



# Victoria University Public Transport Access

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December 2014

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## **Contents**

<b>1.</b>	<b>Executive Summary</b>	<b>5</b>
<b>2.</b>	<b>Purpose</b>	<b>6</b>
<b>3.</b>	<b>Background</b>	<b>6</b>
<b>4.</b>	<b>Current Routes</b>	<b>9</b>
<b>5.</b>	<b>Proposed new network</b>	<b>12</b>
<b>6.</b>	<b>Route 18 user survey</b>	<b>12</b>
<b>7.</b>	<b>Travel time analysis</b>	<b>13</b>
7.1	Overview	14
7.2	9am Trips to VUW Kelburn Campus	18
7.3	1pm Trips to VUW Kelburn Campus	21
<b>8.</b>	<b>Recommendations</b>	<b>24</b>
	<b>Appendix 1: Gravitas Report: Implications of Replacing Route 1</b>	<b>25</b>



## 1. **Executive Summary**

Victoria University Wellington (VUW) has over 21,000 students and staff with its main campus located in Kelburn. It is currently served by Route 18 – Campus Connection and an additional 5 routes which are Route 17, 20, 22, 23 and 47. The potential catchment of the Route 18 covers around 15% of students to VUW and overlaps with those of several other bus routes.

The Wellington Regional Public Transport Plan (RPTP) has proposed to replace the current set of routes with a new set of simpler services, which form an integral part of the proposed new connective bus network for Wellington City. Primary access to VUW Kelburn campus is proposed to be provided by frequent free connections from hubs at Wellington Station, Courtenay Place and Karori Tunnel.

Route 18 is a dedicated campus connection service running between Karori and Miramar via a number of tertiary institutions, including VUW Kelburn campus, VUW Te Aro campus and Massey University.

Under the RPTP, primary access to VUW Kelburn campus is proposed to be provided by frequent free connections from several hubs. A hub arrangement is currently in place and successfully operates at Wellington Station for travel from the north of Wellington where 33% of students live. A similar system would be introduced at Courtenay Place and Karori Tunnel to provide connectivity to VUW Kelburn campus from across Wellington City beyond the areas currently served by a specific university bus service.

In response to feedback from VUW students and staff as well as the wider community regarding the proposed replacement of the Route 18, Greater Wellington Regional Council (GWRC) commissioned Gravitas (GWRC's preferred supplier for survey work) to carry out market research on the current use of Route 18 and likely impact of its replacement.

The Gravitas report (Appendix 1) finds that most (73%) of Route 18 passengers travel to or from a university campus. Over half (53%) of the passengers hold a neutral to positive view about the proposed route change. Although a significant percentage of passengers (47%) consider themselves worse-off as a result of the change, only 26% claim that they will use the bus less, as compared to 22% who will use the bus more.

GWRC has also conducted travel analysis, which shows that journey time will either remain unchanged or be shortened in 83% of locations studied under the new network. 79% of the areas studied will also enjoy lower travel costs as a result of proposed free transfers and off-peak discounts.

The recommendation is that GWRC proceeds with the network structure as proposed in the RPTP.

## 2. Purpose

The purpose of this report is to outline the implications of replacing the Route 18 as part of the bus network design proposed in the RPTP adopted 26 June 2014 in terms of public perception, travel time and cost.

## 3. Background

During the public consultation on the Draft RPTP (April to May 2014), 35 submissions and a petition organised by Victoria University Students Association were received by the Council's Annual Plan Hearings Committee regarding the proposed replacement of the Route 18 as part of the new network for Wellington city.

The Annual Plan Hearings Committee that heard the submissions on the Regional Public Transport Plan resolved that:

*“The Council noted the submissions, and that changes to local routes identified in the draft PT Plan can be made following targeted consultation with the local community and the operator, and that proposals to change local services such as in Khandallah and Churton Park and Victoria University will be further developed through targeted consultation with the local residents on route options and market research, during the second half of 2014”.*

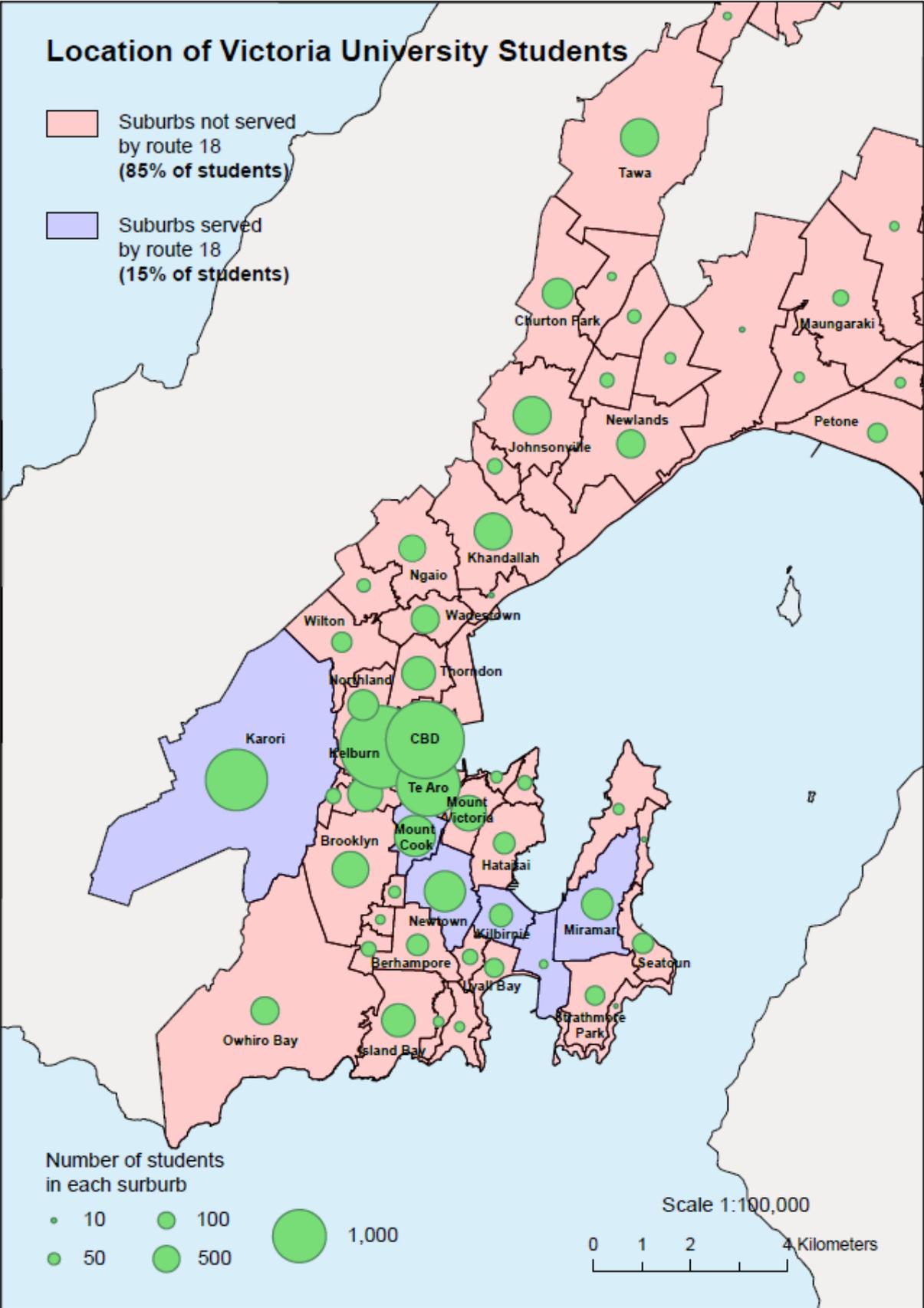
VUW is the largest tertiary institution in Wellington with around 21,000 students and 2,500 staff. It has four campuses. The main Kelburn campus is located close to the southwest of the CBD on Kelburn Parade. The Pipitea campus, which sits opposite the Parliament, is home to the Law School and the Faculty of Commerce and Administration. The School of Architecture and Design is located at Te Aro campus on Ghuznee Street, which is also in the central city. Farther away from the other three campuses is the Karori Campus, which is home of the Faculty of Education.

The residential locations of students of VUW are spread throughout Wellington with a particularly high concentration around central Wellington. All though areas with a large number of students, such as Karori, Kelburn and Te Aro, are currently served by the Route 18, in total, these areas only account for 15% of VUW students. The remaining 85% of students live in suburbs outside the catchment of Route 18 (See Map 1). It can be seen that the current system favours some areas such as Miramar and leaves others poorly serviced such as Island Bay with a similar number of students living in each.

The students and staff of VUW have been an integral part of the Wellington City bus network consultation since 2011. Feedback received from these meetings requested,

- maintenance of primary access to VUW via Kelburn Parade (rather than off The Terrace)
- increased frequency to VUW;

- better access to VUW from all areas of Wellington City and the wider region; and
- weekend services to VUW due to increase of lectures etc on these days



Map 1. Location of VUW students.

## 4. Current Routes

VUW's Kelburn campus is served by a complex mixture of services.

The Route 18 operates as a campus connection service stopping at the major tertiary institutions in Wellington, including VUW's Kelburn, Karori and Te Aro campuses as well as Massey University. It runs between Miramar and Karori Park at a 10 to 30 minute frequency during morning peak, 20 to 30 minute frequency during afternoon peak and 30 minute frequency off-peak. This frequency is reduced outside term times. The service is available between 7am and 7pm on weekdays only. The route duplicates a number of other bus routes, which results in more buses than required running through Newtown, Kilbirnie and Miramar which is inefficient and costly for the ratepayer. Map 2 (see page 7) shows the boarding and alighting of Route 18 passengers by area.

The Kelburn campus is also served by Route 17, 20, 22, 23 and 47:

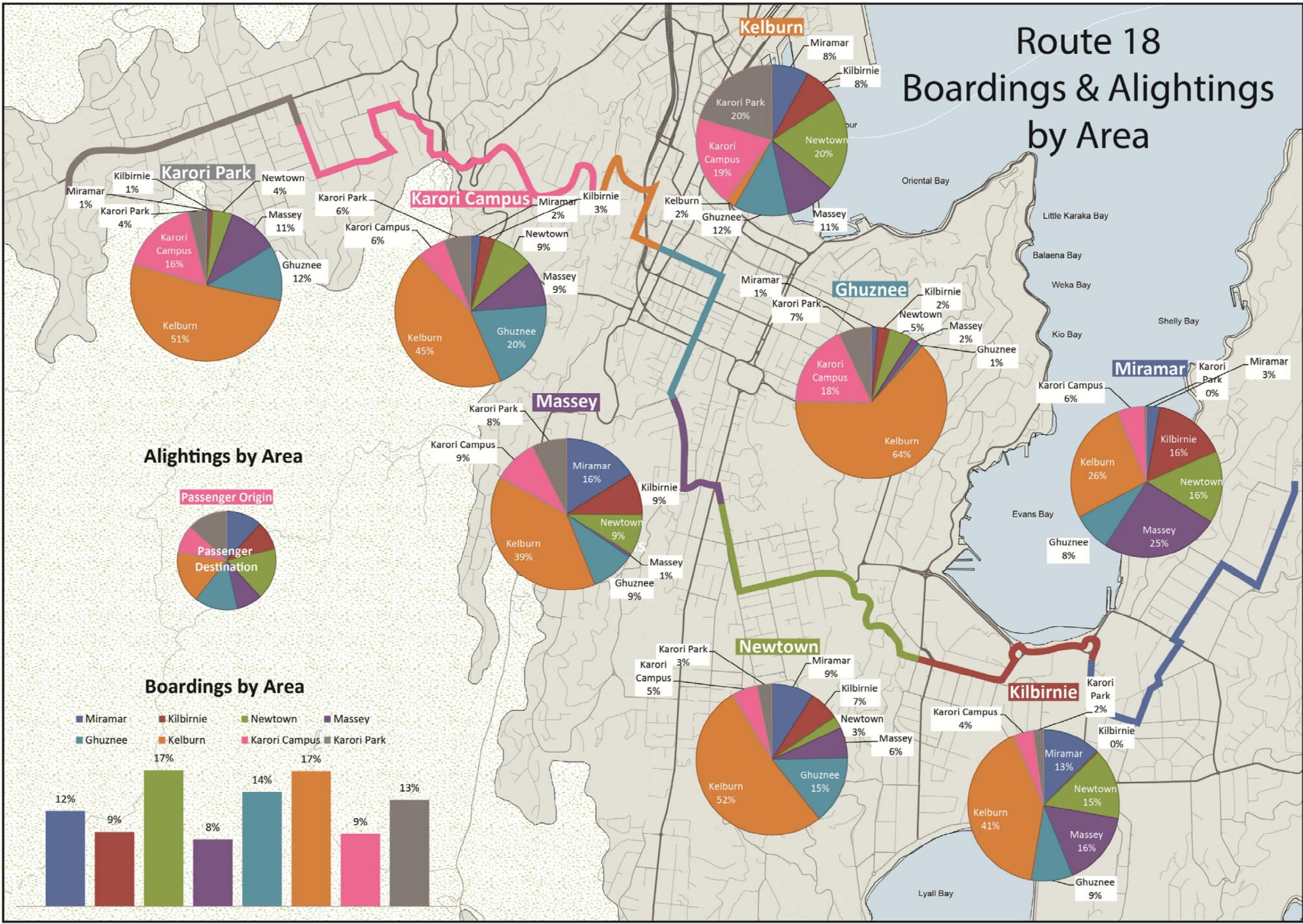
- Route 17 is a weekday-only service. It runs between Karori Park and Wellington Station at 10 to 20 minute intervals during peak hours and 30 minute off-peak during the semester, with reduced frequency outside of term times
- Route 20 is also a weekday-only service connecting Mt Victoria to Highbury at a 30 minute frequency during peak hours and hourly frequency off-peak.
- Routes 22 and 23 connect Mairangi to Island Bay and Houghton Bay respectively. Route 22 is a weekday-only service with 15 to 20 minute peak-hour frequencies reducing to 60 minute off-peak. Route 23 runs at hourly intervals on both weekdays and weekends.
- Route 47 offers limited service between Newtown and Johnsonville during University trimesters 1 and 2 only.

