



ALEPH

**GREY LYNN TOWN CENTRE
PEDESTRIAN INTERCEPT SURVEY
FINAL REPORT
JUNE 2015**

Prepared for:

Auckland Transport

Prepared by:

Aleph Limited

Table of Contents

1.0	INTRODUCTION	3
2.0	METHODOLOGY	4
3.0	RESULTS	5
	<i>Introduction</i>	<i>5</i>
	<i>Weather conditions.....</i>	<i>5</i>
	<i>Analysis</i>	<i>6</i>
4.0	APPENDICES	12
	<i>Appendix A – Survey Questions</i>	<i>12</i>
	<i>Appendix B – Health and Safety Briefing</i>	<i>13</i>
	<i>Appendix C – Remaining Survey Results.....</i>	<i>15</i>

1.0 Introduction

Auckland Transport requested Aleph Limited to undertake a pedestrian intercept survey in the Grey Lynn Town Centre. The survey was jointly commissioned by Auckland Transport and the Grey Lynn Business Association.

The general objective of this survey is to gain an understanding of pedestrian behaviour around the Grey Lynn town centre, specifically:

- Pedestrians' mode of transport to and from the Grey Lynn town centre and whether this is their usual mode;
- Where pedestrians travelled from and where they are traveling to;
- Pedestrians' length of stay at the Grey Lynn town centre.

In addition to the objectives above, the Grey Lynn Business Association (GLBA) requested the following information about:

- How often pedestrians come to the town centre;
- The main reason pedestrians come to the town centre;
- The average amount of money spent by pedestrians in the town centre.

The results of this survey will be used to inform transport policy decisions.

2.0 Methodology

The pedestrian intercept survey was undertaken on two weekdays (Friday 22nd and Tuesday 26th of May 2015) from 7.00am until 6.00pm and on two weekends (Saturday 23rd and Sunday 24th of May) from 9.00am until 3.00pm.

Four surveyors were on at any one time. They each roamed their areas (as shown by the red arrows on the aerial provided), rotating their areas every hour.

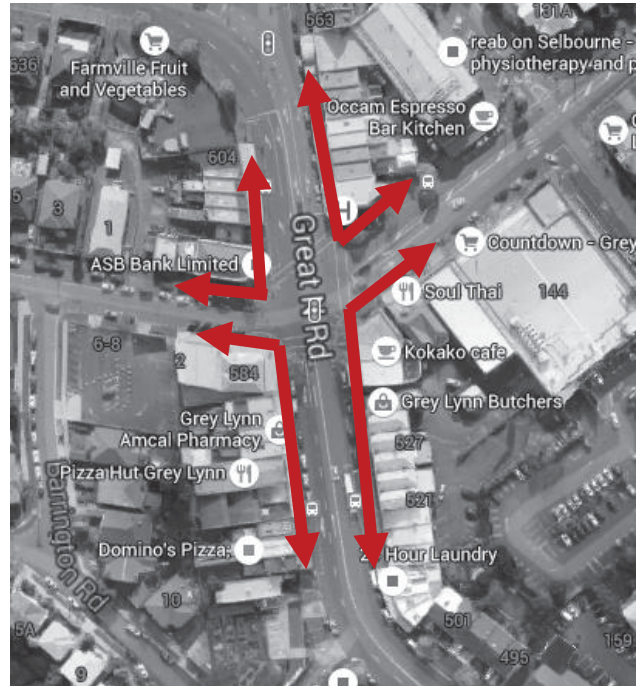
Surveyors were instructed to survey as many people as possible during the timeframes.

Surveyors wore hi-viz vests and approached members of the public politely. Surveyors read each question and/or showed them the question on an electronic tablet. Any people who refused to participate in the survey were recorded.

When asking the survey, a distinction was made between the survey being undertaken on behalf of Auckland Transport and the questions posed by the Grey Lynn Business Association.

Before undertaking any work, surveyors were supplied with a written health and safety briefing which outlines how to undertake the survey safely and responsibly (see Appendix B).

Supervisors were on hand to assist with any issues if required and to administer appropriate breaks.



3.0 Results

Introduction

The pedestrian intercept survey was undertaken on two weekdays (Friday 22nd and Tuesday 26th of May 2015) from 7.00am until 6.00pm and on two weekends (Saturday 23rd and Sunday 24th of May) from 9.00am until 3.00pm.

1006 questionnaires were completed over the four survey days. The overall response rate was 40%. The response rate decreased over the four days with members of the public stating that they had already completed it on a previous day. The surveyors were asked to obtain as many completed surveys as possible.

