



Public Transport for Warkworth

Results of 2014 engagement survey


Have your say 

on public transport for Warkworth

Engagement survey open
21 July to 18 August 2014



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Auckland Transport 
An Auckland Council Organisation

Public Transport for Warkworth

Results of engagement survey 21 July – 18 August 2014

In July 2014 Auckland Transport conducted a survey of people in Warkworth about the possible introduction of a bus service between Warkworth and Silverdale. The service would connect to the Northern Express service in Silverdale and provide a connection to the Hibiscus Coast, the North Shore, and Auckland City.

A brochure explaining the proposal and asking for feedback was mail dropped to all households in Warkworth, and three public open days were held in the Masonic Hall where people could talk to staff and fill out a feedback form. Information was also available on the Auckland Transport website and the consultation was advertised in local media.

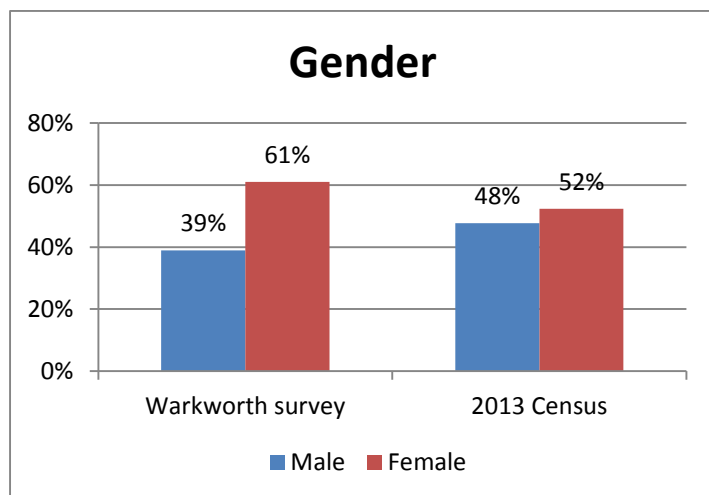
We received 394 completed feedback forms, nearly 60 per cent of which were paper copies of the form while 41 per cent were submitted online. In addition we received two free-form submissions.

Summary of feedback

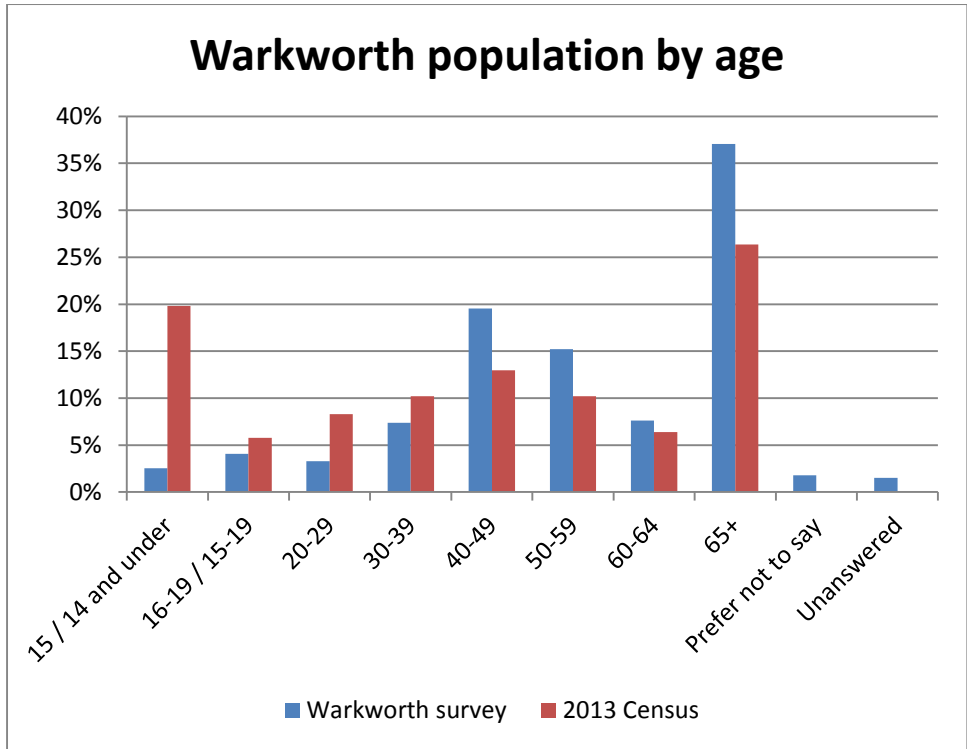
Demographics of respondents

The majority of respondents (61 per cent) were female, somewhat higher than the 2013 census count of 52 per cent.

