

# Karangahape Road Enhancements Project Business Survey

Auckland Transport & Auckland Council | June 2018

gravitas



# Report outline

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# Research Objectives and Method

# Background and objectives

- The Karangahape Road Enhancements Project is a joint project between Auckland Transport and Auckland Council. The focus is retaining the street's unique character and life while supporting change. Proposed enhancements include changes to make it easier to walk and cycle along and around Karangahape Road such as the creation of a cycleway, and enhancements to the footpath and road environment. As part of creating an attractive and user-friendly street, consideration is also being given to pedestrian crossings, traffic flow, trees and plantings, lighting, outdoor dining and art work<sup>1</sup>.
- The objective of this research is to understand business and customer activity in the area, businesses' current perceptions of Karangahape Road, information requirements in relation to the Enhancements Project, and what supports pre/during construction would be most beneficial and appealing to businesses.
- The findings from this round of research provide a 'pre-works' benchmark. Further surveys are scheduled to take place during construction (May 2019) and post construction (May 2020) in order to monitor and understand the impact of the Enhancements Project on Karangahape Road businesses.

1. [www.at.govt.nz/kroadproject](http://www.at.govt.nz/kroadproject)

# Research method

## Data collection method



With the support of the Karangahape Road Business Association, businesses were sent email invitations to take part in the survey. Subsequently, businesses that had not responded were approached and surveyed face-to-face or provided with a hard-copy questionnaire to complete and return.

## Fieldwork dates



11<sup>th</sup> June – 26<sup>th</sup> June 2018

## Sample size



**Total respondents = 167**

Face-to-face n=101

Online n=42

Hard copy n=24

## Testing for true differences



All results have been cross-tabulated by:

- Duration of business in the area
- Business type (retail, food & beverage, other)
- Number of staff
- Busiest periods
- Number of customers during peak times

Statistically-significant differences between sub-groups identified have been highlighted in the text.

## Maximum margin of error\*



**± 5.7%**

*\* That is, were the research replicated, there would be a 95% chance of results falling within a range no greater than 5.7% higher or lower than reported results.*

# Research method

Businesses within the area below were approached to participate in the research:



# Business respondent profile



Duration of operation in Karangahape Road area	
Less than one year	10%
Between one and five years	40%
Between six and ten years	21%
More than ten years	29%



Number of employees	
One	6%
Two to three	27%
Four to five	24%
Six to ten	19%
11-19	14%
20-49	7%
50-99	1%
100 or more	2%



Type of business	
Retail	28%
Food and beverage	23%
Professional services	14%
Art/design	10%
Entertainment	4%
Education	4%
Accommodation	4%
Automotive	2%
Community Service	2%
Electrical/Electronics/Engineering/I.T.	2%
Media/Marketing	2%
Church	1%
Medical and healing	1%
Other	3%

# Summary

# Summary

## Mode of travel

- Businesses perceive that travel by **car** is the most common mode among customers - on both weekdays (42%) and weekends (45%). They also perceive that customers are more likely to travel on **foot** (34% weekdays and weekends) than by **bus** (13% weekdays and 10% weekends).
- **Staff** most commonly travel by **car** (50%) to work. They are also more likely to travel to work by **bus** (24%) than on **foot** (21%).

## Current business activity

- **October-December** is the busiest quarter for the greatest share of businesses, followed by January to March.
- The majority of businesses (87%) have customers coming in on weekdays, while 71% do on weekends. The busiest time of day across weekdays and weekends is **midday to 2pm**.
- **Weekends tend to be busier** for businesses with peaks periods having 50+ customers for the largest share of businesses (35%). By comparison, the largest share on weekdays (27%) has between 20 and 49 customers.

## Perspectives on Karangahape Road

- **Proximity to the CBD, characteristics of the premises** and the **unique characteristics/atmosphere** of the Karangahape Road area are key reasons for both choice of business location on Karangahape Road and what businesses currently like most about the area.
- Of eleven aspects of the area measured, Karangahape Road was rated most positively for **being creative and inspiring** (73%) and **pedestrian friendly** (72%). In contrast, businesses were less positive about the area being **safe** (46%), **bicycle friendly** (44%) and **'green and leafy'** (34%).
- Businesses' perceptions of Karangahape Road were generally **on a par, or less positive**, than those of pedestrians. Businesses' perceptions of **accessibility** and **safety** were notably less positive than pedestrians.

# Summary

## Anticipated change in business activity

- Business confidence is strong with 57% expecting **business activity to increase** in the next 12 months. **Strategic business growth** is the key reason for expected increase in business activity, including that the business is in a growth industry.
- Only 12% expect a decrease in activity; this is predominantly due to the **expected impact of the proposed construction work**.

## Business support

- Businesses would feel supported during construction by having **clear accessways** and **frontages** to their businesses maintained, as well as the **retention of parking** in the area and **clear/regular communication** about the project.
- Of the five specific business support initiatives canvassed, the provision of **clear signs/instructions** and **window/footpath cleaning** would have the most positive impact on businesses.

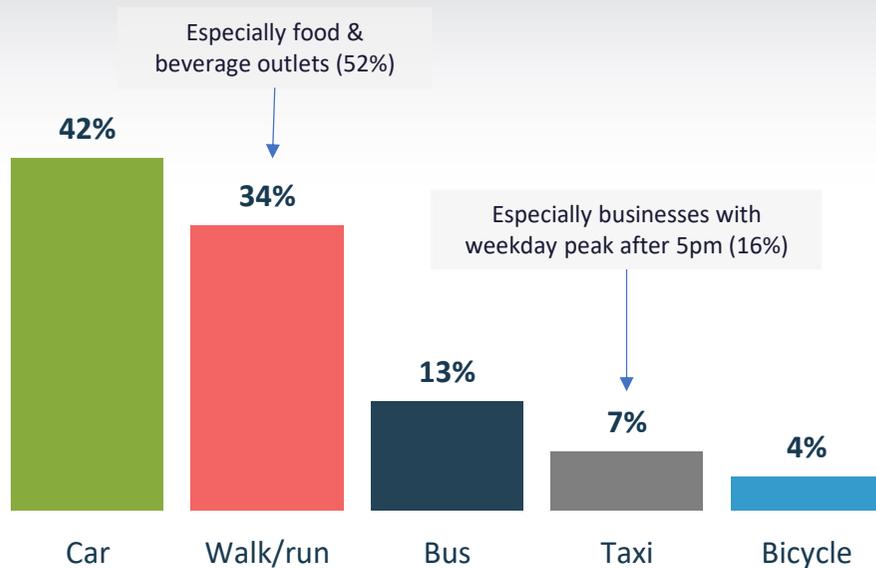
## Information

- The degree to which businesses are informed about the Enhancements Project is **mixed** with one third being either 'quite well' or 'very well' informed; one third being 'somewhat' informed; and a third being either 'not very' or 'not informed at all'.
- The **Karangahape Road Business Association** was cited as a source of information about the Enhancements Project by the largest share of businesses (33%).
- Businesses would most like to be informed about the **timeframes** and **specific dates of events** such as street closures and other disruptions that will directly affect them. In addition, information on **parking** and the on **overall project plan/objectives** would be valued.
- Most businesses (72%) prefer to receive communications about the Enhancements Project by **email**.