This service structure provides inconsistent levels of service and customer experience to different areas of the city with some areas benefitting from relatively frequent and direct route options while other areas requiring long indirect journeys.

The existing bus network does not offer free transfers between services, which results in significant differences in bus fares between areas that require a change of bus to reach Kelburn and those with direct services. For example from Hataitai using the two am trips that run on to Kelburn would cost a customer a 2 zone fare. Travel at any other time would be a 2 zone and additional 1 zone fare.

The lack of free transfers encourages passengers to use dedicated university services as a means of reducing travel cost despite longer travel times and lower levels of service. For example, to travel from Johnsonville to Kelburn, the current university route 47 is scheduled to take 48 minutes, compared with around 30 minutes for the alternative of catching a direct bus from Johnsonville to Wellington Station and transferring to Kelburn. However, the route 47 costs

a 3 zone fare while the more frequent and direct option of connecting at Wellington Station would be a 3 zone and additional 1 zone fare.



Map 2. Route 18 passenger boarding and alighting by area

## 5. Proposed new network

GWRC has in its RPTP proposed to replace the dedicated university bus Route 18 with a new connective network of bus services. The proposed change is aimed at improving public access to more frequent and affordable bus services across Wellington. The new network will consist of a combination of high frequency core routes, lower to medium frequency local routes and targeted services, with a series of connections points, where passengers can transfer for free.

Primary access to VUW Kelburn campus is proposed to be provided by frequent free connections from hubs at Wellington Station, Courtenay Place and Karori Tunnel.

This hub arrangement is currently in place and successfully operates at Wellington Station for travel from the north of Wellington where around 36% of students live, although without any free transfer arrangement in place as proposed for the new network. A similar system would be introduced at Courtenay Place and Karori Tunnel to provide connectivity to VUW Kelburn campus from across the Wellington bus network, including suburbs beyond the reach of areas currently served by a specific university bus service.

Under the new network, many of current Route 18 users travelling to/from VUW will need to transfer at Courtenay Place or Karori Tunnel.

This connective approach which utilises the regular bus network, rather than providing separate overlapping low frequency university services, will provide more direct and frequent travel options from many areas of Wellington including the opportunity to utilise express buses where these are available.

## 6. Route 18 user survey

Gravitas was commissioned by GWRC to carry out an on-board survey of 321 Route 18 bus users, which took place between 28<sup>th</sup> July, 2014 and 6<sup>th</sup> August, 2014. The report studies both the current use of Route 18, and the likely impact of the proposed route change.

In terms of the existing situation, the report finds that the majority of passengers of Route 18 are university students (60%) and staff (13%) travelling to or from a university campus. Route 18 is characterised by high frequency of use with 46% of passengers surveyed using the service every weekday, and 91% using it at least once a week. Also notably, there is a low rate of transfer, as 88% of passengers use Route 18 exclusively. The report also finds that Route 18 has at least *a little* influence on the residential location of 56% of its passengers, including 28% whose location decision had *a lot* of influence from Route 18. In contrast, only 32% of those surveyed reported no influence from Route 18 on their residential location.

In terms of the likely impact of the proposed route change, 53% of passengers perceive no adverse impact on themselves. This includes 17% who consider themselves *a little better off*, 18% *much better off* and 18% non-affected as a

result of the change. Positive aspects of the change most frequently cited by passengers include:

- Free connection and potentially lower travel costs
- More bus options with greater flexibility and certainty
- Improved access to university for those who live outside the Route 18 catchment
- Reduced wait times and faster trips
- Greater convenience.

Meanwhile, 47% of passengers believe that they will be worse off after the proposed change mainly due to increased journey time and inconvenience of transferring.

However, 74% of all passengers said that the change would not have an adverse effect on the frequency with which they travel by bus. In fact, 22% of passengers believed that they would use buses more often because of the greater frequency of services and more routes. In comparison, 26% of passengers anticipated less bus use as a result of the proposed change. This includes 13% of passengers who would drive more often, 10% walk/run more and 2% cycle more often. The inconvenience associated with having to catch two buses/transfer buses at the hubs was frequently cited as the main concern among the passengers who would use buses less often.

## **7. Travel time analysis**

GWRC has conducted analysis to compare the travel time and cost outcomes of replacing Route 18 with the proposed connective network offering free transfers to VUW. The major bus stops from suburbs likely to be affected by the proposed route change were selected as reference points. The current and future travel time and cost from each point to VUW's Kelburn campus were calculated based on the fastest travel option available. For the purpose of this exercise, two time periods were considered:

- Arrival at VUW by 9am, which reflects peak hour travel times and costs; and
- Arrival at VUW by 1pm, which represents off-peak travel times and costs under the current and future network.

In deciding the appropriate bus services to use, several criteria were applied:

- It is assumed that the wait time for passengers to catch a bus is 5 minutes, unless the service frequency is lower than 10 minutes;
- Where connections are required, the first bus must arrive no less than 4 minutes before the connecting bus.

- All buses must arrive at the VUW bus stop at least 5 minutes before 9am/1pm to enable passengers to walk to their destination.

For each time period, two scenarios were analysed:

- Travel time: This scenario solely looks at the length of a bus trip, including the time spent on-board and waiting for connecting buses.
- Travel time including early arrival time: This scenario takes into consideration that not all buses arrive at the specific time required and users may have some extra wait time between when the bus arrives and when they need to be at their destination. If a bus arrives at the destination before the targeted arrival time (8.55am or 12.55pm), the difference (i.e. early arrival time) between the actual time of arrival and the targeted time is added to the total travel time.

Note that unless otherwise specified, travel time used in the discussion section refers to travel time excluding early arrival time.

## 7.1 Overview

The analysis of travel times to VUW (Kelburn Campus) shows that, under the new network, travellers from 71% of the selected bus stops will benefit from shortened travel times, 12% will be unaffected by the route change and 17% will have longer travel times (See Table 1). In terms of travel costs, no bus users will be worse off. This analysis finds that users from 79% of the stops studied will actually enjoy lower travel costs as a result of the introduction of free connections and a 20% off-peak discount (See Map 3 & 4).

**Table 1.** Change in Travel Time to Victoria University of Wellington – Kelburn Campus

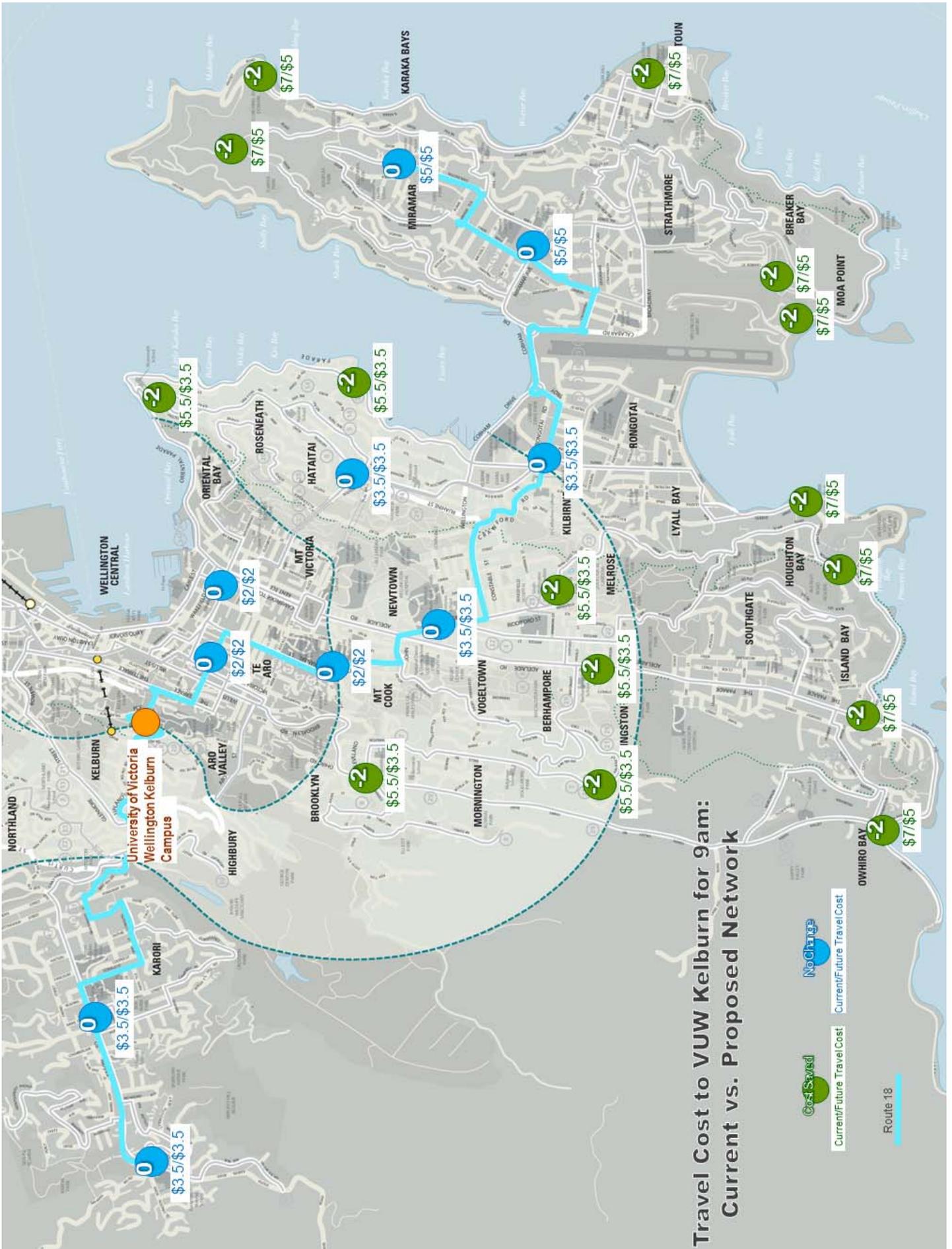
Origin	Time Change (min)	
	9am	1pm
Berhampore	-13	-6
Brooklyn	0	-6
Courtenay Place	-11	-10
Ghuznee Street	0	0
Greta Point	-7	-22
Hataitai Village	-15	-2
Houghton Bay	-11	-16
Island Bay	-15	-6
Karori Mall	0	0
Karori Park	0	+3
Kilbirnie Shops	-4	-1
Kingston Shops	-5	-8
Lyall Bay	-6	-6
Mount Cook - Massey University	+6	+7
Miramar - Darlington Road	-11	+6

Miramar Shops	-11	-2
Moa Point	-7	N/A
Maupuia and Mt Crawford	-2	-20
Newtown Park - Wellington Zoo	-12	+5
Newtown - Wellington Regional Hospital	+4	+6
Owhiro Bay	-19	-11
Roseneath	-7	-7
Scorching Bay	-12	N/A
Seatoun Park	-6	-13
Strathmore Park	-6	+4