The results within this report focuses on:

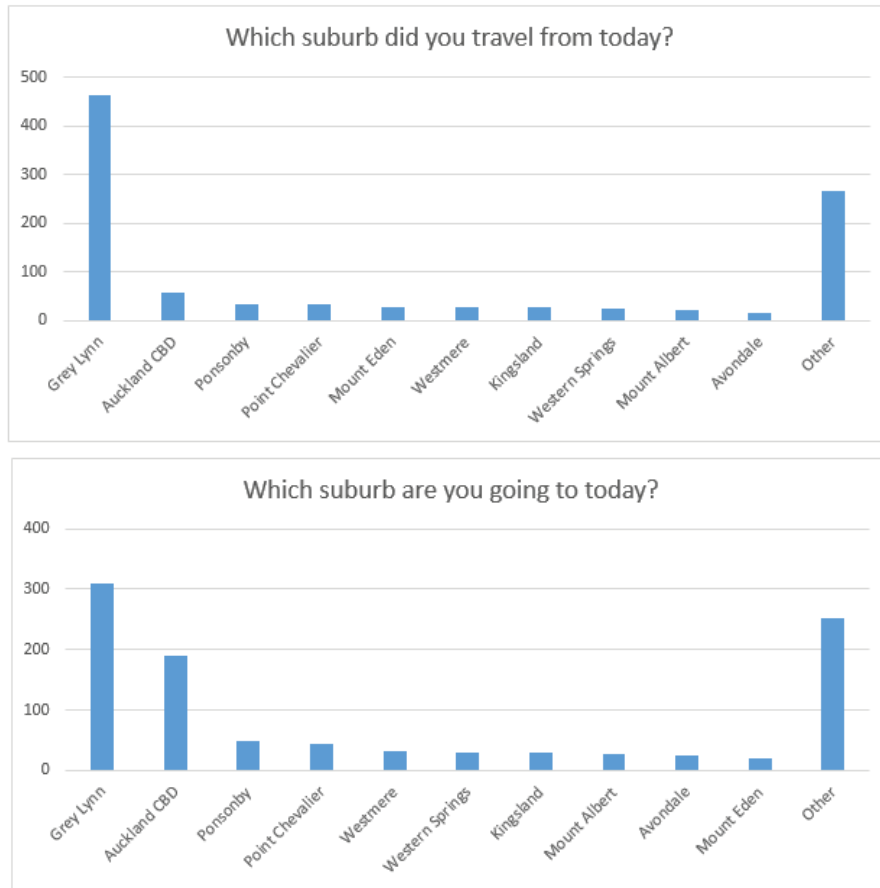
- a) Respondents' origin and destination;
- b) Respondents' mode of transport to and from the Grey Lynn Town Centre;
- c) The relationship between the respondents' arrival mode and time/money spent within the Grey Lynn Town Centre;
- d) The relationship between the respondents' purpose of visit and time/money spent within the Grey Lynn Town Centre.

The results of each specific question can be found in the appendix of the report.

Weather conditions

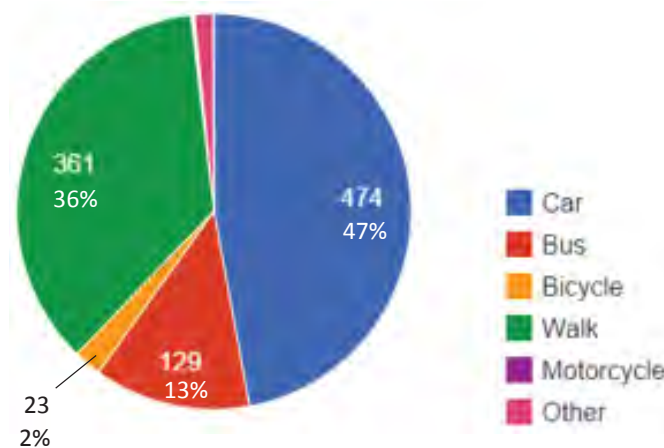
Date	Weather Conditions
Friday 22 nd May 2015	Average temp 14 degrees; fine with a very small shower; average 5kmh wind-speed.
Saturday 23 rd May 2015	Average temp 13 degrees; heavy rain all day (38mm); average 11kmh wind-speed.
Sunday 24 th May 2015	Average temp 13 degrees; fine with a very small shower; average 15kmh wind-speed.
Tuesday 26 th May 2015	Average temp 13 degrees; fine with a very small shower; average 12kmh wind-speed.