# Mode of Travel

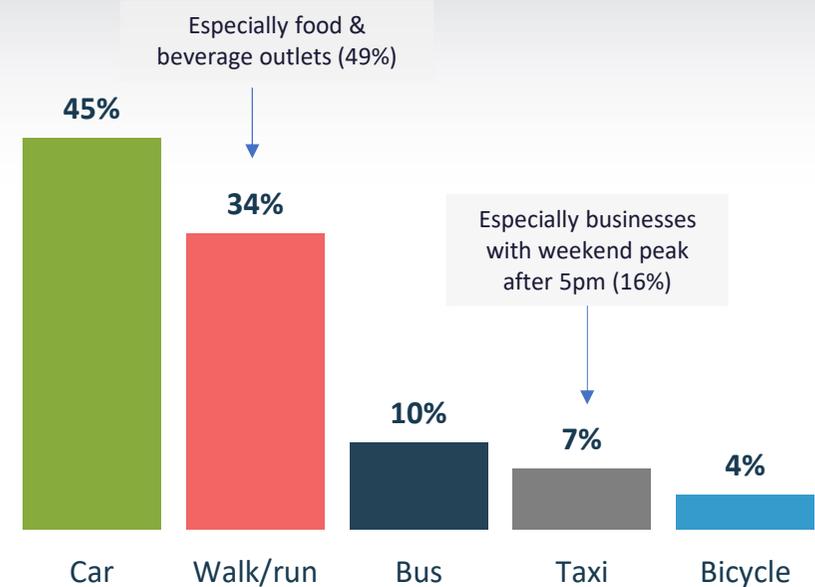
# Business perceptions of customers' travel mode

## Weekdays



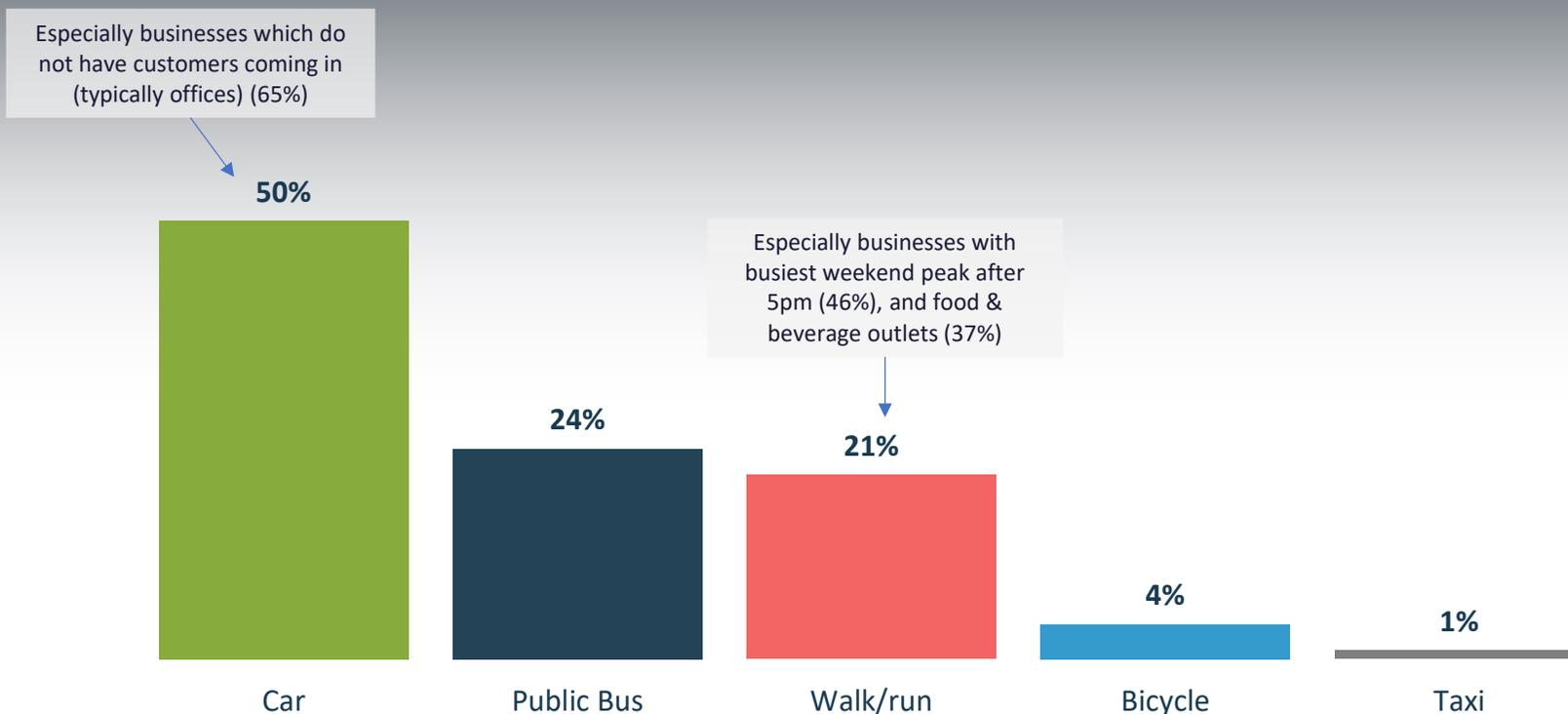
Base: n=148; All businesses which receive customers on weekdays (Q3); excluding those who did not answer the question.

## Weekends



Base: n=124; All businesses which receive customers on weekends (Q6); excluding those who did not answer the question.

