

22 May 2023

File Ref: OIAPR-1274023063-2083

[REDACTED]

Tēnā koe [REDACTED]

Request for information 2023-097

I refer to your request for information dated 24 April 2023, which was received by Greater Wellington Regional Council (Greater Wellington) on 24 April 2023. You have requested the following:

"I'm writing from [REDACTED] seeking information under LGOIMA for reporting in the public interest.

Please provide:

All reports and summaries of Greater Wellington public transport customer/user surveys, as well as correspondence, internal and external, relating to those surveys (though excluding individual survey responses) covering the period March 6 to April 24."

Greater Wellington's response follows:

Metlink conducts an annual customer satisfaction survey, with the next one is due to proceed between 9 – 29 May 2023. The results of previous customer satisfaction surveys can be viewed on our website here: <https://www.metlink.org.nz/news-and-updates/surveys-and-reports/customer-satisfaction-survey/>.

Greater Wellington Regional Council contracted leading marketing data and analytics company Kantar, to conduct the 'Community Research for Greater Wellington and Metlink' survey between 1 – 20 March 2023. Although this is not primarily a public transport customer/user survey, it did collect public transport usage information.

Please find attached to this response, the Community Research survey conducted by Kantar on behalf of Greater Wellington in the period between 1 – 20 March and all related correspondence.

- **Attachment 1** - Greater Wellington Questionnaire that was used to survey participants.
- **Attachment 2** - Greater Wellington Community Research report that was conducted 1 – 20 March 2023.
- **Attachment 3** – Internal correspondence between Greater Wellington and Metlink staff and correspondence with Kantar and Colmar Brunton consultants who were engaged to work with us on the survey.
- **Attachment 4** – Horizon Research report which was discussed in the internal correspondence.
- **Attachment 5** – External correspondence between Greater Wellington and the consultancy firm Kantar.

Some information has been withheld in Attachments 3 and 5 under section 7(2)(a) the Local Government Official Information and Meetings Act 1987 in order to protect the privacy of natural persons, including that of deceased natural persons.

We have considered whether the public interest in the requested information outweighs Greater Wellington's need to withhold certain aspects of the requested correspondence. As a result, we do not consider that the public interest outweighs Greater Wellington's reason for withholding parts of the document under the grounds identified above.

If you have any concerns with the decision(s) referred to in this letter, you have the right to request an investigation and review by the Ombudsman under section 27(3) of the Local Government Official Information and Meetings Act 1987.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly on Greater Wellington's website with your personal information removed.

Nāku iti noa, nā



Samantha Gain

Kaiwhakahaere Matua Waka-ā-atea | Group Manager Metlink

Screeners**NUMERIC**

S1 Please type your age in the box below.

DP: IF QUOTA FULL, ASK S2, S3, AND S4, AND F9 THEN THANK AND CLOSE.

SR

S2 Are you...?

Male	1
Female	2
Another gender	3

DP: IF QUOTA FULL, ASK S3, AND S4, AND F9 THEN THANK AND CLOSE.

ASK ALL

SR

S3 Where do you live?

Wairarapa	1	CONTINUE
Kāpiti Coast	2	CONTINUE
Porirua	3	CONTINUE
Upper Hutt	4	CONTINUE
Lower Hutt	5	CONTINUE
Wellington City	6	CONTINUE
Somewhere else in New Zealand	7	CLOSE

DP: IF QUOTA FULL, ASK S4, AND F9, THEN THANK AND CLOSE. IF CODE 7, THANK AND CLOSE IMMEDIATELY.

ASK ALL

MR

S4 Which modes of public transport have you used in the Wellington Region in the past 12 months, if any?

Bus	1
Train	2
Harbour ferry (i.e. services to/from Queens Wharf, Days Bay, Matiu/Somes Island)	3
Have not used public transport	4

ASK ALL

MR

F9 Which of these ethnic groups best describe(s) you?
You can choose more than one.

New Zealand European	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Other Pacific Island (please type in)	7
Chinese	8
Indian	9
Other Asian (please type in)	10
Other European (please type in)	11
Other ethnic group (please type in)	12

[Moved from the end of the questionnaire so we can set quotas by ethnicity.]

PROACTIVE RELEASE

Section A: Awareness of responsibilities

TXT Thanks, you qualify for today's survey.

Now we'd like to ask you some questions about **the Wellington Region**. Which organisation or organisations do you think are mainly responsible for: [... randomly assigned function from list below ...], [... randomly assigned function from list below ...], [... randomly assigned function from list below ...], [... randomly assigned function from list below ...]; and managing the network of buses, trains, and harbour ferries (public transport) in the region?

Please type your answer below.

+ Don't know

protecting native birds, animals, and plants in the region	1
animal and plant pest control in the region	2
ensuring communities in the region are prepared for and protected from the impact of climate change	3
the conservation of land in the region, ensuring it is protected for future use	4
protecting people, houses, and land from flood damage	5
ensuring soil, water, and air in the region are clean and healthy	6
ensuring the Wellington Region's harbours are safe and clean for all users	7
managing regional parks	8
managing pollution of the environment in the region	9
ensuring the region's rivers, streams, and lakes are clean and healthy	10
regional transport planning	11
issuing resource consents for activities that impact the environment	12
encouraging people to make sustainable transport choices (e.g., carpooling, cycling, or walking) that reduce pollution	13
planning to protect communities from natural hazards (e.g., floods, sea-level rise, earthquakes, and extreme weather)	14

Section B: Awareness of GW and Metlink

ASK ALL

SR

B1 How much, if anything, do you know about what **Greater Wellington Regional Council** does?