Analysis

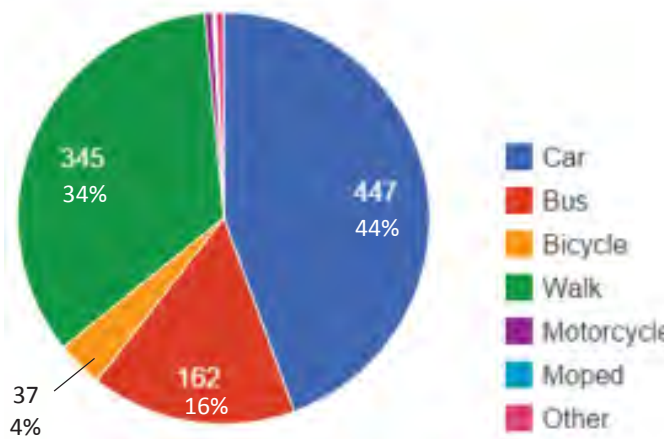


The graphs above highlight the top 10 suburbs the pedestrians travelled from and were travelling to. Almost half of all pedestrians surveyed travelled from Grey Lynn (46%). A majority of respondents stated Grey Lynn as their destination (31%), followed by the CBD (19%).

How did you travel to the Grey Lynn town centre?

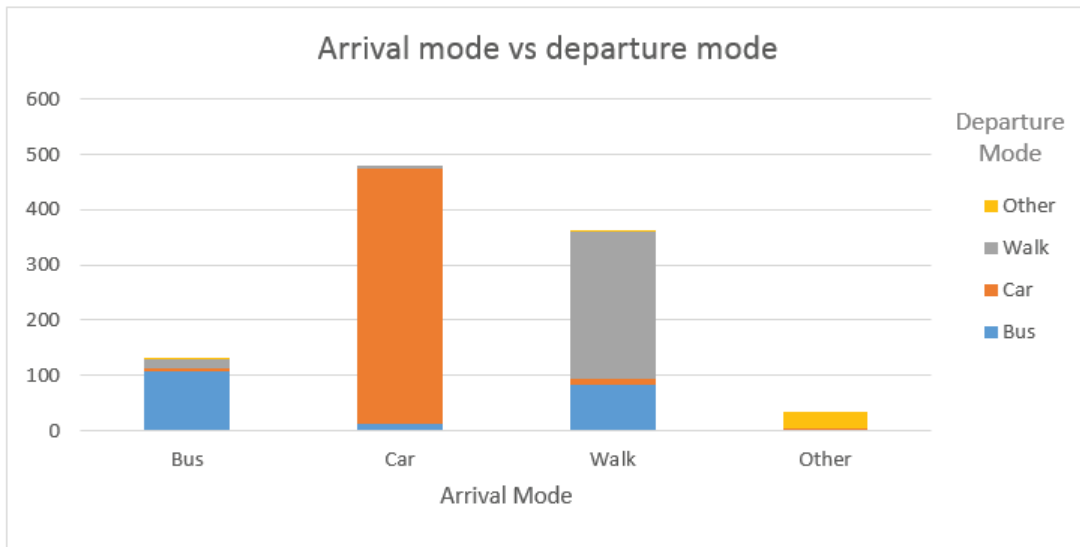


How do you usually travel to the Grey Lynn town centre?



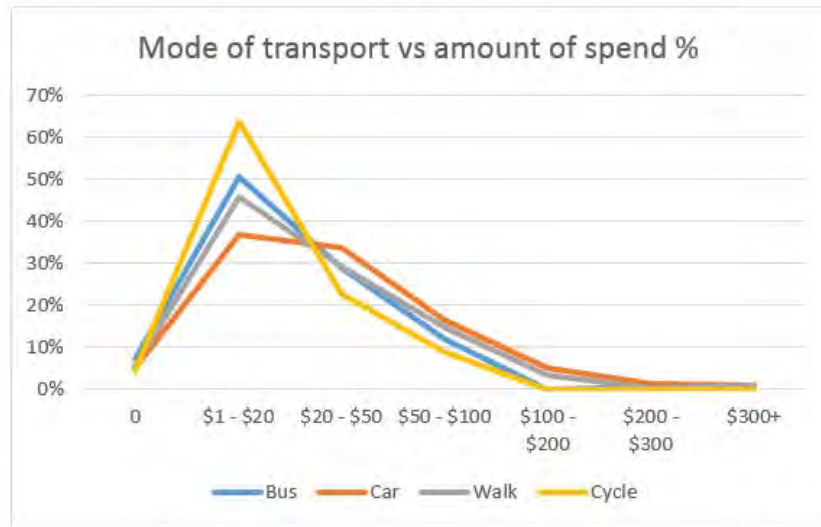
The two pie graphs above show that there was not much difference between how the pedestrians arrived at the Grey Lynn town centre on the days surveyed, compared with how they usually arrive. On the days surveyed, an average of 47% drove to the Grey Lynn town centre, 36% walked and 13% took the bus.

