

# 1. Executive Summary

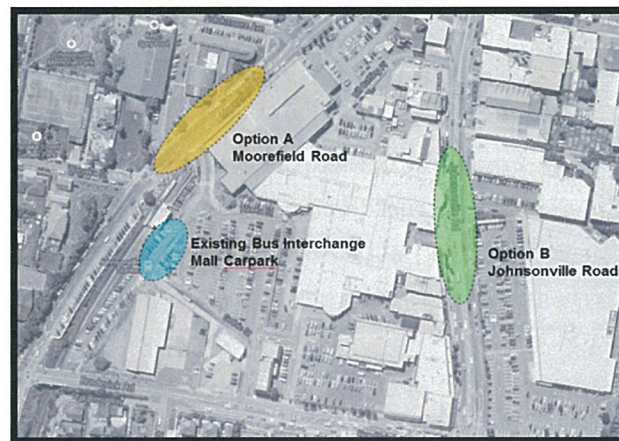
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## 1.1 Introduction and Method

### *Introduction*

Greater Wellington Regional Council (GWRC) is considering re-locating the Johnsonville Mall bus stops to one of two possible nearby locations, Johnsonville Road or Moorefield Road.

**Figure 1.2: Locations of Existing and Proposed Bus Stop Options**



As part of further developing these options, GWRC have committed to conducting research with affected passengers to assess their perceptions of both the current and proposed bus stop provision and to measure the likely impact of re-locating the bus stops. The results from the research will be used to inform a decision on whether to progress either of the alternative stop locations. The research findings will also be used to understand the effect of re-location on travel behaviour at a very well used bus stop.

### *Method*

A mixed method approach was used for this research, incorporating:

1. **Intercept interviews** with n=250 members of the public who are using the Johnsonville Mall bus stops - that is, approaching them in person, asking them questions from a questionnaire, and recording their answers; and
2. **On-board surveys** with n=201 passengers who travel on routes that pass through the Johnsonville Mall stops (it is these passengers who will benefit from any potential travel time savings associated with moving the stops, but could also be disadvantaged if they transfer from the bus to the train at Johnsonville).

### 7.3 Conclusion

Survey results suggest that there is no strong preference for either stop location. On-board passengers are aware of the potential travel time savings associated with the Johnsonville Road site and therefore are more likely to prefer this option, but do not reject the Moorefield Road site outright. In contrast, bus stop users, who value the accessibility of the current stop location, express a preference for the Moorefield Road site as it is perceived to afford continued accessibility to the mall and also to the train (although it should be noted that only 3% of bus stop users had actually transferred from the train. Consequently this accessibility appears to have primarily existence value<sup>1</sup> rather than practical or economic value in terms of reduced travel times etc.) However, bus stop users also acknowledge the proximity of the Johnsonville Road option to shopping facilities and the enhanced sense of safety at this site due to the increased visibility and high pedestrian volumes.

Survey results also suggest that, irrespective of which option is selected, while some bus passengers may be initially inconvenienced, the impact on public transport usage is likely to be minimal. Whilst a small proportion of passengers indicate that they will use the bus less, many anticipate switching to an alternative public transport option; only n=3 bus stop users specifically state that they will switch to using a private vehicle.

If the new stop can offer improvements in terms of personal safety to those waiting (through maximising visibility and ensuring good lighting), provide ample seating and comprehensive shelter from the weather, passenger resistance is likely to be minimal. Concerns regarding the suitability of the Moorefield Road site can be alleviated through reassurances of measures to assist passengers to safely cross Moorefield Road and guarantees of adequate space for safe pick-ups/drop-offs at the proposed site. Similarly, reassurances of direct (weather-proof) access through Johnsonville Mall during bus operating times, safe crossing of Johnsonville Road and measures to be taken to minimise traffic congestion can be expected to enhance acceptance of the Johnsonville Road location. In addition, the local community's acceptance of the relocation can also be enhanced by communicating the improved conditions in the Johnsonville Mall car park for both vehicles and pedestrians resulting from removing buses from this area.