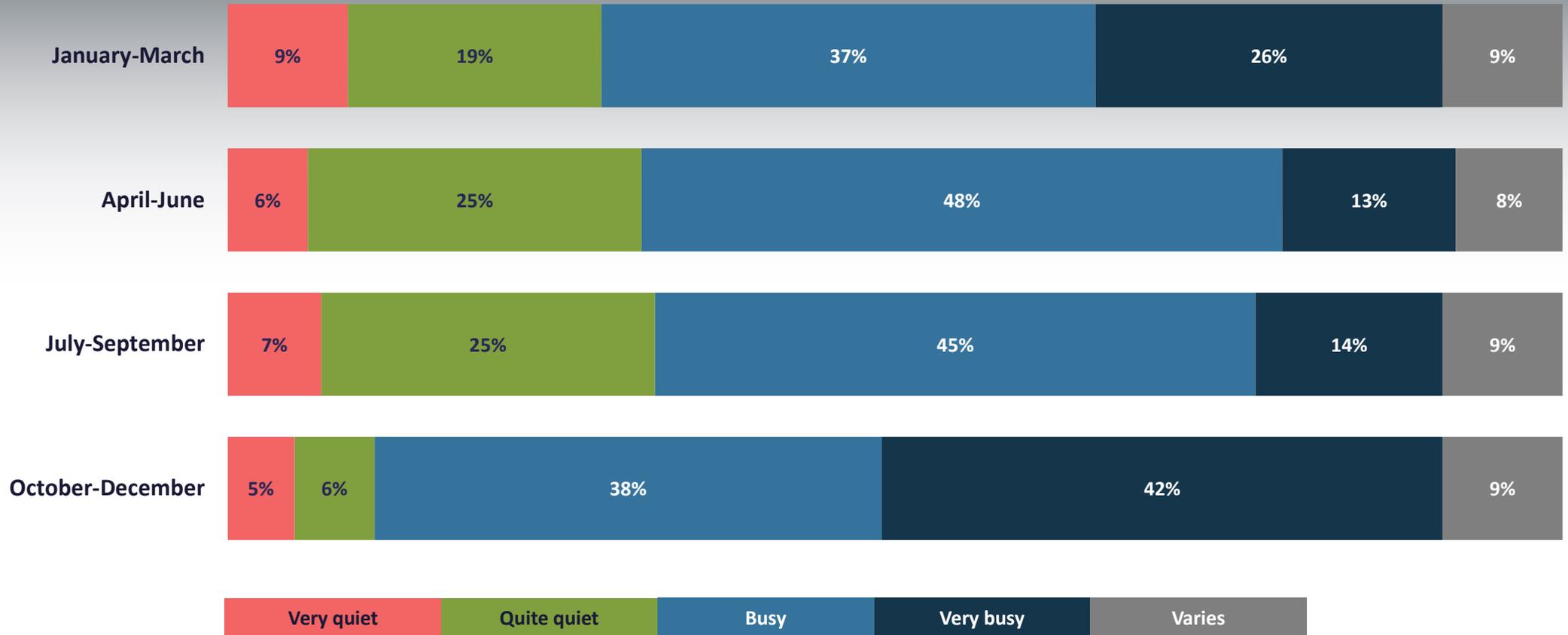
# Staff mode of travel



Base: n=167; All respondents.

# Current and Anticipated Business Activity

# Customer volumes by quarter

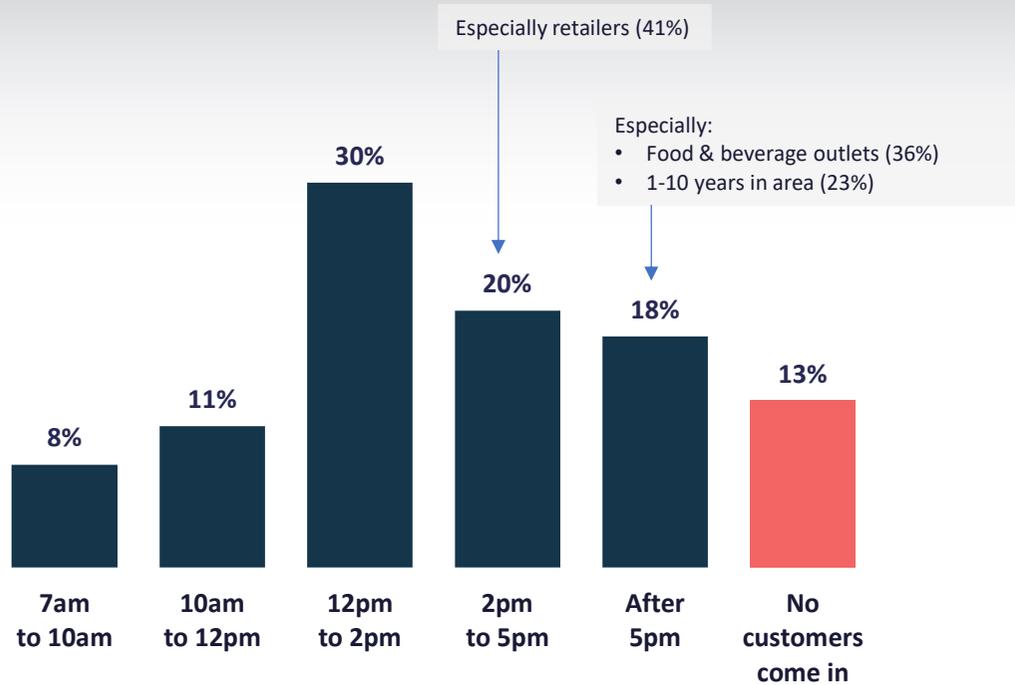


Bases: n=158-164; All respondents; excluding those who did not answer the question.

# Busy periods - weekdays



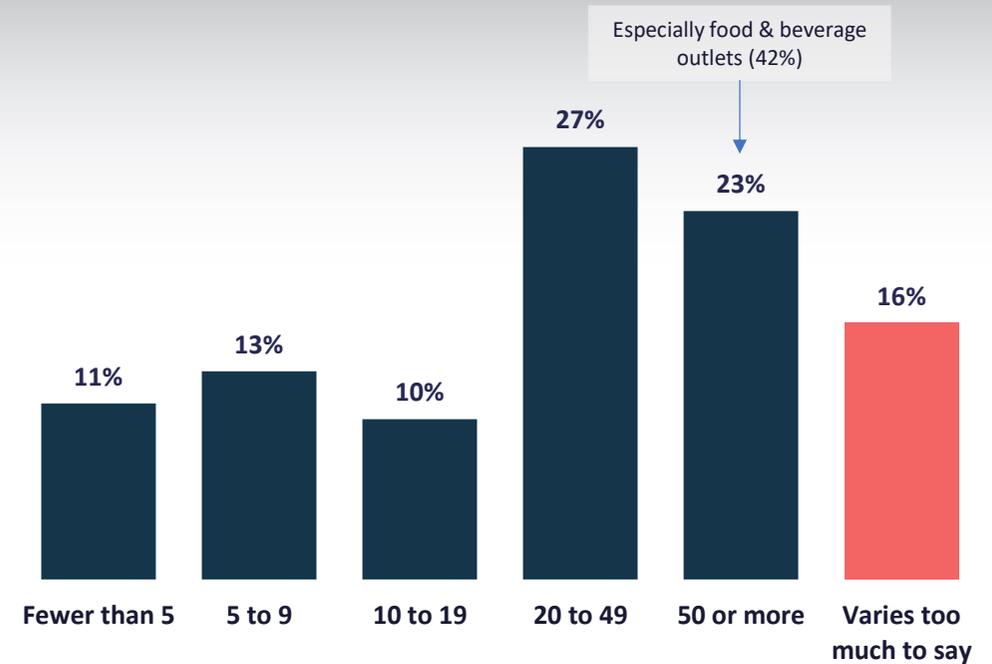
Time of day most customers received



Base: n=149; All respondents; excluding those who did not answer the question.