It is worth noting that on Saturday a surveyor overhead a retailer encouraging respondents to complete the survey and state that they travelled to the Grey Lynn town centre by car. Given the sample size of over 1000 people, this is unlikely to have significantly distorted the results.



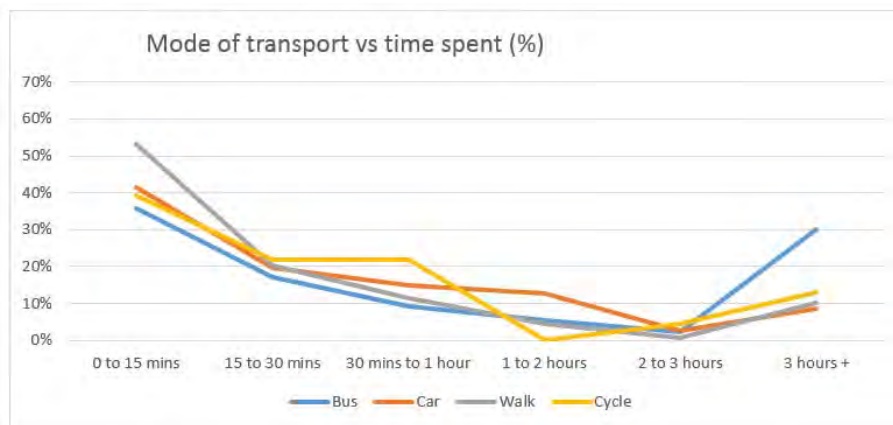
		DEPARTURE				Total
		Bus	Car	Walk	Other	
ARRIVAL	Bus	107	5	17	1	130
	Car	12	463	4	0	479
	Walk	82	11	268	2	363
	Other	2	2	1	29	34
	Total	203	481	290	32	1006

The graph and table above indicate that, while the majority of respondents arrived and departed using the same method of transport, a significant number arrived by foot and left by bus.



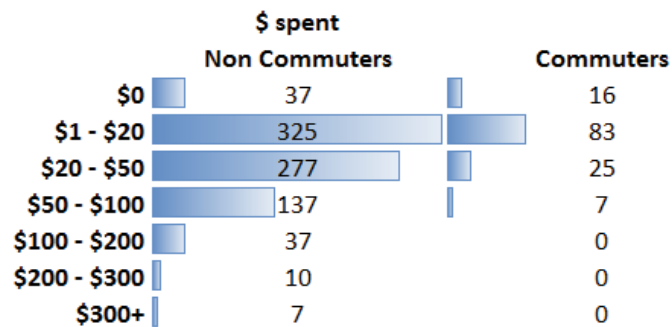
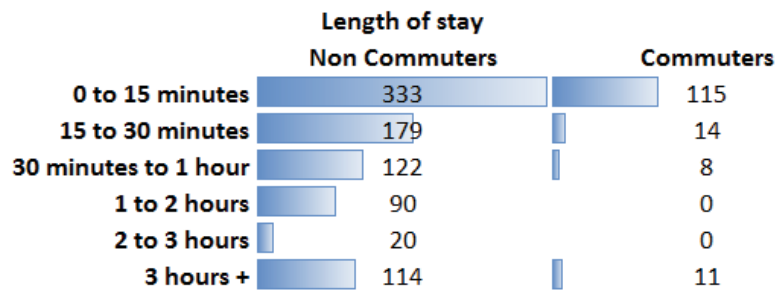
	0	\$1 - \$20	\$20 - \$50	\$50 - \$100	\$100 - \$200	\$200 - \$300	\$300+
Bus	7%	51%	29%	12%	0%	1%	0%
Car	5%	37%	34%	17%	5%	2%	1%
Walk	5%	46%	29%	15%	4%	0%	1%
Cycle	5%	64%	23%	9%	0%	0%	0%

The line graph above shows the distribution of respondents' amount of spend across selected arrival modes. The amount of money spent by pedestrians in the town centre did not differ significantly depending on their mode of transport. Bus user, walkers and cyclists spent slightly more in the \$1-\$20 range, while car users spent slightly more in the \$20-\$50 range.