1...Nothing at all	1
2	2
3	3
4	4
5	5
6	6
7...A great deal	7
I have never heard of Greater Wellington Regional Council	8

ASK ALL

SRB2 How much, if anything, do you know about what **Metlink** does?

1...Nothing at all	1
2	2
3	3
4	4
5	5
6	6
7...A great deal	7
I have never heard of Metlink	8

Section C: Favourability, brand association, and reputation index

ASK IF B1=1-7 (AWARE OF GW)

SRC1 Which statement below best reflects your opinion and perception of **Greater Wellington Regional Council**?

I think so well of them, I would speak highly of them without being asked	1
I would speak highly of them if someone asked my opinion	2
On balance, I have a neutral opinion of them, seeing both positives and negatives	3
I would be critical of them if someone asked my opinion	4
I think so poorly of them, I would be critical without being asked	5
Don't know	6

ASK IF B1=1-7 (AWARE OF GW)

SRC2 How does your opinion of Greater Wellington Regional Council **now**, compare to your opinion of them 12 months ago?

1...I feel much more negatively towards them now than I did 12 months ago	1
2	2
3	3
4...My opinion of them now is the same as it was 12 months ago	4
5	5
6	6
7... I feel much more positively towards them now than I did 12 months ago	7
I wasn't aware of Greater Wellington Regional Council 12 months ago	8
Don't know	9

ASK IF B2=1-7 (AWARE OF METLINK)

SRC3 Which statement below best reflects your opinion and perception of **Metlink**?

I think so well of them, I would speak highly of them without being asked	1
I would speak highly of them if someone asked my opinion	2
On balance, I have a neutral opinion of them, seeing both positives and negatives	3
I would be critical of them if someone asked my opinion	4
I think so poorly of them, I would be critical without being asked	5
Don't know	6

ASK IF B2=1-7 (AWARE OF METLINK)

SRC4 How does your opinion of Metlink **now**, compare to your opinion of them 12 months ago?

1...I feel much more negatively towards them now than I did 12 months ago	1
2	2
3	3
4...My opinion of them now is the same as it was 12 months ago	4
5	5
6	6
7... I feel much more positively towards them now than I did 12 months ago	7
I wasn't aware of Metlink 12 months ago	8
Don't know	9

Section D: Reputation index

ASK IF B1=1-7 (AWARE OF GW)

DYNAMIC GRID

D1 For each statement that appears below, click to indicate how strongly you agree or disagree that statement applies to **Greater Wellington Regional Council**.

ROWS - RANDOMISE

Trust	Listens to the public's point of view	1
Trust	Uses ratepayer money responsibly	2
Trust	Is trustworthy	3
Trust	Can be relied upon to protect individuals' personal information	4
Social responsibility	Behaves in a responsible way towards the environment	5
Social responsibility	Is a positive influence on society	6
Social responsibility	Has a positive impact on people's mental and physical wellbeing	7
Social responsibility	Helps people make a worthwhile contribution to society	8
Social responsibility	Protects our environment for future generations	9
Fairness	Treats their employees well	10
Fairness	Deals fairly with people regardless of their background or role	11
Leadership and success	Is a forward-looking organisation	13
Leadership and success	Contributes to economic growth	14
Leadership and success	Is easy to deal with in a digital environment	15
Engagement	Provides opportunities for people to have their say	16
Engagement	Keeps people informed about what it is doing	17
Engagement	Has working relationships with local iwi	18

COLUMNS SR

1...Strongly disagree	1
2	2
3	3
4	4
5	5
6	6
7...Strongly agree	7
Don't know	8

IF B1=1-7 (AWARE OF GW)

MR - RANDOMISE

D2 Which, if any, of the following particularly influence your view about **Greater Wellington Regional Council**?

Please select all that apply.

My experience dealing with Greater Wellington Regional Council, i.e, when you have been directly in contact with them about something, or they were in direct contact with you	1
My experience with the services or responsibilities of Greater Wellington Regional Council, e.g., regional parks, pollution control, pest control, etc.	2
What my friends or family have told me	3
What I have seen or heard at community meetings or through community groups/organisations	4
What I've seen or heard in the media (e.g., TV, radio, newspapers, magazines, including their websites or social media channels)	5
What I've seen or heard on social media (e.g., Facebook, Twitter, Instagram)	6
What I've seen or heard on digital media (e.g., websites, blogs, podcasts, YouTube)	7
Something else (please tell us)	8
None of these	9
Don't know	10

ASK IF C2=1-3 (FEEL MORE NEGATIVELY TOWARDS GW THAN 12 MONTHS AGO)

OPEN

D3a Earlier, you said that you feel more negatively towards Greater Wellington Regional Council now than you did 12 months ago. For what reasons do you feel more negatively?
Please type your answer below.
 + Don't know

ASK IF C2=5-7 (FEEL MORE POSITIVELY TOWARDS GW THAN 12 MONTHS AGO)

OPEN

D3b Earlier, you said that you feel more positively towards Greater Wellington Regional Council now than you did 12 months ago. For what reasons do you feel more positively?
Please type your answer below.
 Don't know

ASK IF B2=1-7 (AWARE OF METLINK)

DYNAMIC GRID

D4 For each statement that appears below, click how strongly you agree or disagree that statement applies to **Metlink**.