Number of customers during peak period

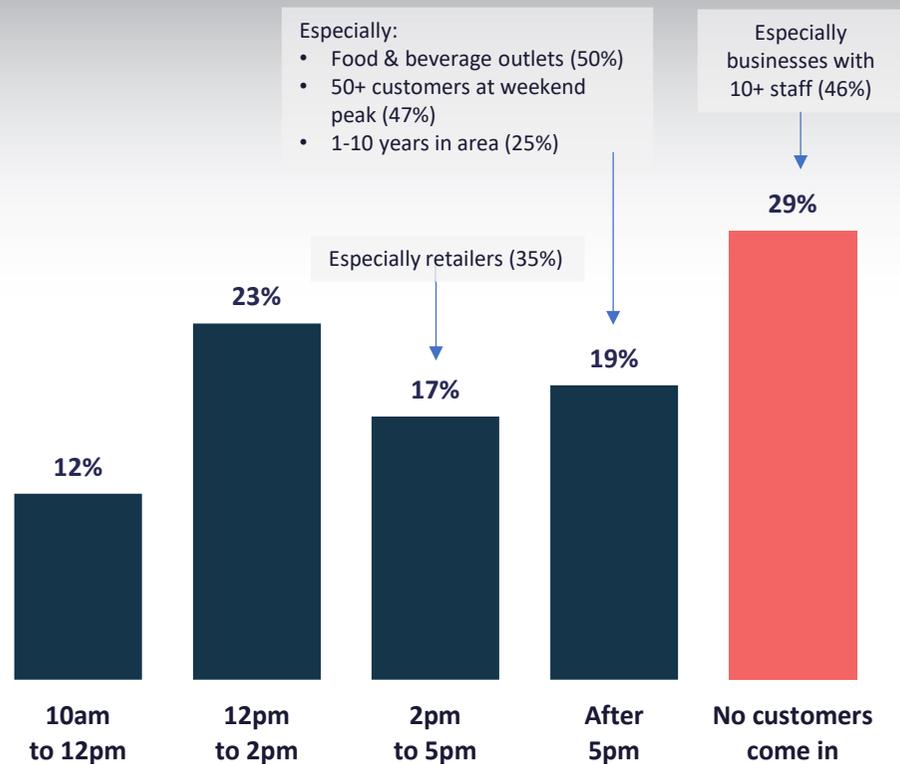


Base: n=128; All businesses which receive customers on weekdays (Q3); excluding those who did not answer the question.

