

New Plymouth District Council

PUBLIC CONSULTATION ON INTEGRATED TRANSPORT AND CYCLEWAY INFRASTRUCTURE

Research report | September 2023



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Section 1

Key findings

|  | KEY PRIORITIES | |
|---|---|--|
| | Most prioritised A safe and connected district. | Least prioritised Vibrant local areas with less need to travel. |
|  | IMPROVE PUBLIC TRANSPORT | |
| | Most prioritised Increasing the frequency of public transport and infrastructure. | Least prioritised Increasing the parking fees. |
|  | IMPROVE ACCESS TO KEY AMENITIES | |
| | Most prioritised Connecting public transport to key destinations and a separate route for freight. | Least prioritised Increasing the road capacity. |
|  | REDUCE RELIANCE ON PRIVATE VEHICLES | |
| | Most prioritised Increasing accessibility around the district and shifting road freight to other modes. | Least prioritised Reducing transport emissions and using alternative fuel. |
|  | USE MORE OF ACTIVE TRAVEL NETWORK (WALKING AND CYCLING) | |
| | Most prioritised Improving existing road connections, bridges and raised crossings. | Least prioritised Reducing the road speeds. |
|  | RESIDENTS ARE DIVIDED OVER THEIR SUPPORT FOR FUTURE ROAD UPGRADES | |
| | 47% supportive 25% unsupportive 28% neutral | |
|  | ADDITIONAL FEEDBACK ON INTEGRATED TRANSPORT FRAMEWORK | |
| | Diverse feedback was received about cycle and walking initiatives. Residents do not support reducing car parks or charging more parking fee. | |

Section 2

About this research

Research context

New Plymouth District Council (NPDC) sought to engage the community in a public consultation, seeking feedback about five ‘themes’ from the Transport Blueprint. Feedback from residents of the district has been sought on NPDC’s specific plans around the following five themes:

- Priority areas
- Public transport initiatives
- Key amenities initiatives
- Public vehicle initiatives
- Active travel network initiatives

Research design

Resident feedback was sought via a six-week survey campaign commencing on 18th August 2023. A mixed-method quantitative consultation process was designed to ensure breadth of public engagement:

1. A survey representative of the residents of the district aged 18 years and older on age, gender, ethnicity, and location.
2. An open submission via a digital public access open link survey.

THE REPRESENTATIVE SURVEY

This was administered in a short survey conducted online between 23 August and 12 September 2023.

A total of 500 responses were collected. Overall, the representative survey results have a margin of error of +/- 4.4 percent at 95 percent confidence level.

THE OPEN PUBLIC SUBMISSION SURVEY

A digital link survey was open to the public and shared through community and Council communications, media and the NPDC’s People’s Panel. The survey was open for public consultation between 18 August to 2 September 2023.

The table below details survey completions by different distribution channels.

Table 1. Survey responses by distribution channels

| Survey responses | Responses |
|-----------------------|-----------|
| Representative survey | 500 |
| Open submissions | 305 |
| Total responses | 805 |

Sample Composition: Representative and Open submissions

The achieved sample was representative of the New Plymouth District regarding age, gender, location, and ethnicity in accordance with Statistics NZ census 2018 data.

The table below details the sample composition as observed for the representative survey and the open submission survey. Any significant differences observed across the distribution type are highlighted.

For this report, the representative survey will provide the primary reference point for findings as this most accurately represents the voice of the residents of the district.

Table 2: Sample composition.

| | | Representative survey | Open submission | Number of respondents (Representative sample) | Number of respondents (Open sample) |
|--------------------------|---|-----------------------|-----------------|---|-------------------------------------|
| Ward | New Plymouth City | 63% | 70% | 314 | 212 |
| | Puketapu + Bell Block + Waitara | 16% | 13% | 80 | 39 |
| | Clifton + Inglewood | 17% | 12% | 83 | 35 |
| | Kaitake | 5% | 6% | 23 | 17 |
| Age | 18-44 | 35% | 36% | 175 | 109 |
| | 45-64 | 39% | 41% | 194 | 125 |
| | 65+ | 25% | 21% | 127 | 65 |
| | Prefer not to say | 1% | 2% | 4 | 6 |
| Gender | Male | 46% | 42% | 231 | 129 |
| | Female | 53% | 54% | 263 | 164 |
| | Another gender | 0% | 1% | 2 | 2 |
| | Prefer not to say | 1% ↓ | 3% ↑ | 4 | 10 |
| Ethnicity | NZ European | 84% | 87% | 420 | 266 |
| | Māori | 16% ↑ | 8% ↓ | 78 | 24 |
| | Pacific Peoples | 1% | 0% | 4 | 0 |
| | Asian | 5% ↑ | 2% ↓ | 25 | 5 |
| | Middle Eastern / Latin American / African | 0% | 1% | 1 | 4 |
| | Other ethnicity | 3% | 4% | 13 | 11 |
| | Other European | 2% ↓ | 5% ↑ | 11 | 16 |
| Total respondents | | | | 500 | 305 |

Data analysis

Respondents were asked to select their top 3 priorities under each theme (1 being the highest priority). The cumulative proportion of respondents that ranked the initiative amongst their top three is provided in the tables.

Any significant differences as observed in survey responses across demographics or survey methods are highlighted in each section, and the corresponding data tables are shared in Appendix A.

THE FOLLOWING POINTS BE NOTED:

- Grouped percentages may not add up to 100% due to rounding.
- The results were tested for a significant difference across survey types and demographics at a 95% confidence level.
 - **XX↑** denotes significantly higher differences in responses across survey types and/or demographics.
 - **XX% ↓** denotes significantly lower differences in responses across survey types and/or demographics.

Detailed findings

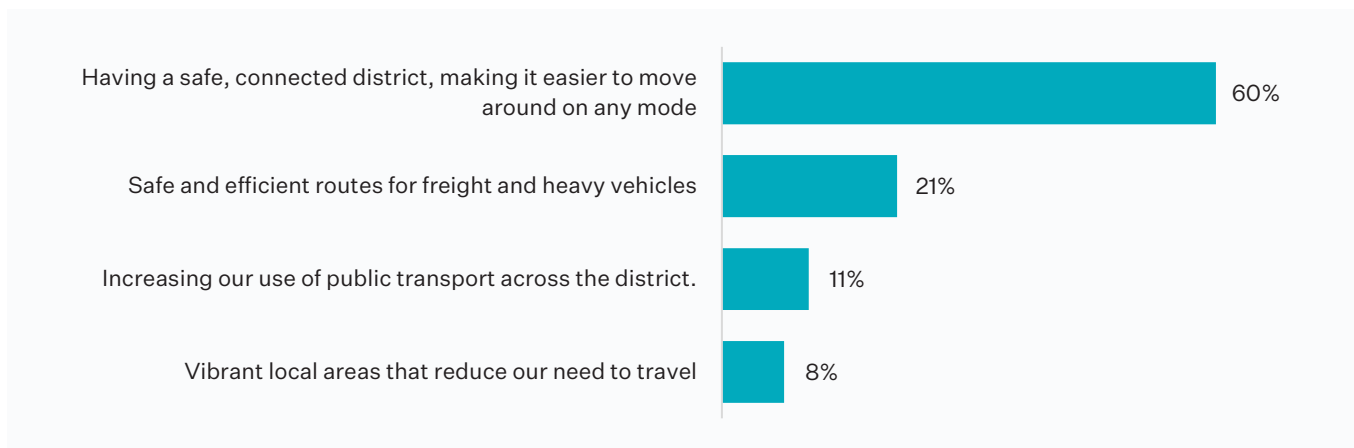
Section 3

Key priorities across transport network

- The residents primarily prioritised having a safe and well-connected district, one that makes it easy for them to move around on any mode.
- Only one in five prioritised having safe and efficient routes for freight and heavy vehicles.
- Making more use of the public transport and making the area more vibrant, that reduces the need for travelling, were lowest on their priority list.

Similar priorities were reported across age-groups, wards, and method of survey distribution (i.e., open link submissions or representative sample survey).

Figure 1: Key priority areas



Q. Considering the four broad themes below, what is your key priority across the district's transport network?

Base: n=500 (representative sample only).