ROWS - RANDOMISE

Trust	Listens to the public's point of view	1
Trust	Uses ratepayer money responsibly	2
Trust	Is trustworthy	3
Trust	Can be relied upon to protect individuals' personal information	4
Social responsibility	Behaves in a responsible way towards the environment	5
Social responsibility	Is a positive influence on society	6
Social responsibility	Has a positive impact on people's mental and physical wellbeing	7
Social responsibility	Helps people make a worthwhile contribution to society	8
Social responsibility	Protects our environment for future generations	9
Fairness	Treats their employees well	10
Fairness	Deal fairly with people regardless of their background or role	11
Leadership and success	Is a forward-looking organisation	13
Leadership and success	Contributes to economic growth	14
Leadership and success	Is easy to deal with in a digital environment	15
Engagement	Provides opportunities for people to have their say	16
Engagement	Keeps people informed about what it is doing	17
Engagement	Has working relationships with local iwi	18

COLUMNS SR

1...Strongly disagree	1
2	2
3	3
4	4
5	5
6	6
7...Strongly agree	7
Don't know	8

IF B2=1-7 (AWARE OF METLINK)

MR - RANDOMISE

D5 Which, if any, of the following particularly influence your view about **Metlink**?
Please select all that apply.

My experience using buses, trains, or harbour ferries in the Wellington Region	1
My experience using the Metlink website, app, or calling the service centre	2
What my friends or family have told me	3
What I have seen or heard at community meetings or through community groups/organisations	4
What I've seen or heard in the media (e.g., TV, radio, newspapers, magazines, including their websites or social media channels)	5
What I've seen or heard on social media (e.g., Facebook, Twitter, Instagram)	6
What I've seen or heard on digital media (e.g., websites, blogs, podcasts, YouTube)	7
Something else (please tell us)	8
None of these	9
Don't know	10

ASK IF C4=1-3 (FEEL MORE NEGATIVELY TOWARDS METLINK THAN 12 MONTHS AGO)

OPEN

D6a Earlier, you said that you feel more negatively towards Metlink now than you did 12 months ago. For what reasons do you feel more negatively?
Please type your answer below.
+ Don't know

ASK IF C4=5-7 (FEEL MORE POSITIVELY TOWARDS METLINK THAN 12 MONTHS AGO)

OPEN

D6b Earlier, you said that you feel more positively towards Metlink now than you did 12 months ago. For what reasons do you feel more positively?
Please type your answer below.
+ Don't know

Section H: Community outcomes (priority, importance, and progress)**HIntro****[GW Logo]**

Greater Wellington Regional Council are kaitiaki (guardians) of the environment: the land, air, and water. The Council also help look after the harbour safety and co-ordinate civil defence and public transport.

We'd like to ask you a few questions about Greater Wellington and the work Greater Wellington Regional Council does. Your answers will help the Council understand what's important to you and what you think they can do better.

SHOW H1A TO H1D ON ONE SCREEN. RANDOMISE THE ORDER THAT THE SEVEN GROUPS OF QUESTIONS (H1 TO H7) ARE SHOWN.

Healthy waters for the environment and our people

H1a How strongly do you agree or disagree with the statement
Our local fresh and coastal waters are clean and abundant.

1... Strongly disagree	1
	2
	3
	4
	5
	6
7... Strongly agree	7
Don't know	8

H1b How important is having healthy waters for you?

1... Not at all important	1
	2
	3
	4
	5
	6
7... Extremely important	7
Don't know	8

H1c How well do you think we're achieving at this?

1... Not at all well	1
	2
	3
	4
	5
	6
7... Extremely well	7
Don't know	8

H1d Do you have any other comments on healthy waters?

Please type your answer below.

+ Don't know

SHOW H2A TO H2D ON ONE SCREEN

Protected and flourishing native bird, animal and plant life

H2a How strongly do you agree or disagree with the statement:

I believe our native bird, animal and plant life in the Wellington region is treasured and protected, both on land and in the water

1... Strongly disagree	1
	2
	3
	4
	5
	6
7... Strongly agree	7
Don't know	8

H2b How important is it to you that we protect and care for native bird, animal and plant life?

1... Not at all important	1
	2
	3
	4
	5
	6
7... Extremely important	7
Don't know	8

H2c How well do you think we're achieving at this?

1... Not at all well	1
	2
	3
	4
	5
	6
7... Extremely well	7
Don't know	8

H2d Do you have any other comments about our native bird, animal and plant life?

Please type your answer below.

+ Don't know

SHOW H3A TO H3D ON ONE SCREEN

Resilient and adaptable communities in a changing climate

H3a How strongly do you agree or disagree with the statement:
My community is well prepared for the growing effects of climate change and the hazards our region faces such as earthquakes, droughts and floods.

1... Strongly disagree	1
	2
	3
	4
	5
	6
7... Strongly agree	7
Don't know	8

H3b How important do you think building community preparedness is in order to limit the impact of climate change and other hazards?

1... Not at all important	1
	2
	3
	4
	5
	6
7... Extremely important	7
Don't know	8

H3c How well do you think we're achieving at this?

1... Not at all well	1
	2
	3
	4
	5
	6
7... Extremely well	7
Don't know	8

H3d Do you have any other comments on climate change and community resilience?

Please type your answer below.

+ Don't know

SHOW H4A TO H4D ON ONE SCREEN

Meaningful partnerships with mana whenua (local iwi)

H4a How strongly do you agree or disagree with the statement:
I believe Greater Wellington delivers strong outcomes for Māori through enduring relationships with iwi/hapū (tribes/sub tribes) and council.

1... Strongly disagree	1
	2
	3
	4
	5
	6
7... Strongly agree	7
Don't know	8

H4b How important do you consider partnerships between council and mana whenua (local iwi) to be?

1... Not at all important	1
	2
	3
	4
	5
	6
7... Extremely important	7
Don't know	8

H4c How well do you think we're achieving at this?