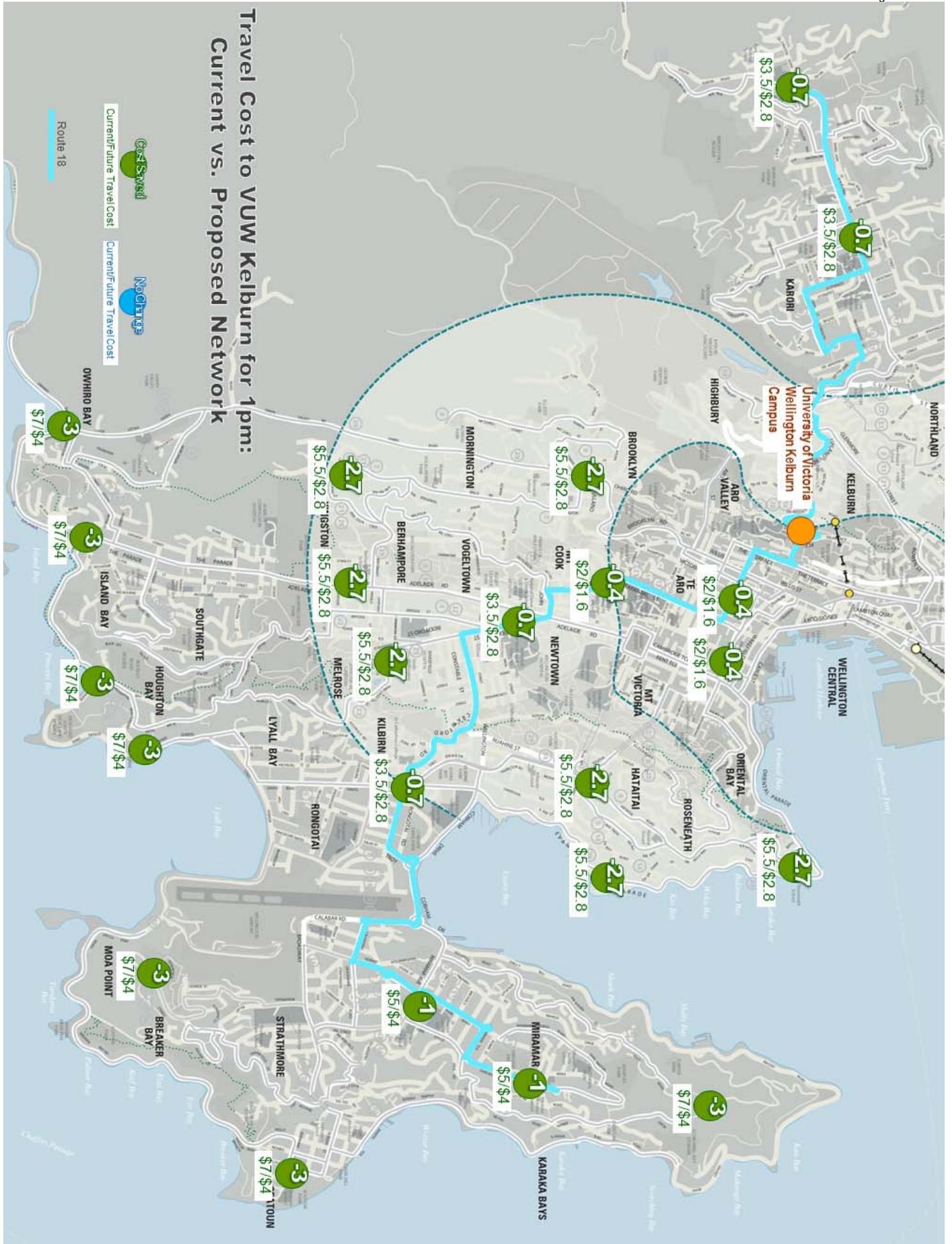
Note: - figures mean shorter journey times than the current bus network;

+ figures mean longer travel times than the current bus network;

N/A means not data available.



Map 3. Travel cost to VUW Kelburn Campus 9am: Current vs. Proposed network.



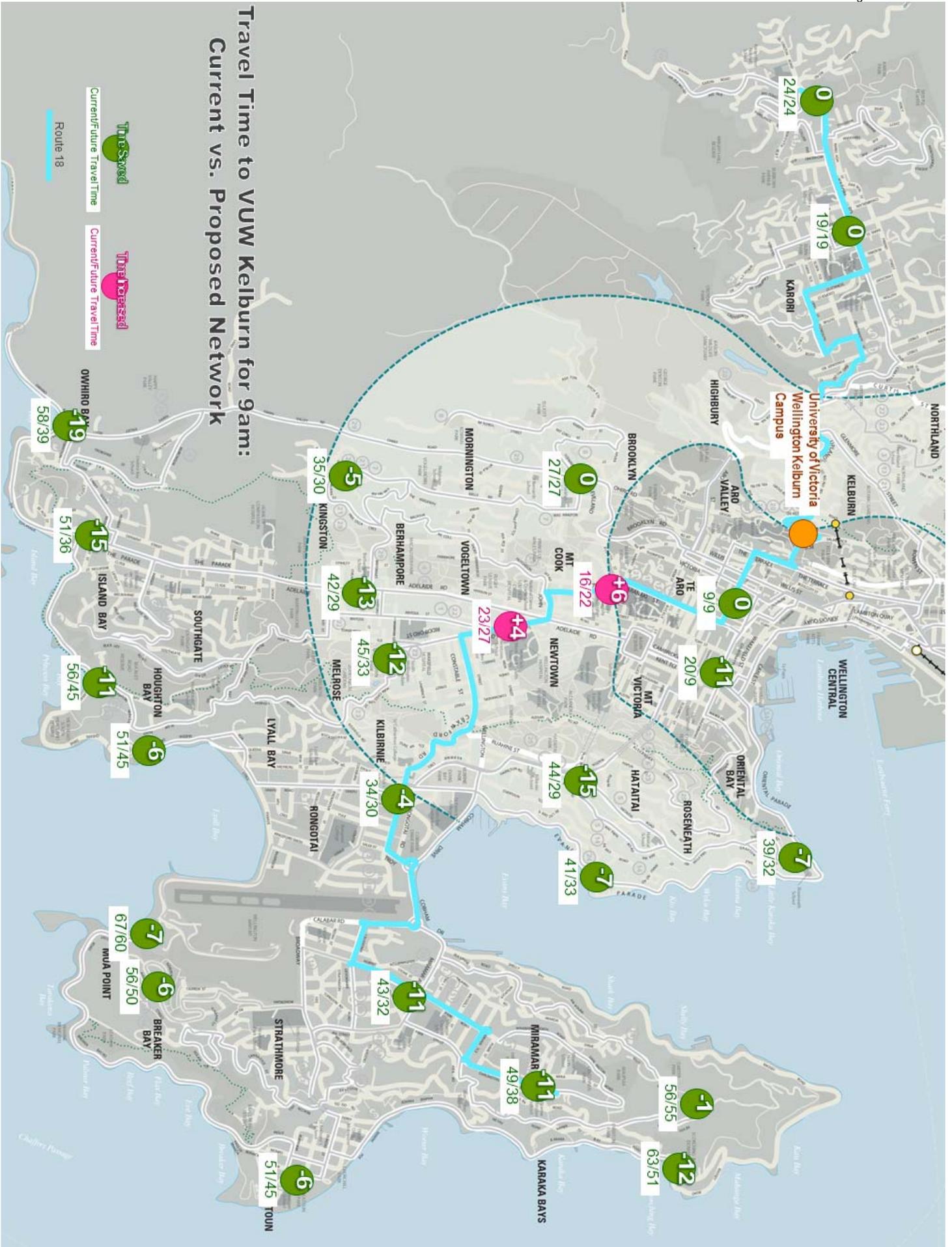
Map 4. Travel cost to VUW Kelburn Campus 1pm: Current vs. Proposed network.

## **7.2 9am Trips to VUW Kelburn Campus**

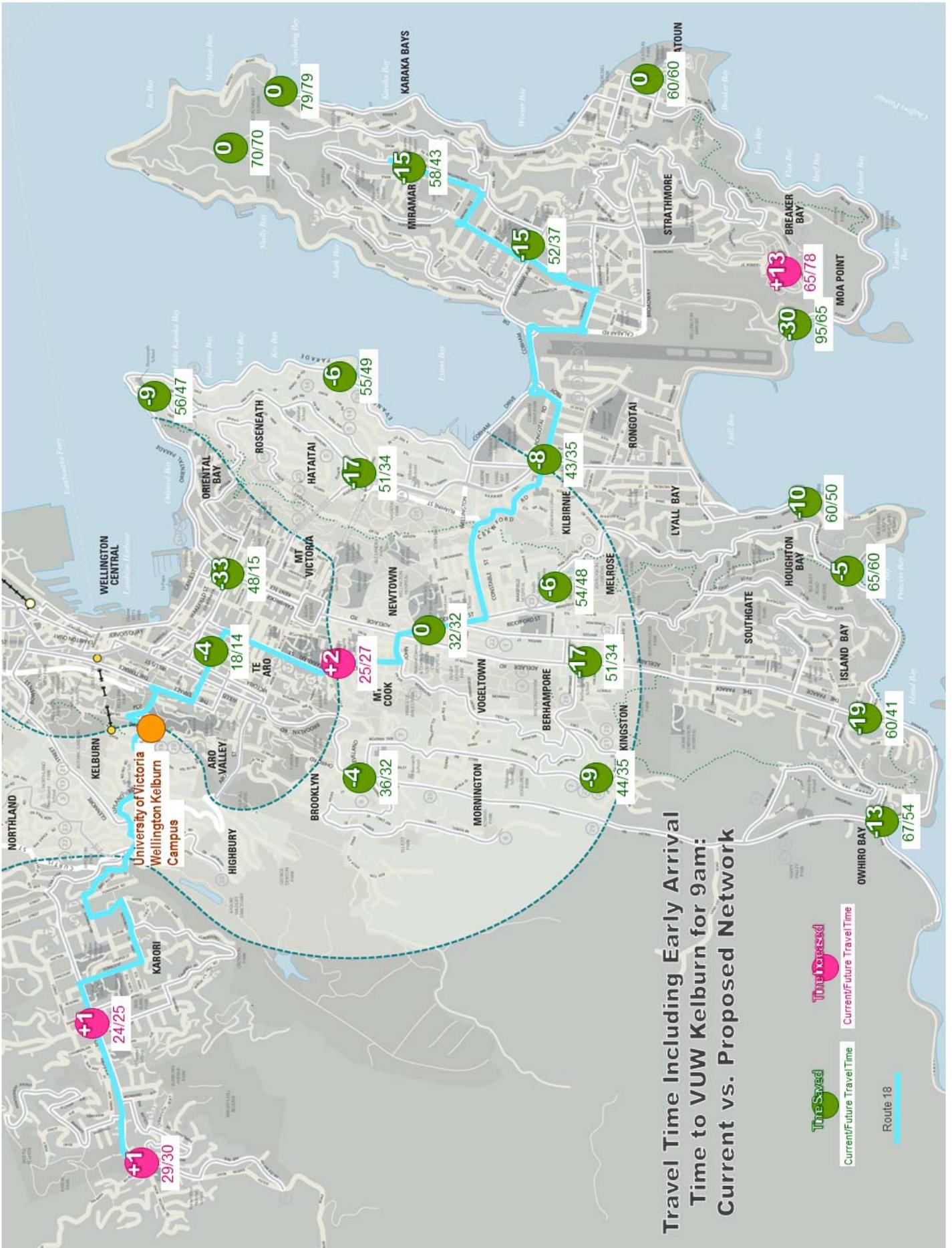
Under the new network, 76% of the stops studied will have shortened travel times to VUW during the morning peak, 16% will experience no changes and 8% will have increased travel times. On average, there will be a 6-minute decrease in travel times across all the locations studied. Areas receiving the largest time savings include Owhiro Bay (19 minutes), Island Bay (15 minutes), Hataitai (15 minutes), Berhampore (13 minutes), Wellington Zoo (12 minutes), Scorching Bay (12 minutes), Houghton Bay (11 minutes), Miramar (11 minutes) and Courtenay Place (11 minutes) (See Table 1).

The analysis of 9am trips shows that the majority of the current users of Route 18 will either benefit from or be unaffected by the change. However, travellers in Newtown and Mt Cook are likely to have longer journey times. For example, travel times from Wellington Hospital and Massey University to VUM Kelburn campus would increase by 4 and 6 minutes respectively (see Map 5).

It is worth noting that once early arrival time is taken into account, passengers travelling from Courtenay Place and Moa Point can expect significant reduction in travel times (33 minutes and 30 minutes respectively). However, residents in Strathmore would experience a more significant increase in travel time (13 minutes) (see Map 6) .



