

Stephen Harte

From: Alex Campbell <Alex.Campbell@gw.govt.nz>
Sent: Tuesday, 10 June 2014 11:44 a.m.
To: Stephen Harte
Cc: Rhona Hewitt
Subject: Johnsonville Bus Stop Options Research - Draft Surveys for feedback
Attachments: GWRC - Johnsonville Bus Stop Research - Questionnaire (6 June).docx; GWRC - Johnsonville Bus Stop Research - On-Board Questionnaire (9 June)....docx

Hi Steve,

Later this month GW will survey 250 bus passengers using Johnsonville Mall bus stops and another 250-300 using buses travelling through Johnsonville to determine passenger attitudes and impact of moving bus stops to Johnsonville Road or Moorefield Rd. While Moorefield may not be so practical to implement it gives a good comparison to compare against Johnsonville Road.

Attached are first drafts of the at stop and on board questionnaires. Let me know if there is any other information you would like captured that would assist you. By nature of the limited time to survey passengers waiting for the bus the survey is aimed to keep within a 5 minute duration.

Regards,

Alex

Alex Campbell | Senior Public Transport Planner

GREATER WELLINGTON REGIONAL COUNCIL

Te Pane Matua Taiao

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Greater Wellington Regional Council – Johnsonville Bus Stop Option Survey

Circle stop	1	3000	2	3250
Circle interview time	1	6.30 – 8:59 am	2	9:00am – 2:59 pm
	3	3:00 – 6:29 pm	4	6:30 pm or later
Write in date				

Good morning/afternoon/evening. My name is ... from Gravitas Research, working on behalf of Greater Wellington Regional Council. Could I ask you about your bus trip and this bus stop please (it will only take a few minutes of your time). **If necessary, check when respondent's bus will depart to ensure you have sufficient time.** **If needed:** Greater Wellington Regional Council is committed to providing the best possible experience to public transport users. They are considering some options for re-locating the Johnsonville Mall bus stops and would really value your thoughts.

Before we begin, can I just check whether you:

- (if not sure) are younger than 15 years?
- have already completed this survey at another time? **If yes to any, thank, close. Record as ineligible.**

Q1. Using a scale from 0 to 10 where 0 is the worst it could be and 10 is the best it could be, how would you rate this bus stop for:

Rotate order. Circle <u>one</u> number in each row	NA/ Unsure	Worst										Best
Being easy to get to (by walking etc.)	NA	0	1	2	3	4	5	6	7	8	9	10
Safety from other vehicles when getting to and from the stop	NA	0	1	2	3	4	5	6	7	8	9	10
Having a pleasant, attractive environment	NA	0	1	2	3	4	5	6	7	8	9	10
Having enough seats available	NA	0	1	2	3	4	5	6	7	8	9	10
Providing shelter from the weather	NA	0	1	2	3	4	5	6	7	8	9	10
Personal safety from other people	NA	0	1	2	3	4	5	6	7	8	9	10
Being easy to transfer between bus & train	NA	0	1	2	3	4	5	6	7	8	9	10
Being easy to transfer between buses	NA	0	1	2	3	4	5	6	7	8	9	10
Facilities to park and ride	NA	0	1	2	3	4	5	6	7	8	9	10
Drop off facilities	NA	0	1	2	3	4	5	6	7	8	9	10
Ease of getting onto the bus from the stop	NA	0	1	2	3	4	5	6	7	8	9	10
Providing sufficient lighting	NA	0	1	2	3	4	5	6	7	8	9	10
Ask last: How would you rate this bus stop overall	NA	0	1	2	3	4	5	6	7	8	9	10

The Johnsonville Hub bus stops are located on land owned by Johnsonville Mall. The Mall is planning to redevelop the land for a new parking building. Wellington City Council is planning upgrades to local roads and a new bridge over the railway line which will make it possible to look at new locations for the main Johnsonville bus stops. Greater Wellington would like your opinion on a couple of alternative options for the main Johnsonville Bus stops. Both locations would have high quality passenger shelters, lighting and improved facilities for passengers (**show pictures**). We want to know what you think of these options.

Note: The order of Option One and Option Two will be rotated across the questionnaires.

Option A: The first option is relocating to stops to Moorefield Road by Countdown and Johnsonville Community Centre. **Show map.** This option:

- Keeps bus stops close to the Johnsonville Train Station

- Is closest to Johnsonville Community Centre
- However it is a less direct route for buses to and from Wellington.

Q2. What do you see the benefits of moving the bus interchange to Moorefield Street as being for you personally?

Probe for as much information as possible.

Q3. What do you see the drawbacks of moving the bus interchange to Moorefield Street as being for you personally? What concerns do you have?