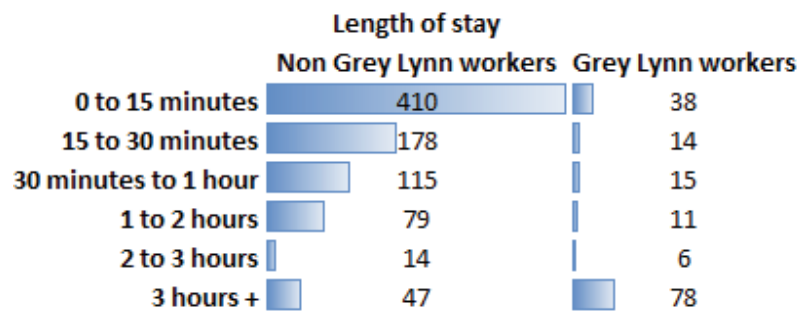
	0 to 15 mins	15 to 30 mins	30 mins to 1 hour	1 to 2 hours	2 to 3 hours	3 hours +
Bus	36%	17%	9%	5%	2%	30%
Car	41%	20%	15%	13%	3%	9%
Walk	53%	20%	11%	4%	1%	10%
Cycle	39%	22%	22%	0%	4%	13%

Pedestrians who walked, caught the bus or cycled to the town centre stayed for shorter periods of time than pedestrians that drove. 30% of bus users stayed for longer than 3 hours; these were identified as local workers.

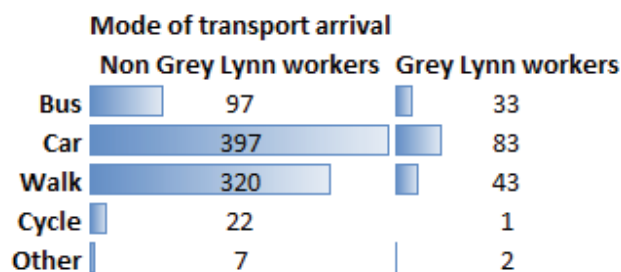


Approximately 15% of all survey respondents were in the Grey Lynn town centre for commuting purposes. Please note that local workers have been classed as non-commuters.

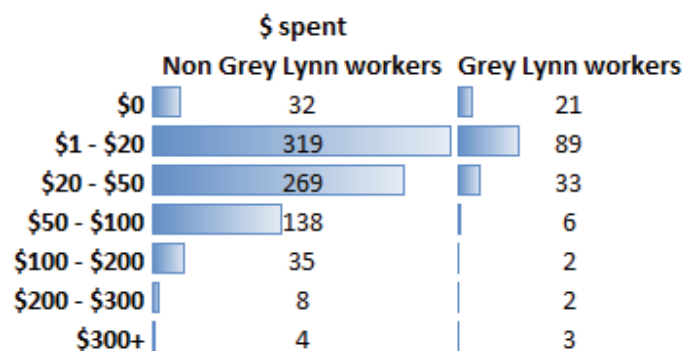
The majority of commuters and non-commuters stayed for less than 30 minutes and spent less than \$50 in the Grey Lynn town centre. Non-commuters spent a greater amount of time and money in the town centre. A significant proportion of non-commuters stayed for more than 3 hours in the town centre – many of these are assumed to be local workers.



Of the respondents that indicated they were at the Grey Lynn town centre for work, just under half stayed for over three hours. 70% of non workers indicated they were going to stay in the town centre for less than 30 minutes.



47% of non workers arrived by car compared with 51% of workers, the next most popular mode of transport was walking (38% of non workers and 27% of workers)



90% of all non workers in the Grey Lynn town centre spent between \$1 - \$100, compared with 82% of workers who spent the same amount

4.0 Appendices

Appendix A – Survey Questions

1. Which suburb did you come from today?
2. How did you get to the Grey Lynn town centre today? Car/bus/walk/bicycle/motorcycle/other - specify
3. Is this your usual mode of travel to get to the town centre? Yes/No
 - a. If no what is?
 - b. Or is this a one off trip.
4. If they came by
 - a) Car
 - i. Where did you park your car?
 - ii. How many people (including you) were in your car?
 - b) Bus
 - i. Which bus stop did you get off at?
5. How long do you intend to stay in the town centre?
6. When you leave the town centre today will you use the same mode of transport you used to get here? Yes/No
 - a. If no what mode of transport will you use?
7. Is this your usual mode of travel to leave the town centre? Yes/No
 - a. If no what is?
8. Which suburb are you going to when you leave the town centre?
9. For your usual trips to the town centre why do you use the mode of transport that you do? E.g. convenience, cost, fitness etc.
10. What is your sex?
11. What age bracket are you in?

Questions from the Grey Lynn Business Association:

1. How often do you come to the town centre?
2. What is your main purpose for coming to the town centre? E.g. groceries, social (coffee or lunch), commuting to town, etc.?
3. What amount do you generally spend when you are in the town centre?