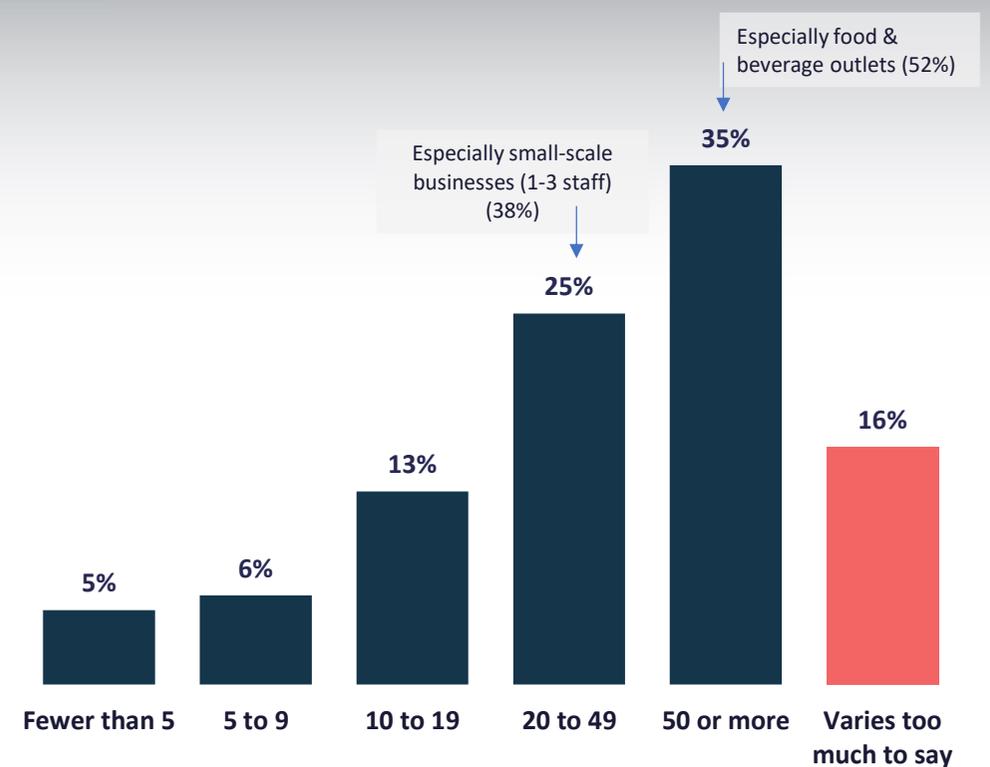
# Busy periods - weekends



## Time of day most customers received



## Number of customers during peak period

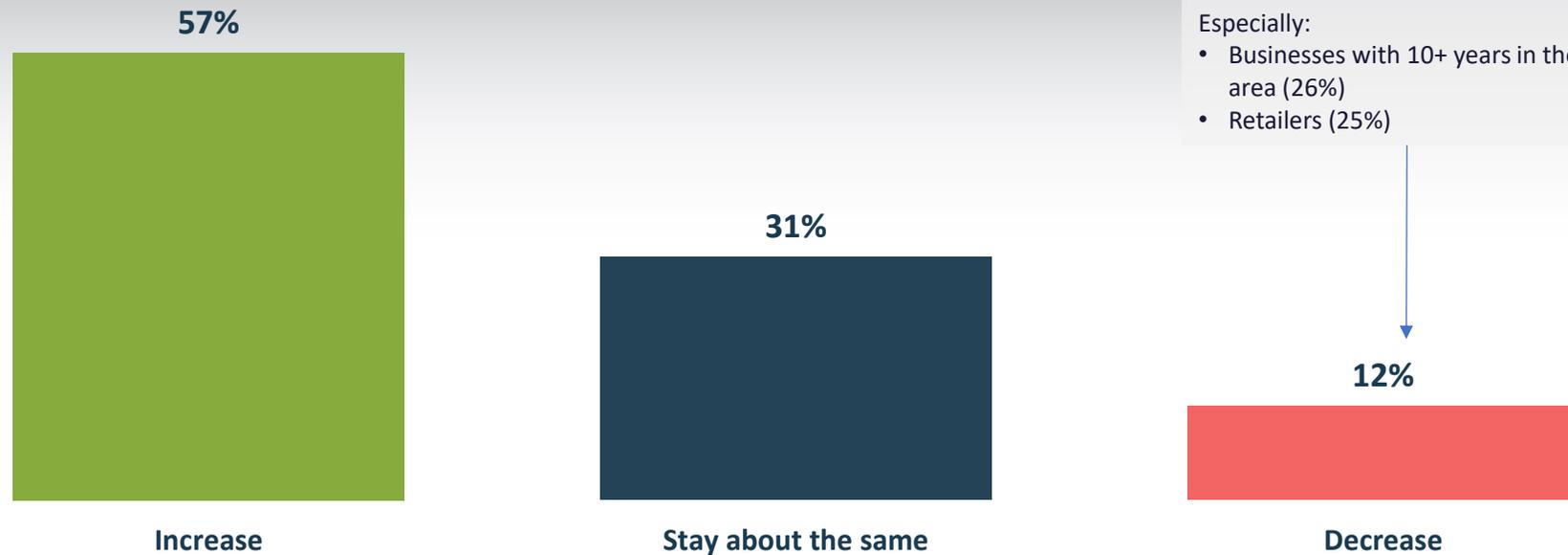


Base: n=151; All respondents; excluding those who did not answer the question.

Note: No businesses said their busiest weekend period was 7-10am.

Base: n=103; All business which receive customers on weekends (Q6); excluding those who did not answer the question.

# Anticipated business activity – next 12 months



Base: n=167 (All respondents).

# Reasons for anticipated business activity

## Share of those who anticipated an increase in business

Growing industry/business/strategic growth/business development	<b>40%</b>
Increased awareness/more people know about us	<b>18%</b>
More demand for our products/services	<b>12%</b>
Increased marketing	<b>11%</b>
More people/foot traffic volumes/tourists	<b>6%</b>
Based on recent trend	<b>6%</b>
Increase in promotions/events	<b>6%</b>
More products/unique brands	<b>5%</b>
Remodelled/making business more attractive	<b>5%</b>
More staff	<b>5%</b>
Increased access - including more parking/public transport	<b>5%</b>
Busier workload	<b>3%</b>

Base: n=66; All respondents who expected an increase in activity; excluding those who did not answer the question.  
Note: Multiple responses allowed. Table lists all reasons mentioned.

## Share of those who anticipated a decrease in business

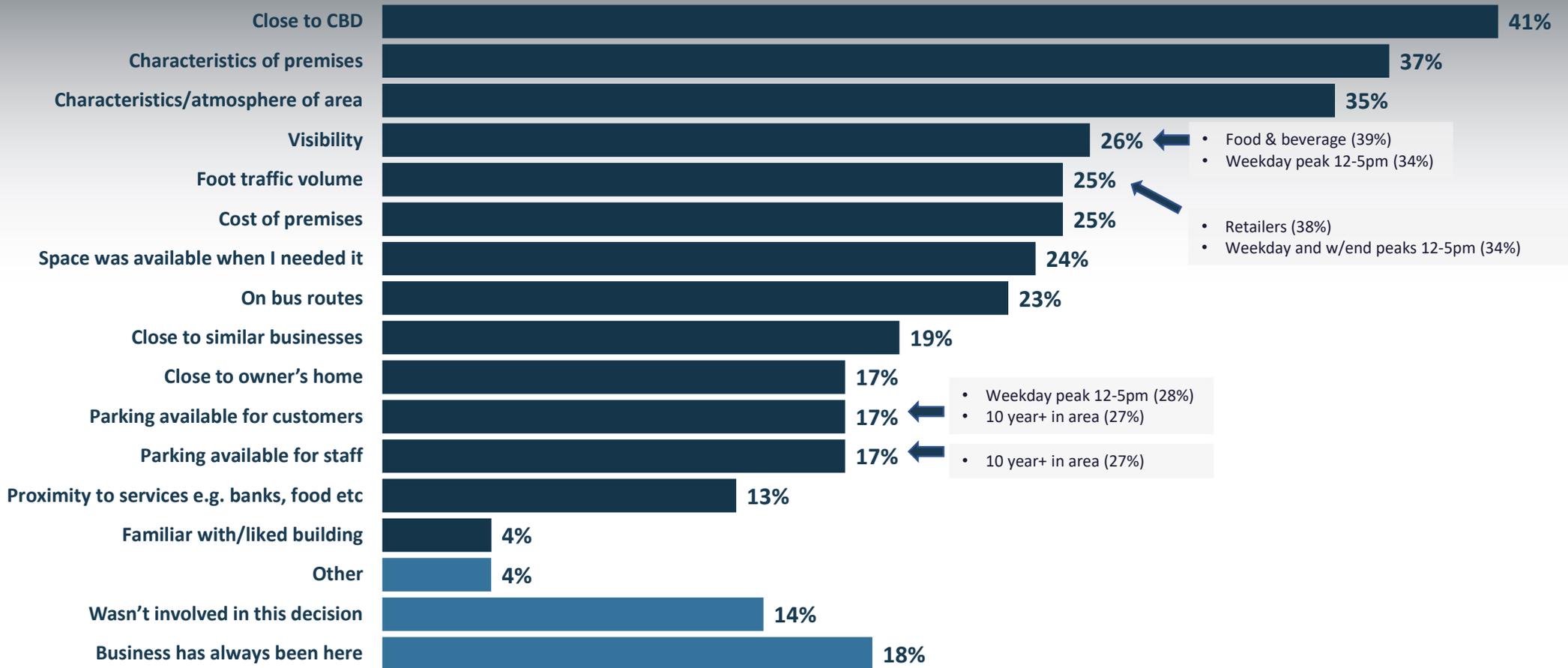
Construction work/street disruption	<b>n=7</b>
Reduction in car parking	<b>n=4</b>
Cycle lane installation	<b>n=3</b>
Reduced foot traffic	<b>n=3</b>
Government policy changes/taxes	<b>n=3</b>
Bus lane/stops	<b>n=2</b>
Safety concerns (drug use/homelessness)	<b>n=1</b>

Base: n=18; All respondents who expected a decrease in activity (Q9), excluding those who did not answer the question.

Note: Multiple responses allowed. Table lists all reasons mentioned.

