: Those who use the ferry service at least once in a typical week	60

- There were no significant demographic differences evident with regard to how ferry users travel to the ferry wharf.

6.0

Price Sensitivity of Public Transport

6.0 Price Sensitivity of Public Transport

In order to understand the perceptions of the price of public transport and willingness to pay for public transport among Eastbourne residents, all respondents were asked the following priced related questions for the Eastbourne bus service and ferry service:

- At what price for a single trip would you consider the ferry service/Eastbourne bus service to be **cheap**?
- At what price for a single trip would you consider the ferry/bus service to be **expensive**?
- At what price for a single trip would you consider the ferry/bus service to be **so cheap you would doubt the reliability and quality of the service**?
- And at what price for a single trip would you consider the ferry/bus service to be **so expensive you wouldn't buy a ticket**?

This technique is called a Price Sensitivity Meter (PSM), and is based on the assumption that customers do not have an absolute price in mind when judging a service's value. Instead, an individual's price sensitivity is influenced by his or her perceptions of a service's relative value.

The usefulness of any pricing model depends on, amongst other things the price elasticity of the service and the extent to which price is seen as an index of quality. However, a generalised model like PSM gives a useful first insight into current market perceptions of price for public transport services.

The lower end of the acceptable pricing range can be found at the intersections of the cheap and too cheap lines. This is the cheapest acceptable price – where the amount of people who find the service too cheap equals the amount who find it cheap. The top end of the pricing range is found at the intersection of the expensive and too expensive lines. This represents the most expensive acceptable price – where the proportion of people who find the service too expensive equals the amount who find it expensive.

The PSM graphs overleaf yield an optimal price and a range of acceptable prices for the Days Bay ferry service and the Eastbourne bus service.

The Optimal Pricing Point (OPP) is where the expensive and cheap lines intersect. At this point the number of people who think the service is cheap equals the number who find it expensive. Thus, at this price the service provider would lose the least amount of custom due to pricing concerns.

Currently, the price charged for a single trip on the ferry service from Days Bay Wharf to Queens Wharf is \$7.50 per adult. A single trip to Wellington City on the Eastbourne bus service is \$4.50. The PSM identified the following optimal prices and acceptable price ranges for a single trip on both the ferry and bus service:

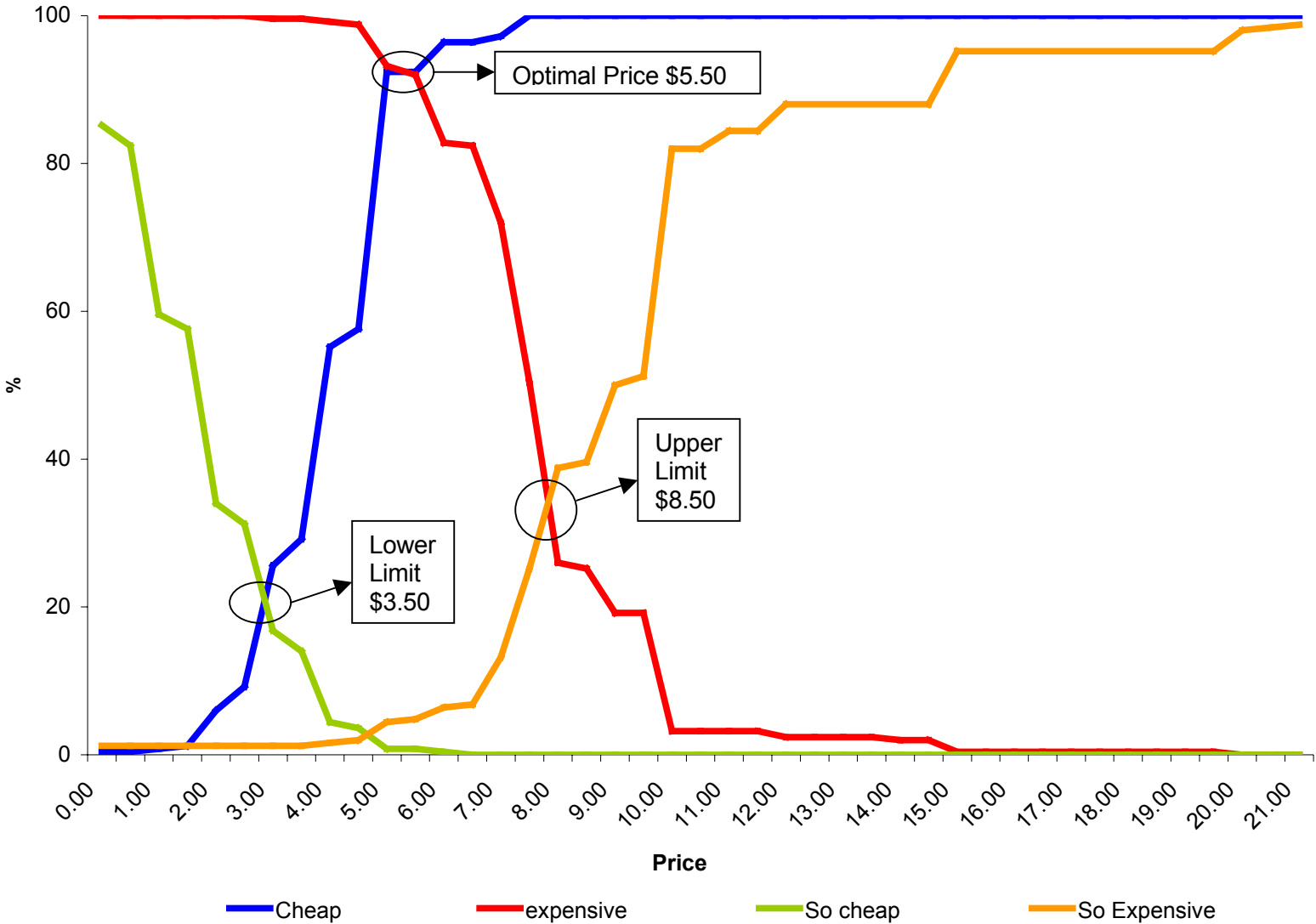
Days Bay Ferry Service

- Pricing range for a single trip: \$3.50 - \$8.50
- Optimum Pricing Point: \$5.50