Section 4

Initiatives to improve public transport

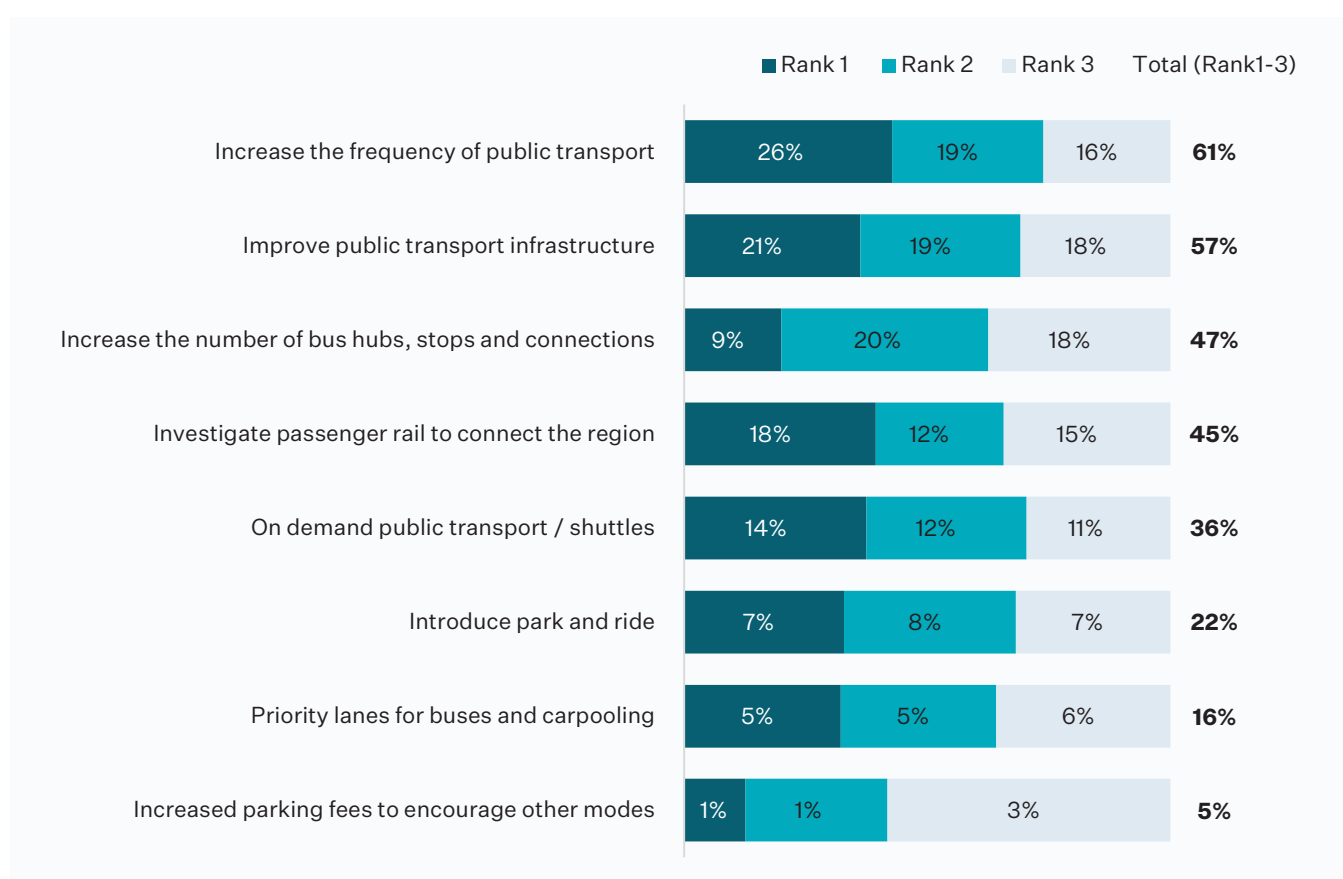
- The primary initiatives that residents value for improving public transport are more frequent public transport service and an enhanced infrastructure.
- Close to half ranked the options of more bus hubs, stops and connections, and having a passenger rail that connects the region amongst their top three priorities.
- Wards were found to be similar in their priorities with no significant differences observed.
- Compared to the representative sample, the open link submissions are significantly higher on prioritising a more frequent public transport and having a passenger rail, and significantly lower on the park and ride option¹.



At least three fourths did not prioritise:

Introducing park and ride, priority lanes for buses and carpooling and more parking fees.

Figure 2: Ranking for public transport initiatives (percentage respondents ranked 1 to 3)



Q. The Council wishes to understand how it can best improve public transport. Of the following public transport initiatives, please rank what you consider to be the 3 top priorities for the Council. Please rank the following initiatives by entering 1, 2 and 3 to indicate your top 3 priorities for the Council – where 1 is the topmost priority. Base: n=500.

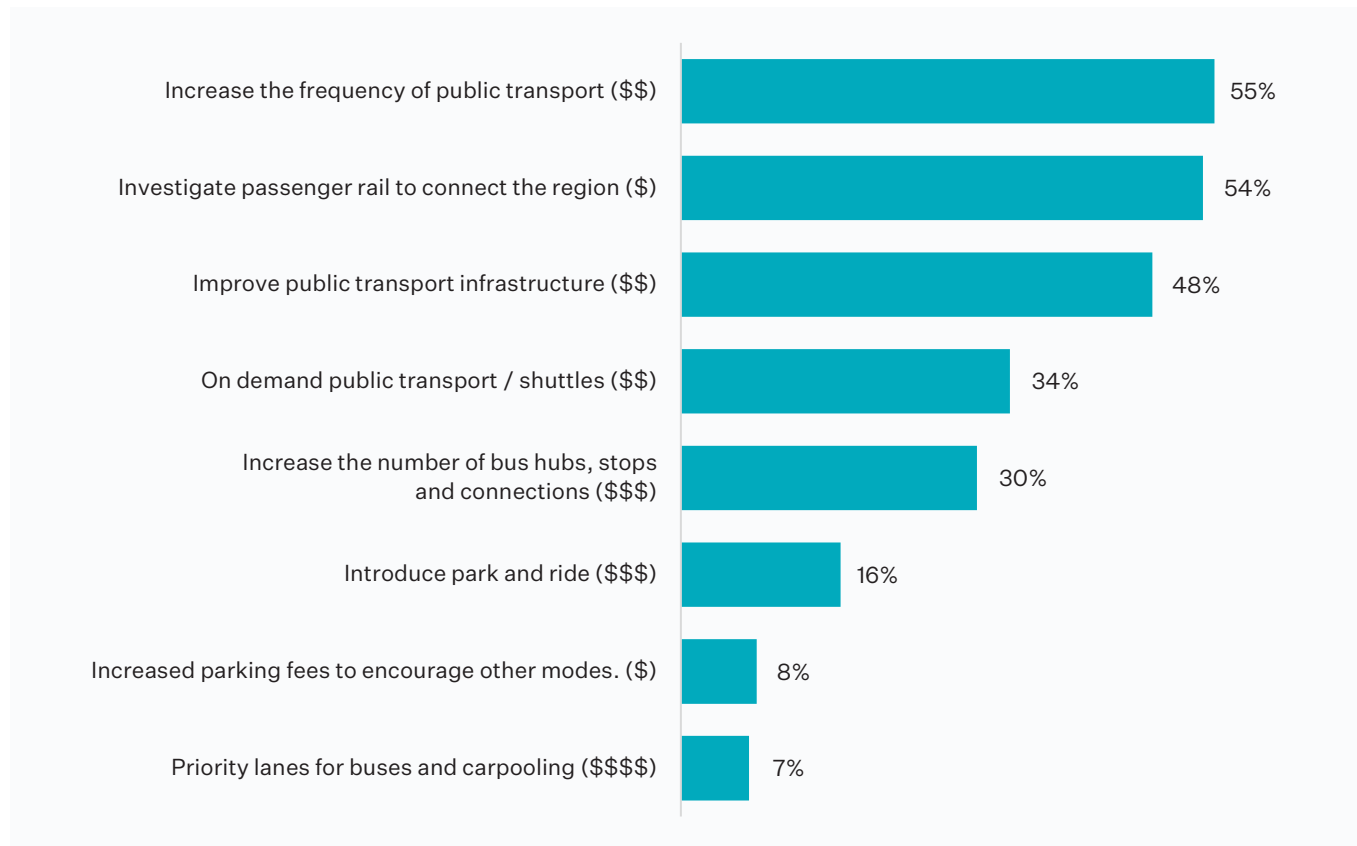
¹ Details in Table 4, Appendix A.

After assigning an indicative cost to each of the options, and restricting choices to an allocated budget (i.e., \$6) only resulted in a slight shift in the priorities. The following observations were made:

- Over half the residents still prioritised a more frequent public transport service, even though it took up 33 percent of their budget.
- A significantly higher proportion of residents included having a passenger rail to connect the region in their priorities². This initiative has moved up two notches in the priority list (from 4th place to 2nd place), after assigning a dollar value. Being amongst the cheapest initiatives would have contributed here, meaning more respondents could choose the initiative, whilst still selecting the more expensive priorities.
- Having more hubs, stops and connections – which costs residents 50 percent of the allocated budget – has been significantly less prioritised. Nevertheless, it remains a priority for 30 percent of the residents. And it is still prioritised above the options of introducing park and ride and raising parking fees, which either cost the same as or less than the option of more hubs, stops, and connections.
- An interesting observation here is that even though increasing parking fees is the least expensive option, it remains amongst the lowest of priorities for residents.

² Details in Table 8, Appendix B.

Figure 3: Public transport initiatives prioritised (post assigning an indicative dollar value)



Q. An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives, to improve public transport, without going over the allocated budget? You have a maximum of 6 (\$\$\$\$\$) to spend on the following initiatives. Base: n=500.

Section 5

Initiatives to improve access to key amenities

One of the challenges that the integrated transport framework aims to address is improving access to key amenities such as schools, the coast, and services.

- With that intent, connecting public transport to key destinations was prioritised the most by respondents.
- This was followed by having a separate route for freight in towns, and resilient connections for all modes.
- About a third of respondents prioritised providing villages with services and shops, resulting in less travel.
- Adding more routes/modes of travel, into New Plymouth and for those living outside New Plymouth, was amongst the lowest preferred initiatives.
- Similar priorities were observed across wards.

Open link respondents are significantly lower in prioritising working from home as a step that could improve access to amenities, compared to the representative sample (15% open link, 24% representative sample)³.