1... Not at all well	1
	2
	3
	4
	5
	6
7... Extremely well	7
Don't know	8

H4d Do you have any other comments on relationships between Greater Wellington and tangata whenua (Māori, people of the land)?

Please type your answer below.

+ Don't know

SHOW H5A TO H5D ON ONE SCREEN

A strong and sustainable regional economy

H5a How strongly do you agree or disagree with the statement:
I believe the Wellington Region has a sustainable economy with a healthy standard of living and wellbeing

1... Strongly disagree	1
	2
	3
	4
	5
	6
7... Strongly agree	7
Don't know	8

H5b How important is a prosperous and thriving Wellington Region for current and future generations?

1... Not at all important	1
	2
	3
	4
	5
	6
7... Extremely important	7
Don't know	8

H5c How well do you think we're achieving at this?

1... Not at all well	1
	2
	3
	4
	5
	6
7... Extremely well	7
Don't know	8

H5d Do you have any other comments on economic development?

Please type your answer below.

+ Don't know

SHOW H6A TO H6D ON ONE SCREEN.

Safe, sustainable and effective transport network

H6a How strongly do you agree or disagree with the statement:

My local transport networks are safe, well-organised, low carbon, and meet my needs

1... Strongly disagree	1
	2
	3
	4
	5
	6
7... Strongly agree	7
Don't know	8

H6b How important is it to you to have safe, effective, and low carbon emission transport options connecting our communities?

1... Not at all important	1
	2
	3
	4
	5
	6
7... Extremely important	7
Don't know	8

H6c How well do you think we're achieving at this?

1... Not at all well	1
	2
	3
	4
	5
	6
7... Extremely well	7
Don't know	8

H6d Do you have any other comments on transport networks?

Please type your answer below.

+ Don't know

SHOW H7A TO H7D ON ONE SCREEN

Protect and manage land use for future generations

H7a How strongly do you agree or disagree with the statement:
I believe that land is managed sustainably in the Wellington Region, with urban and rural development that supports and enhances the environment and doesn't negatively impact it.

1... Strongly disagree	1
	2
	3
	4
	5
	6
7... Strongly agree	7
Don't know	8

H7b How important is it to you that land is protected for future generations and use?

1... Not at all important	1
	2
	3
	4
	5
	6
7... Extremely important	7
Don't know	8

H7c How well do you think we're achieving at this?

1... Not at all well	1
	2
	3
	4
	5
	6
7... Extremely well	7
Don't know	8

H7d Do you have any other comments on land management?

Please type your answer below.

+ Don't know

H8a Which of the following is most important to you?

Our local healthy fresh and coastal waters are clean and abundant	1
Our native bird, animal and plant life is treasured and protected, both on land and in water	2
My community is well prepared for the growing effects of climate change and the hazards our region faces such as earthquakes, droughts and floods	3
Greater Wellington delivers strong outcomes for Māori through enduring relationships with iwi/hapū and council	4
Wellington Region has a sustainable economy, with a healthy standard of living and wellbeing	5
My local transport networks are safe, well-organised and meet my needs	6
Urban and rural development support and enhances the environment in the Wellington Region, and doesn't negatively impact it	7
Don't know	8

IF H8A=8 SKIP TO DEMOGRAPHICS.

H8b Which is second most important to you?

DON'T SHOW OUTCOME THAT WAS SELECTED IN H8A.

Our local healthy fresh and coastal waters are clean and abundant	1
Our native bird, animal and plant life is treasured and protected, both on land and in water	2
My community is well prepared for the growing effects of climate change and the hazards our region faces such as earthquakes, droughts and floods	3
Greater Wellington delivers strong outcomes for Māori through enduring relationships with iwi/hapū and council	4
Wellington Region has a sustainable economy, with a healthy standard of living and wellbeing	5

My local transport networks are safe, well-organised and meet my needs	6
Urban and rural development supports and enhances the environment in the Wellington Region, and doesn't negatively impact it	7
Don't know	8

IF H8B=8 SKIP TO DEMOGRAPHICS.

H8c Which is next most important to you?

DON'T SHOW OUTCOME THAT WAS SELECTED IN H8B.

Our local healthy fresh and coastal waters are clean and abundant	1
Our native bird, animal and plant life is treasured and protected, both on land and in water	2
My community is well prepared for the growing effects of climate change and the hazards our region faces such as earthquakes, droughts and floods	3
Greater Wellington delivers strong outcomes for Māori through enduring relationships with iwi/hapū and council	4
Wellington Region has a sustainable economy, with a healthy standard of living and wellbeing	5
My local transport networks are safe, well-organised and meet my needs	6
Urban and rural development supports and enhances the environment in the Wellington Region, and doesn't negatively impact it	7
Don't know	8

Section F: Demographics

TXT Thanks, now we have a few questions about you.

ASK IF S4=1 (USED BUSES)

SR

F1 Over the last 12 months, how often have you travelled by **bus** in the Wellington Region?

Every weekday, including weekends	1
Every weekday	2
Three or four times a week	3
Once or twice a week	4
Once every two or three weeks	5
Once a month	6
Less often than once a month	7
Don't know	8

ASK IF S4=2 (USED TRAINS)

SR

F2 Over the last 12 months, how often have you travelled by **train** in the Wellington Region?

Every weekday, including weekends	1
Every weekday	2
Three or four times a week	3
Once or twice a week	4
Once every two or three weeks	5
Once a month	6
Less often than once a month	7
Don't know	8

ASK IF S4=3 (USED FERRIES)

SR

F3 Over the last 12 month, how often have you travelled by **harbour ferry** in the Wellington Region?