Probe for as much information as possible.

Q4. Using a scale from 0 to 10 where 0 is the worst it can be and 10 is the best it can be, how would you rate the proposed bus stop at Moorefield Street for:

<i>Rotate order. Circle <u>one</u> number in each row</i>	NA/ Unsure	Worst										Best
Being easy to get to (by walking etc.)	NA	0	1	2	3	4	5	6	7	8	9	10
Safety from other vehicles when getting to and from the stop	NA	0	1	2	3	4	5	6	7	8	9	10
Having a pleasant, attractive environment	NA	0	1	2	3	4	5	6	7	8	9	10
Personal safety from other people	NA	0	1	2	3	4	5	6	7	8	9	10
Being easy to transfer between bus & train	NA	0	1	2	3	4	5	6	7	8	9	10
Being easy to transfer between buses	NA	0	1	2	3	4	5	6	7	8	9	10
Facilities to park and ride	NA	0	1	2	3	4	5	6	7	8	9	10
Drop off facilities	NA	0	1	2	3	4	5	6	7	8	9	10
Ease of getting onto the bus from the stop	NA	0	1	2	3	4	5	6	7	8	9	10

Q5. Compared to the current Johnsonville bus stop you use, would you say that, for you personally, re-locating the interchange to Moorefield Street would be:

Read out. Circle ONE only

1	Much better	4	A little worse
2	A little better	5	Much worse
3	Wouldn't make any difference	6	<i>(Don't read)</i> Not sure

Q6. If the Johnsonville bus interchange was re-located to Moorefield Street would you:

Read out. Circle ONE only

1	Use buses a lot more than you do now	4	Use buses a little less than you do now
2	Use buses a little more than you do now	5	Use buses a lot less than you do now
3	Wouldn't make any difference	6	<i>(Don't read)</i> Not sure

If respondent will use buses a little/lot less if interchange re-located to Moorefield Street, ask:

Q7. Why will you use the bus less if the interchange is re-located?

Probe for as much information as possible.

Option B: Greater Wellington is also considering re-locating the Johnsonville bus interchange to Johnsonville Road by Johnsonville Mall and The Warehouse. **Show map.** This option:

- Provides the most direct route for buses to and from Wellington (could save up to 5 minutes' travel time)
- Is most central to Johnsonville shops including Countdown and The Warehouse
- However 2-3 minute walk will be required to get between bus stops and train station

Q8. What do you see the benefits of moving the bus interchange to Johnsonville Road as being for you personally?

Probe for as much information as possible.

Q9. What do you see the drawbacks of moving the bus interchange to Johnsonville Road as being for you personally? What concerns do you have?

Probe for as much information as possible.

Q10. Using a scale from 0 to 10 where 0 is the worst it could be and 10 is the best it could be, how would you rate the proposed bus stop at Johnsonville Road for:

<i>Rotate order. Circle <u>one</u> number in each row</i>	NA/ Unsure	Worst										Best
Being easy to get to (by walking etc.)	NA	0	1	2	3	4	5	6	7	8	9	10
Safety from other vehicles when getting to and from the stop	NA	0	1	2	3	4	5	6	7	8	9	10
Having a pleasant, attractive environment	NA	0	1	2	3	4	5	6	7	8	9	10
Personal safety from other people	NA	0	1	2	3	4	5	6	7	8	9	10
Being easy to transfer between bus & train	NA	0	1	2	3	4	5	6	7	8	9	10
Being easy to transfer between buses	NA	0	1	2	3	4	5	6	7	8	9	10
Facilities to park and ride	NA	0	1	2	3	4	5	6	7	8	9	10
Drop off facilities	NA	0	1	2	3	4	5	6	7	8	9	10
Ease of getting onto the bus from the stop	NA	0	1	2	3	4	5	6	7	8	9	10

Q11. Compared to the current Johnsonville bus stop you use, would you say that, for you personally, re-locating the interchange to Johnsonville Road would be: <i>Read out. Circle ONE only</i>	1	Much better	4	A little worse
	2	A little better	5	Much worse
	3	Wouldn't make any difference	6	<i>(Don't read)</i> Not sure

Q12. If the Johnsonville bus interchange was re-located to Johnsonville Road would you: <i>Read out. Circle ONE only</i>	1	Use buses a lot more than you do now	4	Use buses a little less than you do now
	2	Use buses a little more than you do now	5	Use buses a lot less than you do now
	3	Wouldn't make any difference	6	<i>(Don't read)</i> Not sure

If respondent will use buses a little/lot less if interchange re-located to Johnsonville Road, ask:
Q13. Why will you use the bus less if the interchange is re-located?
Probe for as much information as possible.