Map 5. Travel time to VUW Kelburn Campus 9am: Current vs. Proposed network.

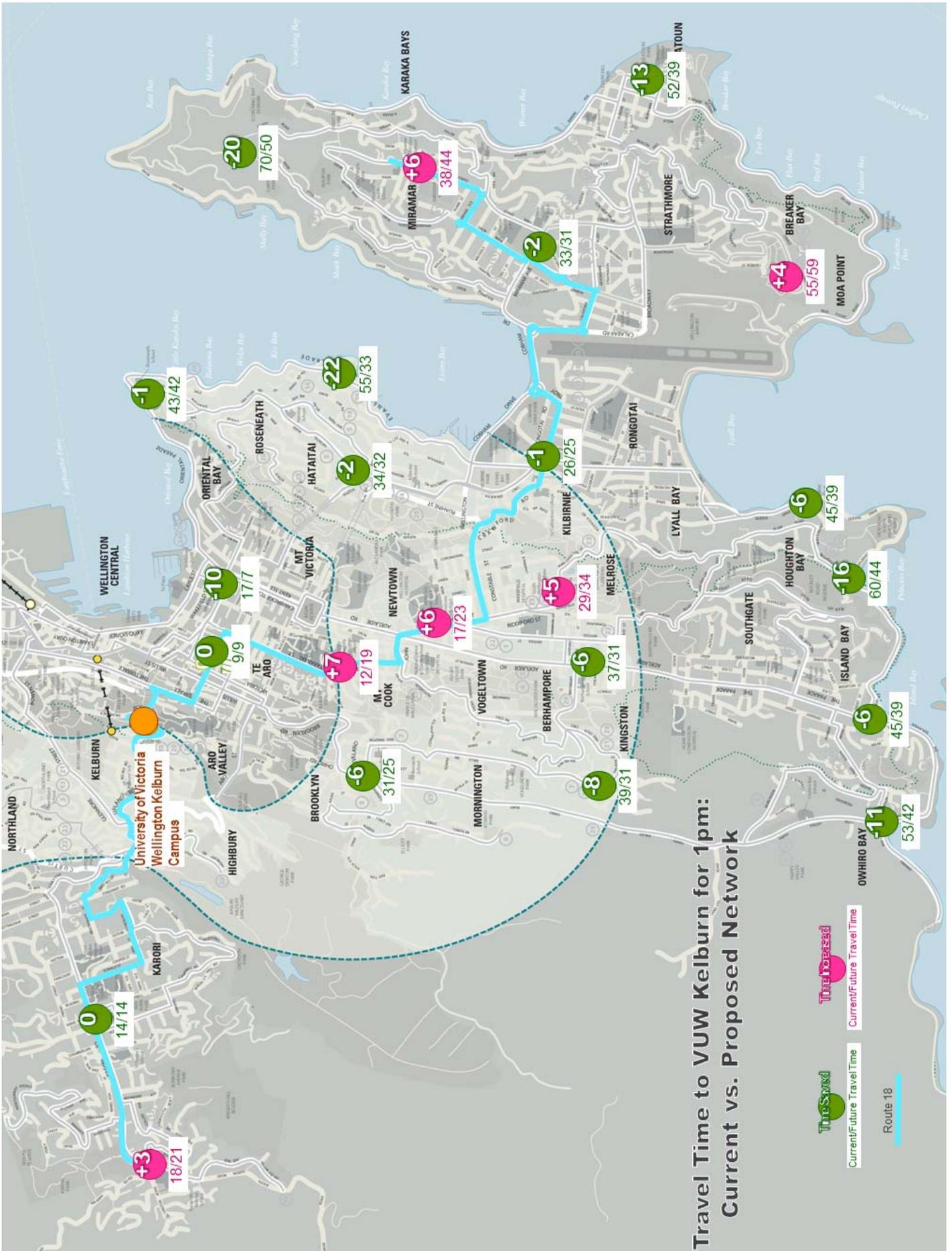


Map 6. Travel time including early arrival time to VUW Kelburn Campus 9am: Current vs. Proposed network.

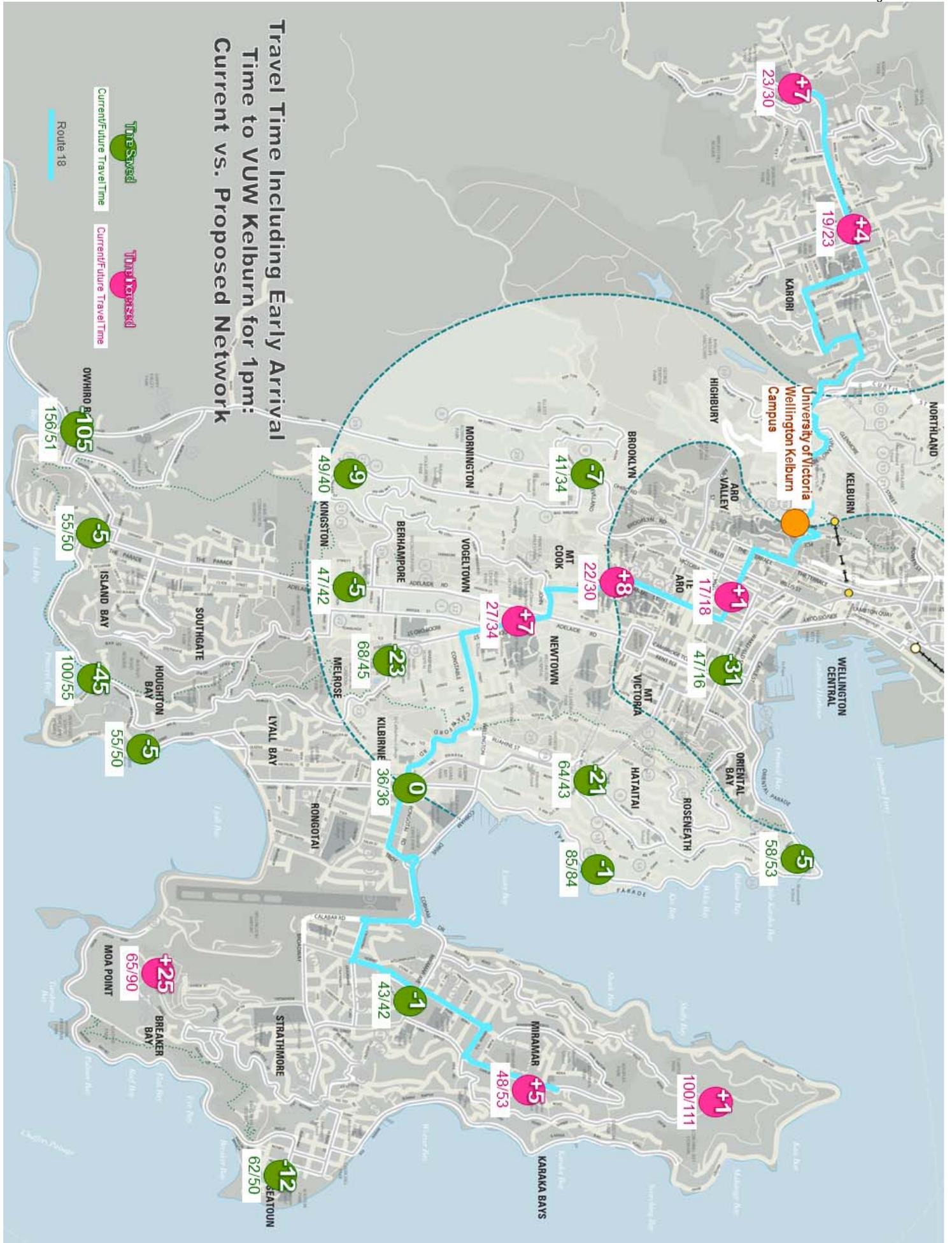
### **7.3 1pm Trips to VUW Kelburn Campus**

The analysis of 1pm trips shows that 65% of locations studied will have shortened journey times, 9% will see no change, and 26% will have longer travel times. On average there will be a 4-minute reduction in travel times across the study area. Suburbs which are likely to benefit most from the change include Greta Point (22 minutes), Mt Crawford (20 minutes), Houghton Bay (16 minutes), Seatoun (13 minutes) and Owhiro Bay (11 minutes) (See Table 1).

However, time savings tend to be minor or negative for residents living in areas around the existing Route 18. Users boarding from Karori Park, Massey University, Wellington Hospital and Miramar are likely to experience increases in travel times to VUW ranging from 3 to 7 minutes. Meanwhile, travellers from other parts of Route 18, such as Karori shops, Kilbirnie shops and Miramar shops, are likely to see a 0-2 minute reduction in travel times (See Map 7).



Map 7. Travel time to VUW Kelburn Campus 1pm: Current vs. Proposed network.



Map 8. Travel time including early arrival time to VUW Kelburn Campus 1pm: Current vs. Proposed network.

## **8. Recommendations**

GWRC recognise that the Route 18 is used by other customers travelling to other destinations as well. However, this report focuses on the impact of the proposed Route 18 replacement on access to VUW, as this route is specifically designed for students and other current users of the Route 18 have alternative routes they can travel on. The current Route 18 is inefficient as it duplicates several other bus routes and only serves a small percentage (15%) of VUW students. The removal of the Route 18 and redeployment of resource into the proposed connective network of services delivers travel time benefits for many areas of Wellington - especially the suburbs outside the catchment of the Route 18 - when travelling to Victoria University Kelburn Campus. Where travel times for existing Route 18 users do increase, the extra travel time tends to be minor or modest and is at least partly offset by increased frequency, flexibility of travel times and reduced fares. In market research carried out, it emerges that the majority of passengers perceive no adverse impact from the proposed route change. Moreover, the impact of the new network on overall bus use is likely to be minimal, with almost as many indicating an increase in their bus use as a decrease as a result of the replacement of Route 18.

The wider network benefits across Wellington of the new bus network and minimal impact on bus use by current Route 18 users support proceeding with the network structure as proposed in the RPTP.

## Appendix 1: Gravitas Report: Implications of Replacing Route 1

gravitas

Research Report Prepared for  
Greater Wellington  
Regional Council

Final Version 11 September 2014

# Implications of Replacing Route 18

*The 'Campus Connection'*

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## Contents

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<b>1.</b>	<b>Executive Summary .....</b>	<b>1</b>
7.1	Introduction and Method.....	1
7.2	Current Use and Influence of Route 18.....	1
7.3	Likely Impact of Proposed Change .....	2
	In addition, the proposed change would have only a limited impact on residential location decisions, 13% of passengers saying that the change may force them to move to somewhere more accessible to public transport. In contrast, the proposed change would offer 27% of passengers greater freedom of choice of where to live and, as a result, they may consider moving. ....	5
7.4	Enhancing Acceptance of the Change.....	5
7.5	Conclusion .....	5
<b>2.</b>	<b>Introduction and Method .....</b>	<b>6</b>
2.1	Introduction.....	6
2.2	Method .....	7
<b>3.</b>	<b>Current Use of Route 18 .....</b>	<b>11</b>
3.1	Reason for Use of Route 18.....	11
3.2	Frequency of Use of Route 18 .....	12
3.3	Use of Connecting Routes .....	12
3.4	Impact of Route 18 on Current Residential Location .....	13
<b>4.</b>	<b>Passenger Reaction to Removal of Route 18 .....</b>	<b>14</b>
4.1	Personal Impact of Removal of Route 18 and Replacement with Free Shuttles .....	14
4.2	Likely Impact of Change on Bus Use.....	15
4.3	Likely Impact of Change on Residential Location Decision .....	19
4.4	Perceptions of Positive Aspects of Proposed Change .....	21
4.5	Perceptions of Less Favourable Aspects of Proposed Change .....	22
<b>5.</b>	<b>Enhancing Acceptance of the Change .....</b>	<b>25</b>
5.1	Designing The New System .....	25
5.2	Communicating The New System.....	26
	<b>Appendix One: Questionnaire.....</b>	<b>28</b>
	REPLACING THE ROUTE 18 (Campus Connection) – WHAT DO YOU THINK?.....	28
	<b>Appendix Two: Enhancing Acceptance of Change .....</b>	<b>34</b>

# 1. Executive Summary

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## 7.1 Introduction and Method

### *Introduction*

Route 18 – the ‘Campus Connection’ - runs between Karori Park and Miramar, providing access to a range of tertiary institutions. However, the route is long and only serves a small number of Wellington suburbs. It is also a limited service, only operating between 7 am and 7 pm on weekdays. Greater Wellington Regional Council (GWRC) is proposing to move away from having a dedicated university bus route to allowing travellers to Victoria University to catch any bus to hubs at Courtenay Place, the Karori Tunnel and the Wellington Railway Station, where free transfers would be provided to frequent connecting services shuttling to the campuses. GWRC has commissioned research to gauge Route 18 passengers’ perceptions of the proposed change and to assess the likely impacts of the change on passengers, both positive and negative.