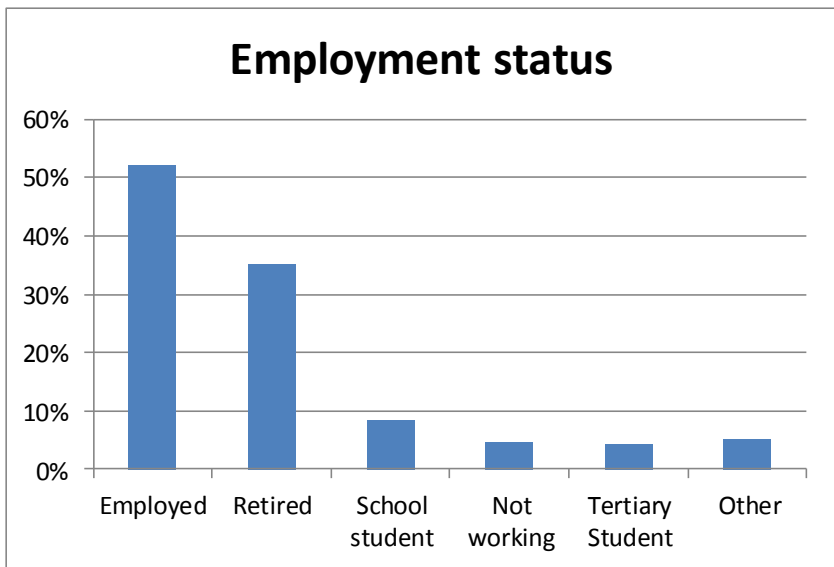
Please note that the comparisons with census data are not exact as the respondents to the survey did not need to live within the census area of Warkworth, however they can be considered as an indication of how representative of the wider community the survey response has been.



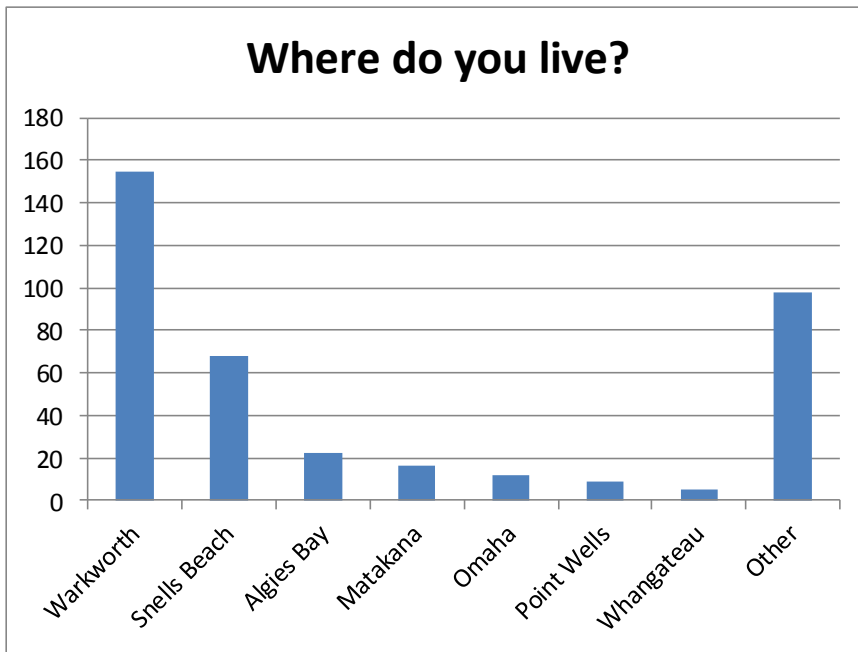
Fifty per cent of respondents were age 30-64 and 35 per cent were aged 65 or over. People under the age of 40 are under-represented, while those over 40 are over represented in the survey feedback. This is presumably a reflection of those who have an interest in the topic and time to complete the survey.



Correspondingly 35 per cent of respondents were retired and a little over 50 per cent were in employment. In total we received 50 responses from people who were attending school or were in tertiary education.