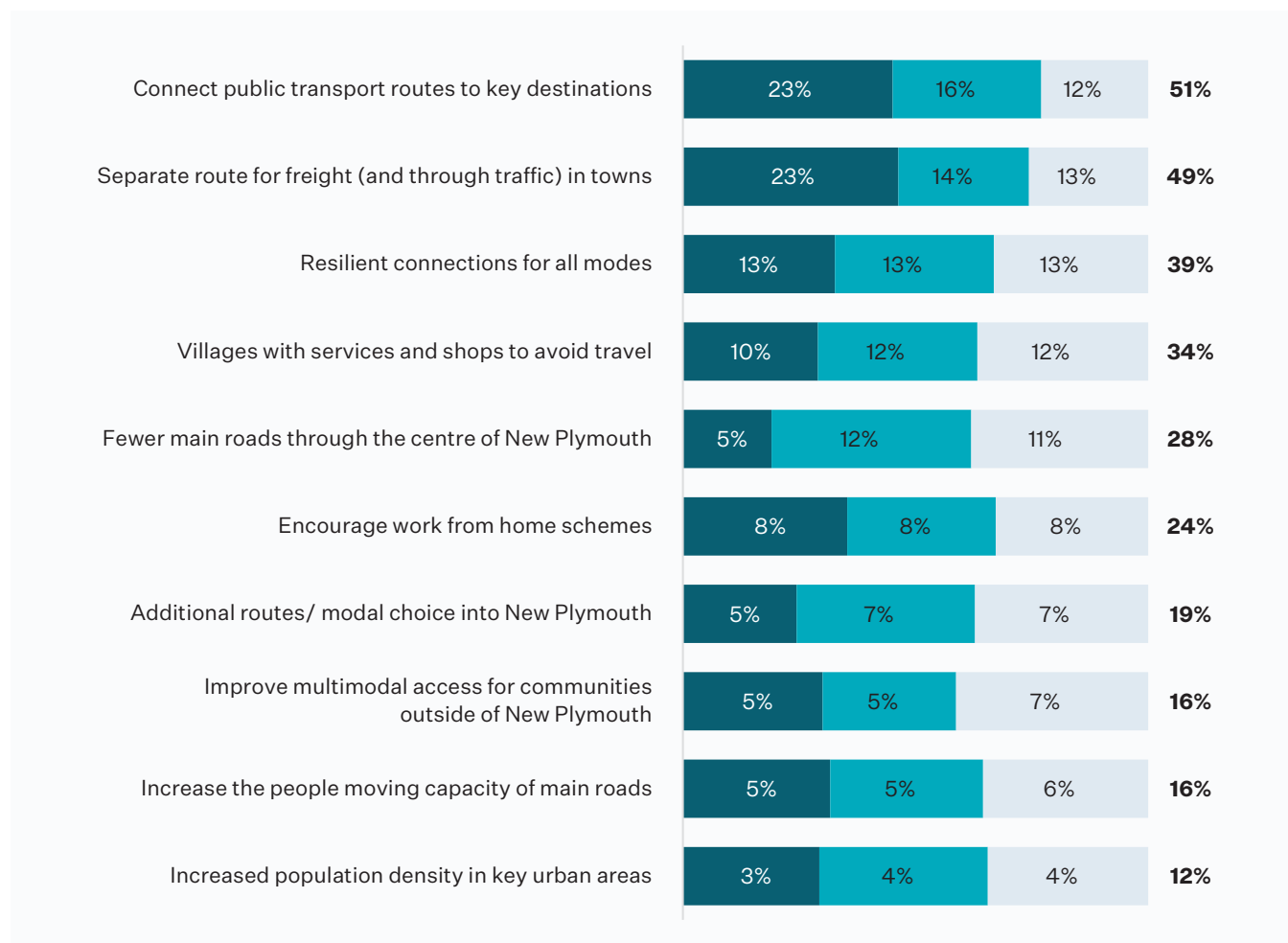
Seniors (65+) prioritised a separate route for freight the most.

A third of 18-44 age group prioritised working from home.

Over 80% did not prioritise increasing road capacity or an increased population density in urban areas.

³ Details in Table 5, Appendix A.

**Figure 4: Ranking for initiatives to improve access to key amenities
(percentage respondents ranked 1 to 3)**



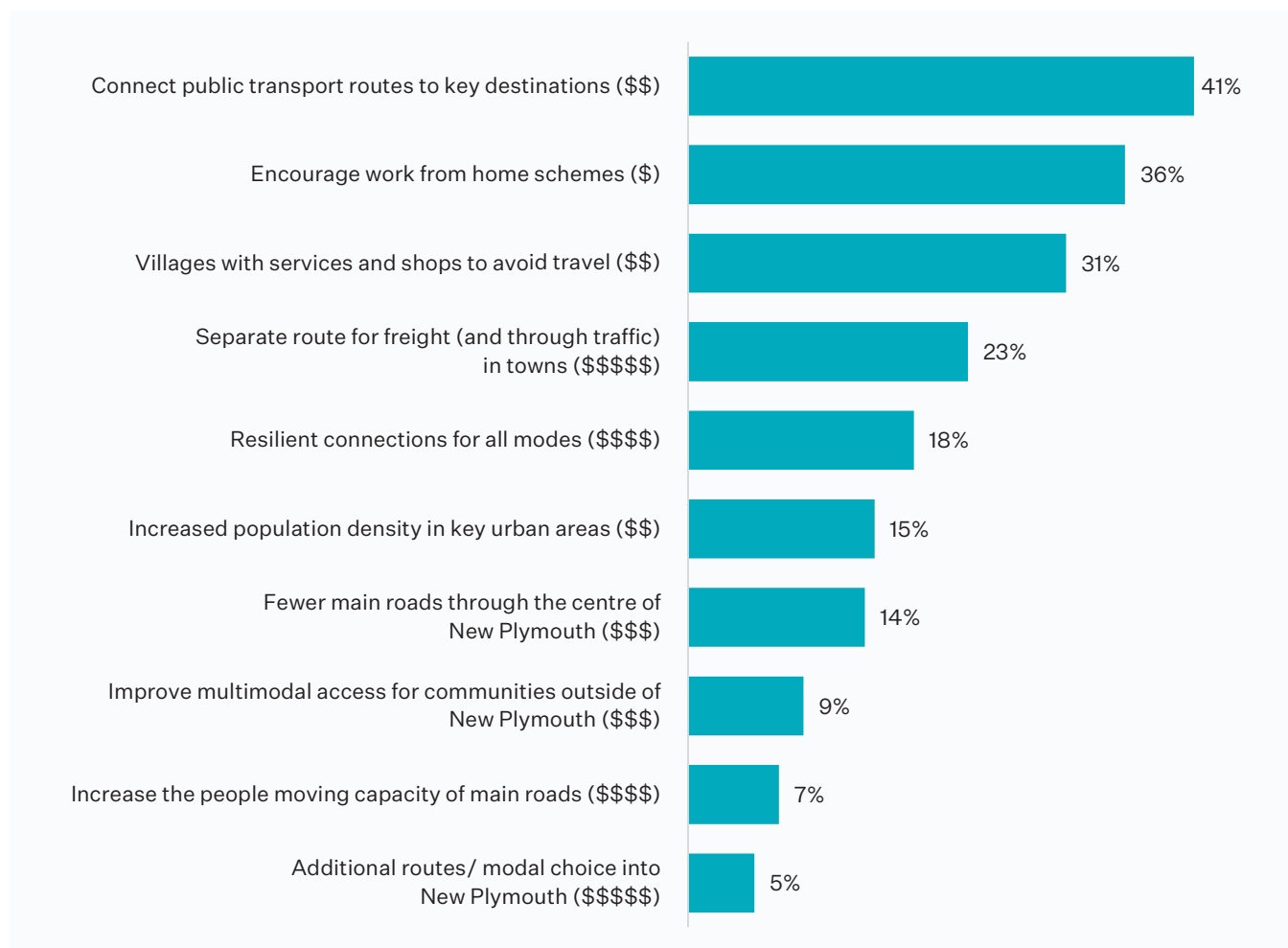
Q. The Council wishes to understand how it can best improve access to key amenities (e.g., schools, the coast, parks) for everyone in the district. Of the following initiatives, please rank what you consider to be the 3 top priorities for the Council. Please rank the following initiatives by entering 1, 2 and 3 to indicate your top 3 priorities for the Council. Base: n=500.

Assigning a cost to each option has significantly influenced residents' prioritisation of some of the initiatives. While some initiatives retained their position due to their perceived value, others – when associated with a higher cost – saw a decline in preference indicating these initiatives are cost sensitive (Fig.5). Some of the less expensive options, for example increasing population density in urban areas, have moved up, whereas the more expensive ones, such as a separate route for freight in towns, have moved down the list of priorities. The following observations were made:

- Connecting public transport routes to key destinations remains the top priority, even though it was prioritised by 10 percent less residents than before.
- Encouraging work from home is second on the list and is prioritised significantly higher than before⁴. However, this could be due to the lowest dollar value assigned to this option.
- Separate routes for freight and resilient connections, the options which would cost the residents at least two-thirds of their allocated budget, were significantly less prioritised than before.
- Adding road capacity and routes are the least of the priorities for the respondents.