Appendix B – Health and Safety Briefing

During any survey, the safety of the surveyor and members of the public comes first. Each survey has therefore been prepared to ensure safety and comfort. Please take time to read this briefing, which takes into account various hazards, and to ask any questions if you are unsure of any aspects.

Your responsibility as an employee is to do the following:

- Take no action that may harm you or others in the workplace
- Co-operate with all health and safety provisions agreed by management and employees
- Seek assistance or advice where the safe method of completing a job is not understood
- Correct or report any unsafe conditions or accidents which come to your attention

Before any survey:

- Read your briefings thoroughly and follow all instructions given to you for each survey. If you are in doubt about anything please ask your supervisor.
- Bring a fully charged cell phone and conserve your battery for communication purposes.
- Dress in appropriate clothing and bring sunhat/sunscreen/sunglasses/raincoat/umbrella to protect yourself from the weather.
- Bring adequate food and water (or money to buy this during breaks) to stay alert and hydrated.
- Arrive early to your survey site to give you enough time to get ready.

During any survey:

- You must wear your hi-viz vest and have it zipped up at all times. If name tags are provided for any survey, you must wear them in a visible location at all times.
- Stand or sit in a location that allows you to clearly see all traffic movements that you are to record. Do not sit too close to the curb (to reduce any roadside hazards involving oncoming traffic).
 - Whenever possible, stand under shelter, sit on a bench or bring a folding stool with you.
 - If you are sitting in your car, it is important that you park legally and in a place that does not interfere with the normal flow of traffic, and where you can see clearly in all directions.
- You must not stand on the road or within a vehicle's path under any circumstances unless directly instructed to do so by an Aleph supervisor.
- Should you need to cross the road or car park, you should use a pedestrian crossing, or any other pedestrian facility if one is available. You must never cross a motorway.
- Be attentive to oncoming foot traffic, particularly children and elderly people, and be ready to move out of the way if necessary.
- If you are walking around a parking area, stay on footpaths where possible and ensure that you cross maneuvering areas as if they were active carriageways, i.e. concentrate on crossing the road rather than continuing to count parked vehicles.
- You should not distract drivers, pedestrians or cyclists in any way – this includes jumping out in front of them, sounding your horn, driving carelessly or recklessly.



- Please be courteous with anyone who approaches you. However do not stop surveying - simply say that you are undertaking a traffic survey. If the person continues to talk to you or question you please give them a copy of the notification letter provided and/or ask them to call the Aleph supervisor.
- You must always do as instructed by a supervisor. However if you feel your personal safety is at risk at any time, for any reason, or as any consequence of your supervisor’s instructions, you must bring it to management’s attention so that remedial action may be taken.
- You may be subject to a random site check to ensure that all safety requirements are being met.

In case of an emergency:

- Should an accident or sudden illness occur involving you or any other Aleph surveyor, stop surveying immediately. If you are not personally affected provide assistance to those who need help as best you can. The following list provides some basic steps to follow when confronting an emergency situation:
 - Ensure that no further hazards exist and that you don’t put yourself or others at risk
 - Obtain assistance from emergency services on 111
 - Identify the injuries or illness, if possible
 - Notify the Aleph supervisor as soon as possible.

After any survey:

- Record any hazards that you observed during the day, so that safety processes can be strengthened.
- Ensure that you do not leave any belongings or litter at your survey site.
- Delivery your survey results to your supervisor or the Aleph office. If this cannot be done immediately, contact your supervisor to arrange a time for this to be done.

Survey Manager to complete:

Name, address and phone number of nearest medical facility to site:	Grey Lynn Family Medical Centre 543 Great North Road, Grey Lynn 1021 09-378 6827
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Survey Manager, Project Manager or Surveyor to complete post-survey to inform future surveys:

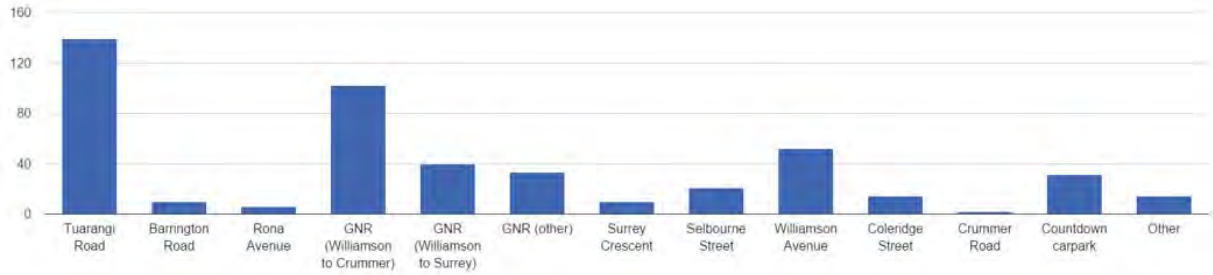
Identified Hazard	Required Action

I _____, acknowledge that I have read and understood these safety instructions.