### *Method*

The information presented in this report was obtained from an on-board survey of n=321 Route 18 passengers. On-board surveying took place between the 28<sup>th</sup> of July and the 6<sup>th</sup> of August 2014 and covered services operating at a range of times and in both directions. All passengers aged 15 years or older were approached by surveyors as they boarded the service and were asked to complete a questionnaire<sup>1</sup>. Seventy-seven per cent of eligible<sup>2</sup> passengers who boarded agreed to take a questionnaire; 60% of all eligible passengers returned a completed questionnaire.

## 7.2 Current Use and Influence of Route 18

Route 18 is currently characterised by:

- a high proportion of passengers travelling to or from a university campus, either as a student (60%) or as a staff member (13%);
- high frequency of use. Around half of passengers (46%) travel on the route every weekday (once or twice a day). Ninety-one per cent of passengers surveyed use Route 18 at least once a week; and
- low rate of transfer from another service. Eighty-eight per cent of passengers use Route 18 exclusively.

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<sup>1</sup> The questionnaire used was designed by Gravitas in close collaboration with the GWRC project team. Feedback was also provided by Victoria University of Wellington’s project team. A copy of the final version of the questionnaire can be found in Appendix One.

<sup>2</sup> Excludes passengers aged younger than 15 years and those who had completed the questionnaire on a previous trip.

## gravitas

Just over half of Route 18 passengers (56%) stated that proximity to the route had had at least *a little influence* on their current residential decision, including 28% who said proximity to Route 18 bus stops had *a lot of influence*. In contrast, 32% reported that proximity to the route had had *no influence* on their current residential location. Eleven per cent had not been involved in the decision as to where they currently live.

### 7.3 Likely Impact of Proposed Change

Just over half (53%) of passengers reported that the proposed change would have no adverse impact on them, either feeling that they would be better off (17% *a little better off*; 18% *much better off*), or saying that the removal of Route 18 and replacement with free shuttle connections wouldn't make a difference to them (18%). Positive aspects of the change most frequently cited by passengers include:

- shuttle is free/potentially cheaper travel costs than currently/don't have to pay two fares;
- provides more bus options/greater flexibility/more travel times available/greater certainty;
- better access to university for those who don't live near Route 18;
- reduces wait times/faster trips generally; and
- more convenient/easier.

In contrast, just less than half of all Route 18 passengers (47%) felt that they would be worse off as a result of the proposed change, perceived drawbacks of the new system including:

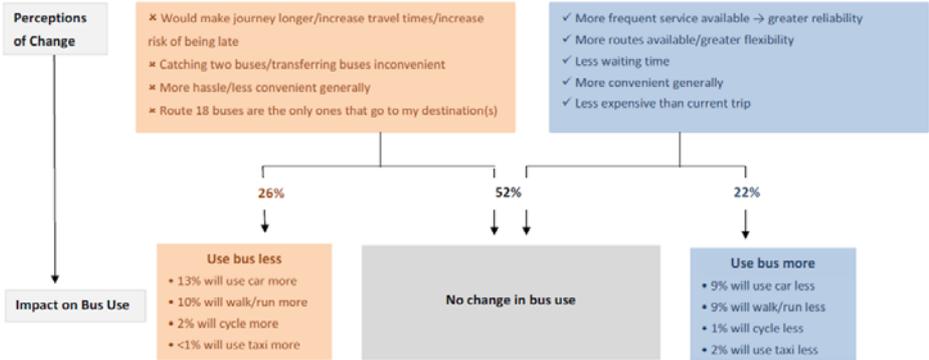
- adds time to journey/time required to transfer/concerns about reliability of shuttles;
- hassle/inconvenience of transferring buses or having to take two buses; and
- some existing routes don't go via hubs, requiring passengers to make additional transfers.

However, despite almost half feeling that they would be worse off, three-quarters of all passengers (74%) said that the change would not have an adverse effect on the frequency with which they travel by bus. Due to the greater frequency of services (which affords greater reliability), and having more routes available (which offers greater flexibility), 22% of passengers say that the change would encourage them to use buses more often. Nine per cent of all passengers report that they are likely to use a private vehicle less as a result of the change while a further 2% anticipate using fewer taxis.

A perception that journey times would be longer (with the associated risk of reaching the destination late) is the main reason given by the 26% of passengers who anticipate using buses less often as a result of the proposed change. The inconvenience associated with having to catch two buses/having to transfer buses at the hubs was also frequently mentioned. However, only 13% of passengers expect to use a private vehicle more if the proposed change is implemented. Ten per cent are likely to walk/run more as a result of the change whilst 2% anticipate cycling more often. The likely impact of the proposed change is summarised in Figure 1.1.



Figure 1.1: Likely Impact of Proposed Change on Bus Use





In addition, the proposed change would have only a limited impact on residential location decisions, 13% of passengers saying that the change may force them to move to somewhere more accessible to public transport. In contrast, the proposed change would offer 27% of passengers greater freedom of choice of where to live and, as a result, they may consider moving.

#### 7.4 Enhancing Acceptance of the Change

Passengers' comfort and confidence with the proposed change can be enhanced by ensuring that the following aspects are considered in the **design** of the new system:

- the provision of more frequent buses (that is, services that run more often than once every 30 minutes);
- service reliability – that is, ensuring services run on time/run to timetables;
- the provision of new routes to cover areas previously covered by Route 18;
- minimising wait time to transfer at the hub by ensuring shuttles run regularly and that scheduled services are well synchronised with shuttles; and
- reassuring passengers that fares won't increase.

Passengers' comfort and confidence with the proposed change can also be enhanced by **communicating** the change early, widely and comprehensively. Possible methods of communication include:

- comprehensive information on Metlink website;
- user-friendly, clear timetables and maps;
- notices/posters on buses and at bus stops; and
- information at university campuses.

#### 7.5 Conclusion

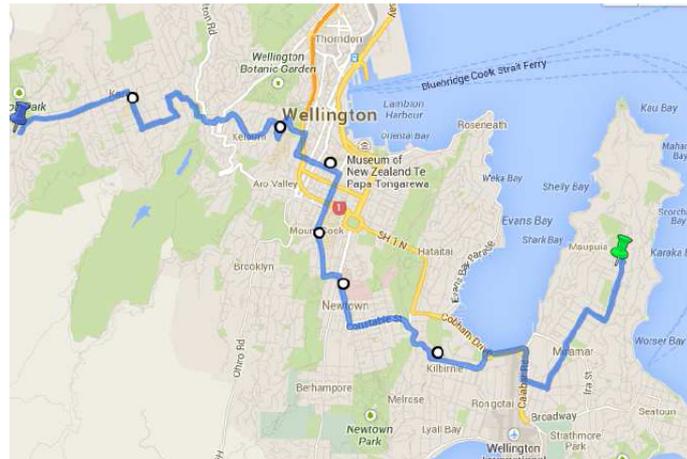
Whilst perceptions of the personal impact of the removal of Route 18 are mixed, the impact on bus use is likely to be minimal (whilst around a quarter of passengers anticipate using buses less as a result of the change, almost half of the mode switching is likely to be to other sustainable transport modes such as walking and cycling rather than to private vehicles). Results suggest that the success of the proposed change will be dependent on the design and execution of the new system, in particular being able to demonstrate (prove) to passengers that the connecting transfer system is quick, reliable, hassle-free, and inexpensive. The success of the proposed change will be maximised through ensuring a positive shuttle transfer experience along with enhancing passengers' appreciation (through a comprehensive, multi-channel communications campaign) that the new system provides greater flexibility and certainty through offering more travel times

## 2. Introduction and Method

### 2.1 Introduction

#### *Current Situation*

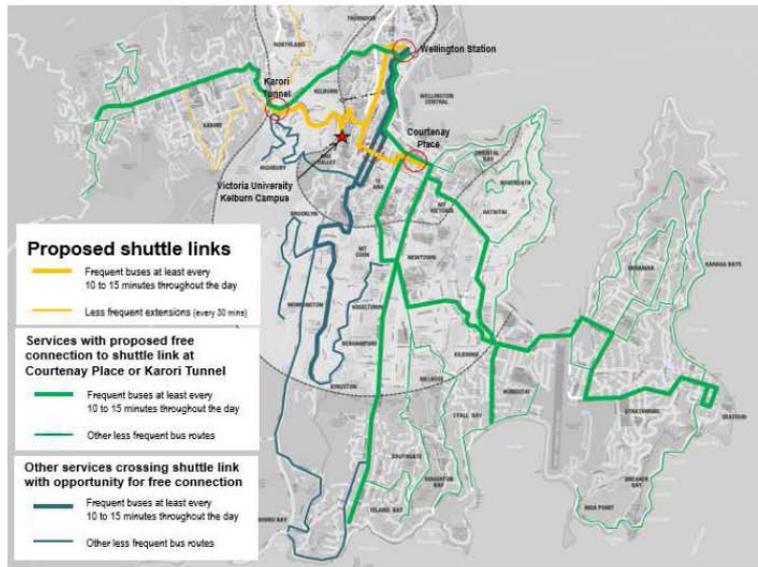
Route 18 – the ‘Campus Connection’ - runs between Karori Park and Miramar, providing access to a range of tertiary institutions including Victoria University’s Karori and Kelburn campuses, the Victoria University School of Architecture and Design, Massey University’s Wellington campus in Mt Cook and the Te Whaea National Dance and Drama Centre. However, the route is very long and only serves a small number of Wellington suburbs. It is also a limited service, only operating between 7 am and 7 pm on weekdays.



#### *Proposed Changes*

Greater Wellington Regional Council (GWRC) is proposing to move away from having a dedicated university bus route to allowing travellers to Victoria University to catch any bus, including express buses, to hubs at Courtenay Place, the Karori Tunnel and the Wellington Railway Station, where a frequent shuttle service (running every 10 minutes) would provide a free connection to Victoria University.

Frequent connections, with free transfers between buses, will be designed to allow access from across Wellington to Victoria University without the need to wait for a specific university bus. For example, instead of waiting for a specific Route 18 bus departing every 30 minutes during the day (average wait 15 minutes), a tertiary student living in Newtown could catch any bus departing every 5 to 10 minutes and connect at Courtenay Place with a free shuttle to Kelburn departing every 10 to 15 minutes (average wait 8 to 13 minutes).



By providing a more efficient network, with less overlap of services, GWRC can provide more frequent services and more weekend and evening services across Wellington.

However, there have been rumours circulating about the proposed changes to Route 18, including that passengers would be forced to pay two fares (one for the trip to the hub and one for the shuttle) or that the shuttle would travel via Lambton Quay, which is currently very congested. As a result, some Route 18 passengers feel quite negatively about the change. GWRC commissioned research to gauge the perceptions of the wider Route 18 population and help assess the likely impacts of the change on passengers, both positive and negative.

## 2.2 Method

In order to collect the information efficiently and meet the research objectives, Gravitas conducted an on-board survey with Route 18 passengers, using a self-completion methodology. The key advantage of this method is that users of Route 18 could be consulted while they were actually using the service.

The questionnaire used was designed by Gravitas in close collaboration with the GWRC project team. Feedback was also provided by the Victoria University of Wellington's project team. A copy of the final version of the questionnaire can be found in Appendix One.



On-board surveying took place between the 28<sup>th</sup> of July and the 6<sup>th</sup> of August 2014. A survey team, comprising two surveyors (clearly identified with name badges) travelled on a selection of Route 18 services. Twenty-five services were surveyed, the earliest commencing at 7:32 am and the latest at 6:00 pm. Surveyors positioned themselves by the entrance and exit doors of the vehicle. Surveyors distributed the questionnaire to all passengers aged 15 years or older boarding the service. Between stops, surveyors collected completed survey forms and offered assistance to those with queries. A total of n=321<sup>3</sup> questionnaires were received back sufficiently completed. Seventy-seven per cent of eligible<sup>4</sup> passengers who boarded the surveyed services agreed to take a questionnaire; 60% of all eligible passengers returned a completed questionnaire.

All completed questionnaires were checked by supervisory staff before being data-entered into Gravitas' data analysis package. This allowed data tables to be run, and for results to be cross-tabulated by key variables.

Table 2.1 provides a demographic profile of survey respondents.