Every weekday, including weekends	1
Every weekday	2
Three or four times a week	3
Once or twice a week	4
Once every two or three weeks	5
Once a month	6
Less often than once a month	7
Don't know	8

ASK IF S4=1-3 (USE PUBLIC TRANSPORT)

SR

F4 For what purpose do you **most often** use public transport?

Work or commuting	1
Study (getting to/from university, other place of study)	2
Personal appointments or errands	3
Visiting friends or relatives	4
Sports, recreation, or dining out	5
Shopping (including using services such as banks or libraries)	6
Attending special events, e.g., concerts, sports games	7
Sightseeing	8
Something else (please tell us)	9

ASK ALL

SR

F5 Is your home...?

Owned by you, solely or jointly, either outright or with a mortgage	1
Owned by someone else, that is, rented or leased	2
Don't know	3

ASK ALL

SRF6 Which of these **best** describes the type of area you live in?

Urban	1
Suburban	2
Rural	3

ASK ALL

SRF8 Which one of these groups does the **combined income** of your household from all sources before tax fall in o?

Under \$10,000	1
\$10,001 - \$20,000	2
\$20,001 - \$30,000	3
\$30,001 - \$40,000	4
\$40,001 - \$50,000	5
\$50,001 - \$60,000	6
\$60,001 - \$70,000	7
\$70,001 - \$80,000	8
\$80,001 - \$90,000	9
\$90,001 - \$100,000	10
\$100,001 - \$150,000	11
\$150,001 - \$200,000	12
\$200,001 or more	13
Prefer not to say	14

ASK ALL

SR

F14 Do you have a health problem or long-term disability (lasting 6 months or more) that stops you from doing everyday things other people can do?

Yes	1
No	2
Prefer not to say	3

ASK ALL

SR

F15 Here are some descriptions of how different people feel about the environment. Please select the description that best matches how you relate to the environment personally.

Please select one only

I actively follow green politics and believe in environmentalism as a vital part of New Zealand's future.	1
I'm bored with all the talk about the environment. Everything with the environment is okay here where I live.	2
I think the environment where I live is in good shape and we don't have to worry about it.	3
I'm deeply passionate about the environment. I do everything I can to look after it and I actively encourage others to get involved.	4
I'm deeply connected with the environment in a spiritual and cultural way.	5
I spend a lot of time outdoors in nature. I connect with nature at a very personal level doing what I love doing (e.g. tramping, biking, fishing, camping, surfing, etc).	6
It's sad to see the bad state the environment is in, but I'm not sure if I can do anything as an individual that will make a difference.	7
I want to make a difference, and I'll will do what I can to help. Tell me how I can contribute.	8
I'm not really interested in the environment. There are others - like the government and councils who are taking care of it.	9
I'll do what I have to with environmental things - like separate our household rubbish - but it has to be convenient or else I'm not interested.	10

KANTAR PUBLIC

Greater Wellington Community Research

2023

KANTAR PUBLIC



Executive summary

Methodology



ONLINE SURVEY

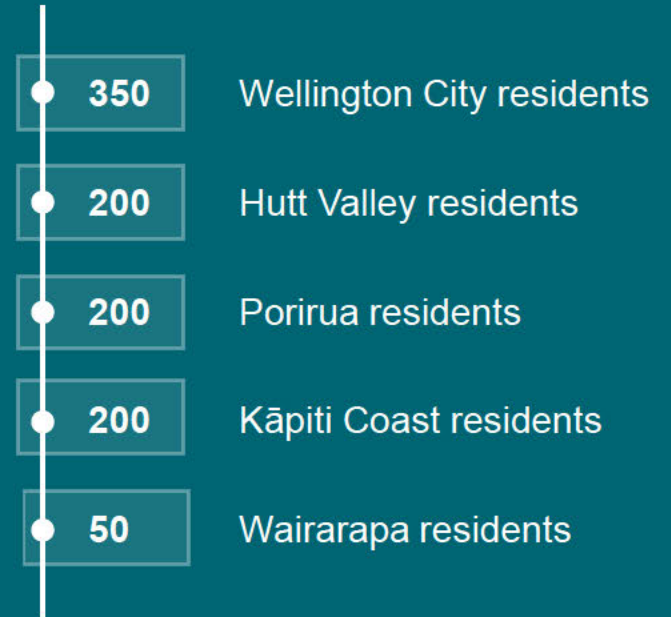


**FIELD-
WORK**

Results are post-weighted to be representative of the regional population by age, gender, and location