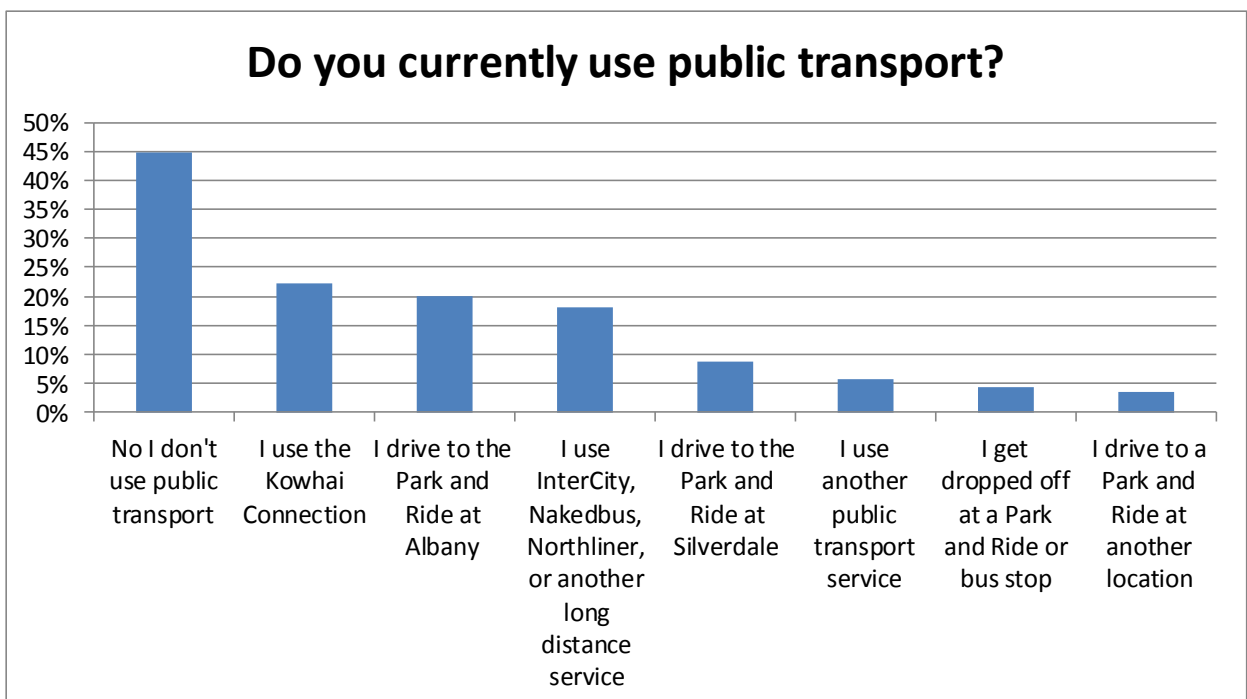


The majority of respondents live in Warkworth (155), while 'other' was the second most common choice (98). 230 people (58 per cent) live outside of Warkworth, which suggests there is interest in a service to Silverdale from the wider rural area.



Feedback on public transport

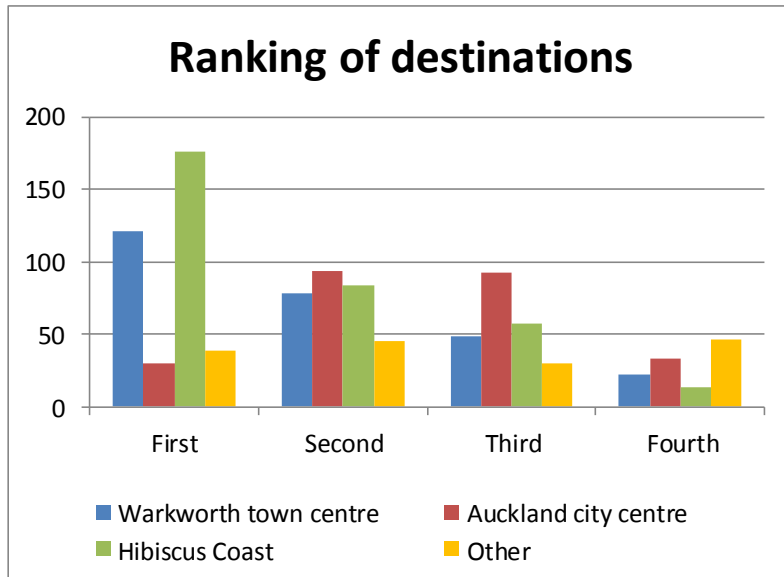
When asked about current use of public transport 45 per cent of respondents do not currently use public transport. Of those who do use public transport 22 per cent use the Kowhai Connection, and 18 per cent use one of the long distance services that travel through Warkworth. Interestingly, 20 per cent of respondents (79) drive to the Albany park and ride, and 9 per cent (34) drive to Silverdale park and ride.