# Businesses' Perceptions of Karangahape Road

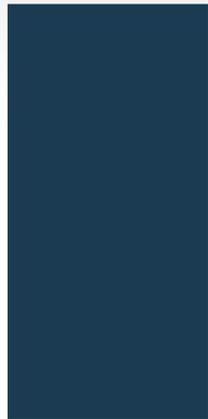
# Motivations for locating business in Karangahape Road area



# What business owners like most about Karangahape Road location

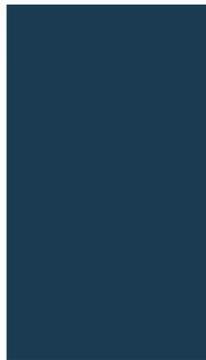
Especially mentioned by businesses with busiest periods from midday to 5pm on weekdays (45%) and weekends (44%)

28%



People/community

24%



Vibe/atmosphere/energy

23%



Central/proximity to CBD

15%



Character/uniqueness

Especially mentioned by food and beverage outlets (27%)

12%



Foot traffic volumes

11%



Diversity

Especially mentioned by retailers (19%)

9%



Relationship with other businesses

Base: n=124; All respondents who offered an unprompted perspective; excluding those who did not answer the question.

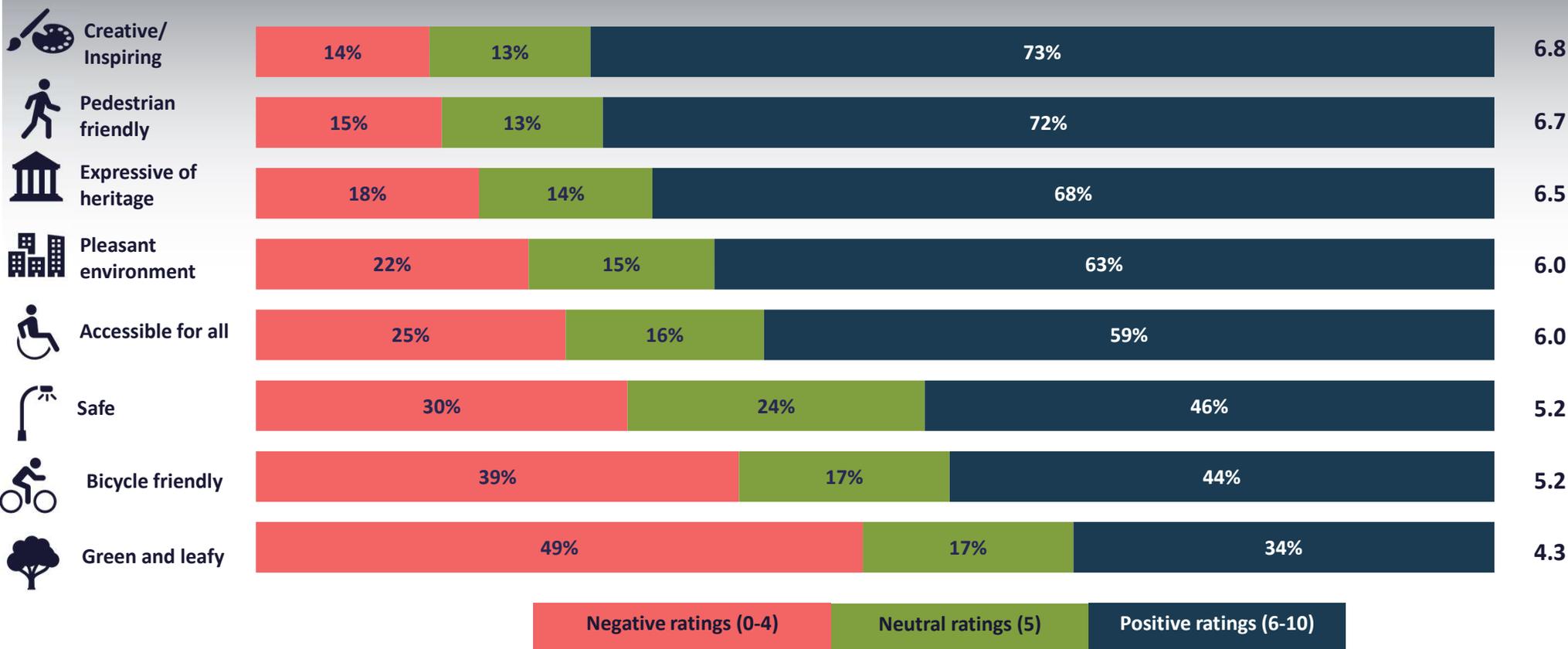
Note: Multiple responses allowed, consequently graph may total more than 100. Graph shows mentions by 9% or more of respondents. (See next slide for full list).