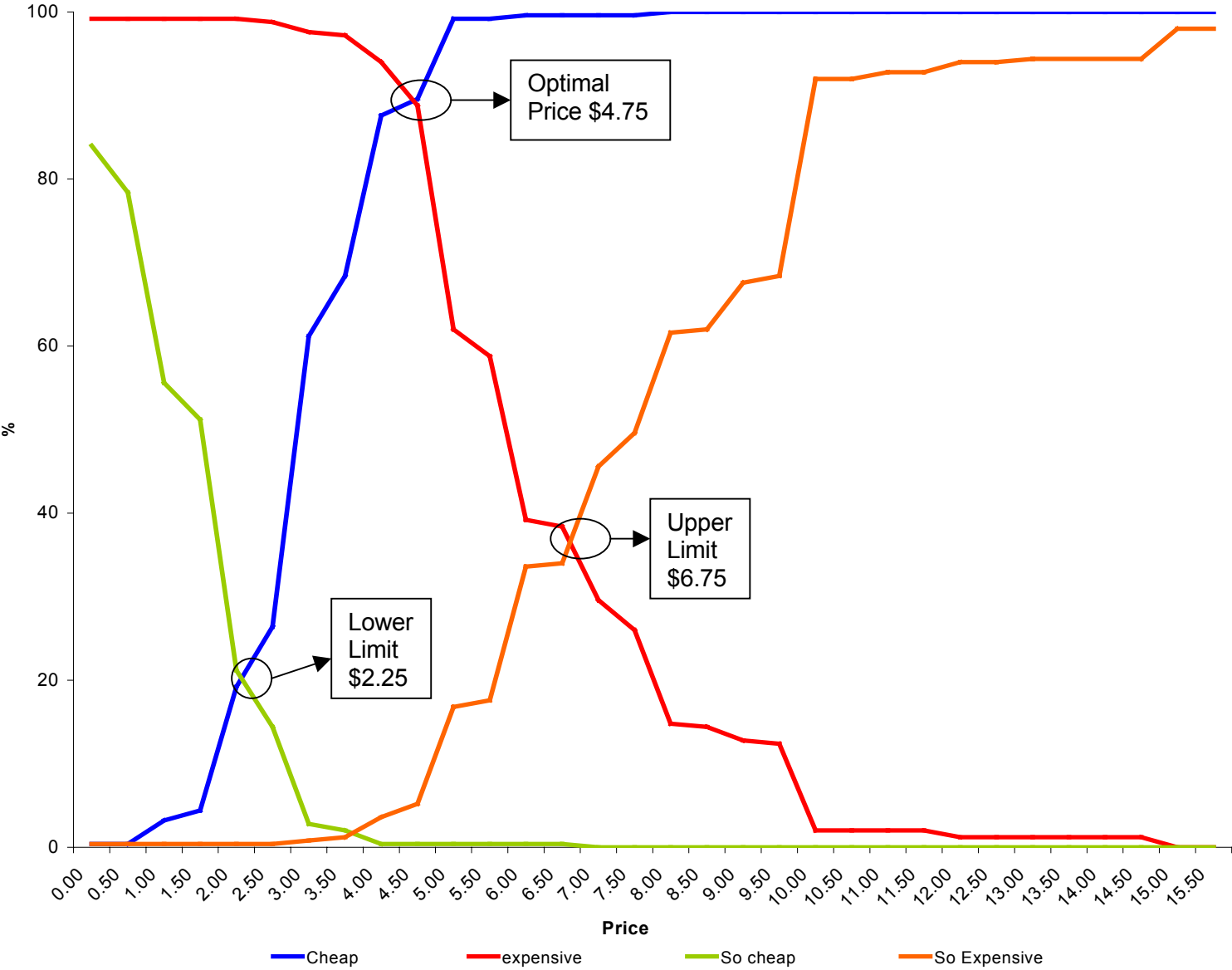
Eastbourne Bus Service

- Pricing range for a single trip: \$2.25 - \$6.75
- Optimum Pricing Point: \$4.75

Optimal Price for the Days Bay Ferry Service



Optimal Price for the Eastbourne Bus Service



7.0

Overall Impact of Each Public Transport Option on Public Transport Usage

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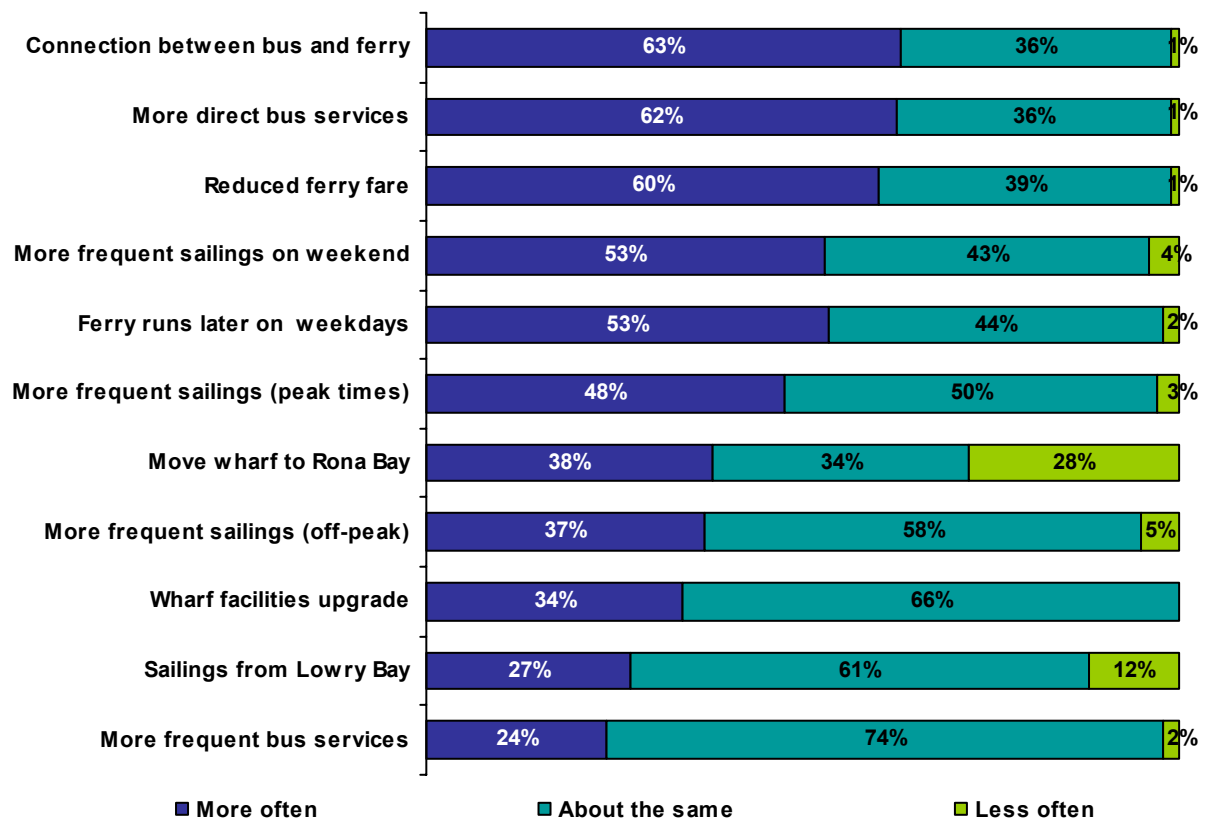
Eastbourne residents were asked how each public transport option to improve the Days Bay ferry and the Eastbourne bus service would impact on their usage of public transport in Eastbourne. Residents were asked to say whether they would use the ferry or the bus more often, less often or about the same on a scale of one to five, where one is 'much less often' and five is 'much more often'.

Three in five Eastbourne residents said providing a connecting bus and ferry service (63%), providing more direct bus services to Wellington City (62%) or reducing the fare for the ferry from \$7.50 to \$5.00 per trip (60%) would increase their usage of public transport in Eastbourne.

Around half of Eastbourne residents would use the ferry service more often if there were more frequent and later ferry sailings. Specifically, 53 percent of Eastbourne residents would use the ferry more often if there were more frequent sailings on the weekend or the ferry ran later sailings on weekdays, and 48 percent said they would use the ferry service more often if there were more frequent sailings during peak times.

The provision of more frequent bus services had the least impact on likely usage of the bus service, with three quarters of Eastbourne residents (74%) saying their usage would remain the same.

Impact of Each Public Transport Option on Public Transport Usage in Eastbourne



Base: Total sample

- Those who said they would use the ferry service more often if **the ferry ran more frequently during off-peak times** are more likely to:
 - be aged 65 years or over
 - make between one and four trips to Wellington City in a typical week.

- Those who said they would use the ferry service more often **if the ferry ran more frequent sailings on weekends** are more likely to live in Days Bay than any other area of Eastbourne.

- Those who said they would use the ferry service more often if **the ferry ran later during weekdays** are more likely to:
 - be aged between 25 and 44 years.
 - walk to the Days Bay wharf
 - make between nine and ten trips to Wellington City in a typical week.