4 Details in Table 9, Appendix B.

Figure 5: Initiatives to improve access to amenities prioritised (post assigning an indicative dollar value)



Q. An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives to improve access to key amenities (e.g., schools, the coast, parks), without going over the allocated budget? You have a maximum of 6 (\$\$\$\$\$). Base: n=500.

Section 6

Initiatives to reduce reliance on private vehicles

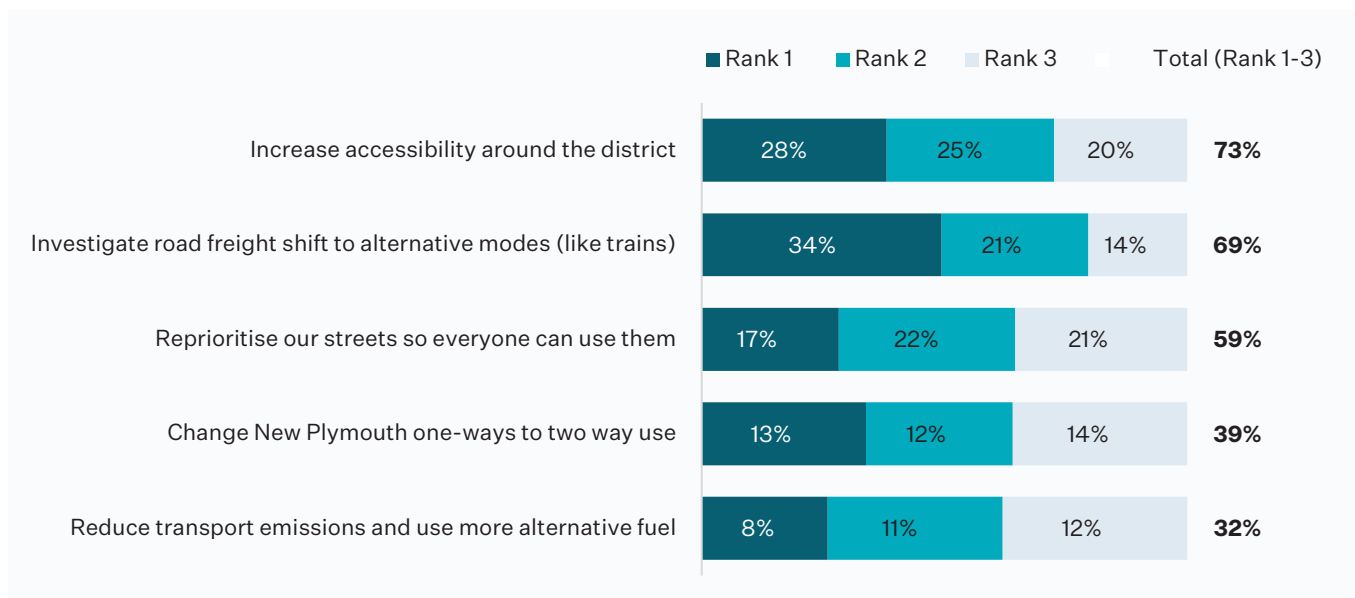
New Zealand has one of the highest rates of car ownership in the OECD⁵. One of the objectives of the integrated transport plan is to reduce public reliance on private vehicles. The Council wants to understand from the residents what initiatives it should take to reduce this dependence.

- More than two-thirds of respondents prioritised increasing accessibility around the district and shifting road freight to alternative modes.
- Close to 60 percent believed that reprioritising streets would reduce reliance on private vehicles.
- Priorities were not significantly different across wards.



Over 60% did not prioritise converting one-ways to two-ways or reducing transport emissions or switching to alternative fuel.

Figure 6: Initiatives prioritised (percentage respondents ranked 1 to 3)



Q. The Council wishes to understand how it can reduce our reliance on private vehicles (including freight). Of the following initiatives, please rank what you consider to be the 3 top priorities for the Council. Please rank the following initiatives by entering 1, 2 and 3 to indicate your top 3 priorities for the Council. Base: n=500.

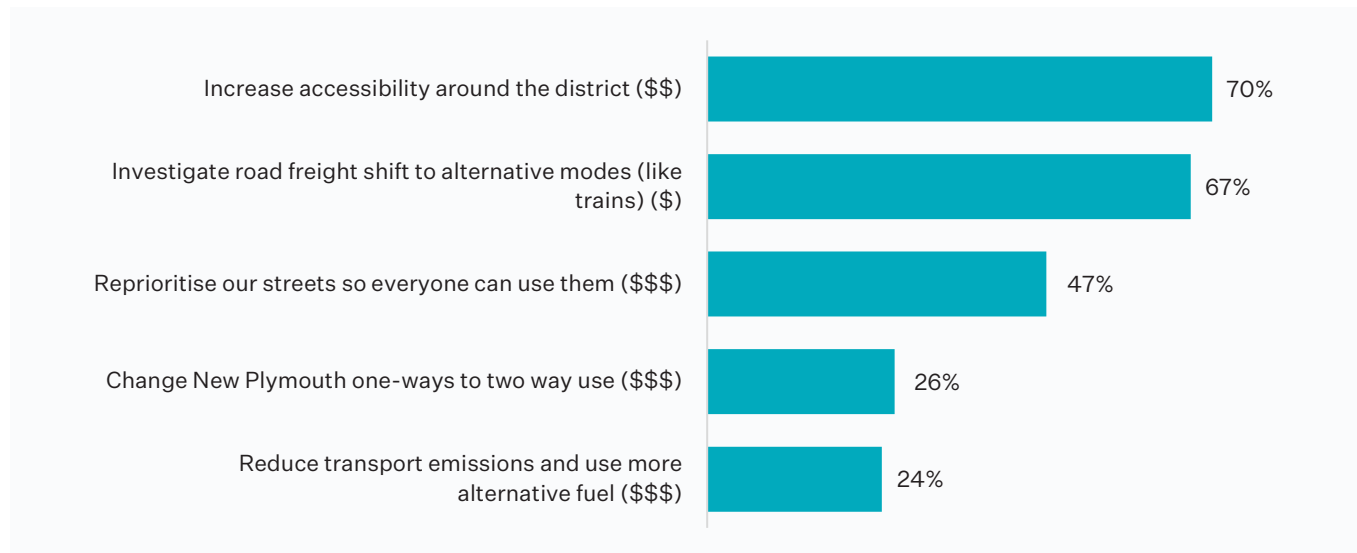
Regardless of the dollar value assigned, the priorities for initiatives to reduce reliance on private vehicles largely remain unchanged with no significant differences observed (Fig.7).

Those surveyed through the public submissions open link are significantly less likely to prioritise increasing accessibility around the district as a means to reduce the usage of private vehicles, compared to the representative sample (59% open link vs 70% representative sample)⁶.

⁵ <https://www.nzta.govt.nz/assets/resources/keeping-cities-moving/Keeping-cities-moving.pdf>

⁶ Details in Table 6, Appendix A.

Figure 7: Initiatives prioritised for implementation (post assigning an indicative dollar value)



Q. An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives to reduce our reliance on private, without going over the allocated budget? You have a maximum of 6 (\$\$\$\$\$) to spend on the following initiatives. Base: n=500.

Section 7

Initiatives to encourage active travel modes

With a decrease in the usage of active modes (walking or cycling) post Covid⁷, the Council wants to understand what initiatives it should take to improve the currently fragmented active travel network (i.e., cycling and walking network and facilities).

At least 30 percent prioritised the following initiatives:

- improving existing road connections;
- upgrading bridges; and
- building raised crossings.

Respondents from across the wards had the same priorities.

The representative sample was, however, more likely to prioritise improving road conditions and raised crossings, whereas the public submissions open link prioritised completing the cycle network significantly more than the former⁸.