# What business owners like most about Karangahape Road location

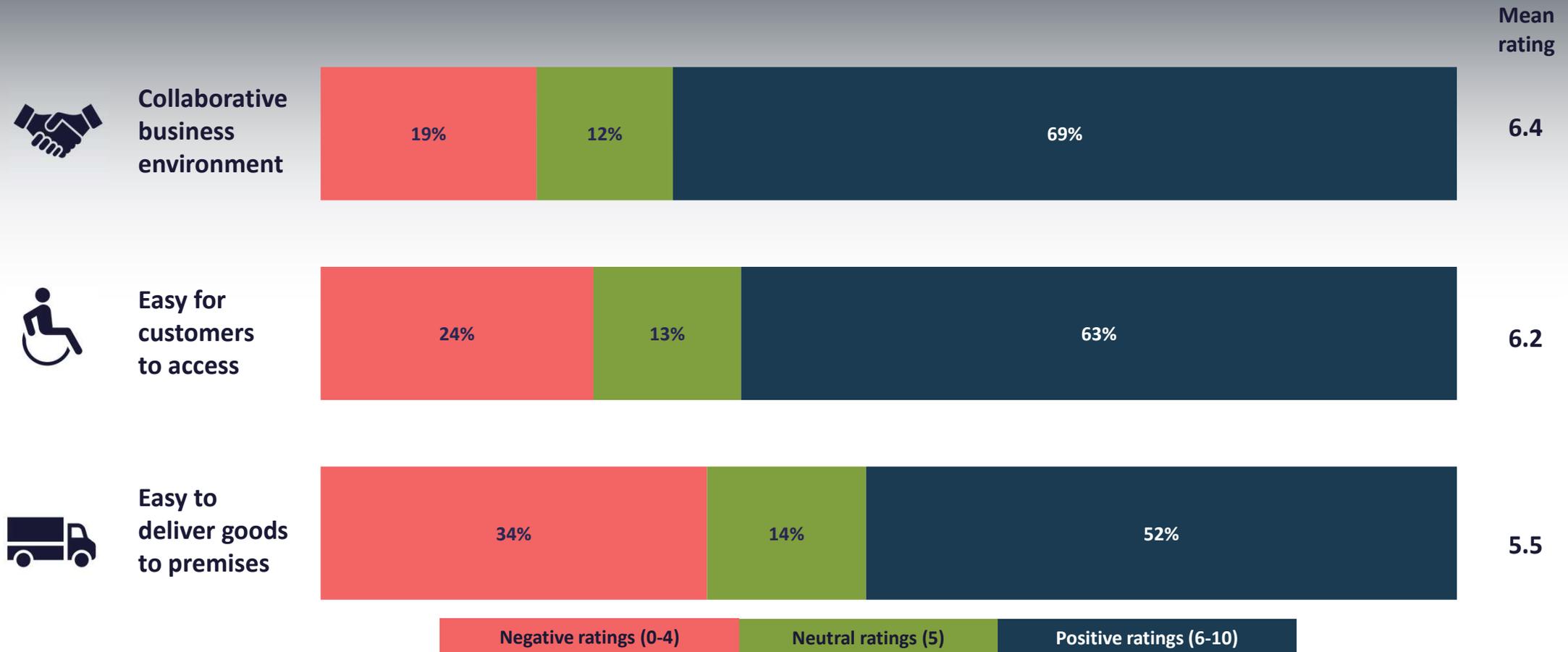
People/community	<b>28%</b>	Good transport links	<b>5%</b>
Vibe/atmosphere/energy/hip	<b>24%</b>	Parking	<b>3%</b>
Central/proximity to CBD	<b>23%</b>	Popular destination	<b>3%</b>
Character/uniqueness	<b>15%</b>	Proximity to hospitality/cafes	<b>3%</b>
Foot traffic	<b>12%</b>	Variety of shops and eateries	<b>2%</b>
Diversity	<b>11%</b>	Close to home	<b>2%</b>
Relationships with other business	<b>9%</b>	Affordable	<b>2%</b>
Access to motorways/airport/major traffic route	<b>7%</b>	History/nostalgia	<b>2%</b>
Easy to access	<b>5%</b>	Bike paths	<b>2%</b>
Arts/culture/street art	<b>5%</b>	Wide footpaths/walking	<b>2%</b>

# Perceptions of Karangahape Road - general

Mean rating



# Perceptions of Karangahape Road – business related



# Support for Businesses During Construction

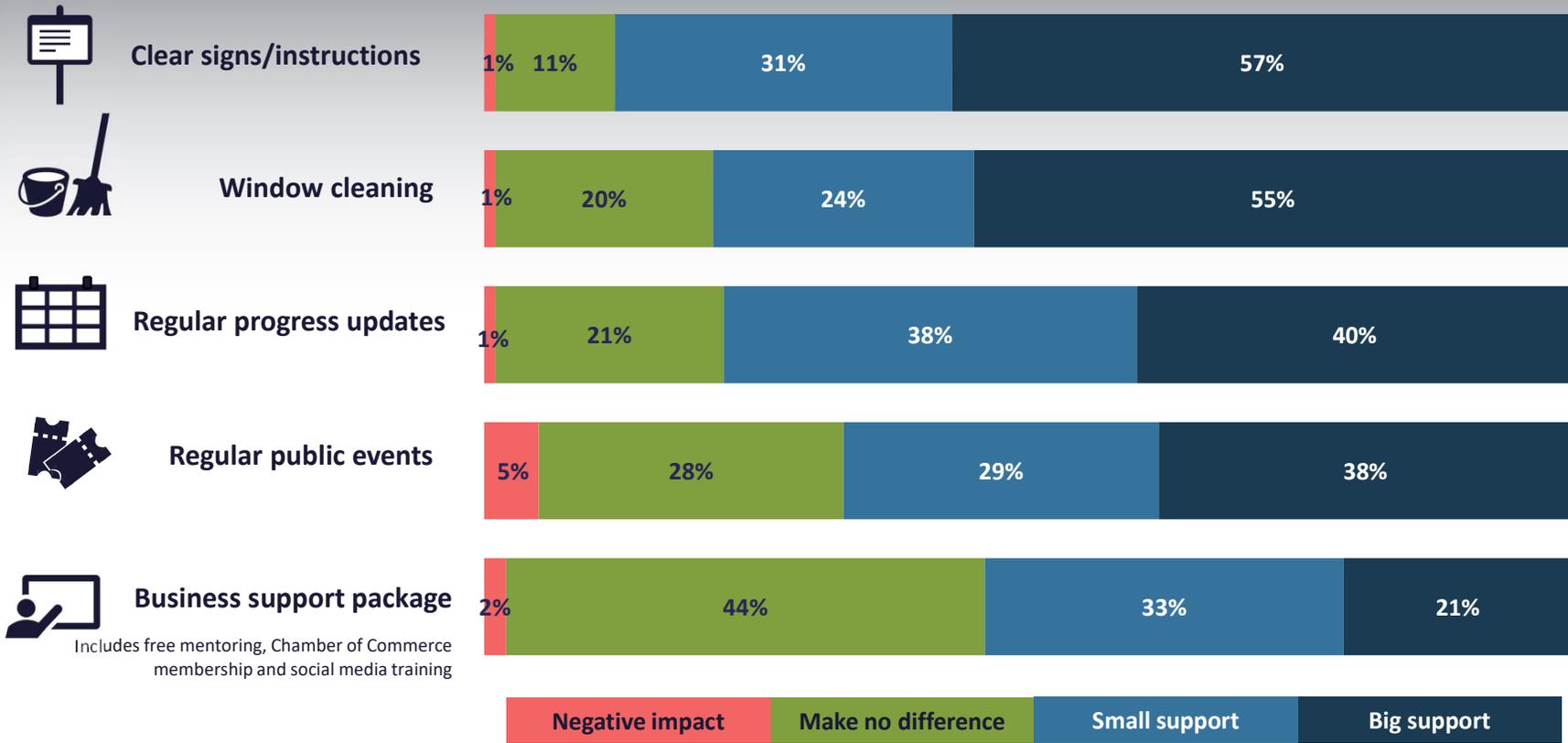
# Suggested business support initiatives (unprompted)

