



Report 07.169
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Committee Regional Land Transport Hearings Subcommittee
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Wellington Regional Land Transport Strategy Survey

1. Purpose

To present to the Hearings Subcommittee the results from a region-wide survey carried out to gauge public opinion and perception on matters related to the draft Wellington Regional Land Transport Strategy (RLTS).

2. Significance of the decision

The matters for decision in this report do not trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

At its meeting on the 31 October 2006 the Regional Land Transport Committee (RLTC) approved a consultation plan for the draft RLTS (Report 06.598). The consultation plan included a provision for market research to be undertaken during the period the RLTS was being consulted on. It stated:

“Quantitative research will be undertaken during the consultation period via a telephone survey of residents and businesses. The purpose of this survey is to test the views of the community in relation to the region’s transport system, particularly in relation to the six objective areas, personal priorities and willingness to pay for transport improvements. The survey will also test the level of awareness of the RLTS consultation. A sample size of 800 residents and 100 businesses will be used and should give a reasonably robust region-wide result”.

The purpose of the market research was to help inform the RLTC on the views of the wider community who might not otherwise be heard through the submission process.

4. Research Methodology

Peter Glen Research was engaged to undertake opinion and perception research on matters relating to the draft RLTS during the consultation period.

Between late November 2006 and late January 2007 research was undertaken by way of telephone interviews among a randomly selected sample of 800 residents and 200 businesses in the region. The interviews were spread throughout the greater Wellington region in accordance with population distribution, in order to achieve a representative cross section of residents and businesses.

Respondents were randomly selected using local telephone and business directories and asked to complete a telephone interview which tested perceptions on a range of issues such as: ease of travel by different modes, impacts of transport systems, willingness to pay for improvements, considerations affecting mode choice and awareness of the draft RLTS consultation.

5. Discussion

The consultant's summary report is provided in **Attachment 1**. Detailed tables and breakdown of the survey results supporting the report will be available to the subcommittee at the meeting on 2 April. Peter Glen will present the survey findings to the Hearings Subcommittee at the meeting.

The key conclusions drawn from the research are as follows:

- Overall, the results revealed a range of attitudes among residents and businesses in relation to the current ease, reliability and safety of travel in the region. On balance, most forms of transport were rated 'moderately good' by the majority of those surveyed.
- Attitudes also varied widely regarding the impact of the region's transport system on the environment. On balance, the impact on the environment generally, on air quality and on climate change was considered to be moderate by the majority of respondents.
- Participants of both the residential and business surveys were able to freely identify changes they would like made to the region's transport network. Overall, the weight of resident responses identified public transport improvements (53%), roading improvements (23%) and cycling improvements (10%). Similarly, the focus of business responses identified improvements to public transport (45%), roading (27%) and cycling (10%).
- The above emphasis on public transport was confirmed when respondents were asked to indicate the proportion of funding they would allocate to improving road versus improving public transport.
 - The majority of residential respondents believed the funding allocation should be weighted towards public transport (51%). 23%

believed the proportion of funding should be weighted towards roads, with the remaining 26% preferring to allocate funding equally between public transport and roading.

- Of the business respondents, about half (51%) also believed the funding allocation should be weighted towards public transport. However, 33% believed the proportion of funding should be weighted towards roads, with the remaining 16% preferring to allocate funding equally between public transport and roading.
- The survey results indicated that a majority of residents may be willing to pay more for the three improvements they identified (77% prepared to pay an additional \$6 per week). Respondents prepared to pay more reduced as the cost increased and at \$50 the majority of respondents (64%) indicated they would be unwilling to pay.
- The survey revealed that just under half of the public had seen or heard of the Regional Land Transport Strategy at the time of the interview.

6. Communication

A press statement will be prepared outlining the findings from the survey.

7. Recommendations

That the Hearings Subcommittee:

1. *Receives the report.*
2. *Notes the content of the report.*

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**Attachment 1: Market Research Report: Regional Land Transport Strategy Review –
Report Summary**