Q14. Which one of the three options for the location of the Johnsonville Bus Interchange do you most prefer? <i>Read out if necessary. Circle <u>one</u> number only</i>	1	Remain at Johnsonville Mall
	2	Move to Moorefield Street
	3	Move to Johnsonville Road
	4	<i>(Don't read)</i> Don't have a preference

Q15. Which best describes how often you use public transport? <i>Read out. Circle <u>one</u> number only</i>	1	Daily (inc. every week day)	5	About once a month
	2	Two to four times a week	6	Less often than once a month
	3	Once a week	7	This is the first time
	4	About once a fortnight		

Q16. How did you get to this stop today? <i>If more than one mode, ask which mode they spent the most time on. Don't read out. Circle <u>one</u> number only</i>	1	Walk	3	Car as driver	5	Train
	2	Car as passenger	4	Bus	6	Cycle
	7	Other <i>(Please specify)</i> : _____				

Q17. Which age group are you in? <i>Read out if necessary. Circle <u>one</u> only</i>	1	15 – 17 yrs	2	18 – 24 yrs	3	25 – 34 yrs	4	35 – 44 yrs
	5	45 – 59 yrs	6	60 – 64 yrs	7	65 yrs +	98	Refused

That's all the questions I needed to ask you. Thank you very much for your time. Enjoy the rest of your day.

Q18. Record gender	1	Male	2	Female
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I certify that the information recorded on this form is a true and honest representation of the interview undertaken by me at the time and location indicated above, and as per instructions supplied by Gravitas.

Signed: _____

Greater Wellington Regional Council – Johnsonville Bus Stop Option Survey

Greater Wellington is committed to providing the best possible experience to the region's public transport users. They are considering some options for re-locating the Johnsonville Mall bus stops and would value your thoughts.

Please take some time on your bus trip today to provide feedback on these options. For all the questions, except those where you need to write in an answer, please circle the appropriate number. If you make an error, cross (X) out the incorrect answer. Please answer every question.

PLEASE HAND THE COMPLETED FORM BACK TO THE RESEARCHER WHEN YOU LEAVE THE BUS.

Background

The Johnsonville Hub bus stops are located on land owned by Johnsonville Mall. The Mall is planning to redevelop the land for a new parking building. Wellington City Council is planning upgrades to local roads and a new bridge over the railway line which will make it possible to look at new locations for the main Johnsonville bus stops. Greater Wellington would like your opinion on a couple of alternative options for the main Johnsonville Bus stops. Both locations would have high quality passenger shelters, lighting and improved facilities for passengers. The following images show some designs that are being considered for other bus stops in the region. Facilities for Johnsonville would be built to a similar standard.



CNC LVL Neighbourhood Interchange



T-SLOT Neighbourhood Interchange

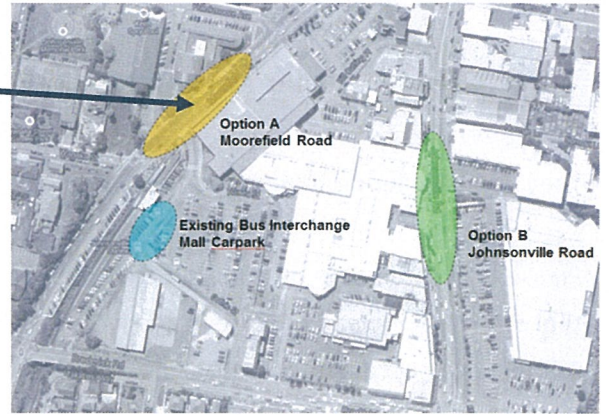


We want to know what you think of the two options for the Johnsonville bus stops.

Option A: Moorefield Road

The first option is relocating to stops to Moorefield Road by the Johnsonville Community Centre. This option:

- Keeps bus stops close to the Johnsonville Train Station
- Is closest to Johnsonville Community Centre
- But it is a less direct route for buses to and from central Wellington.



Q1. What do you see the benefits of moving the bus interchange to Moorefield Street as being for you personally?

Please provide as much detail as possible.

Q2. What do you see as the drawbacks of moving the bus interchange to Moorefield Street as being for you personally?

Please provide as much detail as possible.