**Table 2.1: Demographic Profile of Survey Respondents (%)**

	All Respondents (n=321)
<b>Gender</b>	
Female	55
Male	31
Not given	14
<b>Age Group</b>	
15-17 years	3
18-24 years	52
25-34 years	14
35 years +	16
Not given	15

Base: All respondents

#### **Back coding**

All open-ended responses, as well as those entered into 'other' categories, were 'back coded'. This involved creating a code frame (a list of themes) and assigning each open-ended response to the relevant code/theme so that all results had a numeric code.

<sup>3</sup> The maximum margin of error on a sample size of n=321 is  $\pm 5.5\%$  at the 95% confidence interval.

<sup>4</sup> Excludes passengers aged younger than 15 years and those who had completed the questionnaire on a previous trip.



### **Significance Testing**

All data presented in this report has been cross-tabulated by trip characteristics and key passenger demographic variables:

- Location of boarding/departure (university campus versus elsewhere)
- Single route trip/trip involved connection from another route
- Frequency of use of Route 18
- Reason for trip
- Gender of passenger
- Age of passenger.

Statistically significant differences in results by trip and demographic characteristics have been highlighted in the report.



### 3. Current Use of Route 18

#### 3.1 Reason for Use of Route 18

Three-quarters (73%) of passengers surveyed on Route 18 services were travelling to or from a university campus, either as a student (60%) or as a staff member (13%). Sixteen per cent of passengers were using the route to travel to or from their workplace (somewhere other than a university).

Table 3.1: Reason for Using Route 18 on Current Trip (%)

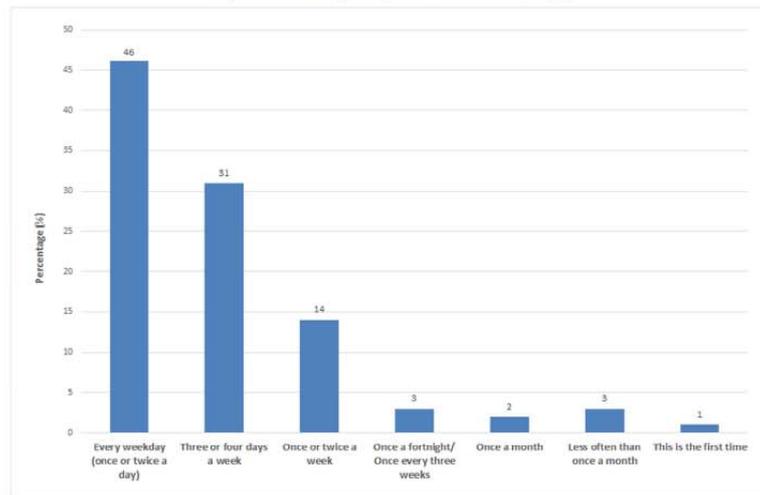
	Share of Respondents
<b>University-Related</b>	<b>73</b>
University student travelling to or from university	60
University staff member travelling to or from university	13
<b>Non-University Related</b>	<b>27</b>
Travelling to or from workplace	16
Travelling to or from shops and/or services	5
Travelling to or from place of study (not university)	3
Travelling to or from hospital/medical services	2
Travelling to or from entertainment facilities or tourist attractions	1

Base: n=278 (All respondents who answered this question)

### 3.2 Frequency of Use of Route 18

The greatest share of Route 18 passengers are regular users of the service, just less than half (46%) travelling on the route every weekday (once or twice a day), and a further 31% using Route 18 service three or four times a week. Ninety-one per cent of passengers surveyed reported using Route 18 at least once a week.

Figure 3.1: Frequency of Use of Route 18 (%)



Base: n=276 (All respondents who answered this question)

### 3.3 Use of Connecting Routes

Eighty-eight per cent of Route 18 passengers surveyed used Route 18 exclusively – that is, they had not transferred from another service nor would they need to once they disembarked from the service. Of the 12% of respondents who reported having to transfer, the most common routes were:

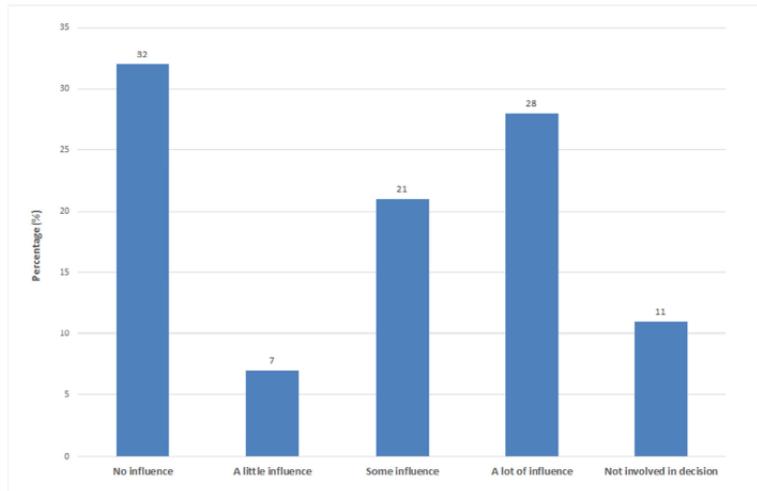
- Route 2 (n=5 respondents)
- Route 3 (n=5 respondents)
- Route 11 (n=5 respondents)
- Routes 22, 23 and 24 (4 respondents)
- Route 17 (3 respondents).

*(Note that n=6 respondents indicated that they had/would need to transfer to another route but did not specify the route number).*

### 3.4 Impact of Route 18 on Current Residential Location

Responses were mixed as to the extent of influence the proximity to Route 18 had on passengers' decision as to where they currently live. Just over half of Route 18 passengers surveyed (56%) stated that proximity to the route had had at least a *little influence* on their current residential decision, including 28% who said proximity to Route 18 bus stops had a *lot of influence*. In contrast, 32% reported that proximity to the route had had *no influence* on their current residential location. Eleven per cent of respondents had not been involved in the decision as to where they currently live.

Figure 3.2: Impact of Route 18 on Current Residential Location (%)



Base: n=294 (All respondents who answered this question)

**Those stating the proximity to Route 18 had a lot of influence on their residential location are significantly more likely to be those ...**

- Using Route 18 every weekday (35%)
- Travelling interpeak (34%)

**Those stating that proximity to Route 18 had no influence on their residential location are significantly more likely to be those ...**

- Travelling to or from a workplace which is not a university campus (55%)

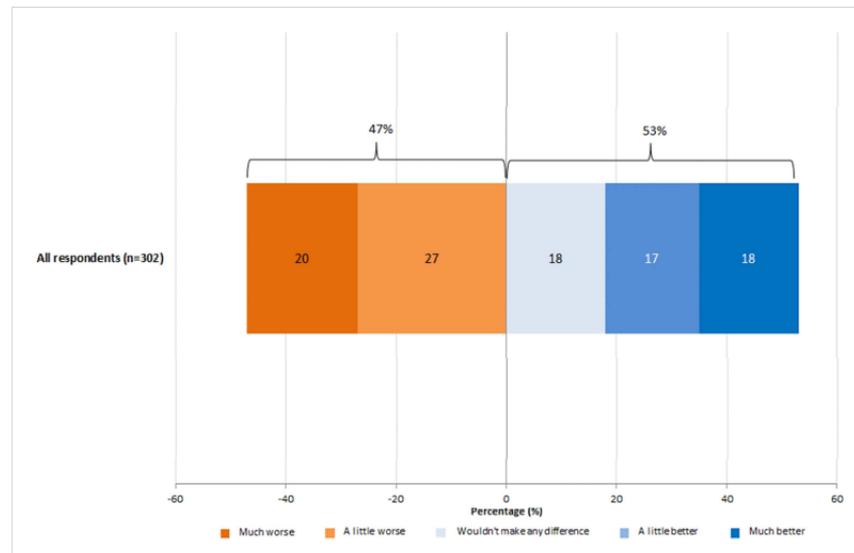
## 4. Passenger Reaction to Removal of Route 18

### 4.1 Personal Impact of Removal of Route 18 and Replacement with Free Shuttles

Route 18 passengers' perceptions of the personal impact of changing to a system of being able to use any bus, with a free transfer at a designated hub, were mixed. Just over half (53%) of passengers reported that there would be no adverse impact as a result of the change, either feeling that they would be better off (17% *a little better off*; 18% *much better off*), or saying that the removal of Route 18 and replacement with free shuttles wouldn't make a difference to them (18%). In contrast, 47% of passengers felt that they would be a *little* (27%) or *much* (20%) worse off as a result of the change.

Note: Whilst respondents boarding or disembarking a Route 18 service in Mt Cook, Newtown or Karori were more likely to say that they would be *worse off* (51%) than those boarding/disembarking elsewhere (41%) this difference is not statistically significant.

Figure 4.1: Personal Impact of Removal of Route 18 (%)



Base: n=302 (All respondents who answered this question)



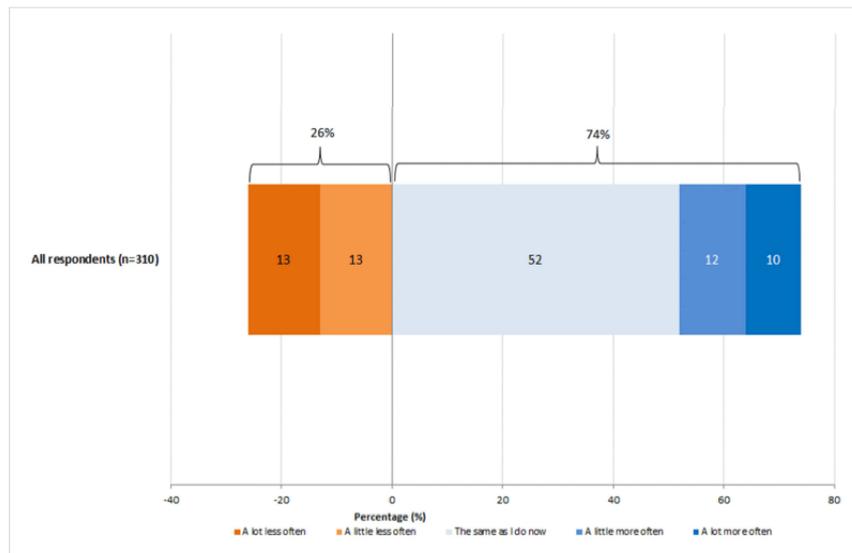
Those better off are significantly more likely to be those ...	Those worse off are significantly more likely to be those ...
<ul style="list-style-type: none"> <li>•(No significant differences)</li> </ul>	<ul style="list-style-type: none"> <li>•Who are university staff members travelling to or from university (63%)</li> <li>•Using Route 18 every weekday (62%)</li> <li>•Who are male (55%)</li> <li>•Travelling exclusively on Route 18 (no transfers) (55%)</li> </ul>

#### 4.2 Likely Impact of Change on Bus Use

Despite just less than half of all Route 18 passengers surveyed feeling that they would be worse off as a result of the removal of Route 18, 52% of passengers report that, if the proposed new system was put in place, they would continue to use buses with the same frequency as they do currently. A further 22% would use the buses more often as a result of the change. In contrast, 26% of Route 18 passengers would use the buses a *little* (13%) or a *lot* (13%) *less often* if the change was introduced.

Respondents boarding and/or disembarking their Route 18 service in Mt Cook, Newtown or Karori are significantly more likely to say they will use buses a *little* or a *lot less often* as a result of the change (30%) than those boarding/disembarking elsewhere (20%).

Figure 4.2: Likely Impact of Route Removal on Bus Use (%)



Base: n=310 (All respondents who answered this question)



**Those who would continue to use the bus as same as they do now are significantly more likely to be those ...**

- Who are female (58%)
- Travelling to or from Victoria University of Wellington (58%)

*With the exception of boarding/d disembarking location (see above), there were no significant differences in the groups likely to use buses more or less often.*

**Using Buses More Often**

The increased trip frequency (and particularly the frequency of the connecting service) is a key contributor to 23% of passengers saying they will use buses more often as a result of the proposed changes, university students noting that the increased frequency would reduce the risk of not getting to lectures on time (n=12). The flexibility offered by having a greater number of routes available (in some cases allowing passengers to catch a bus closer to their home) was also a frequently cited contributor to using buses more often (n=11).

**Table 4.1: Reasons for Using Buses More Often After Removal of Route 18 (n)**

Reasons	Number of Respondents
More frequent service available (greater reliability, get to university on time)	n=12
More routes available/greater flexibility/can catch bus closer to point of origin	n=11
Less waiting time	n=8
More convenient generally	n=8
Would be less expensive than current trip	n=7
Would allow access to the university during the weekend	n=2
Transfer system works well elsewhere	n=2

Base: n=64 (Respondents who will use buses a little/lot more often if proposed change occurs.