## Business-initiated suggestions for how business could be supported during construction

Clear accessways/ensure footpaths and frontages are not blocked	<b>31%</b>	Shorten construction timeframe	<b>3%</b>
Increase/retain/provide free/easily accessible parking	<b>21%</b>	Efficient works/better planning	<b>2%</b>
Clear/regular communication	<b>14%</b>	Business input into planned promotions	<b>2%</b>
Compensation for loss of business	<b>13%</b>	Tidy environment	<b>2%</b>
Advise/restrict construction impact/outside business hours only	<b>12%</b>	Free coffee vouchers	<b>1%</b>
Timely notifications for anything that directly impacts on business	<b>10%</b>	Interesting/vibrant hoardings	<b>1%</b>
Clear/detailed signage	<b>9%</b>	Free promotions for affected businesses	<b>1%</b>
Clear/accurate timeline for each stage	<b>8%</b>	Appoint a contact person for day-to-day issues	<b>1%</b>
Marketing support	<b>7%</b>	Construction workers not loitering	<b>1%</b>
Minimise disruption to traffic flows/access	<b>7%</b>	Retain the unique character of the area	<b>1%</b>
Minimise noise	<b>5%</b>	Minimise impact on businesses	<b>1%</b>
Lighting/don't block natural light	<b>4%</b>	Ensure a safe environment	<b>1%</b>

# Business reaction to project initiated support suggestions

'Big support' significantly more likely among::



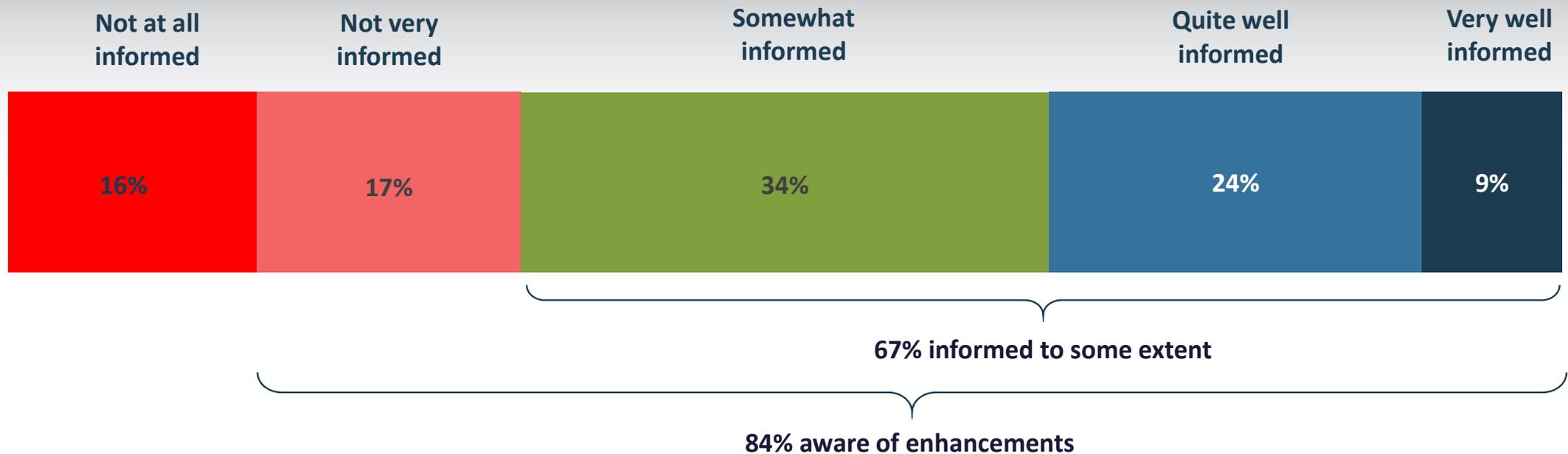
- Weekend peak 12-5 pm (73%)
- Retailers (67%)

- 50+ customers at weekend peak (64%)
- Food & beverage outlets (59%)
- Small-scale businesses (1-3 staff) (52%)
- Weekday peak 12-5pm (47%)

- Small-scale businesses (1-3 staff) (31%)

# Information on Enhancements Project

# Extent to which businesses feel informed about Enhancements Project



Base: n=165. All respondents; excluding those who did not answer the question.

Note that there are no significant differences by business type in the extent to which businesses are informed about Enhancements Project

# Current sources of information about Enhancements Project

How businesses heard about Enhancements Project			
Karangahape Road Business Association	33%	Survey	3%
Flyer/pamphlet/brochure <i>Especially business with weekday (25%) and weekend (26%) peak periods between midday and 5pm.</i>	15%	Auckland Transport	3%
Word of mouth	14%	Online (not specified)	3%
Email	13%	Signs/signage	3%
Auckland Council meeting	7%	Council newsletter/circular/website	3%
Person came in/face-to-face	6%	Social media/Facebook	2%
Letter (no specified source)	5%	Business Industry Authority	2%
Newspaper	4%	Pop-up hub	1%
Newsletter	3%	Other	3%

Base: n=120. All respondents; excluding those who did not answer the question.

# Businesses' information requirements

Businesses would like information about...			
Timeline/timeframes - including street closures and other disruptions	27%	Cycle lanes	3%
Parking	16%	Design of footpaths/layout/cycleways/road size	3%
Project plan/objectives	15%	Clean-up plans	3%
Regular updates/next phase	12%	Public service enhancements (toilets, water stations, lighting, street furniture)	3%
Construction hours	12%	Support of businesses	3%
Traffic flow/disruptions	10%	Plans for homeless people	3%
Impact on businesses	8%	Documentation regarding decision for upgrade	2%
Design brief/images	8%	Location and number of disability parks available	2%
Public access	5%	Information to keep my staff and customers happy (unspecified)	2%
Environmental impact	5%	Baseline/hard benefit measurement	2%
All relevant information	5%	Risk and safety assessments	2%
Remuneration for loss of business	3%	Community initiatives	2%
Bus stops/timetables	3%	CRL project	2%

# Businesses' preferred information sources

Businesses would prefer to be informed about Enhancements Project via ...	
Email	<b>72%</b>
Personal visit <i>Especially businesses in area for 10+ years (24%)</i>	<b>13%</b>
Flyers/pamphlets	<b>9%</b>
Letters/post	<b>9%</b>
Newsletters	<b>6%</b>
Online	<b>6%</b>
Phone	<b>5%</b>
Via Karangahape Road Business Association	<b>3%</b>
Signage	<b>2%</b>
Information stands	<b>2%</b>

# Comments and Suggestions

# Other comments/suggestions

Comments and/or suggestions made...			
Don't remove car parking	n=6	Provide information on bus stops/how these impact on businesses	n=3
Don't go ahead with plan/businesses do not support	n=5	Subsidise/compensate businesses during construction	n=3
Minimise disruption	n=4	Keep businesses well informed	n=3
Not in favour of cycle lane	n=4	Keep the area tidy/supply more rubbish bins	n=2
Character of the area needs preservation	n=4	More consultation with businesses	n=2
Construction should take place after business/retail/peak hours	n=3	Minimise obstructions to visibility	n=2
Expediate process	n=3	Karangahape Road is busy emergency route	n=2

Base: n=46; All respondents who provided an additional comment or suggestion.

Note: Multiple responses allowed; table includes comments/suggestions made by n=2 or more of respondents.