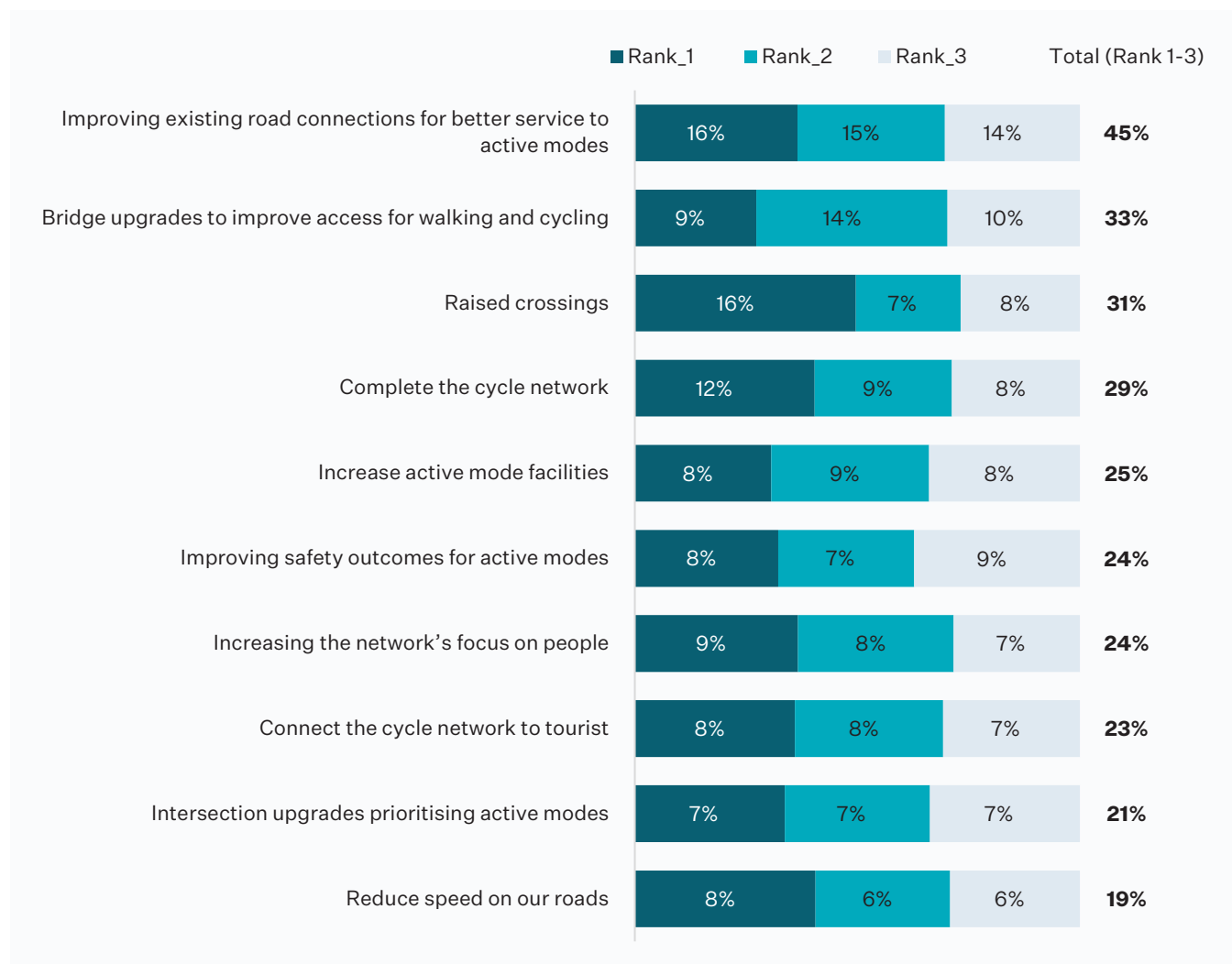


For over 80% residents upgrading intersections and reducing speed on the roads were not their top 3 priorities.

⁷ <https://www.nzta.govt.nz/assets/resources/understanding-attitudes-and-perceptions-of-cycling-and-walking/Waka-Kotahi-Attitudes-to-cycling-and-walking-final-report-2022.pdf>

⁸ Details in Table 7, Appendix A.

Figure 8: Active travel network initiatives prioritised (percentage respondents ranking 1 to 3)



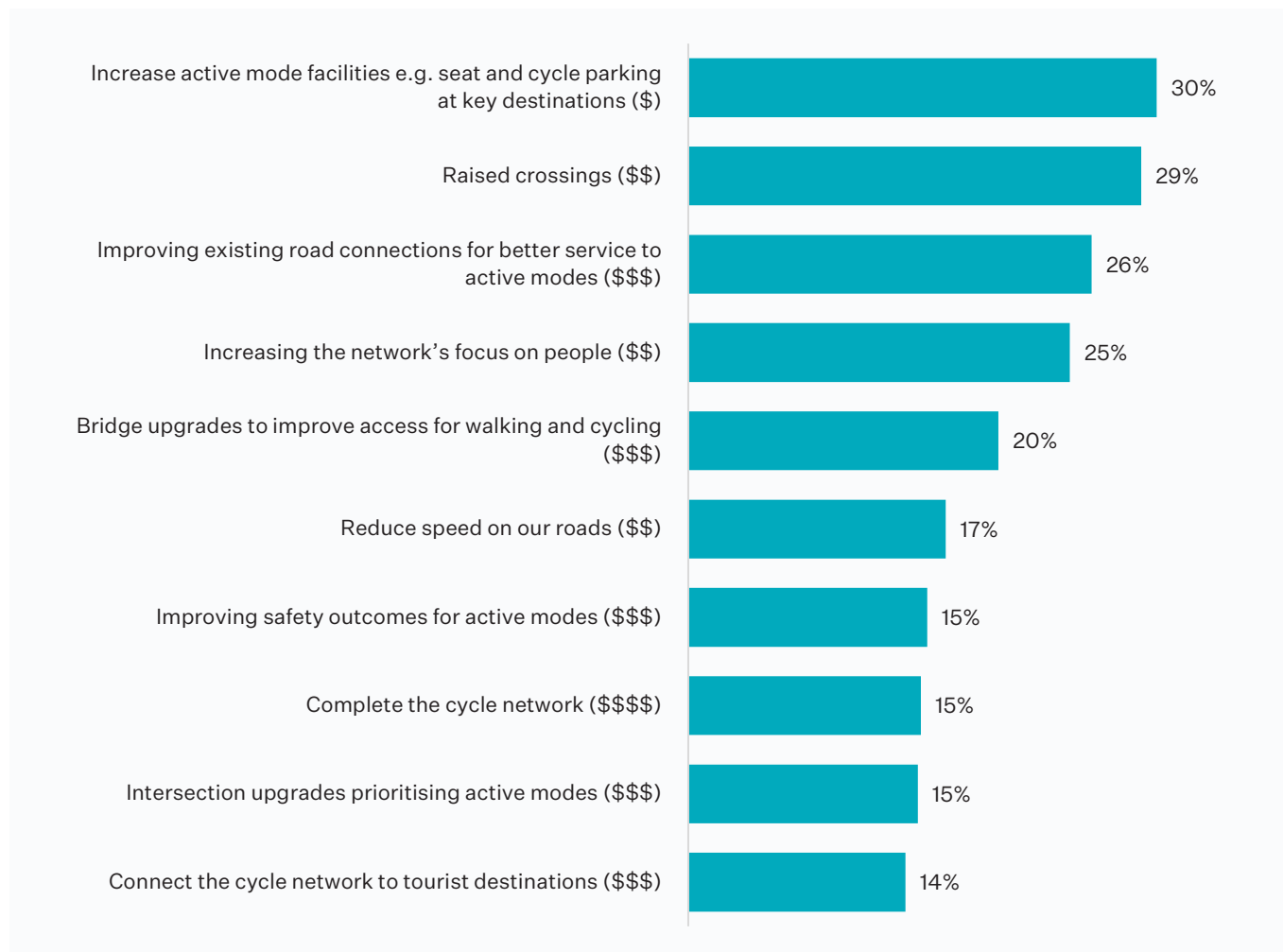
Q. The Council wishes to understand how it can improve our active travel network and encourage more people to walk and cycle. Of the following initiatives, please rank what you consider to be the 3 top priorities for the Council. Please rank the following initiatives by entering 1, 2 and 3 to indicate your top 3 priorities for the Council. Base: n=500.

Residents were observed to be price sensitive when choosing their priorities for improving the active travel network.

- Improving existing road conditions for active modes – which topped the priority list earlier (top 3 for 45% residents), was chosen by only 26 percent of the residents post assigning a price value.
- Increasing facilities for active travel such as parking for cycles, which was the least expensive option, became the topmost priority. It was prioritised by significantly more residents than before⁹.
- A similar trend was observed with other low-priced options, such as reducing speed and increasing the network's focus on people, which were prioritised above the expensive options.
- Fewer residents than before were observed to prioritise the more expensive initiatives such as improving safety outcomes, completing, and connecting cycle networks to tourist destinations, and upgrading intersections to prioritise active modes.

9 Details in Table 10, Appendix B.

Figure 9: Active travel network priorities (post assigning an indicative dollar value)



Q. An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives, to improve our active travel network and encourage more people to walk and cycle, without going over the allocated budget? You have a maximum of 6 (\$\$\$\$\$) to spend on the following initiatives. Base: n=500.

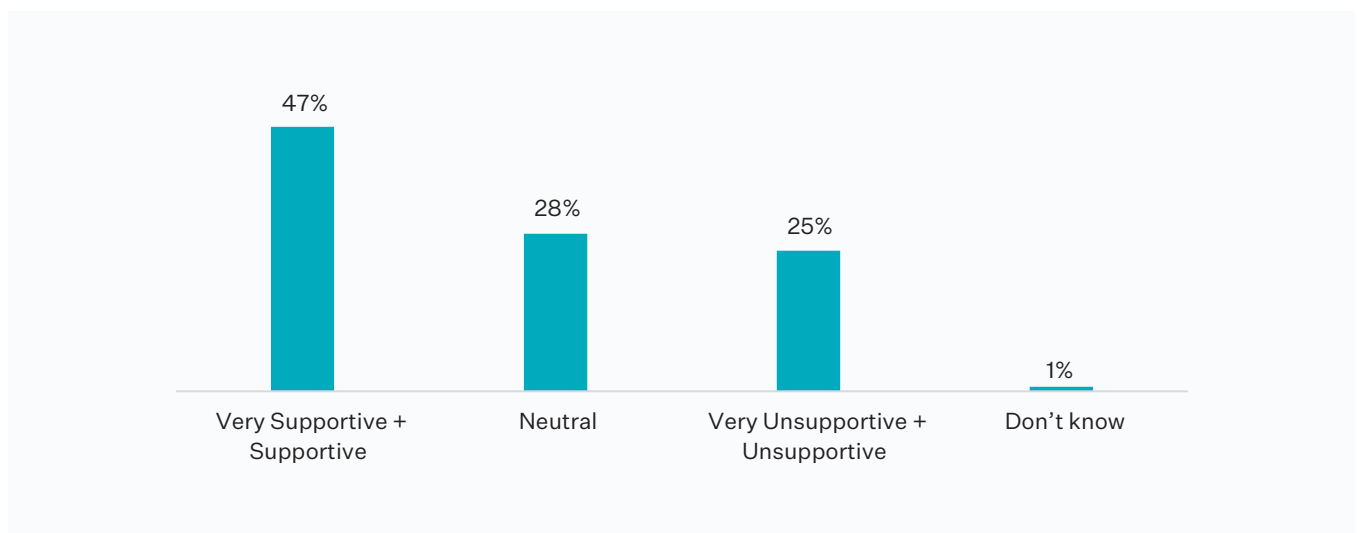
Section 8

Support for roading upgrades

Public perception of cycling as a way of getting around has softened since 2022¹⁰. The Council wants to understand how supportive the residents are of future roading upgrades that would improve the safety for pedestrians and cyclists.