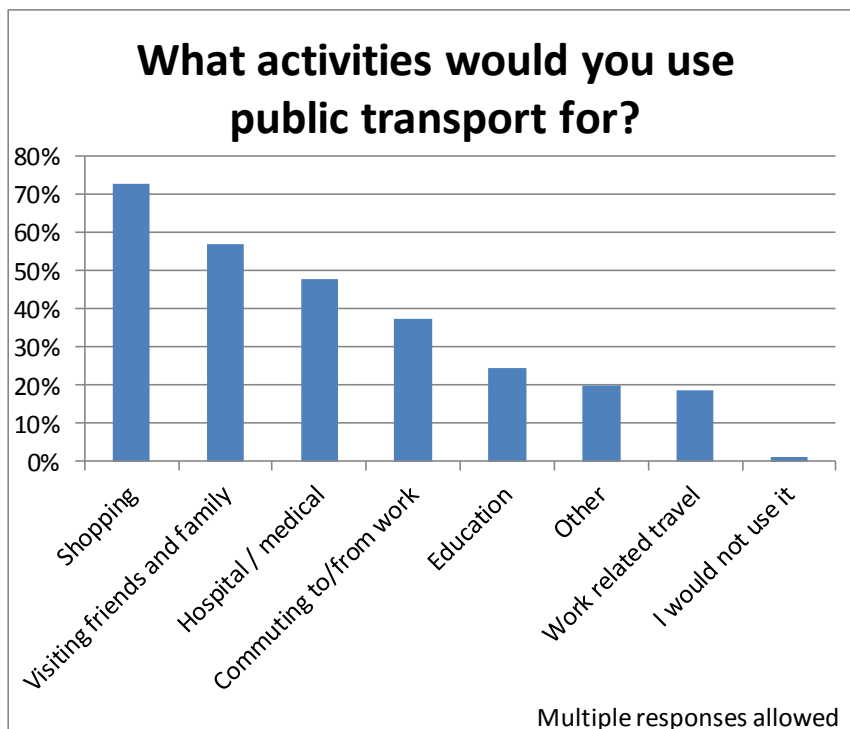
When asked to rank the destinations that were of greatest importance to respondents, the Hibiscus Coast was ranked first by 176 people, followed by Warkworth town centre (121 people). Auckland city centre was ranked in second and third place by the greatest number

of people (94 ranked it second, 93 ranked it third). This suggests that the most important destinations to respondents, in order, are:

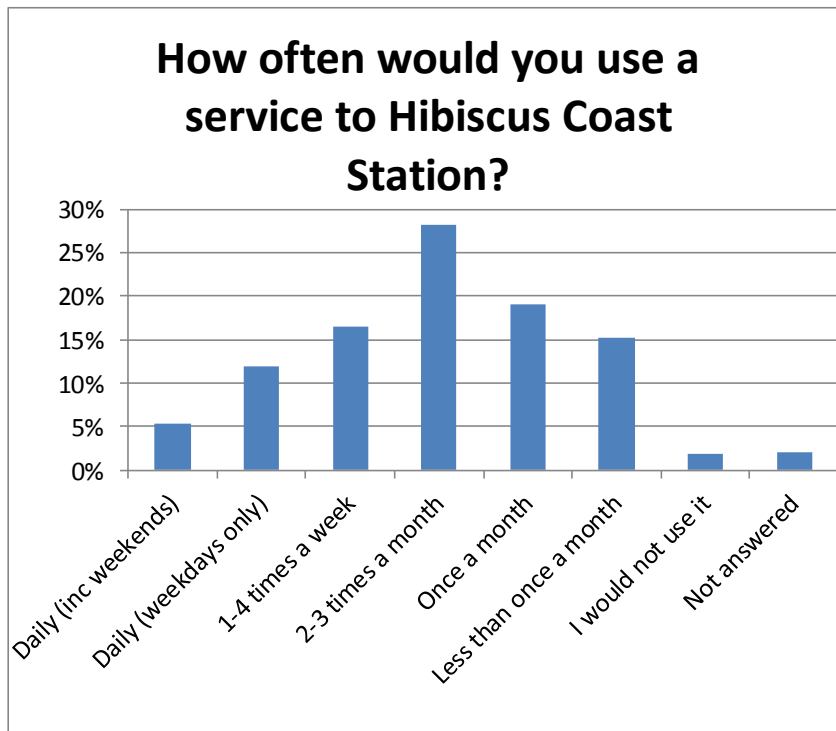
1. The Hibiscus Coast
2. Warkworth town centre
3. Auckland city.