- Those who said they would use the ferry service more often if **the wharf facilities were upgraded** are more likely to live in the Point Howard/Lowry Bay area than any other area of Eastbourne.

- Those who said they would use the ferry service more often if **the bus and ferry services were connected** are more likely to:
 - reside between Point Arthur and Eastbourne
 - Point Howard and Lowry Bay
 - make between one and four trips to Wellington City in a typical week.

- Those who said they would use the Eastbourne bus service more often if **there were more direct bus services to Wellington City** are more likely to:
 - reside in the Point Howard/Lowry Bay area
 - be aged 65 years or over
 - make one to four trips or eleven to fifteen trips to Wellington City per week.

8.0

Impact of Most Preferred Option on Transport Usage

8.0 Impact of Most Preferred Option on Transport Usage

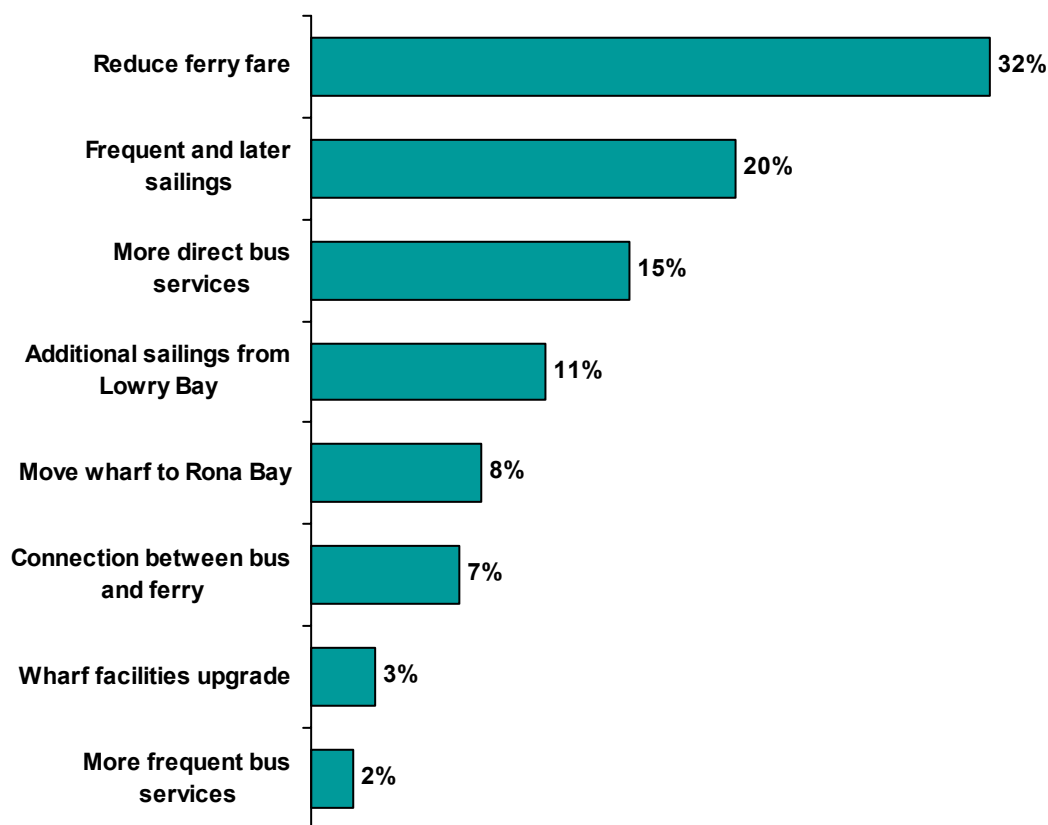
8.1 Most Preferred Public Transport Option

Eastbourne residents were asked to rank each option to change public transport in Eastbourne from one to eight, where one is the most preferred option and eight is the least preferred option.

The most popular option among Eastbourne residents is to reduce the fare for the ferry from \$7.50 to \$5.00, with one third (32%) ranking this option as their most preferred option.

One in five Eastbourne residents (20%) said they would prefer to have more frequent and later ferry sailings. Meanwhile, 15 percent of the residents in Eastbourne said they would prefer more direct bus services to Wellington City.

Most Preferred Public Transport Option



Base: Total sample

Please note: The graph illustrates the percentage of Eastbourne residents that ranked each option as their most preferred option (i.e. 1).

- Those who said providing **more frequent and later ferry sailings** is their most preferred option are significantly more likely to be aged 25 to 44 years or reside in the Days Bay area of Eastbourne.

The table below details how Eastbourne residents ranked each public transport option.

Preference for Each Eastbourne Public Transport Option

	Most Preferred Ranked (1-2)	Ranked (3-4)	Ranked (5-6)	Least Preferred Ranked (7-8)	Mean Ranking
Reduced fare for the ferry from \$7.50 to \$5.00	59	23	13	5	2.7
Provide more frequent and later sailings during off peak times	41	31	21	7	3.3
Provide more direct bus services to Wellington City	28	33	24	16	4.0
Provide additional sailings from Lowry Bay	19	14	18	49	5.6
Connection between bus and ferry	18	34	32	16	4.4
Move the ferry wharf to the heart of Eastbourne (i.e. Rona Bay)	18	18	22	42	5.3
Wharf facilities upgraded	8	27	39	28	5.2
Provide more frequent bus services during the weekend	8	20	34	38	5.6
Base: Total Sample	250				

- Not surprisingly, those who said providing additional sailings from Lowry Bay as their least preferred option are significantly more likely to reside in the Rona Bay, Eastbourne or Muritai areas.

8.2 Likely Impact of Most Preferred Option on Transport Usage

Eastbourne residents were asked how their most preferred public transport option (i.e. option ranked 1st) would affect their usage of public transport.

Of those who ranked reducing the fare for the ferry as their most preferred option, 83 percent said this would increase their use of the ferry. The results show that reducing the fare for the ferry from \$7.50 to \$5.00 is likely to impact usage of both the Eastbourne bus and private car. Positively, around half (53%) said reducing the fare would decrease the use of their car. A change in the fare charged however, is also likely to result in some cannibalisation of the Eastbourne bus service, with 37 percent saying they would decrease their use of the bus service in favour of the ferry service.

Of those who ranked providing more frequent and later ferry sailings as their most preferred option, 86 percent said this would increase their use of the ferry. Interestingly, providing more frequent and later ferry sailings is likely to bring a greater proportion of new users to public transport compared to those who ranked reducing the fare for the ferry as their most preferred option. Specifically, two thirds (65%) said they would decrease the use of their car and 18 percent said they would decrease the use of the bus service.

Of the 38 Eastbourne residents that said their most preferred option is the provision of more direct bus services to Wellington City, 74 percent said they would increase their use of the bus service. Around half (53%) would decrease the use of their car and one in ten Eastbourne residents (8%) would decrease their use of the ferry service.