Note that multiple responses to this question were permitted.



Of the n=43 respondents who anticipated using buses more often as a result of the change and who cited a mode change, n=17 (40%) anticipate using their car less. A further n=4 (9%) will use taxis less as a result of the change. The greater frequency of services and widely range of routes available means that n=17 (40%) anticipate walking less often than they do now.

**Table 4.2: Impact of Removal of Route 18 on Use of Other Modes (n)**  
*(Modes Used Less By Those Who Would Use Buses More Often)*

Reasons	Number of Respondents
Car	n=17
Walk	n=17
Taxi	n=4
Carpooling	n=1
Train	n=1
Cable car	n=1
Cycle	n=1

Base: n=43 (Respondents who will use buses a little/lot more often if proposed change occurs and who answered this question).  
Note that multiple responses to this question were permitted.

### Using Buses Less Often

A perception that journey times would be longer (with the associated risk of reaching the destination late) is the main reason given by the 26% of passengers who say they will use buses less often as a result of the proposed change (n=34; 44%). Forty per cent of those who will use buses less often cite inconvenience, either with having to catch two buses (n=20; 26%) or with the change generally (n=11; 14%). Twelve per cent (n=9) state that currently Route 18 buses are the only ones that go to their destination.

**Table 4.3: Reasons for Using Buses Less Often After Removal of Route 18 (n)**

Reasons	Number of Respondents
Would make journey longer/increase travel times/would be late	n=34
Catching two buses/transferring buses inconvenient	n=20
More hassle/less convenient generally	n=11
Route 18 buses are the only ones that go to my destination(s)	n=9
Catching two buses adds to cost/no longer value for money to catch bus	n=4
New system too confusing	n=3
Current direct links (e.g. between campuses) would become less direct	n=3
Less access into Karori	n=1
Longer walk to bus stop	n=1
Route long – would cost more money	n=1
Don't like the idea of waiting in Courtenay Place	n=1

Base: n=78 (Respondents who will use buses a little/lot less often if proposed change occurs).  
Note that multiple responses to this question were permitted.



Of the n=72 respondents who anticipated using buses less often as a result of the change and who cited a mode change, n=36 (50%) anticipate using their car more. A further n=28 (39%) will walk/run more as a result of the change. Switching to cycling (n=6) and/or carpooling (n=2) was also suggested.

**Table 4.4: Impact of Removal of Route 18 on Use of Other Modes (n)**  
*(Modes Used More By Those Who Would Use Buses Less Often)*

Reasons	Number of Respondents
Car <i>(particularly mentioned by those using Route 18 every weekday – n=20)</i>	n=36
Walk/run	n=28
Cycle	n=6
Carpooling	n=2
Hall of Residence shuttle	n=1
Taxi	n=1

Base: n=72 (Respondents who will use buses a little/lot less often if proposed change occurs and who answered this question).

Note that multiple responses to this question were permitted.

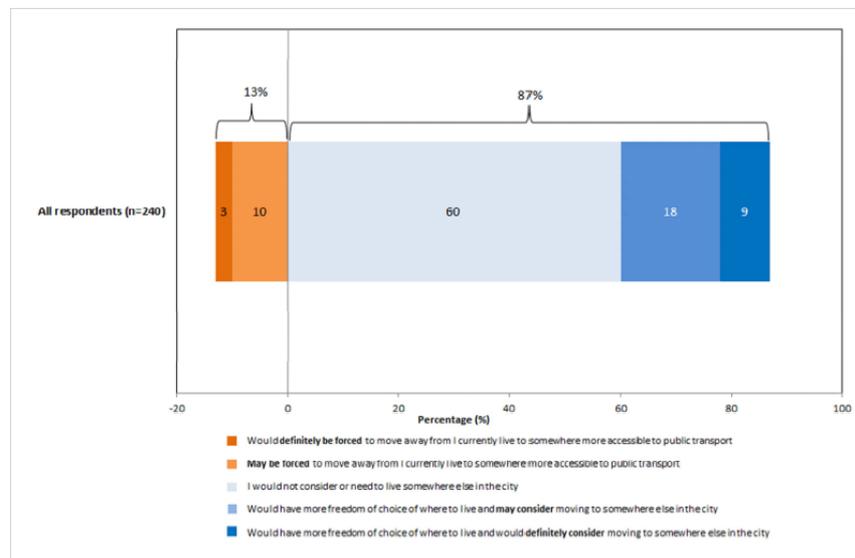


### 4.3 Likely Impact of Change on Residential Location Decision

As outlined in Section 3.4, for just over half of Route 18 passengers surveyed (56%), their current residential location had been influenced to some extent by proximity to Route 18. For 13% of Route 18 passengers surveyed, the removal of Route 18 would *maybe* (10%) or *definitely* (3%) force them to move away from where they are currently living to somewhere more accessible to public transport.

However, to counter this, 27% of surveyed passengers noted that, by offering a greater range of route options to access the university campuses, the proposed change would afford them more freedom of choice as to where to live (that is, they wouldn't be constrained by proximity to Route 18 bus stops) and would *maybe* (18%) or *definitely* (9%) consider moving to somewhere else in the city. Three in five passengers (60%) reported that their future residential location decisions would not be influenced by the Route 18 changes.

Figure 4.3: Likely Impact of Change on Residential Location Decision (%)



Base: n=240 (All respondents who answered this question, excluding 'don't know' and 'other' responses)

**Those who would consider moving are significantly more likely to be those ...**

- (No significant differences)

**Those who would be forced to move are significantly more likely to be those ...**

- Aged 18-24 years (19%)
- Who are university students (17%)



#### 4.4 Perceptions of Positive Aspects of Proposed Change

Route 18 passengers are most likely to identify potential financial benefits as the key positive feature of the proposed change (29%). Passengers like the fact that the connecting service would be free, with some noting that this could make their trip less expensive than it is currently, and other citing the convenience of not having to pay two fares. The greater flexibility afforded by the proposed system is also frequently mentioned (27%), passengers positive about the increased range of travel times available and the fact that this, in turn, gives greater certainty that they will arrive at their destination on time. Improved access to the university for those who don't currently live close to Route 18 is also cited as a positive aspect of the proposed change (10%).

Table 4.5: Route 18 Passengers' Perceptions of Positive Aspects of Proposed Change (%)

Positive Perceptions	Share of Respondents
Connection is free/potentially cheaper travel costs than currently/don't have to pay two fares <i>(particularly mentioned by those aged 18-24 years – 35%)</i>	29
Provides more bus options/greater flexibility/more travel times/greater certainty <i>(particularly mentioned by those travelling to or from a university campus – 32% - or those boarding/disembarking in Mt Cook, Newtown or Karori – 34%)</i>	27
Better access to university for those who don't live near Route 18 <i>(particularly mentioned by females – 13%)</i>	10
Reduces wait times/faster trips generally	8
Good idea/general positive comment	7
More convenient/easier	7
Positive step towards more integrated bus service/greater efficiency	3
High frequency of connecting service <i>(particularly mentioned by those travelling to or from VUW – 5%)</i>	3
Faster trips from hubs	2
Can choose less crowded bus	2
Allows access to university in weekends	1
More evening options to/from university	1
Easier access from university to hubs/less walking	1
Can't see any positive aspects <i>(particularly mentioned by those NOT traveling to or from a university campus – 25%)</i>	16

Base: n=230 (All respondents who answered this question)

Note that multiple responses to this question were permitted. Table lists positive aspects mentioned by n=2 respondents or more.

*A free shuttle will negate the need to pay two fares which would become necessary if the no. 18 was cancelled. And as long as the shuttle does go every 10 minutes, I would not be constrained by the half hour gaps between the no 18 buses.*



*It would save money and is easier to get to a range of places. The 18 doesn't go through Courtenay Place at the moment. It would be better if it did.*

*Free transfer sounds good, and it sounds as though it would make the trip faster.*

*The new system would allow much more flexibility in what buses people could use to get to uni. This means that there would not be one over-full bus, but many lesser filled buses, making everyone's trip more comfortable.*

*Sometimes the 18 is unreliable so I have not been able to get to work on time. This would allow greater flexibility if the bus doesn't turn up.*

#### **4.5 Perceptions of Less Favourable Aspects of Proposed Change**

The most frequently cited concern Route 18 passengers have about the proposed change is that their journey time may be longer, particularly if the connecting services are not well co-ordinated, resulting in long waits at the hubs (39%). (Passengers also express concerns about the lack of shelter and potential over-crowding at the hubs which will may make these waits uncomfortable as well as frustrating/stressful). Route 18 passengers also express concerns about the hassle/inconvenience associated with having to transfer buses (23%). Eleven per cent question the need for the change, commenting that Route 18 is very convenient/quick/direct for them.



Table 4.6: Route 18 Passengers' Perceptions of Less Positive Aspects of Proposed Change (%)

Less Favourable Perceptions	Share of Respondents
Adds time to journey/time required to transfer/concerns about reliability of connecting services <i>(particularly mentioned by those:</i> <ul style="list-style-type: none"> <li>• travelling every weekday – 47%</li> <li>• aged 18-24 years – 45%</li> <li>• travelling to or from VUW – 45%</li> <li>• travelling on Route 18 exclusively, no transfers – 43%)</li> </ul>	39
Hassle/inconvenience of transferring buses or having to take two buses <i>(particularly those who are university students – 28%)</i>	23
Route 18 very convenient/quick/direct - can't see any reason to change <i>(particularly mentioned by those boarding/disembarking in Mt Cook, Newtown or Karori – 16%)</i>	11
Not all bus routes via hubs – may need further transfers to get to hub/less direct <i>(particularly mentioned by those:</i> <ul style="list-style-type: none"> <li>• travelling once or twice a week – 13%</li> <li>• travelling in the morning peak – 12%</li> <li>• aged 25-24 years – 11%</li> <li>• travelling to or from a university campus – 7%)</li> </ul>	5
Sounds confusing/complicated	4
May create bottlenecks due to traffic congestion around hubs	3
Shuttles would be over-crowded	3
Making change to the route inconvenient generally	3
Would be longer walk to bus stop	3
Would cost more (have to travel further, on longer routes etc.)	3
Uncertainty of trip time (due to potential wait for connecting service) stressful	2
Crowding at hubs	2
Just don't like the idea	2
Weather issues while waiting at hub/insufficient shelter <i>(particularly mentioned by those aged 25-34 years – 6%)</i>	1
Shuttle route not direct/uses busy roads	1
Can't see any negative aspects <i>(particularly those travelling in the afternoon peak – 21%)</i>	12

Base: n=239 (All respondents who answered this question)

Note that multiple responses to this question were permitted. Table lists negative aspects mentioned by n=2 respondents or more.



*The proposed hub is in Courtenay Place where traffic is slow at the best of times and not ALL buses go there.*

*[The change] would increase journey time. [Route 18] has the advantage of bypassing the central city which leads to short journey times. A central hub would mean travelling through centre of the city. Combined with an extra wait for the shuttle would make a long journey. Plus Kelburn is poorly serviced with buses especially at night.*

*The shuttle hub would be a bottleneck in busy times. Since classes are scheduled hourly, everyone will try catch the same shuttles. Also extra waiting times for shuttles"*

*Wasted time spent travelling and greater cost to travel via Courtenay Place, even though the proposed shuttle will be free (for me, it would be 3 sections rather than 2).*

*The current bus system suits my use. Having to change between buses is annoying and can be stressful if the services are not on time.*



## 5. Enhancing Acceptance of the Change

Survey respondents were asked to identify how the new system would need to be designed and communicated to make them feel confident and comfortable using it.

### 5.1 Designing The New System

In terms of the design of the system, respondents most frequently suggested that the new system needed to provide a more frequent service to the university campuses than is currently available (9%). Seven per cent stressed the importance of the service running to time/to the timetable thereby ensuring that passengers were able to get to lectures on time. Four per cent called for new routes to be provided (to ensure that their local area remains accessible by bus) while a further 4% emphasised the need for the free connecting service to run regularly/for services to be well-synchronised so wait time is minimised (particularly when the weather is bad) (3%). The importance of ensuring that fare prices do not increase (3%) was also frequently mentioned.