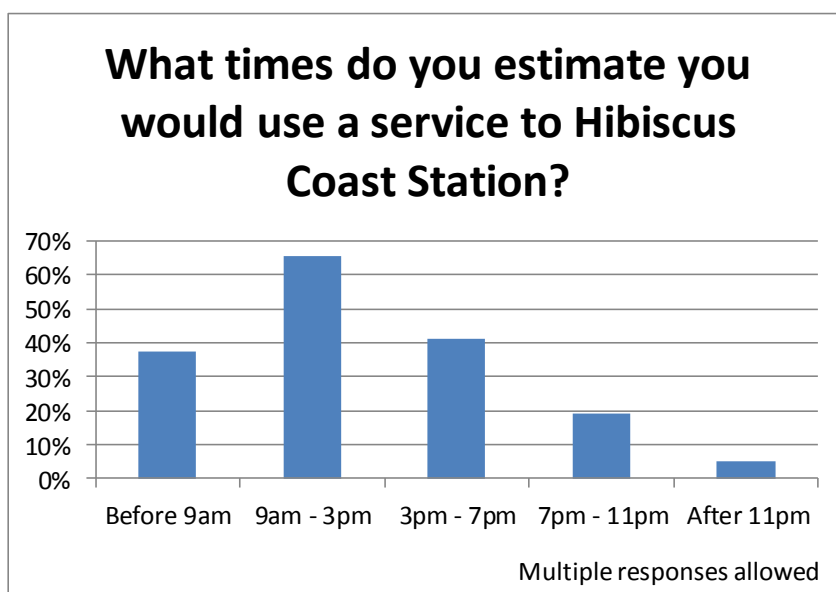
When asked what activities respondents would use a potential service for, over 70 per cent of people stated shopping, followed by 57 per cent who would use a service to visit friends and family, and 48 per cent who would use it to access medical care.



A key question when considering the introduction of a new service is the potential demand. When asked how often respondents thought they would use a service to Hibiscus Coast Station only 17 per cent of respondents (68 people) said they would be likely to use a service daily (weekdays only or including weekends). A further 16.5 per cent (65 people) said they would use it one to four times a week. Twenty-eight per cent (111 people) thought they would be more likely to use it two or three times a month. The remaining 34 per cent (135 people) thought it was likely they would use it once a month or less. (Less than two per cent of respondents said they would not use a service, and two per cent did not answer the question.)



Of those who thought they would use it, 65 per cent of respondents would use it during the day between 9am and 3pm. 38 and 41 per cent of respondents thought they would use it during peak times (before 9am and between 3pm and 7pm).



This suggests that there is little demand for a frequent service from Warkworth to Hibiscus Coast Station, and that the greatest demand is likely to be for occasional trips during the middle of the day rather than regular trips at peak times.

Where should the route go?

When asked where the route should go within Warkworth and where it should commence, nearly half of respondents (114) suggested the service use the current stop in Baxter Street. The next most common suggestion (46 people) was for a park and ride facility somewhere within, or on the edges of, the Warkworth township. The third most requested location was in the Woodcocks Rd industrial area including nearby Mahurangi College and the retirement village on Mansel Dr.

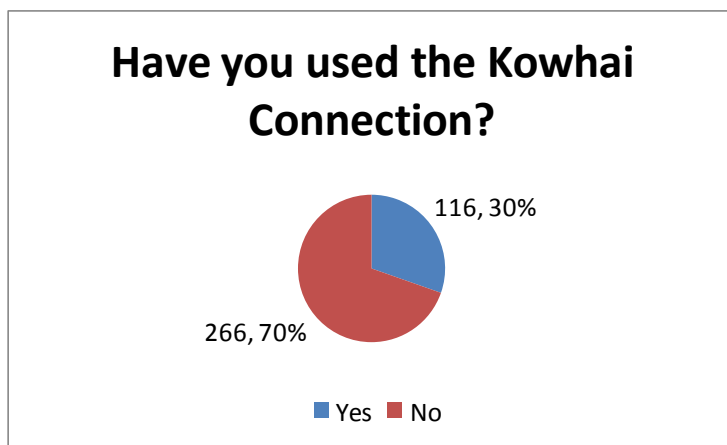
The most common suggestions for stops south of Warkworth were Orewa (35 per cent, 28 people) and Puhoi (30 per cent, 24 people), followed by Waiwera (19 people, 23 per cent). However, the next most common request was for any service to go directly to Silverdale via SH1 (14 people, 17 per cent). Further analysis of the comments relating to Puhoi showed that of the 24 people who wanted a service for Puhoi, 15 would like it to stop on the State Highway rather than in the village itself to reduce the time it would take the bus to reach Silverdale.