	Increase in use %	Decrease in use %	No Change %	Base: (Most Preferred)
Reduced fare for the ferry from \$7.50 to \$5.00				
Bus	2	37	60	81
Ferry	83	1	16	
Private car	-	53	47	
Provide more frequent and later sailings				
Bus	4	18	78	51
Ferry	86	-	14	
Private car	-	65	35	
Provide more direct bus services to Wellington City				
Bus	74	-	26	38
Ferry	11	8	82	
Private car	-	53	47	

* Caution small sample size

	Increase in use %	Decrease in use %	No Change %	Base: (Most Preferred)
Provide additional sailings from Lowry Bay				
Bus	11	30	59	27*
Ferry	85	-	15	
Private car	-	70	30	
Move the ferry wharf to the heart of Eastbourne (i.e. Rona Bay)				
Bus	5	43	52	21*
Ferry	81	-	19	
Private car	-	48	52	
Connection between bus and ferry				
Bus	50	6	44	18*
Ferry	83	-	17	
Private car	-	50	50	
Wharf facilities upgraded				
Bus	13	25	63	8*
Ferry	63	-	38	
Private car	-	38	63	
Provide more frequent bus services during the weekend				
Bus	67	-	33	6*
Ferry	33	17	50	
Private car	-	17	83	

* Caution small sample size

The tables below and overleaf show the impact of Eastbourne residents' most preferred public transport option on the number of trips they would make by each mode of transport.

Impact of Most Preferred Public Transport Option On Number of Trips

	Increase in Number of Trips Per Week					Decrease in Number of Trips Per Week				
	1-3 trips %	4-7 trips %	8-10 trips %	11+ trips %	Mean	1-3 trips %	4-7 trips %	8-10 trips %	11+ trips %	Mean
Reduced fare for the ferry from \$7.50 to \$5.00										
Bus	2	-	-	-	2.0	16	12	1	1	3.6
Ferry	34	25	5	2	3.8	1	-	-	-	2.0
Private car	-	-	-	-	-	26	12	4	1	3.8
Provide more frequent and later sailings										
Bus	2	-	-	-	2.0	7	2	-	-	2.8
Ferry	26	15	2	1	3.4	-	-	-	-	-
Private car	-	-	-	-	-	22	10	1	-	2.9
Wharf facilities upgraded										
Bus	1	-	-	-	1.0	2	-	-	-	1.0
Ferry	5	-	-	-	1.6	-	-	-	-	-
Private car	-	-	-	-	-	3	-	-	-	1.0

Impact of Most Preferred Public Transport Option On Number of Trips (Continued)

	Increase in Number of Trips Per Week					Decrease in Number of Trips Per Week				
	1-3 trips %	4-7 trips %	8-10 trips %	11+ trips %	Mean	1-3 trips %	4-7 trips %	8-10 trips %	11+ trips %	Mean
Provide additional sailings from Lowry Bay										
Bus	2	-	1	-	4.7	5	3	-	-	3.3
Ferry	13	7	3	-	3.7	-	-	-	-	-
Private car	-	-	-	-	-	12	6	1	-	3.1
Move the ferry wharf to the heart of Eastbourne (i.e. Rona Bay)										
Bus	1				2.0	8	1	-	-	2.3
Ferry	12	5	-	-	2.9	-	-	-	-	-
Private car	-	-	-	-	-	6	4	-	-	3.0
Connection between bus and ferry										
Bus	4	4	1	-	4.0	-	1	-	-	4.0
Ferry	7	7	1	-	3.6	-	-	-	-	-
Private car	-	-	-	-	-	5	4	-	-	3.0

Impact of Most Preferred Public Transport Option On Number of Trips (Continued)

	Increase in Number of Trips Per Week					Decrease in Number of Trips Per Week				
	1-3 trips %	4-7 trips %	8-10 trips %	11+ trips %	Mean	1-3 trips %	4-7 trips %	8-10 trips %	11+ trips %	Mean
Provide more frequent bus services during the weekend										
Bus	2	2	-	-	3.0	-	-	-	-	-
Ferry	1	1	-	-	3.0	1	-	-	-	2.0
Private car	-	-	-	-	-	1	-	-	-	2.0
Provide more direct bus services to Wellington City										
Bus	22	3	2	-	2.9	-	-	-	-	-
Ferry	3	-	-	-	1.3	3	-	-	-	2.0
Private car	-	-	-	-	-	13	4	2	-	3.2

8.3 Most Preferred Combination of Options to Improve Public Transport in Eastbourne

The table below identifies the most preferred combination of options mentioned by at least ten percent (n=10) of Eastbourne residents who want a combination of improvements to public transport in Eastbourne.

Overall, the most popular combinations of options to improve public transport in Eastbourne include reducing the fare for the ferry, with one third of Eastbourne residents (30%) wanting a reduced fare and the provision of more frequent and later ferry sailings.

Around 15 percent of Eastbourne residents said they would prefer a reduction in the fare for the ferry and the provision of:

- additional sailings from Lowry Bay (18%)
- connecting bus and ferry services (15%)
- more direct bus services to Wellington City (15%).

Most Preferred Combination of Options to Improve Public Transport

	%
Reduced fare for the ferry and provide more frequent and later sailings	30
Reduced fare for the ferry and provide additional sailings from Lowry Bay	18
Reduced fare for the ferry and provide connection between bus and ferry	15
Reduced fare for the ferry and provide more direct bus services to Wellington City	15
Provide additional sailings from Lowry Bay and connection between bus and ferry	14
Provide additional sailings from Lowry Bay and more frequent and later sailings	10
Base: Those who want a combination of upgrades to public transport in Eastbourne	104

8.4 Likely Impact of Most Preferred Combination of Options on Transport Usage

The table below shows the likely impact of the most common combination of options on transport usage.

Of those who said their most preferred combination of options is to reduce the fare for the ferry and provide more frequent and later ferry sailings, 28 of the 31 Eastbourne residents said this would increase their usage of the ferry. The results show that there is likely to be some cannibalisation of the bus service, with 10 in 31 Eastbourne residents saying they would decrease their use of the bus service.

Of those who said their most preferred combination of options to change public transport in Eastbourne is to reduce the fare for the ferry and to provide additional sailing from Lowry Bay, 16 of the 19 Eastbourne residents said this would increase their use of the ferry. Twelve of the 19 residents said this combination of options would decrease their use of their car when travelling to and from Wellington City.

Likely Impact of Most Preferred Combination of Options on Transport Usage

	Increase in use n=	Decrease in use n=	No Change n=	Base
Reduced fare for the ferry and provide more frequent and later sailings				
Bus	4	10	17	31
Ferry	28	-	3	
Private car	-	18	13	
Reduced fare for the ferry and providing additional sailings from Lowry Bay				
Bus	2	4	13	19*
Ferry	16	1	2	
Private car	1	12	6	
Reduced fare for the ferry and provide connection between bus and ferry				
Bus	2	2	12	16*
Ferry	14	1	1	
Private car	1	9	6	
Reduced fare for the ferry and provide more direct bus services to Wellington City				
Bus	9	2	5	16*
Ferry	-	12	4	
Private car	15	-	1	

**Likely Impact of Most Preferred Combination of Options on Transport Usage
(Continued)**

	Increase in use N=	Decrease in use N=	No Change N=	Base
Provide additional sailings from Lowry Bay and connection between bus and ferry				
Bus	2	2	11	15*
Ferry	13	1	1	
Private car	1	11	3	
Provide additional sailings from Lowry Bay and more frequent and later sailings				
Bus	-	3	7	10*
Ferry	9	-	1	
Private car	-	7	3	