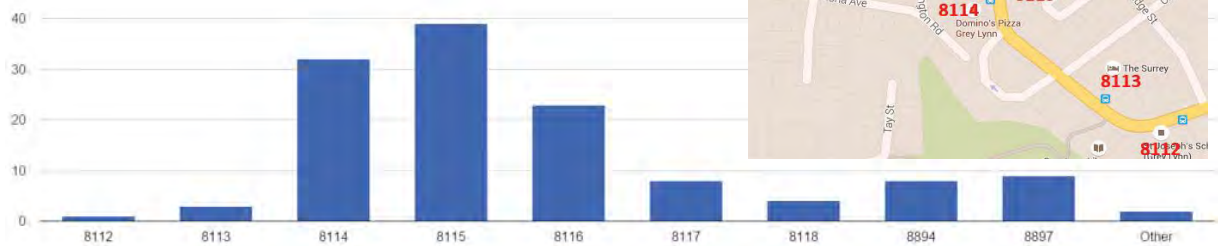
Signed: _____ Date: _____

Appendix C – Remaining Survey Results

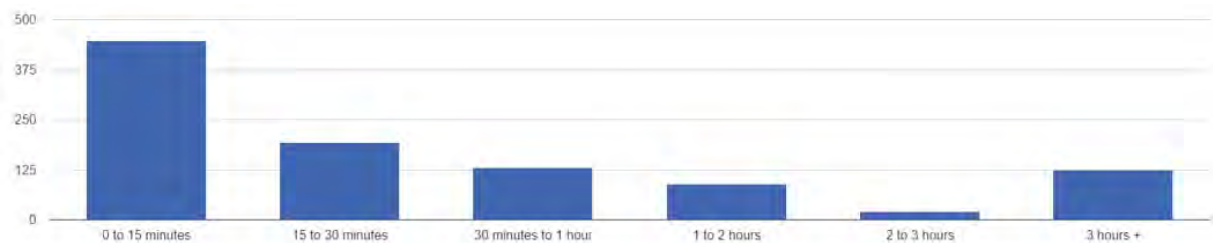
If you travelled by car, where did you park?



If you travelled by bus, which bus stop did you get off at?



How long do you intend to stay in the Grey Lynn town centre?



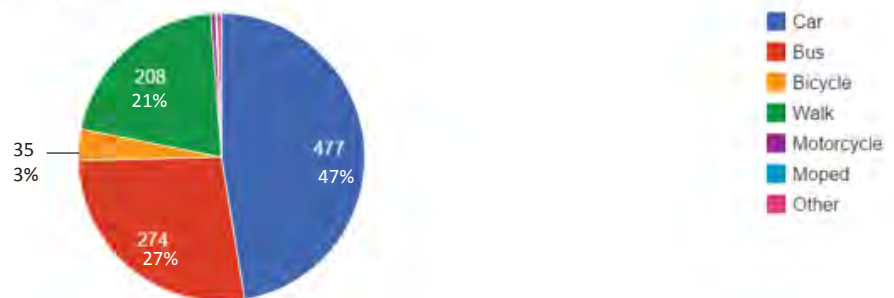
When you leave the Grey Lynn town centre will you use the same mode of transport that you used to get here?



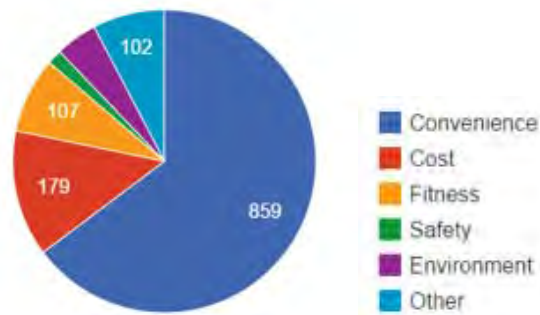
If no, what sort of transport will you use?