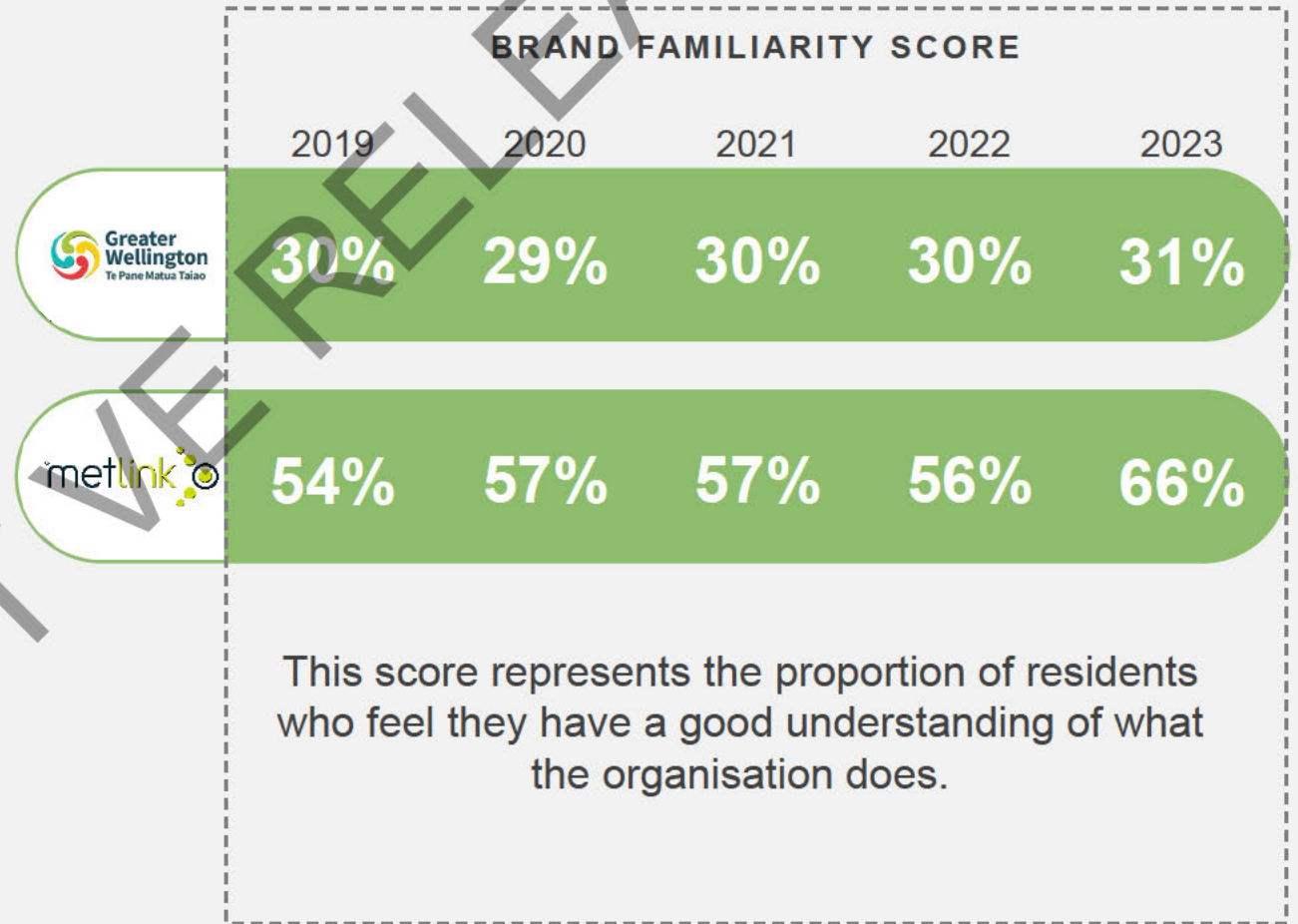
1-20
MARCH 2023

1,000 residents of the Wellington Region. Quotas were set to ensure a robust sample of residents in each area:



Familiarity

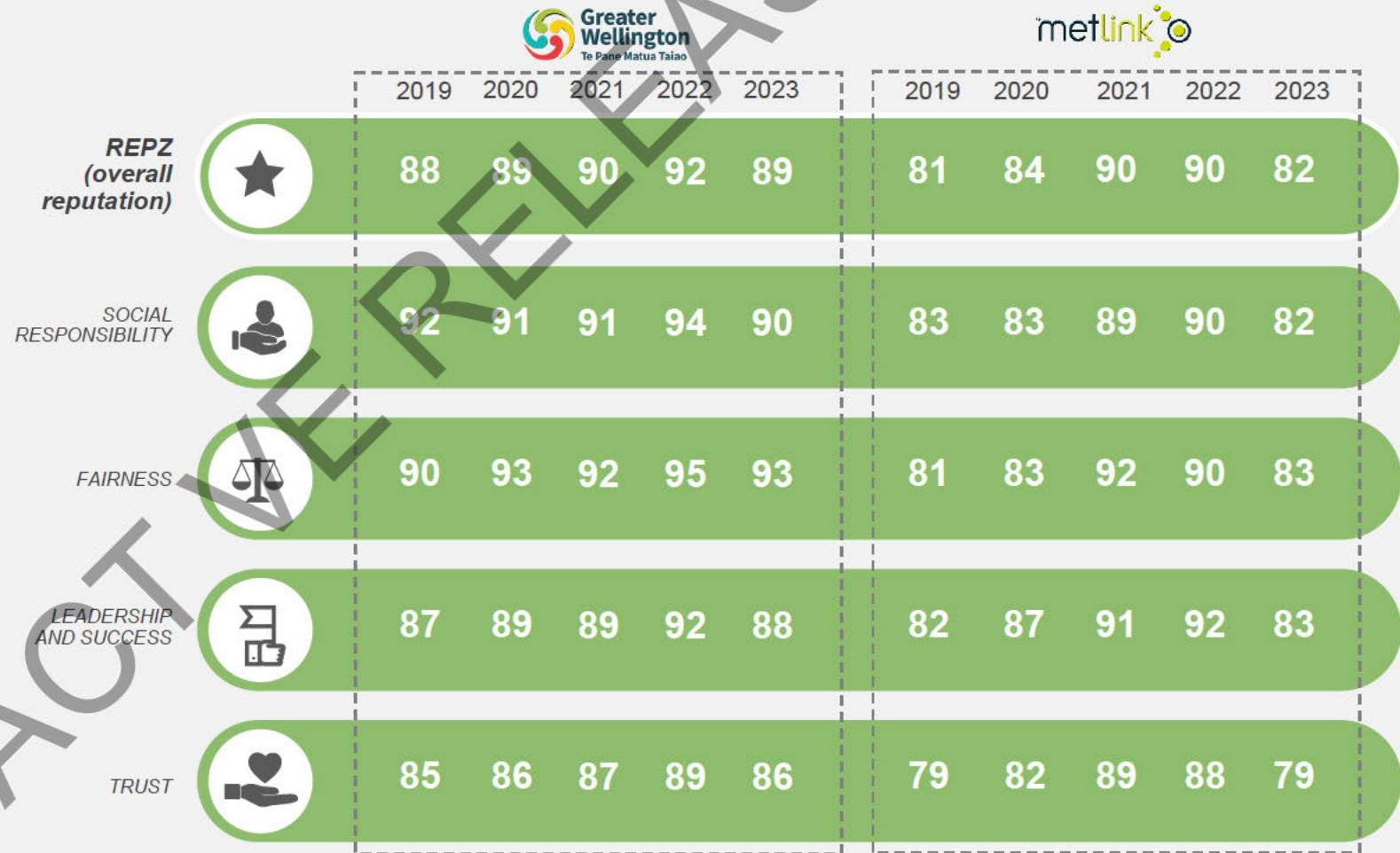
A third of those living in the Wellington Region say they have a good understanding of what Greater Wellington does (brand familiarity). This has been broadly steady since the research began in 2019. Brand familiarity of Metlink, however, has increased significantly between 2022 and 2023.