* Caution small sample size

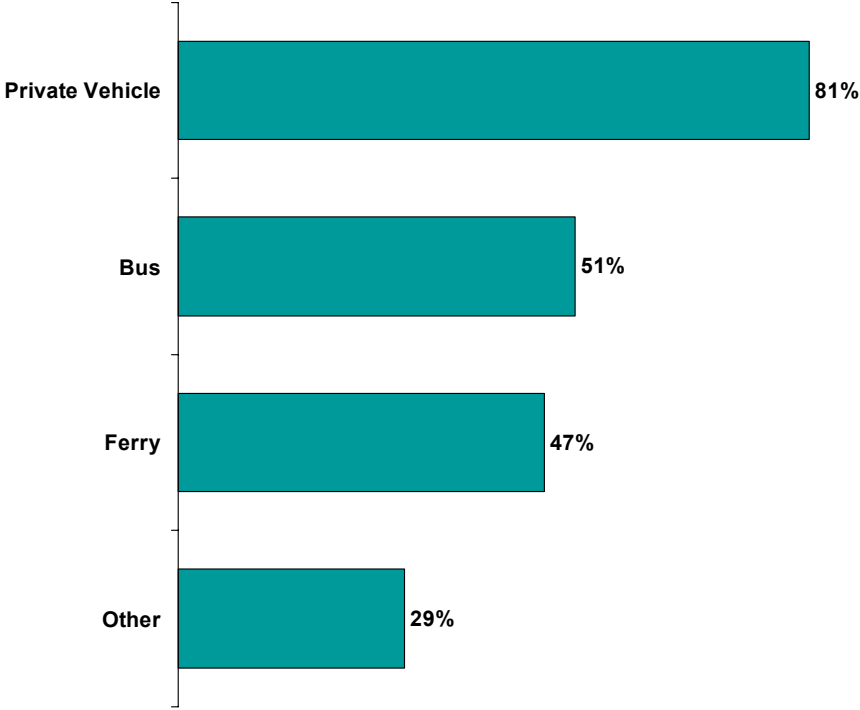
9.0 Public Consultation Form

9.1 Transport Used for Travel Around Wellington

Eastbourne residents were asked which types of transport they usually use to travel around the Wellington region.

Three in four residents (81%) usually travel by private vehicle around the Wellington region. The Eastbourne bus service (61%) is the second most popular travel option, followed by the ferry service (47%).

Transport Usually Used to Travel Around the Wellington Region



Base: Total Sample (n=478)

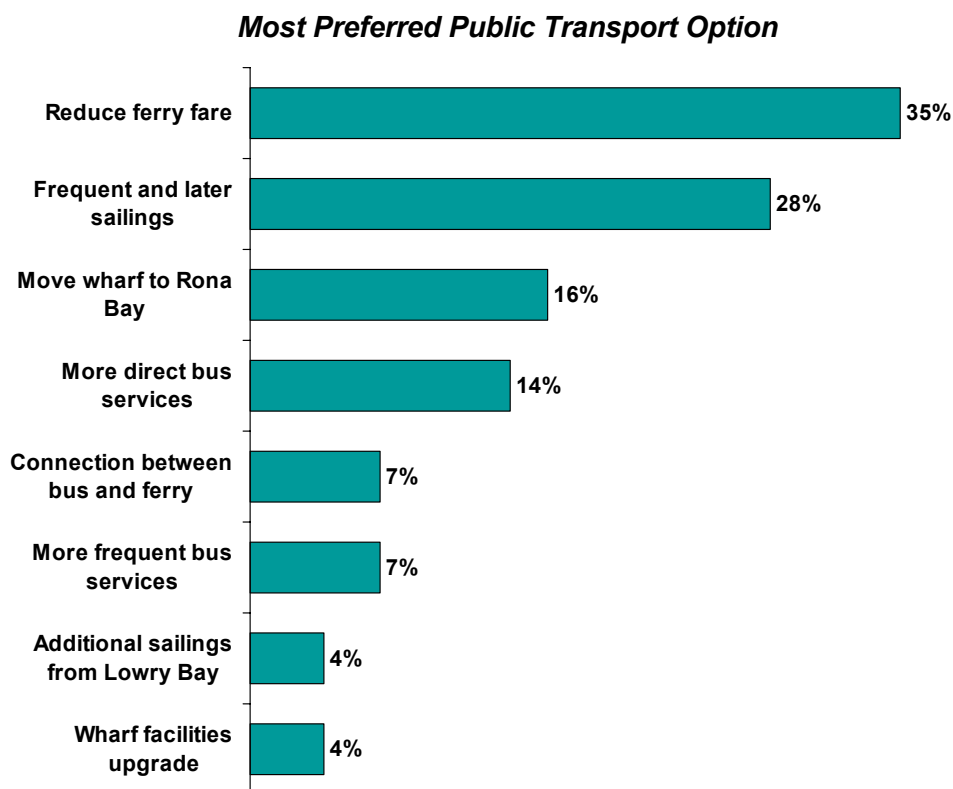
9.2 Most Preferred Public Transport Option

Residents were provided a list of eight possible changes that could be made to public transport in Eastbourne and asked to rank each option from one to eight where one was their most preferred option and eight their least preferred.

One third of residents (35%) said that reducing the fare price of the Eastbourne ferry was their most preferred option, a result similar to that found in the face to face phase of the survey (32%). Over a quarter (28%) would prefer more frequent and later ferry sailings. This is significantly more than those surveyed in the face to face survey (20%).

Significantly more residents would prefer the ferry wharf be moved to Rona Bay rather than the current wharf be upgraded (16% compared to 4%).

Overleaf is a more detailed breakdown of resident's preferences with regard to the suggested public transport changes.



Base: Total Sample (n=478)

Please note: The graph illustrates the percentage of Eastbourne residents that ranked each option as their most preferred option (i.e. 1).

Most Preferred Public Transport Option

	Most Preferred Ranked (1-2) %	Ranked (3-4) %	Ranked (5-6) %	Least Preferred Ranked (7-8) %	Not Answered %	Mean Ranking
Reduced fare for the ferry from \$7.50 to \$5.00	55	25	9	4	7	2.6
Provide more frequent and later sailings during off peak times	50	28	11	3	8	2.7
Provide more direct bus services to Wellington City	25	31	21	15	8	4.0
Connection between bus and ferry	18	31	28	13	10	4.3
Move the ferry wharf to the heart of Eastbourne (i.e. Rona Bay)	29	17	20	24	9	4.4
Wharf facilities upgraded	8	25	33	24	10	5.1
Provide more frequent bus services during the weekend	13	14	28	36	9	5.4
Provide additional sailings from Lowry Bay	7	7	16	60	11	6.6
Base: Total Sample	478					

9.3 Impact of Each Public Transport Option on Public Transport Usage

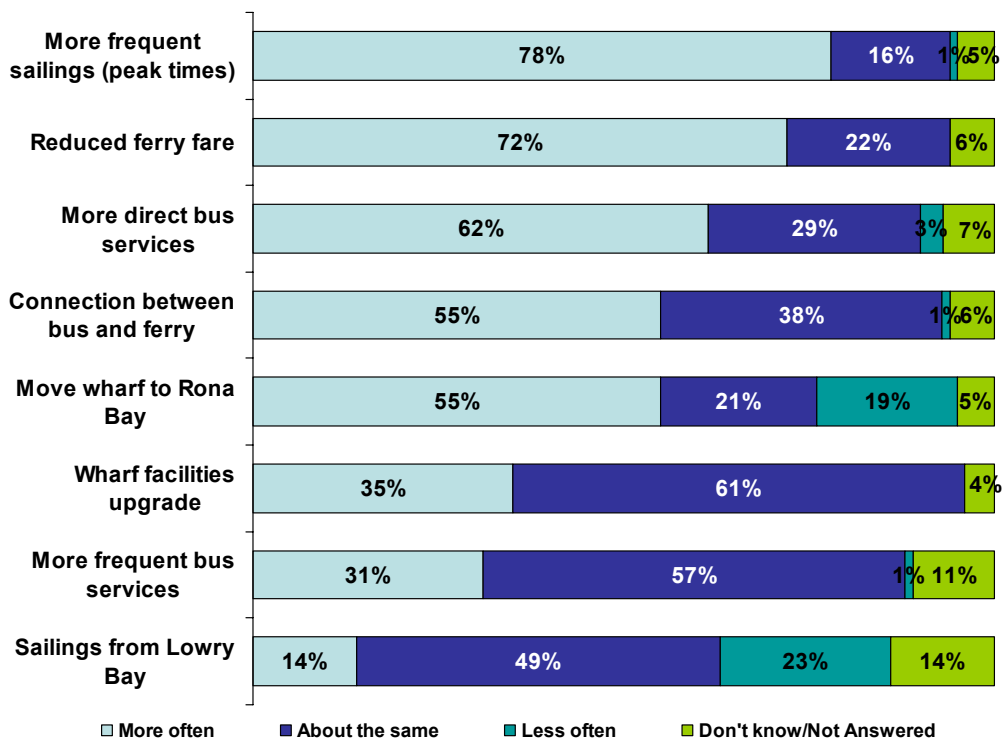
As with the face to face survey, residents were asked how each public transport option to improve the ferry service and the Eastbourne bus service would impact on their usage of public transport in Eastbourne.