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<sup>1</sup> The benefit provided by an entity, the existence of which is considered desirable to be maintained although it has no prospect of being used by those who derive the benefit. <http://stats.oecd.org/glossary/detail.asp?ID=6527>



	Moorefield Road Option		Johnsonville Road Option	
	Johnsonville Mall Bus Stop Users	On-Board Passengers	Johnsonville Mall Bus Stop Users	On-Board Passengers
<b>Share Who Prefer</b>	<b>44%</b>	<b>30%</b>	<b>36%</b>	<b>41%</b>
<b>Personal Impact of Change</b>	Better: 28% No change: 46% Worse: 26%	Better: 19% No change: 51% Worse: 30%	Better: 26% No change: 25% Worse: 49%	Better: 34% No change: 33% Worse: 33%
<b>Impact of Change on Mode of Transport Used</b>	No change: 93% More bus: 2% Switch to other PT mode/walk: 3% Switch to private vehicle: 1% Use bus less, but alternative mode not specified: 1%	More bus: 0% No change: 94% Less bus: 6% <i>(Alternative modes not provided)</i>	No change: 84% More bus: 3% Switch to other PT mode/walk: 5% Switch to private vehicle: <1% Use bus less, but alternative mode not specified: 8%	More bus: 3% No change: 82% Less bus: 15% <i>(Alternative modes not provided)</i>
<b>Perceived Positive Aspects</b> <i>(Top five reasons cited unprompted, listed by most to least frequently mentioned)</i>	<ul style="list-style-type: none"> <li>• Close to train</li> <li>• Buses not in mall car park</li> <li>• Safer for other vehicles and pedestrians</li> <li>• More shelter available</li> <li>• More accessible</li> </ul>	<ul style="list-style-type: none"> <li>• Close to train</li> <li>• Buses not in in mall car park</li> <li>• More accessible</li> <li>• Stop closer to where I live</li> <li>• Safer for other vehicles and pedestrians</li> </ul>	<ul style="list-style-type: none"> <li>• Easier access to shopping</li> <li>• Better access generally</li> <li>• Safer when waiting for bus</li> <li>• Central location</li> <li>• More direct route</li> </ul>	<ul style="list-style-type: none"> <li>• Faster journey time</li> <li>• More direct route</li> <li>• Easier access to shopping</li> <li>• Central location</li> <li>• Better access generally</li> </ul>
<b>Perceived Negative Aspects</b> <i>(Top five reasons cited unprompted, listed by most to least frequently mentioned)</i>	<ul style="list-style-type: none"> <li>• Traffic issues, congestion etc.</li> <li>• Too far from places I want to go</li> <li>• Further away from train</li> <li>• Unsafe crossing Moorefield Road</li> <li>• Location too busy</li> </ul>	<ul style="list-style-type: none"> <li>• Limited space for bus parking, dropping off etc.</li> <li>• Unsafe crossing Moorefield</li> <li>• Too far from places I want to go to</li> <li>• Confusing/hard to find</li> <li>• Further away from train</li> </ul>	<ul style="list-style-type: none"> <li>• Too far from train</li> <li>• Traffic issues, congestion etc.</li> <li>• Too far from places I want to go</li> <li>• Location too busy</li> <li>• Unsafe crossing Johnsonville Road</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic issues, congestion etc.</li> <li>• Location too busy</li> <li>• Too far from train</li> <li>• Longer journey times/delays</li> <li>• Unsafe crossing Johnsonville Road</li> </ul>

<p><b>Perceived Performance of New Stop Compared with Existing</b>  <i>(Aspects where new stop is expected to be significantly better (↑) or worse (↓) than Johnsonville Mall stop)</i></p>	<p>↑ Personal safety from others                  ↑ Safe from vehicles getting to stop                  ↓ Easy to transfer between bus and train                  ↓ Easy to get to</p>	<p><i>(Not asked)</i></p>	<p>↑ Personal safety from others                  ↓ Easy to transfer between buses                  ↓ Easy to get to                  ↓ Easy to transfer between bus and train</p>	<p><i>(Not asked)</i></p>
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