Reputation

Greater Wellington's reputation has fallen 3 points this year. This follows the gradual improvement between 2019 and 2022.

Metlink's reputation has also declined in 2023. Down 8 points from 2022.



The average public sector agency scores 100 on each measure.

Reputation

Much of this year's downturn can be attributed to the ongoing public transport issues. Many residents are feeling frustrated with the lack of resolution and this is impacting Greater Wellington's reputation alongside Metlink's.

"Wellington has the worst bus service in New Zealand! The GWRC out-sourced the bus services with a lack of accountability, services are not provided and nobody cares. I call BS on not getting drivers, they could be found if the pay and conditions were not so bad. Despite the lack of service the only consequences are to the public, who can't use the service, we have to get in our cars (creating carbon emissions ... causing congestion) our kids can't get to school or activates or even home when the buses are cancelled and the rest are full. Do you actually look at how Wellington are using the roads so you know how to help?"

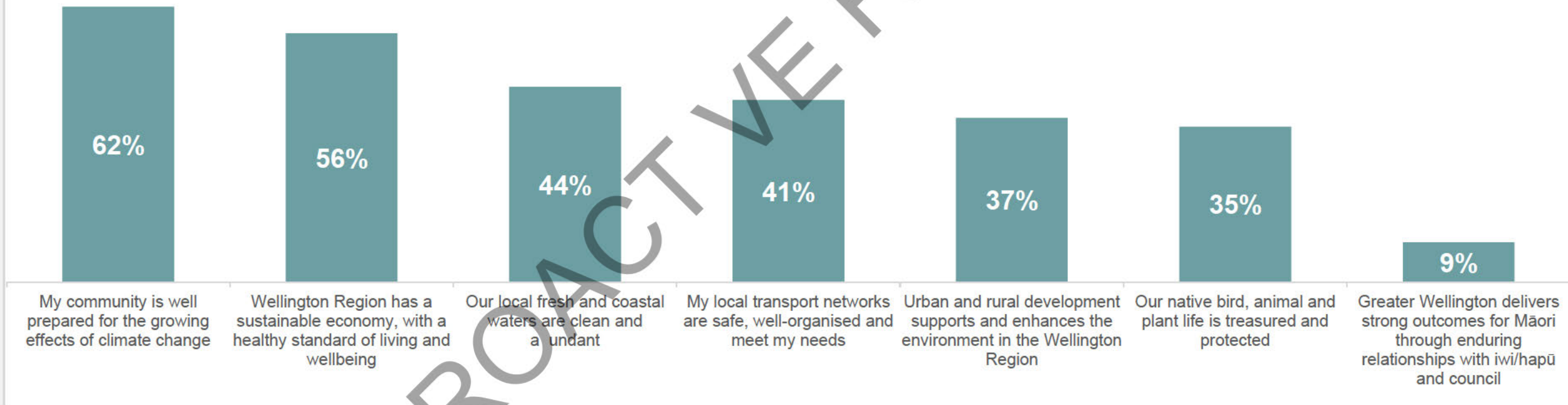
"LGWM is a shambles. Getting rid of car parks and encouraging people to use public transport... except that the public transport (especially buses) is completely unreliable. I've found myself using my car to travel into work MUCH more frequently, as buses and even trains are often cancelled with short to no notice."

"The bus service they run via Metlink is performing worse than before. My suburb continues to be significantly worse off from the bus route changes implemented a few years ago. Despite advising us they would fix it, they haven't delivered - trust has gone."

Community outcomes

This year, for the first time, we asked residents which community outcomes, that Greater Wellington contributes to or is responsible for, were currently most important to them. Two outcomes resonated particularly strongly with residents. These were 1. having a community that is well prepared for the growing effects of climate change, and 2. ensuring a sustainable economy across Wellington Region.