As shown in the graph below, more frequent (during peak times) and later ferry sailings would have the greatest positive impact on public transport use, with three quarters of residents (78%) indicating they would use this service more often if such a change occurred (significantly higher than the face to face survey phase of 48%). One in six (16%) said this would not change their usage of the ferry while one percent said they would travel on it less often.

Reducing the ferry fare from \$7.50 to \$5.00 per trip would also positively impact on usage, with three-quarters (72%) saying they would use it more often. Other possible transport changes that could have a notable increase on patronage includes more direct bus services that bypass Lower Hutt (62% would use it more often), the ability to purchase a combined bus-ferry ticket and moving the wharf to Rona Bay (both 55% increased use respectively).

Providing additional ferry services from Lowry Bay during peak times was the least popular option, with only 14 percent of residents saying they would use the ferry more often as a result of this change.

Impact of Public Transport Options on Usage



Base: Total Sample (n=478)

Questionnaires

Q1 Firstly, in a typical week how many trips do you make to and from **Lower Hutt** City centre, including return trips?

DO NOT READ OUT. SINGLE RESPONSE. CIRCLE ONE CODE ONLY

1	01	CONTINUE
2	02	
3	03	
4	04	
5	05	
6	06	
7	07	
8	08	
9	09	
10	10	
11	11	
12	12	
13	13	
14	14	
15 or more trips	15	
None/I don't travel to Lower Hutt	98	GO TO Q3
Don't know (DO NOT READ OUT)	99	

INTERVIEWER NOTE: PLEASE CONFIRM ANSWER WITH PARTICIPANT TO ENSURE THEIR ANSWER IS THE NUMBER OF TRIPS THEY MAKE TO AND FROM LOWER HUTT AND NOT NUMBER OF DAYS THEY TRAVEL TO LOWER HUTT.

SHOWCARD A

Q2 Can you please tell me how many of those trips you would make by..._

WRITE IN NUMBER OF TRIPS

Mode of Transport	Number of Trips
Bus	
Private vehicle (as driver or as passenger)	
Company vehicle	
Bicycle	
Walk	
Other	

CHECK THAT THE TOTAL NUMBER OF TRIPS ADDS UP TO THE TOTAL NUMBER GIVEN IN Q1

Q3 In a typical week, how many trips do you make to **Petone**, including return trips?

DO NOT READ OUT. SINGLE RESPONSE. CIRCLE ONE CODE ONLY

1	01	CONTINUE
2	02	
3	03	
4	04	
5	05	
6	06	
7	07	
8	08	
9	09	
10	10	
11	11	
12	12	
13	13	
14	14	
15 or more trips	15	GO TO Q5
None/I don't travel to Petone	98	
Don't know (DO NOT READ OUT)	99	

SHOWCARD A

Q4 Can you please tell me how many of those trips would you make by..._

WRITE IN NUMBER OF TRIPS

Mode of Transport	Number of Trips
Bus	
Private vehicle (as driver or as passenger)	
Company vehicle	
Bicycle	
Walk	
Other	

CHECK THAT THE TOTAL NUMBER OF TRIPS ADDS UP TO THE TOTAL NUMBER GIVEN IN Q3

Q5 In a typical week, how many trips do you make to **Wellington City**, including return trips?

DO NOT READ OUT. SINGLE RESPONSE. CIRCLE ONE CODE ONLY

1	01	CONTINUE
2	02	
3	03	
4	04	
5	05	
6	06	
7	07	
8	08	
9	09	
10	10	
11	11	
12	12	
13	13	
14	14	
15 or more trips	15	
None/I don't travel to Wellington City	98	GO TO Q8
Don't know (DO NOT READ OUT)	99	

SHOWCARD A

Q6 Can you please tell me how many of those trips would you make by...

WRITE IN NUMBER OF TRIPS

Mode of Transport	Number of Trips
Bus	
Ferry	
Private vehicle (as driver or as passenger)	
Company vehicle	
Bicycle	
Walk	
Other	

CHECK THAT THE TOTAL NUMBER OF TRIPS ADDS UP TO THE TOTAL NUMBER GIVEN IN Q5

FERRY USERS: IF MENTIONED FERRY AT Q6 ASK Q7

Q7 You mentioned that you use the ferry service to commute to Wellington City. How do you usually get to and from the Eastbourne ferry wharf?

DO NOT READ OUT. MULTIPLE RESPONSE POSSIBLE

Bus	1
Drive	2
Someone drops me off at the wharf	3
Walk	5
Cycle	6
Motorbike	7
Other	8
Don't know	9

ASK ALL RESPONDENTS

Q8A At what price for a single trip would you consider The Dominion Post ferry service that runs between Days Bay and Queens Wharf to be **cheap**?

INTERVIEWER NOTE: PLEASE WRITE DOLLARS AND CENTS IN THE SPACE PROVIDED. IF NO CENTS – PLEASE WRITE 00.

WRITE IN PRICE: \$ _____ c _____

Q8B At what price for a single trip would you consider the ferry service to be **expensive**?

WRITE IN PRICE: \$ _____ c _____

Q8C At what price for a single trip would you consider the ferry service to **be so cheap you would doubt the reliability and quality of the service**?

WRITE IN PRICE: \$ _____ c _____

Q8D And at what price for a single trip would you consider the ferry service to be **so expensive you wouldn't buy a ticket**?

WRITE IN PRICE: \$ _____ c _____

Now thinking about the **Eastbourne bus services that run between Eastbourne and Wellington City.**

Q9A At what price for a single trip would you consider the Eastbourne bus service to be **cheap**?

WRITE IN PRICE: \$ _____ c _____

Q9B At what price for a single trip would you consider the Eastbourne bus service to be **expensive**?

IF NECESSARY: THE EASTBOURNE BUS SERVICE THAT RUNS BETWEEN EASTBOURNE AND WELLINGTON CITY.

WRITE IN PRICE: \$ _____ c _____

Q9C At what price for a single trip would you consider the Eastbourne bus service to **be so cheap you would doubt the reliability and quality of the service**?

WRITE IN PRICE: \$ _____ c _____

Q9D And at what price for a single trip would you consider the Eastbourne bus service to be **so expensive you wouldn't buy a ticket**?

WRITE IN PRICE: \$ _____ c _____

SHOWCARD B – SCALE FOR Q10 – Q19

I am now going to read out a series of possible options to change the ferry service that runs between Days Bay and Queens Wharf, and for each option I would like you to tell me how often you would use the ferry service on a scale from 1 to 5 (**SHOWCARD B**), where 1 is 'much less often' and 5 is 'much more often'.