**Table 5.1: Suggestions for Design of Change to Ensure Passenger Comfort and Confidence (%)**

Suggestions	Share of Respondents
More frequent buses than currently	9
Ensure services run on time/run to timetables	7
Provide new routes to cover areas previously covered by Route 18 <i>(particularly mentioned by males – 10%)</i>	4
Ensure no wait time to transfer at hub/ensure shuttles run regularly/ensure services well synchronised with shuttles <i>(particularly mentioned by those using Route 18 3-4 times a week – 7%)</i>	4
Ensure fare prices don't increase	3
More direct services to university campuses	2
Ensure hubs are well signposted	2
Provide weekend and evening shuttle services	2
Provide live information about service delays	2
Nothing needed – already comfortable with change	2
Retain the current service/route	8

Base: n=191 (All respondents who answered this question)

Note that multiple responses to this question were permitted. Table lists negative aspects mentioned by 2% of respondents or more.



*Having the free bus running smoothly every 10 minutes so I can be guaranteed a ride when I need it.*

*[The service] would have to run frequently, on time, and preferably have a bus from Karori to Kelburn campus on weekends.*

*There should be a bus going to university already waiting in the hub when I arrive and it is a short and easy switch over to the next bus possible. No waiting time basically.*

*It would need to be cheaper to get the city end of the tunnel than it currently is to get to uni, and the free shuttles would need to be punctual and reliable.*

*There needs to be regular shuttles and dry bus stops to wait for them.*

## 5.2 Communicating The New System

With respect to communicating the new system to Route 18 passengers, respondents are most likely to suggest the provision of comprehensive information on the Metlink website (12%) and user-friendly, clear timetables and route maps (9%). Route 18 passengers also called for notices/posters on buses (6%) and at bus stops (5%) advising of the change. Information at the university campuses (particularly at the university bus stops) was also frequently suggested (5%).

**Table 5.2: Suggestions for Communication of Change to Ensure Passenger Comfort and Confidence (%)**

Suggestions	Share of Respondents
Provision of comprehensive information on Metlink website	12
User-friendly, clear timetables and maps <i>(particularly mentioned by those using Route 18 every weekday – 17%)</i>	9
Notices/posters on buses	6
Notices/posters at bus stops	5
Information at university campuses <i>(particularly mentioned by those travelling to or from a university campus – 7%)</i>	5
Brochures	4
Real Time information displays at hubs/more RTI boards	3
Advertise changes as widely as possible	3
Provide information about shuttle service – where to catch service, how often it runs	3
Better communication/information from drivers	2
Develop an app	2
Television advertising	2

**Base:** n=191 (All respondents who answered this question)

Note that multiple responses to this question were permitted. Table lists negative aspects mentioned by 2% of respondents or more.



*Easy to use internet timetables and paper timetables that are accurate and consistent.*

*[The change] will need to be communicated in as many ways as possible - website, posters, tv etc. or people will only see buses being cut and not realise the shuttles are free and regular.*

*Clear and accessible timetable so you could plan your route and be on time.*

*[The change] should be advertised on buses now so that we can see how to and where to catch it.*

*Information hand-outs on the No18 (like these surveys), plentiful information at the uni bus shelter and other hub shelters, and send out emails.*

*Note: A full list of design and communication suggestions is provided in Appendix Two.*

## Appendix One: Questionnaire

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### **REPLACING THE ROUTE 18 (Campus Connection) – WHAT DO YOU THINK?**

*Greater Wellington is committed to providing an efficient public transport network in the region. They are considering replacing the Route 18 as part of a future network of services to start in 2017. As a passenger of this route, we would value your feedback on a possible changes to how this route operates. Please take some time during your trip today to complete this questionnaire.*

#### **The Proposed Change**

Route 18 (The Campus Connection service) currently benefits some Wellington suburbs but leaves others unserved, requiring passengers to make long trips via Lambton Quay and/or pay multiple fares.

Greater Wellington is considering re-designing the bus network so that more frequent services operate to many suburbs (including extra weekend and evening services), with free transfers between buses at improved bus hubs.

Under the proposed change:

- For travel to Victoria University from the southern and eastern suburbs, passengers could catch any bus (including express services) to a hub in Courtney Place.
- From Karori, passengers could catch any bus to the city end of the Karori Tunnel.

From these hubs, a bus departing every 10 minutes or so would provide a free transfer to Victoria University which would not require an additional fare to be paid. Buses from Courtenay Place would take the most direct route to Kelburn via Ghuznee Street and The Terrace, not via Lambton Quay. **Maps of the current Route 18 and the proposed new system are provided on the back of this form.**

This change would allow passengers to access Victoria University from a wider range of suburbs without the need to wait for a specific university bus.

Direct services would continue to link between Pipitea, Kelburn and Karori Campuses as well as between Te Aro and Kelburn Campuses without the need to transfer between buses.

**PLEASE TURN OVER**



gravitas

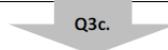
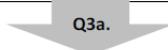
**Q1.** Compared to the current Route 18 (Campus Connection) service, FOR YOU PERSONALLY, would changing to a system of being able to use any bus, with a free transfer at a designated hub, be:

Much worse	A little worse	Wouldn't make a difference	A little better	Much better	Not sure
1	2	3	4	5	99

**Q2.** Compared with how often you use buses on Route 18 now, if the proposed new system was put in place, would you use buses to get to your destination ...

Please circle ONE number

A lot less often	A little less often	The same as you do now	A little more often	A lot more often	Not sure
1	2	3	4	5	99



**Q3a.** Why would you use buses less often to get to your destination? Write in

**Q3c.** Why will you use buses more often? Write in



**Q3b.** What would you do/what mode of transport would you use instead? Write in

**Q3d.** Which, if any, mode of transport would you use less? Write in

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**Q4.** What do you like about the idea of changing to a system of being able to use any bus to connect to a free shuttle at a designated hub?

*Please provide as much detail as possible.*

**Q5.** What do you not like about the idea of changing to a system of being able to use any bus to connect to a free shuttle at a designated hub?

*Please provide as much detail as possible.*

**Q6.** How would the new system need to be designed and communicated so you would feel comfortable and confident using it?

*Please provide as much detail as possible.*

**Q7a.** How much influence did the proximity to bus stops on Route 18 have on your decision as to where to currently live?

*Please circle ONE number.*

No influence	A little influence	Some influence	A lot of influence	I was not involved in decision as to where I live
1	2	3	4	5

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**Q7b.** If the idea of removing Route 18 and instead using any bus, with a free transfer at a designated hub, goes ahead, which one of the following best describes you?

Please circle ONE number.

1	I would have more freedom of choice of where to live and would <u>definitely consider</u> moving to somewhere else in the city.	4	I would <u>definitely</u> be forced to move away from where I currently live to somewhere more accessible to public transport
2	I would have more freedom of choice of where to live and would <u>may consider</u> moving to somewhere else in the city.	5	I <u>may</u> be forced to move away from where I currently live to somewhere more accessible to public transport
3	I would not consider or need to live somewhere else in the city	6	Other <i>Please state</i> _____ _____

**You and Your Trip Today**

Finally some question about your trip today.

**Q8.** Where did you get ON this bus today?

Please write in the name of the suburb, stop or key landmark e.g. which university campus.

**Q9.** And where will you get OFF this bus today?

Please write in the name of the suburb, stop or key landmark e.g. which university campus.

**Q10.** Which of the following best describes your trip today?

Please circle ONE number

1	This trip will only be on Route 18	2	This trip has, or will, involve a connection to or from another route
			Which other route(s) you have or will use on this trip today? Write in: _____

**Q11.** Which of the following best describes how often you travel on Route 18 (Campus Connection)?

Please circle ONE number

1	Every weekday – once or twice a day	5	Once a month
2	Three or four days a week	6	Less often than once a month
3	Once or twice a week	7	This is the first time
4	Once a fortnight/once every three weeks		

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**Q12. Which of the following best describes your use of Route 18 ON THIS TRIP TODAY?**

Please circle ONE number

1	I am a <u>university student</u> travelling to or from university	5	To access the hospital (including medical services available nearby)
2	I am a <u>university staff member</u> travelling to or from university	6	To get to shops and/or services
3	To travel to or from <u>my place of study</u> which is <u>not a university</u> e.g. high school	7	To get to entertainment facilities (including bars and restaurants) or tourist attractions
4	To travel to or from <u>my workplace</u> which is <u>not a university</u>		Other <i>Please write in:</i> _____

**Q13. Are you?**

Please circle ONE number.

Male	Female
1	2

**Q14. Which age group best describes you?**

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.

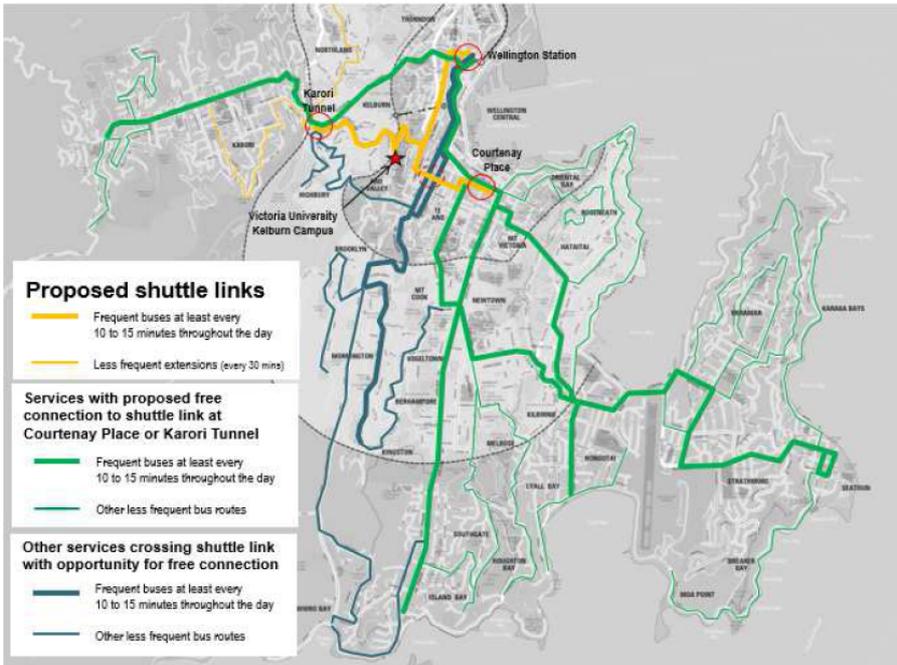
Gravitas randomly audits 5% of all surveys completed, to check the quality of the survey and the accuracy of the data recorded. Please provide your name and evening contact number to enable us to do this. **Please note that your personal details will be kept confidential and will not be used for any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

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

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

If you have any questions about the proposed changes to Route 18, please contact Metlink: info@metlink.org.nz.

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



## Appendix Two: Enhancing Acceptance of Change

Appendix Table 2.1: Suggestions for Design of Change to Ensure Passenger Comfort and Confidence (%)

Suggestions	Share of Respondents
More frequent buses than currently	9
Ensure services run on time/run to timetables	7
Provide new routes to cover areas previously covered by Route 18	4
Ensure no wait time to transfer at hub/ensure shuttles run regularly/ensure services well synchronised with shuttles	4
Ensure fare prices don't increase	3
More direct services to university campuses	2
Ensure hubs are well signposted	2
Provide weekend and evening shuttle services	2
Provide live information about service delays	2
Ensure the system is simple/easy to understand	1
Provide adequate shelter at hub bus stops	1
Ensure transfers are free	1
Ensure shuttles are clearly labelled/clearly visible	1
Ensure there is plenty of parking available around the hub	1
Ensure sufficient shuttles are available to handle the volume of passengers	1
Provide more express buses	1
Guarantee a shorter travel time than using Route 18	1
Provide wheelchair-accessible services	1
Nothing needed – already comfortable with change	2
Retain the current service/route	8

Base: n=191 (All respondents who answered this question)

Note that multiple responses to this question were permitted. Table lists negative aspects mentioned by 2% of respondents or more.

Appendix Table 2.2: Suggestions for Communication of Change to Ensure Passenger Comfort and Confidence (%)

Suggestions	Share of Respondents
Provision of comprehensive information on Metlink website	12
User-friendly, clear timetables and maps	9
Notices/posters on buses	6
Notices/posters at bus stops	5
Information at university campuses	5
Brochures	4
Real Time information displays at hubs/more RTI boards	3
Advertise changes as widely as possible	3
Provide information about shuttle service – where to catch service, how often it runs	3
Develop an app	2
Television advertising	2
Better communication/information from drivers	2
Provide clear information about fare charges	1
Use a multi-channel promotional campaign	1
Provide information via social media	1
Provide information in the post	1
Have transport ambassadors on site to provide information	1
Promote change through posters around the CBD	1
Communicate with affected passengers via Snapper Card system	1
Have a public information meeting to explain changes	1

Base: n=191 (All respondents who answered this question)

Note that multiple responses to this question were permitted. Table lists negative aspects mentioned by 2% of respondents or more.