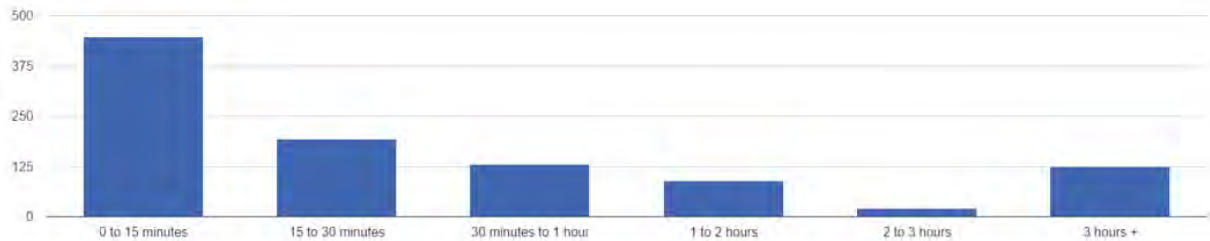
How do you usually travel from the Grey Lynn town centre?



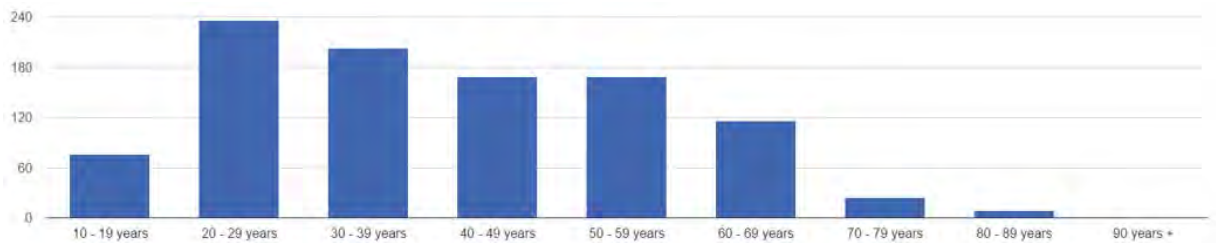
For your regular (usual) trips to and from the Grey Lynn town centre, why do you use the mode(s) of transport that you do?



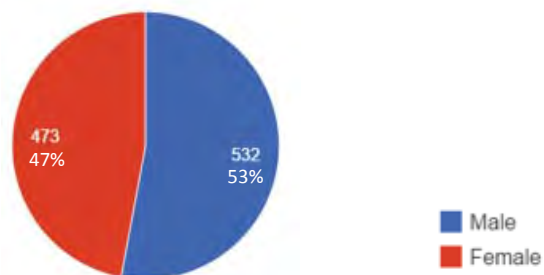
How long do you intend to stay in the Grey Lynn town centre?



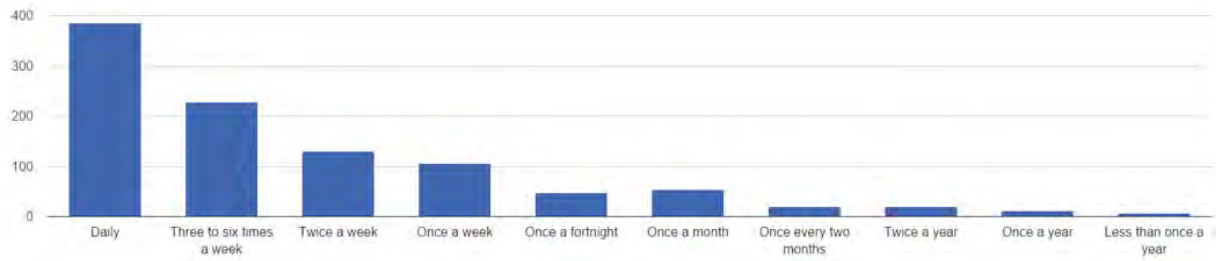
What age group are you in?



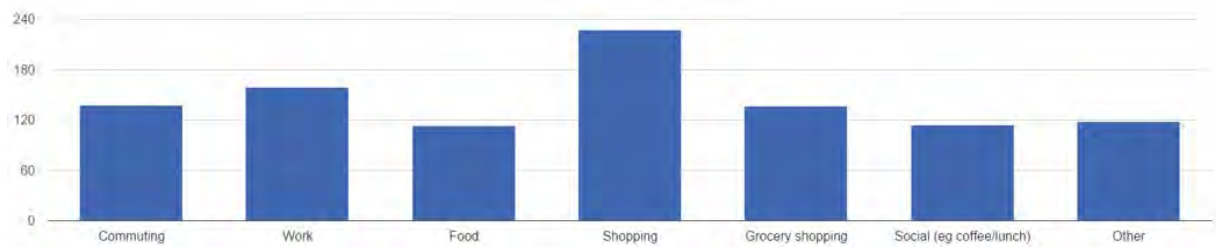
Gender



How often do you come to the Grey Lynn town centre?



What is your main purpose for coming to the Grey Lynn town centre?



What amount do you generally spend when you are at the Grey Lynn town centre?