IF NECESSARY: REPEAT QUESTION AND/OR SCALE

Q10 If the cost of travelling on The Dominion Post ferry service was similar to the price of the bus service at around \$5 for one way instead of the \$7.50 that is currently charged per trip, would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

Q11 If the ferry service ran more often during peak times, like every half an hour between 6.30am and 9am, would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

Q12 If the ferry service ran more often during the off-peak time, like every hour between 9am and 4pm, would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

Q13 If the ferry service ran more often during the weekend, like every hour between the hours of 8am and 8pm, would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

Q14 If the ferry service ran later sailings till 8pm during weekdays, would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

Q15 If the current wharf facilities were upgraded, providing sheltered waiting areas and improved pedestrian shelter to and from the ferry wharves, would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

Q16 If Eastbourne buses were connected with harbour ferry sailings in Eastbourne and you were able to buy a combined bus-ferry ticket, would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

SHOWCARD B and C

Q17A If the existing ferry service that sails between Days Bay wharf in Eastbourne and Queens wharf ran additional ferry sailings from Lowry Bay during peak times, would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

SHOWCARD B and C

Q17B I'd now like you to imagine that the Eastbourne ferry travelled to and from Eastbourne wharf at Rona Bay rather than Days Bay wharf. Would you use the ferry...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

SHOWCARD B

Q18 Now thinking about the **Eastbourne bus service**, if the bus service had more direct services to Wellington City that bypass Lower Hutt, would you use the bus...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

SHOWCARD B

Q19 If the Eastbourne bus service had more frequent weekend services would you use the bus...

SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Much less often	Less often	About the same	More often	Much more often	Don't know
1	2	3	4	5	9

SHOWCARD D

Q20 Now I am going to read eight possible changes to public transport in Eastbourne. I would like you to rank your preference for these options for increasing your use of public transport from one to eight, where one is your **most** preferred option and eight is your **least** preferred option.

REPEAT QUESTION IF NECESSARY: “Can you please rank your preference for these options for increasing your use of public transport from one to eight, where one is your most preferred option and eight is your least preferred.”

RE-READ EACH OPTION IF NECESSARY

INTERVIEWER NOTE: Confirm participant’s answer to ensure they have correctly understood the scale.

WRITE RANKING NUMBER IN BOX

	RANKING
<p>Option 1: Reduce the Fare for the Ferry The fare for the ferry will be reduced from \$7.50 to \$5.00 per trip to be more in line with the fare charged for the bus service.</p>	
<p>Option 2: Providing more frequent and later ferry sailings Provide regular half-hourly peak time services and an hourly off-peak service, with later sailings till 8pm, and hourly sailings on the weekends between 8am and 8pm.</p>	
<p>Option 3: Upgrade the ferry wharves Provide sheltered waiting areas and improved pedestrian shelters to and from the ferry wharves</p>	
<p>Option 4: Provide additional ferry sailings from Lowry Bay in Eastbourne during peak times In addition to the existing ferry service that sails between Days Bay wharf and Queens wharf, the ferry will sail between Lowry Bay and Queens Wharf during peak time periods</p>	
<p>Option 5: Move the ferry wharf to the heart of Eastbourne The ferries will run from Rona Bay wharf at the end of Rimu Street rather than from Days Bay wharf where the ferry currently departs from.</p>	
<p>Option 6: Provide connecting buses to and from ferry sailings The bus service will be well connected with harbour ferry sailings and will allow people to buy a combined bus-ferry ticket.</p>	
<p>Option 7: Provide more frequent weekend bus services</p>	
<p>Option 8: Provide more direct bus services to Wellington City There will be more Eastbourne bus services that bypass Lower Hutt and travel straight to Wellington City</p>	

Just to recap (REFER TO Q6), you said that in a typical week you would commute to Wellington City by (READ MODES OF TRANSPORT USED).

Q21 WRITE CODE OF MOST PREFERRED OPTION (RANKED 8TH) HERE:

_____.

Now imagine your most preferred option to change public transport in Eastbourne was introduced **(IF NECESSARY: READ OUT MOST PREFERRED OPTION FROM Q20)**. Would this improvement result in an increase, decrease or no change in the number of trips you typically make to Wellington City by **(READ OUT FIRST MODE OF TRANSPORT MENTIONED FROM TABLE BELOW)**...

IF INCREASE OR DECREASE ASK: “And how many more/fewer trips would you make?”

“And now thinking about **(READ OUT SECOND MODE OF TRANSPORT MENTIONED IN TABLE BELOW)**...”

IF INCREASE OR DECREASE ASK: “And how many more/fewer trips would you make?”

CONTINUE UNTIL ALL MODES OF TRANSPORT ARE ASKED ABOUT

CIRCLE RELEVANT CODES AND WRITE NUMBER OF MORE/FEWER TRIPS

Mode of Transport	Increase Use	Decrease Use	No Change in Use	And how many MORE/FEWER trips would you make?
Bus	1	2	3	
Ferry	1	2	3	
Private vehicle (as driver or as passenger)	1	2	3	
Company car	1	2	3	
Bicycle	1	2	3	
Walk	1	2	3	
Other	1	2	3	

SHOWCARD D

Q23 Would any other option or combination of options change your use of public transport to travel to Wellington City in a typical week?

DO NOT READ OUT

Yes	1	CONTINUE
No	2	GOTO Q26
Don't know	9	

Q24 What other options or combination of options (**SHOWCARD D**) would change your use of public transport in Eastbourne?

POSSIBLE MULTIPLE RESPONSE. CIRCLE RELEVANT CODES

<p>Option 1: Reduce the Fare for the Ferry The fare for the ferry will be reduced from \$7.50 to \$5.00 per trip to be more in line with the fare charged for the bus service.</p>	1
<p>Option 2: Providing more frequent and later ferry sailings Provide regular half-hourly peak time services and an hourly off-peak service, with later sailings till 8pm, and hourly sailings on the weekends between 8am and 8pm.</p>	2
<p>Option 3: Upgrade the ferry wharves Provide sheltered waiting areas and improved pedestrian shelters to and from the ferry wharves</p>	3
<p>Option 4: Provide additional ferry sailings from Lowry Bay in Eastbourne during peak times In addition to the existing ferry service that sails between Days Bay wharf and Queens wharf, the ferry will sail between Lowry Bay and Queens Wharf during peak time periods</p>	4
<p>Option 5: Move the ferry wharf to the heart of Eastbourne The ferries will run from Rona Bay wharf at the end of Rimu Street rather than from Days Bay wharf where the ferry currently departs from.</p>	5
<p>Option 6: Provide connecting buses to and from ferry sailings The bus service will be well connected with harbour ferry sailings and will allow people to buy a combined bus-ferry ticket.</p>	6
<p>Option 7: Provide more frequent weekend bus services</p>	7
<p>Option 8: Provide more direct bus services to Wellington City There will be Eastbourne bus services that bypass Lower Hutt and travel straight to Wellington City</p>	8
<p>None of the above (DO NOT READ OUT)</p>	9

Q25 And would this improvement or improvements result in an increase, decrease or no change in the number of trips you typically make to Wellington City by **(READ OUT FIRST MODE OF TRANSPORT IN TABLE BELOW)**...

IF INCREASE OR DECREASE ASK: “And how many more/fewer trips would you make?”

“And now thinking about **(READ OUT SECOND MODE OF TRANSPORT MENTIONED IN TABLE BELOW)**...”

IF INCREASE OR DECREASE ASK: “And how many more/fewer trips would you make?”