Q3. Compared to the current Johnsonville Mall bus stop your bus passes through (or where you get off the bus), would you say that, for you personally, re-locating the interchange to Moorefield Street would be:

Please circle ONE number

Much worse	A little worse	Wouldn't make a difference	A little better	Much better	Not sure
1	2	3	4	5	6

Q4. If the Johnsonville bus interchange was re-located to Moorefield Street would you:

Please circle ONE number

Use public transport a <u>lot less</u> often than you do now	Use public transport a <u>little less</u> often than you do now	Wouldn't make a difference	Use public transport a <u>little more</u> often than you do now	Use public transport a <u>lot more</u> often than you do now	Not sure
1	2	3	4	5	6

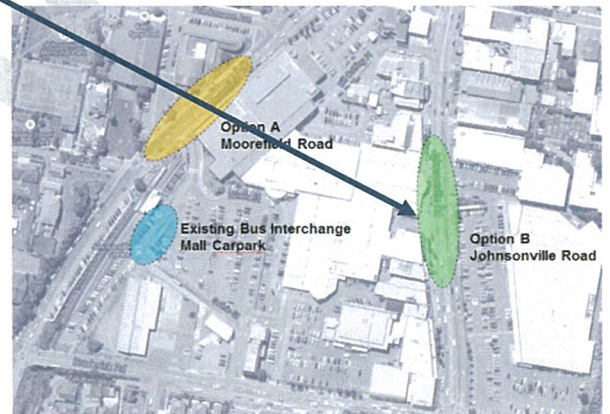
Q5a. Why will you use public transport less often? Write in

Q5b. Why will you use public transport more often? Write in

Option B: Johnsonville Road

Greater Wellington is also considering re-locating the Johnsonville bus interchange to Johnsonville Road by Johnsonville Mall and The Warehouse. This option:

- Provides the most direct route for buses to and from Wellington (could save up to 5 minutes' travel time)
- Is most central to Johnsonville shops including Countdown and The Warehouse
- But a 2-3 minute walk will be required to get between bus stops and train station



Q6. What do you see the benefits of moving the bus interchange to Johnsonville Road as being for you personally?

Please provide as much detail as possible.

Q7. What do you see as the drawbacks of moving the bus interchange to Johnsonville Road as being for you personally?

Please provide as much detail as possible.

Q8. Compared to the current Johnsonville Mall bus stop your bus passes through (or where you get off the bus), would you say that, for you personally, re-locating the interchange to Johnsonville Road would be:

Please circle ONE number

Much worse	A little worse	Wouldn't make a difference	A little better	Much better	Not sure
1	2	3	4	5	6

Q9. If the Johnsonville bus interchange was re-located to Johnsonville Road, would you:

Please circle ONE number

Use public transport <u>a lot less</u> often than you do now	Use public transport <u>a little less</u> often than you do now	Wouldn't make a difference	Use public transport <u>a little more</u> often than you do now	Use public transport <u>a lot more</u> often than you do now	Not sure
1	2	3	4	5	6



Q7. Why will you use public transport less often? *Write in.*

Q7. Why will you use public transport more often? *Write in.*

Q10. Which one of the three options for the location of the Johnsonville bus stops do you most prefer?

Please circle one number

Remain at Johnsonville Mall	Move to Moorefield Street	Move to Johnsonville Road	Don't have a preference
1	2	3	4

Your Trip Today

Finally some question about your trip today.

Q11. Where did you get on THIS BUS today?

Please write in the name of the suburb or stop

Q12. And where will you get off THIS BUS today?

Please write in the name of the suburb or stop

Q13. What type of transport will you use to get from the stop where you get off this bus to your destination?

If you will use more than one type of transport, please circle the one you will spend the most time on.

1	Walk	3	Car as driver	5	Train
2	Car as passenger	4	Bus	6	Cycle
97	Other (Please specify):				

Q14. Which of the following best describes how often you use public transport (that is, trains, buses and/or ferries)?

Please circle ONE number

1	Daily (including every week day)	5	About once a month
2	Two to four times a week	6	Less often than once a month
3	Once a week	7	This is the first time
4	About once a fortnight		

Q15. Are you?

Please circle ONE number.

Male	Female
1	2

Q16. Which age group do you fall into?

Please circle ONE number.

15-17 years	18-24 years	25-34 years	35-44 years	45-59 years	60-64 years	65 years +
1	2	3	4	5	6	7

Thank you for taking the time to complete this questionnaire.

Note: Gravitas randomly audits 5% of all surveys completed to check the quality of the survey and the accuracy of the data recorded. Please provide your name and evening contact number to enable us to do this. **Please note that your personal details will be kept confidential and will not be used for any purpose other than to audit the quality of surveying.**

Name: <i>(Just initials or first name are fine)</i>	
Evening phone number	

If you have any questions about the survey, please contact Peter at Gravitas Research on 0508 RESEARCH.

PLEASE HAND YOUR SURVEY FORM AND PEN BACK TO THE RESEARCHER WHEN YOU LEAVE THE BUS.