- About half are supportive of future upgrades towards making roads safer and easier for those who walk or cycle.
- A quarter are unsupportive of these upgrades.
- A significant 28 percent are neutral. This could be because they are either unaware of the upgrades being planned or are unsure if the upgrades would help the cause.

Figure 10: Residents' support for future roading upgrades for choosing walking or cycling



Q. What is your level of support for future roading upgrades that make it safer and easier, for people who choose to walk or cycle for some trips? Base: n=500. Figures are rounded to the nearest whole number. The total may exceed 100%.

¹⁰ <https://www.nzta.govt.nz/assets/resources/understanding-attitudes-and-perceptions-of-cycling-and-walking/Waka-Kotahi-Attitudes-to-cycling-and-walking-final-report-2022.pdf>

- The public submissions open link survey gathered more support (6% higher) than that garnered from the representative sample. Also, significantly less were neutral in their response when compared to the representative sample (Fig.11).
- Across wards, an almost similar level of support was observed.

Table 3: Level of support for road upgrades by survey distribution channel

| Column % | RF REP (Dynata) + RF REP (SP) | Open |
|----------------------------------|----------------------------------|-------|
| Unsupportive + Very Unsupportive | 25% | 28% |
| Neutral | 28% ↑ | 18% ↓ |
| Supportive + Very Supportive | 47% | 53% |
| Don't know | 1% | 0% |
| Total respondents | 500 | 305 |

Section 9

Additional feedback about Integrated Transport Framework

Congruent with the findings of the survey thus far, the residents have provided feedback that touches various areas of the NPDC's transport framework draft, particularly how they perceived the initiatives for cyclists and pedestrians.

1. Mixed feedback on cycling and walking initiatives.

The respondents' feedback on cycling or walking initiatives is diverse. Some were supportive of measures to increase safety and accessibility for pedestrians and cyclists and were enthusiastic about promoting cycling and walking. The need for better maintenance of existing cycleways and footpaths was also highlighted, with an emphasis on the safety of walkers from cyclists.

“ I would like to see the current cycle lanes in New Plymouth made safer. Cars continually drive in the cycle lanes, and nothing is done to stop them. I am a walker, and I am fed up with walking around corners and meeting bikes on the footpath. It would save a lot of money if the cycle lanes were policed, and fines given out to drivers who do drive in cycle lanes”.

Others raised concerns about the practicality and impact of such initiatives on businesses and accessibility to amenities. These were particularly opposed to the proposed reduction of car parks, increasing parking fees, and squeezing the roads to accommodate cycle ways.

“ PLEASE LEAVE THE CARPARKS ALONE!! Businesses need car parks, PARENTS WITH MULTIPLE SMALL CHILDREN NEED CARPARKS!! THE ELDERLY NEED CARPARKS!!! THE DISABLED NEED CARPARKS!”

2. Fix current roads before starting new projects.

Residents felt that the Council should spend the rate payers' money on repairing the roads, rather than on cycle ways with very few cyclists currently using them.

“ I would prefer the potholes are fixed on non-NZTA roads within Taranaki before starting a big cycle/walk project”.

“ How about repair the roads around here before you waste millions of ratepayer dollars on cycleways that most people will never use, especially in the Winter”.

3. *Improve and explore other modes of public transport first and shift freight.*

Some residents suggested that transport means, such as rail and bus services connecting New Plymouth, be explored and/or improved first.

- “ I think the focus should be on improving public transport rather than cycle ways first. Also, why can't the very wide paths on Devon St. West be shared pedestrian/cycle paths?”
- “ First get more freight onto trains and coastal shipping and create a proper bus system using half size buses for economy.”

Shifting to alternative modes such as cycling or walking, wasn't seen as a practical option for the elderly or disabled, or for geographical reasons.

- “ Alternative transportation is not a reality for many & with the geography, layout and spread-out nature of services in New Plymouth”.

4. *Taking a balanced approach.*

Overall, the feedback indicates the need for a balanced approach that considers the needs of all road users, the impact on businesses, and the specific context and preferences of the local population.

- “ It's good to encourage people cycle and walking more. But weather in Taranaki can be an issue. Perhaps public transportation frequency and coverage is better”.
- “ Any change needs to be balanced, not everyone wants radical change in favour of a minority group, i.e., cyclists”.

Section 10

Conclusion

The residents of NPDC who participated in the research prioritise having a safe, well-connected district where they can move around on any mode, and safe and efficient routes for freight and heavy vehicles.

While half of the residents supported making the active travel network safer and easier, others suggested improving the existing public transport system: the frequency and number of services, fixing the roads, and being mindful of the needs and limitations of the less advantaged population – which includes the elderly and disabled.

Proposed initiatives of reducing car parks in the district and increasing the parking fees to encourage residents to shift to a more active travel mode and less use of their private vehicles, were not appreciated.

Access to amenities could be improved by connecting public transport to key places and providing separate routes for freight and heavy vehicles.

Use of private vehicles could be reduced by making the district more accessible and shifting the road freight to other modes, such as railways.

To encourage the residents to easily walk or cycle whilst also feeling safe, it is suggested that the Council improves roads, upgrades bridges, and has raised crossings. Increasing facilities such as cycle parking and seating was prioritised after assigning dollar values to various initiatives in this area.

Section 11

Appendix A - Survey responses by survey method

The following section reports on survey responses where statistically significant differences were observed across the method of distributing surveys.

Table 4: Priorities for public transport initiatives by survey method

| Column % | Total percentage (Ranked 1 to 3) | | |
|---|----------------------------------|-------|-------|
| | RF REP (Dynata) + RF REP (SP) | Open | Total |
| Increase the frequency of public transport | 61% ↓ | 70% ↑ | 65% |
| Improve public transport infrastructure | 57% | 54% | 56% |
| Increase the number bus hubs, stops and connections | 47% | 47% | 47% |
| Investigate passenger rail to connect the region | 45% ↓ | 54% ↑ | 48% |
| On demand public transport / shuttles | 36% ↑ | 28% ↓ | 33% |
| Introduce park and ride | 22% | 18% | 21% |
| Priority lanes for buses and carpooling | 16% | 13% | 15% |
| Increased parking fees to encourage other modes | 5% | 5% | 5% |
| Total sample; Unweighted; base n = 805 | | | |

Table 5: Priorities for improving access to key amenities by survey method

| Column % | Total percentage (ranked 1 to 3) | | |
|---|----------------------------------|-------|-------|
| | RF REP (Dynata) + RF REP (SP) | Open | Total |
| Connect public transport routes to key destinations | 51% | 49% | 50% |
| Separate route for freight (and through traffic) in towns | 49% | 52% | 50% |
| Resilient connections for all modes | 39% | 35% | 37% |
| Villages with services and shops to avoid travel | 34% | 30% | 32% |
| Fewer main roads through the centre of New Plymouth | 28% | 25% | 27% |
| Encourage work from home schemes | 24% ↑ | 15% ↓ | 20% |
| Additional routes/ modal choice into New Plymouth | 19% | 18% | 19% |
| Improve multimodal access for communities outside of New Plymouth | 16% | 21% | 18% |
| Increase the people moving capacity of main roads | 16% | 19% | 17% |
| Increased population density in key urban areas | 12% ↓ | 19% ↑ | 14% |
| Total sample; Unweighted; base n = 805 | | | |

Table 6: Priorities to reduce reliance on private vehicles by survey method

| Column % | Total percentage (ranked 1 to 3) | | |
|---|----------------------------------|-------|-------|
| | RF REP (Dynata) + RF REP (SP) | Open | Total |
| Increase accessibility around the district | 73% ↑ | 61% ↓ | 68% |
| Investigate road freight shift to alternative modes (like trains) | 69% ↓ | 77% ↑ | 72% |
| Reprioritise our streets so everyone can use them | 59% ↑ | 51% ↓ | 56% |
| Change New Plymouth one-ways to two-way use | 39% | 33% | 37% |
| Reduce transport emissions and use more alternative fuel | 32% ↓ | 42% ↑ | 35% |
| Total sample; Unweighted; base n = 805 | | | |

Table 7: Priorities to encourage residents towards using active travel modes by survey method

| Column % | Total percentage (ranked 1 to 3) | | |
|--|----------------------------------|-------|-------|
| | RF REP (Dynata) + RF REP (SP) | Open | Total |
| Improving existing road connections for better service to active modes | 45% ↑ | 32% ↓ | 40% |
| Bridge upgrades to improve access for walking and cycling | 33% | 29% | 31% |
| Raised crossings | 31% ↑ | 21% ↓ | 28% |
| Complete the cycle network | 29% ↓ | 39% ↑ | 33% |
| Increase active mode facilities | 25% | 22% | 24% |
| Improving safety outcomes for active modes | 24% ↓ | 31% ↑ | 27% |
| Increasing the network's focus on people | 24% ↓ | 31% ↑ | 27% |
| Connect the cycle network to tourist | 23% | 23% | 23% |
| Intersection upgrades prioritising active modes | 21% | 16% | 19% |
| Reduce speed on our roads | 19% | 14% | 17% |
| Total sample; Unweighted; base n = 805 | | | |

Section 12

Appendix B -Survey responses (prior to and post assigning a dollar value)

The following section reports on survey responses where statistically significant differences were observed in respondents' prioritisation for initiatives, post assigning a cost figure and restricting their choices to the budget allocated.