CONTINUE UNTIL ALL MODES OF TRANSPORT ARE ASKED ABOUT

CIRCLE RELEVANT CODES AND WRITE NUMBER OF MORE/FEWER TRIPS

Mode of Transport	Increase Use	Decrease Use	No Change in Use	And how many MORE/FEWER trips would you make?
Bus	1	2	3	
Ferry	1	2	3	
Private vehicle (as driver or as passenger)	1	2	3	
Company car	1	2	3	
Bicycle	1	2	3	
Walk	1	2	3	
Other	1	2	3	

Demographics

Lastly I would just like to ask you a few questions so we can be sure we have included a cross section of people in our survey.

SHOWCARD E

Q26 Which of the following ethnic groups do you most closely associate yourself with:

READ OUT. MULTIPLE RESPONSE POSSIBLE.

New Zealand European	01
Maori	02
Pacific Islander	03
Asian	04
Other European	05
Other (please specify) _____	98
REFUSED	97

SHOWCARD F

Q27 Can you please tell me which of the following age groups you fit into?

READ OUT. SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

15-17 years	1
18-24 years	2
25-34 years	3
35-44 years	4
45-54 years	5
55-64 years	6
65 years or more	7
Refused	9

SHOWCARD G

Q28 And lastly, which of the following best describes your household situation?

READ OUT. SINGLE RESPONSE. CIRCLE ONE CODE ONLY.

Young single living alone	1
Group flatting together	2
Young couple under 40 years of age – no children	3
Family – mainly pre-schoolers	4
Family – mainly school children	5
Family – mainly adult children	6
Person/couple over 40 years of age – no children at home	7
Refused	9

Q29 What is the gender and occupation of the highest income earner in your household?

DO NOT READ

Male	1
Female	2

Occupation

What type of industry does this person work in?

IF RETIRED:

What was their previous occupation?

And what type of industry did they work in?

*And that's the end of the survey.
Thank you very much for helping us with this important survey.*

Q30 INTERVIEWER RECORD GENDER:

Male	1
Female	2

Q31 INTERVIEWER RECORD MAP AREA:

1	01
2	02
3	03
4	04
5	05
6	06
7	07
8	08
9	09
10	10

**Greater Wellington the Regional Council – Public Transport in Eastbourne
PUBLIC CONSULTATION FORM
1301416**

Q1 Which of the following types of transport do you usually use to travel around the Wellington region?

	Please Circle
Bus	<input type="text" value="1"/>
The Eastbourne ferry	<input type="text" value="2"/>
Private vehicle (as a passenger or driver)	<input type="text" value="3"/>
Company vehicle	<input type="text" value="4"/>
Bicycle	<input type="text" value="5"/>
Walk	<input type="text" value="6"/>
None of the above	<input type="text" value="9"/>

Q2 Listed below are 8 possible changes that could be made to public transport in Eastbourne.

Please read each option and rank your preference for these options from 1 to 8, where 1 is your **most preferred** option and 8 is your **least preferred** option.

	Please write number here
<p>Option 1: Reduce the Fare for the Ferry</p> <p>The fare for the ferry to be reduced from \$7.50 per trip that is currently charged to \$5.00 per trip. This price is more in line with the fare charged for the bus service.</p>	
<p>Option 2: Providing more frequent and later ferry sailings</p> <p>Introduce regular half-hourly peak time services and an hourly off-peak service, with later sailings till 8pm, and hourly sailings on the weekends between 8am and 8pm.</p>	
<p>Option 3: Upgrade the ferry wharves</p> <p>Construct sheltered waiting areas and improve pedestrian shelters to and from the ferry wharves at the Eastbourne wharf and Queens Wharf</p>	
<p>Option 4: Provide additional ferry sailings from Lowry Bay in Eastbourne during peak times</p> <p>In addition to the existing ferry service that sails between Days Bay wharf and Queens wharf, the ferry will sail between Lowry Bay and Queens Wharf during peak time periods</p>	
<p>Option 5: Move the ferry wharf to the heart of Eastbourne</p> <p>The ferries will run from Rona Bay wharf at the end of Rimu Street rather than from Days Bay wharf where the ferry currently departs from.</p>	
<p>Option 6: Provide connecting buses to and from ferry sailings</p> <p>The bus service will be well connected with harbour ferry sailings and will allow people to buy a combined bus-ferry ticket.</p>	
<p>Option 7: Provide more frequent weekend bus services</p>	
<p>Option 8: Provide more direct bus services to Wellington City</p> <p>There will be more Eastbourne bus services that travel straight to Wellington City, bypassing Lower Hutt.</p>	

Q3 If the cost of travelling on The Eastbourne ferry service was similar to the price of the bus service at around \$5 for one way instead of the \$7.50 that is currently charged per trip, would you use the ferry...

	Please Circle
Much less often	<input type="text" value="1"/>
Less often	<input type="text" value="2"/>
About the same	<input type="text" value="3"/>
More often	<input type="text" value="4"/>
Much more often	<input type="text" value="5"/>
Don't know	<input type="text" value="9"/>

Q4 If the ferry service ran more frequently during peak times, and ran later sailings on weekdays and in the weekend, would you use the ferry...

	Please Circle
Much less often	<input type="text" value="1"/>
Less often	<input type="text" value="2"/>
About the same	<input type="text" value="3"/>
More often	<input type="text" value="4"/>
Much more often	<input type="text" value="5"/>
Don't know	<input type="text" value="9"/>

Q5 If the current wharf facilities were upgraded, providing sheltered waiting areas and improved pedestrian shelter to and from the ferry wharves, would you use the ferry...

	Please Circle
Much less often	<input type="text" value="1"/>
Less often	<input type="text" value="2"/>
About the same	<input type="text" value="3"/>
More often	<input type="text" value="4"/>
Much more often	<input type="text" value="5"/>
Don't know	<input type="text" value="9"/>

Q6 If Eastbourne buses were connected with harbour ferry sailings in Eastbourne and you were able to buy a combined bus-ferry ticket, would you use the ferry...

	Please Circle
Much less often	<input type="text" value="1"/>
Less often	<input type="text" value="2"/>
About the same	<input type="text" value="3"/>
More often	<input type="text" value="4"/>
Much more often	<input type="text" value="5"/>
Don't know	<input type="text" value="9"/>

Q7 If the existing ferry service that sails between Days Bay wharf in Eastbourne and Queens wharf ran additional ferry sailings from Lowry Bay during peak times, would you use the ferry...

	Please Circle
Much less often	<input type="text" value="1"/>
Less often	<input type="text" value="2"/>
About the same	<input type="text" value="3"/>
More often	<input type="text" value="4"/>
Much more often	<input type="text" value="5"/>
Don't know	<input type="text" value="9"/>

Q8 Now imagine that the Eastbourne ferry travelled to and from Eastbourne wharf at Rona Bay rather than Days Bay wharf. Would you use the ferry...

	Please Circle
Much less often	<input type="text" value="1"/>
Less often	<input type="text" value="2"/>
About the same	<input type="text" value="3"/>
More often	<input type="text" value="4"/>
Much more often	<input type="text" value="5"/>
Don't know	<input type="text" value="9"/>

Q9 Thinking about the **Eastbourne bus service**, if the bus service had more direct services to Wellington City that bypass Lower Hutt, would you use the bus...

	Please Circle
Much less often	1
Less often	2
About the same	3
More often	4
Much more often	5
Don't know	9

Q10 If the Eastbourne bus service had more frequent weekend services would you use the bus...

	Please Circle
Much less often	1
Less often	2
About the same	3
More often	4
Much more often	5
Don't know	9

Q11 If you were to do one thing to improve public transport in Eastbourne what would it be?

Appendix

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