Any stop near Puhoi presents a number of problems including additional travel time if driving into the village, unsafe conditions on the State Highway for picking up and dropping off passengers, and difficulty turning near the State Highway which would be required to enable the bus to pick up and drop off passengers on the same side of the road.

Several submitters also requested services to Snells Beach and Matakana. These places are already served by the Kowhai Connection. For any new service in Warkworth we will be working to make sure the new service and the Kowhai Connection have timed connections in Warkworth so that passengers can change between buses if they wish to.

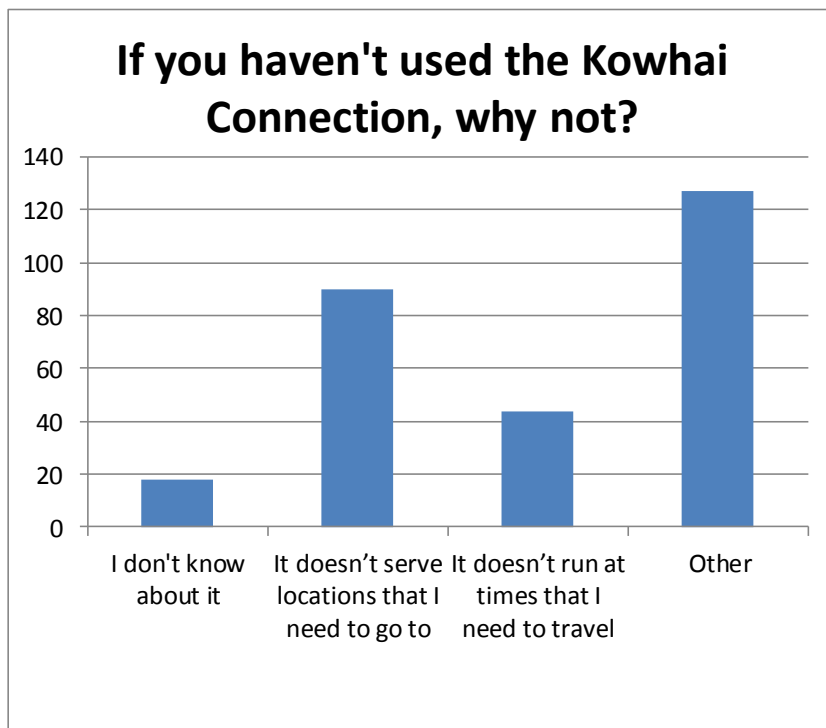
Kowhai Connection

Respondents were also asked several questions about the existing Kowhai Connection service. Only 30 per cent of respondents had used the Kowhai Connection.



The main reason selected for not using the service was that it doesn't serve the destinations respondents wished to get to (90 people). However a greater number of people selected 'other' and gave their own reason. Of these, a further 17 people explained that the service did not go near where they lived or needed to get to. Closer analysis of the remaining responses showed that that the main reason people don't use the Kowhai Connection is that they choose to drive instead (75 people). Of these, 20 people stated that they could still drive at present but expected they would use the Kowhai Connection when they could no longer drive.

Only 18 people said they didn't know about the service.



Free-form submissions

Two free-form submissions were received. One was from a resident of Orewa requesting services from Orewa to Warkworth, and the second was from Auckland Council supporting a Warkworth to Silverdale service and making a number of recommendations for the design of such a service.

Survey conclusions

The conclusion of the survey is that Warkworth will continue to be served by the Kowhai Connection service, which provides transport around the local area. Results indicated that there is currently not a strong enough demand from the community for a public transport service to the Hibiscus Coast.

Warkworth is recognised as being a rapidly developing area, and for this reason AT will re-assess Warkworth's public transport needs in the 2016-17 financial year.

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