Table 8: Public transport initiatives prioritised (percentage respondents)

| % Respondents | Prioritised (i.e., amongst top 3) | Prioritised, post assigning a dollar value |
|---|--|---|
| Increase the frequency of public transport | 61% | 55% |
| Improve public transport infrastructure | 57% | 48% |
| Increase the number bus hubs, stops and connections | 47% ↑ | 30% ↓ |
| Investigate passenger rail to connect the region | 45% ↓ | 54% ↑ |
| On demand public transport / shuttles | 36% | 34% |
| Introduce Park and ride | 22% | 16% |
| Priority lanes for buses and carpooling | 16% | 7% |
| Increased parking fees to encourage other modes | 5% | 8% |

Q.2. The Council wishes to understand how it can best improve public transport. Of the following public transport initiatives, please rank what you consider to be the 3 top priorities for the Council. Q.3. An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives, to improve public transport, without going over the allocated budget? You have a maximum of 6 (\$\$\$\$\$\$) to spend on the following initiatives.

Base (Representative sample only): n=500.

Table 9: Access to key amenities initiatives prioritised (percentage respondents)

| % Respondents | Prioritised (amongst top 3) | Prioritised, post assigning a dollar value |
|---|-----------------------------|--|
| Connect public transport routes to key destinations | 51% | 41% |
| Separate route for freight (and through traffic) in towns | 49% ↑ | 23% ↓ |
| Resilient connections for all modes | 39% ↑ | 18% ↓ |
| Villages with services and shops to avoid travel | 34% | 31% |
| Fewer main roads through the centre of New Plymouth | 28% | 14% |
| Encourage work from home schemes | 24% ↓ | 36% ↑ |
| Additional routes/ modal choice into New Plymouth | 19% ↑ | 5% ↓ |
| Improve multimodal access for communities outside of New Plymouth | 16% | 9% |
| Increase the people moving capacity of main roads | 16% | 7% |
| Increased population density in key urban areas | 12% ↓ | 15% ↑ |

Q4. The Council wishes to understand how it can best improve access to key amenities (e.g., schools, the coast, parks) for everyone in the district. Of the following initiatives, please rank what you consider to be the 3 top priorities for the Council. Q5. An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives to improve access to key amenities (e.g., schools, the coast, parks), without going over the allocated budget? You have a maximum of 6 (\$\$\$\$\$) to spend on the following initiatives.

Base (Representative sample only): n=500.

Table 10: Active travel mode initiatives prioritised (percentage respondents)

| % Respondents | Prioritised (amongst top 3) | Prioritised, post assigning a dollar value |
|--|-----------------------------|--|
| Improving existing road connections for better service to active modes | 45% | 26% |
| Bridge upgrades to improve access for walking and cycling | 33% | 20% |
| Raised crossings | 31% | 29% |
| Complete the cycle network | 29% | 15% |
| Increase active mode facilities | 25% ↓ | 30% ↑ |
| Improving safety outcomes for active modes | 24% | 15% |
| Increasing the network's focus on people | 24% | 25% |
| Connect the cycle network to tourist | 23% | 14% |
| Intersection upgrades prioritising active modes | 21% | 15% |
| Reduce speed on our roads | 19% | 17% |

Q8. The Council wishes to understand how it can improve our active travel network and encourage more people to walk and cycle. Of the following initiatives, please rank what you consider to be the 3 top priorities for the Council.
Q9. An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives, to improve our active travel network and encourage more people to walk and cycle, without going over the allocated budget? You have a maximum of 6 (\$\$\$\$\$) to spend on the following initiatives.

Base (Representative sample only): n=500.

Section 13

Appendix C - Questionnaire

Introduction

- Considering the four broad themes below, what is your key priority across the district's transport network?

| | |
|---|--|
| 1 | Having a safe, connected district, making it easier to move around on any mode |
| 2 | Vibrant local areas that reduce our need to travel |
| 3 | Safe and efficient routes for freight and heavy vehicles |
| 4 | Increasing our use of public transport across the district. |

Public Transport Initiatives

- The Council wishes to understand how it can best improve public transport. Of the following public transport initiatives, please rank what you consider to be the 3 top priorities for the Council.

Please rank the following initiatives by entering 1, 2 and 3 to indicate your top 3 priorities for the Council.

| | |
|---|---|
| | Improve public transport infrastructure |
| 1 | Better bus stops, passenger facilities, and safe, well-lit places to get on and off public transport. |
| | On demand public transport / shuttles |
| 2 | Small, shared vehicles you can book by app when you need them, that are cheaper than taxis. |
| | Priority lanes for buses and carpooling |
| 3 | Road lanes that are only able to be used by vehicles with more than one person in them, at busy times of day. |
| | Increase the frequency of public transport |
| 4 | More buses to more places, more often, on every day of the week. |
| | Introduce park and ride |
| 5 | Option to park in car parks on the edge of town and then finish your journey in a shared vehicle. |
| | Investigate passenger rail to connect the region |
| 6 | Commission a study alongside Taranaki Regional Council to determine if passenger rail is possible for our region i.e. find out if there is enough demand to support passenger rail. |
| | Increase the number bus hubs, stops and connections |
| 7 | More places with facilities to change routes, comfortably and safely, to get to more places faster. |
| | Increased parking fees to encourage other modes |
| 8 | Increase parking fees to make other ways to travel more appealing. |

Digital Innovation

- 9 Use of technology to support smarter and more efficient public transport e.g. tap and go payment, real-time info at bus stops, and apps with route information.
-

- An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives, to improve public transport, without going over the allocated budget?

You have a **maximum of 6 (\$\$\$\$\$)** to spend on the following initiatives, if you were in charge, which initiatives would you implement well remaining within the allocated budget?

For example Improve public transport (\$\$) and Priority Lanes for buses and carpooling (\$\$\$\$) = 6 (\$)

Improve public transport infrastructure (\$\$)

- 1 Better bus stops, passenger facilities, and safe, well-lit places to get on and off public transport.
-

On demand public transport / shuttles (\$\$)

- 2 Small, shared vehicles you can book by app when you need them, that are cheaper than taxis.
-

Priority lanes for buses and carpooling (\$\$\$\$)

- 3 Road lanes that are only able to be used by vehicles with more than one person in them, at busy times of day.
-

Increase the frequency of public transport (\$\$)

- 4 More buses to more places, more often, on every day of the week.
-

Introduce park and ride (\$\$\$)

- 5 Option to park in carparks on the edge of town and then finish your journey in a shared vehicle.
-

Investigate passenger rail to connect the region (\$)

- 6 Commission a study alongside Taranaki Regional Council to determine if passenger rail is possible for our region i.e. find out if there is enough demand to support passenger rail.
-

Increase the number bus hubs, stops and connections (\$\$\$)

- 7 More places with facilities to change routes, comfortably and safely, to get to more places faster.
-

Increased parking fees to encourage other modes (\$)

- 8 Increase parking fees to make other ways to travel more appealing.
-

Digital Innovation (\$\$)

- 9 Use of technology to support smarter and more efficient public transport e.g. tap and go payment, real-time info at bus stops, and apps with route information.
-

Key Amenities Initiatives

- The Council wishes to understand how it can best improve access to key amenities (e.g., schools, the coast, parks) for everyone in the district. Of the following initiatives, please rank what you consider to be the 3 top priorities for the Council.

Please rank the following initiatives by entering 1, 2 and 3 to indicate your top 3 priorities for the Council.

| | |
|----|--|
| | Fewer main roads through the centre of New Plymouth |
| 1 | Redirect some through traffic away from our town centre to make space for people who want to spend time there. |
| | Connect public transport routes to key destinations |
| 2 | Ensure you can get to work, school, sports, health appointments and have fun by taking public transport. |
| | Improve multimodal access for communities outside of New Plymouth |
| 3 | Enable people who live outside New Plymouth to walk, cycle, or take public transport in and around their local centres. |
| | Resilient connections for all modes |
| 4 | Make sure our transport links are reliable e.g. by increasing capacity, improving access to key destinations and our rural areas, and implementing safety improvements which lead to fewer crashes and delays. |
| | Increased population density in key urban areas |
| 5 | Encourage compact urban centres and focus on building communities with infrastructure that enables active travel. |
| | Encourage work from home schemes |
| 6 | Reduce travel to work during peak times by encouraging businesses to enable their staff to work from home. |
| | Separate route for freight (and through traffic) in towns. |
| 7 | Direct the transit of goods and vehicles that are passing through to use a separate road to ease congestion in towns. |
| | Additional routes/ modal choice into New Plymouth |
| 8 | Build new roads with better cycling and walking facilities to increase options for travelling in New Plymouth. |
| | Increase the people moving capacity of main roads |
| 9 | Add bus lanes and better paths for cycling, walking and other modes on our main roads. |
| | Villages with services and shops to avoid travel |
| 10 | Plan for the places we live to have enough shops and places like pharmacies and doctors, so we don't need to rely on travel to our main centre for these services. |

- An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives to improve access to key amenities (e.g., schools, the coast, parks), without going over the allocated budget?

You have a **maximum of 6 (\$\$\$\$\$\$)** to spend on the following initiatives, if you were in charge, which initiatives would you implement well remaining within the allocated budget?

| | |
|----|--|
| | Fewer main roads through the centre of New Plymouth (\$\$\$) |
| 1 | Redirect some through traffic away from our town centre to make space for people who want to spend time there. |
| | Connect public transport routes to key destinations (\$\$) |
| 2 | Ensure you can get to work, school, sports, health appointments and have fun by taking public transport. |
| | Improve multimodal access for communities outside of New Plymouth (\$\$\$) |
| 3 | Enable people who live outside New Plymouth to walk, cycle, or take public transport in and around their local centres. |
| | Resilient connections for all modes (\$\$\$\$\$) |
| 4 | Make sure our transport links are reliable e.g. by increasing capacity, improving access to key destinations and our rural areas, and implementing safety improvements which lead to fewer crashes and delays. |
| | Increased population density in key urban areas (\$\$) |
| 5 | Encourage compact urban centres and focus on building communities with infrastructure that enables active travel. |
| | Encourage work from home schemes (\$) |
| 6 | Reduce travel to work during peak times by encouraging businesses to enable their staff to work from home. |
| | Separate route for freight (and through traffic) in towns. (\$\$\$\$\$) |
| 7 | Direct the transit of goods and vehicles that are passing through to use a separate road to ease congestion in towns. |
| | Additional routes/ modal choice into New Plymouth (\$\$\$\$\$) |
| 8 | Build new roads with better cycling and walking facilities to increase options for travelling in New Plymouth. |
| | Increase the people moving capacity of main roads (\$\$\$\$\$) |
| 9 | Add bus lanes and better paths for cycling, walking and other modes on our main roads. |
| | Villages with services and shops to avoid travel (\$\$) |
| 10 | Plan for the places we live to have enough shops and places like pharmacies and doctors, so we don't need to rely on travel to our main centre for these services. |

Private Vehicle Initiatives

- The Council wishes to understand how it can reduce our reliance on private vehicles (including freight). Of the following initiatives, please rank what you consider to be the 3 top priorities for the Council.

Please rank the following initiatives by entering 1, 2 and 3 to indicate your top 3 priorities for the Council.

| | |
|---|--|
| | Change New Plymouth one-ways to two way use (freight to use outer state highway) |
| 1 | Change the one-way system to two-ways for light vehicles, making it safer to walk, cycle and travel by other modes, and freight can utilise the outer state highway. |
| | Reduce transport emissions and use more alternative fuel |
| 2 | Reduce fossil fuel consumption by providing more EV charging and exploring options like electric or hydrogen buses, and moving freight to rail and the sea. |
| | Reprioritise our streets so everyone can use them |
| 3 | Ensure that all people (whether in a car or not) feels safe, comfortable and can get to their destination within a reasonable time. |
| | Increase accessibility around the district |
| 4 | Ensure that people can access school, work and leisure in our district in whatever way they want. |
| | Investigate road freight shift to alternative modes (like trains) |
| 5 | Find out if there are other options to moving freight, such as by rail or sea. |

An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives to reduce our reliance on private, without going over the allocated budget?

You have a maximum of 6 (\$\$\$\$\$) to spend on the following initiatives, if you were in charge, which initiatives would you implement well remaining within the allocated budget?

| | |
|---|--|
| | Change New Plymouth one-ways to two way use (freight to use outer state highway) (\$\$\$) |
| 1 | Change the one-way system to two-ways for light vehicles, making it safer to walk, cycle and travel by other modes, and freight can utilise the outer state highway. |
| | Reduce transport emissions and use more alternative fuel (\$\$\$) |
| 2 | Reduce fossil fuel consumption by providing more EV charging and exploring options like electric or hydrogen buses, and moving freight to rail and the sea. |
| | Reprioritise our streets so everyone can use them (\$\$\$) |
| 3 | Ensure that all people (whether in a car or not) feels safe, comfortable and can get to their destination within a reasonable time. |

Increase accessibility around the district (\$\$)

- 4 Ensure that people can access school, work and leisure in our district in whatever way they want.

Investigate road freight shift to alternative modes (like trains) (\$)

- 5 Find out if there are other options to moving freight, such as by rail or sea.
-

Active Travel Network Initiatives

- The Council wishes to understand how it can improve our active travel network and encourage more people to walk and cycle. Of the following initiatives, please rank what you consider to be the 3 top priorities for the Council.
- Please rank the following initiatives by entering 1, 2 and 3 to indicate your top 3 priorities for the Council.

| | |
|----|---|
| 1 | Complete the cycle network Fill in all the gaps in our cycle ways so people on bikes can travel across the district safely. |
| 2 | Increasing the network's focus on people Plan our travel network by thinking about how people move, rather than how cars move. |
| 3 | Intersection upgrades prioritising active modes Upgrade our intersections to ensure people walking or cycling have priority when crossing or turning. |
| 4 | Bridge upgrades to improve access for walking and cycling Link up our cycle ways by improving or installing bridge crossings for people walking or cycling. |
| 5 | Raised crossings Installing crossings that provide a much clearer and safer crossing for people walking, cycling and using mobility devices by encouraging drivers to slow down when approaching them. |
| 6 | Connect the cycle network to tourist destinations Enable visitors to cycle to main attractions in our district and encourage them to stay and use our retail and hospitality. |
| 7 | Improving existing road connections for better service to active modes Investigate what can be done to make current connections more attractive to people walking and cycling e.g., shared paths and low-traffic greenways, better lighting, and park and ride for the coastal walkway. |
| 8 | Increase active mode facilities e.g., seat and cycle parking at key destinations Make walking and cycling more comfortable, safe and secure by providing facilities e.g., rest stops, toilets, and secure parking for people walking and riding. |
| 9 | Reduce speed on our roads Make walking and cycling more appealing by reducing the speed of motor vehicles on some roads. |
| 10 | Improving safety outcomes for active modes Introduce safety measures for people walking and cycling e.g., adding cyclist buffer zones, extending protection through intersections and improving walkway surfaces. |

- An indicative cost (\$) has now been added to each initiative. How would you prioritise the following initiatives, to improve our active travel network and encourage more people to walk and cycle, without going over the allocated budget?

You have a **maximum of 6 (\$\$\$\$\$\$)** to spend on the following initiatives, if you were in charge, which initiatives would you implement well remaining within the allocated budget?

| | |
|----|--|
| 1 | Complete the cycle network (\$\$\$\$) Fill in all the gaps in our cycle ways so people on bikes can travel across the district safely. |
| 2 | Increasing the network's focus on people (\$\$) Plan our travel network by thinking about how people move, rather than how cars move. |
| 3 | Intersection upgrades prioritising active modes (\$\$\$) Upgrade our intersections to ensure people walking or cycling have priority when crossing or turning. |
| 4 | Bridge upgrades to improve access for walking and cycling (\$\$\$) Link up our cycle ways by improving or installing bridge crossings for people walking or cycling. |
| 5 | Raised crossings (\$\$) Installing crossings that provide a much clearer and safer crossing for people walking, cycling and using mobility devices by encouraging drivers to slow down when approaching them. |
| 6 | Connect the cycle network to tourist destinations (\$\$\$) Enable visitors to cycle to main attractions in our district and encourage them to stay and use our retail and hospitality. |
| 7 | Improving existing road connections for better service to active modes (\$\$\$) Investigate what can be done to make current connections more attractive to people walking and cycling e.g., shared paths and low-traffic greenways, better lighting, and park and ride for the coastal walkway. |
| 8 | Increase active mode facilities e.g., seat and cycle parking at key destinations (\$) Make walking and cycling more comfortable, safe, and secure by providing facilities e.g., rest stops, toilets, and secure parking for people walking and riding. |
| 9 | Reduce speed on our roads (\$\$) Make walking and cycling more appealing by reducing the speed of motor vehicles on some roads. |
| 10 | Improving safety outcomes for active modes (\$\$\$) Introduce safety measures for people walking and cycling e.g., adding cyclist buffer zones, extending protection through intersections, and improving walkway surfaces. |

Final remarks

What is your level of support for future roading upgrades that make it safer and easier, for people who choose to walk or cycle for some trips?

| | |
|----|-------------------|
| 1 | Very Unsupportive |
| 2 | Unsupportive |
| 3 | Neutral |
| 4 | Supportive |
| 5 | Very Supportive |
| 99 | Don't know |

Do you have any other feedback you wish to provide NPDC about its draft Integrated Transport Framework?

Thank you. That is all the questions for today. Thanks so much for your time and help.



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