Nett % (selected as first, second, or third most important)



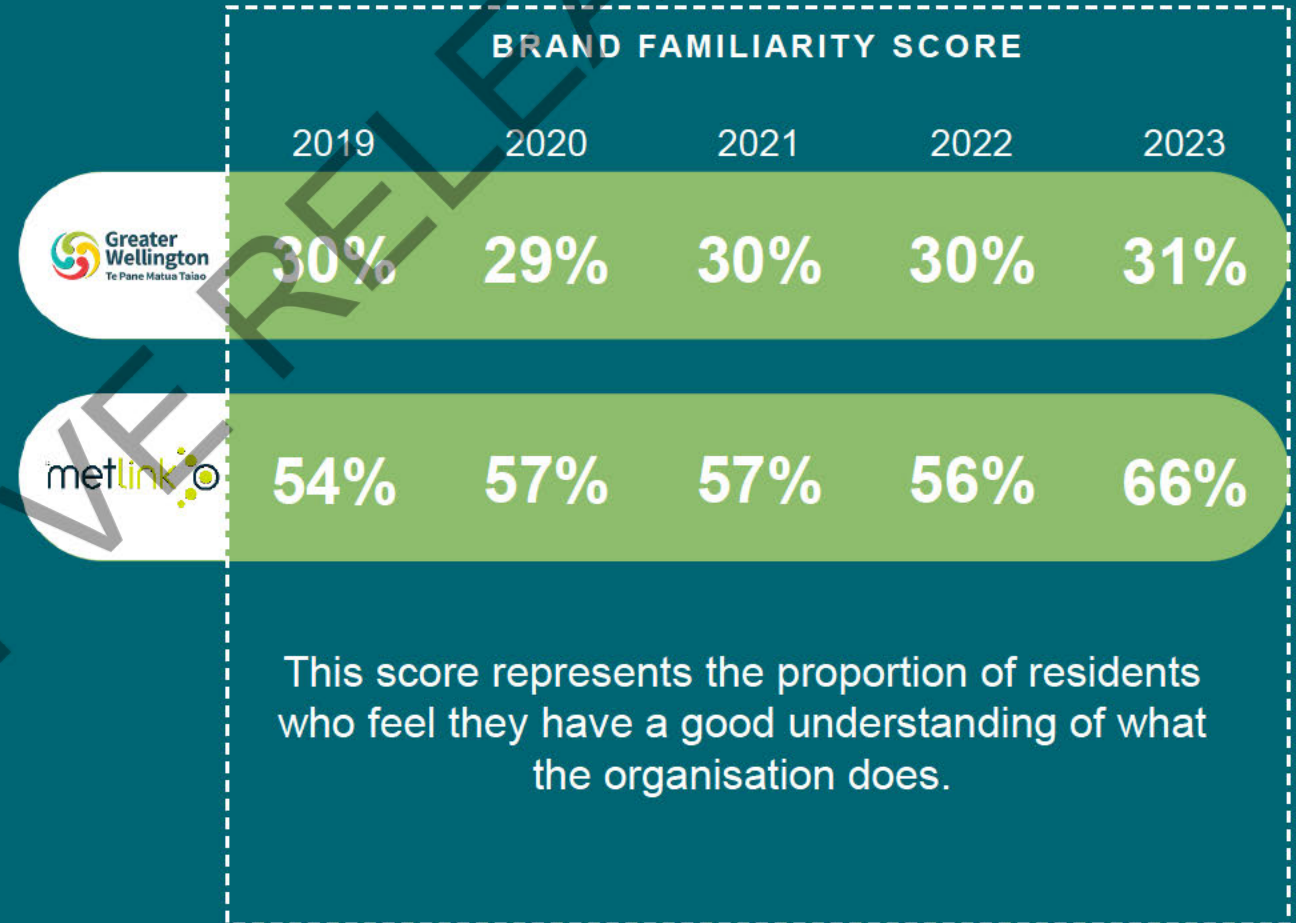
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Familiarity

Familiarity of Greater Wellington and Metlink.

A third of those living in the Wellington Region say they have a good understanding of what Greater Wellington does (brand familiarity). This has been broadly steady since the research began in 2019. Brand familiarity of Metlink, however, has increased significantly between 2022 and 2023.







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Reputation

We used a globally validated approach to measure the reputational strength of Greater Wellington and Metlink.

The index recognises that reputation is built on four key pillars: Trust, Leadership, Fairness, and Social Responsibility.

 <p>TRUST</p>	 <p>LEADERSHIP</p>	 <p>FAIRNESS</p>	 <p>SOCIAL RESPONSIBILITY</p>
<ul style="list-style-type: none"> Listens to the public's point of view Uses taxpayer money responsibly Is trustworthy Can be relied upon to protect individuals personal information 	<ul style="list-style-type: none"> Is a forward looking organisation Contributes to economic growth Is easy to deal with in a digital environment 	<ul style="list-style-type: none"> Treats their employees well Deals fairly with people regardless of their background or role 	<ul style="list-style-type: none"> Behaves in a responsible way towards the environment Is a positive influence on society Has a positive impact on people's mental and physical wellbeing Helps people make a worthwhile contribution to society Protects our environment for future generations



Greater Wellington

Te Pane Matua Taiao

Reputation

Greater Wellington’s overall reputation score has fallen 3 points in 2023. This decline is evident across all four reputation pillars.

Greater Wellington Te Pane Matua Taiao		2019	2020	2021	2022	2023	Av. across all public sector agencies*
OVERALL REPUTATION	REPZ ★	88	89	90	92	89	100
	SOCIAL RESPONSIBILITY 🤝	92	91	91	94	90	100
	FAIRNESS ⚖️	90	93	92	95	93	100
	LEADERSHIP 🏢	87	89	89	92	88	100
	TRUST 🤝❤️	85	86	87	89	86	100

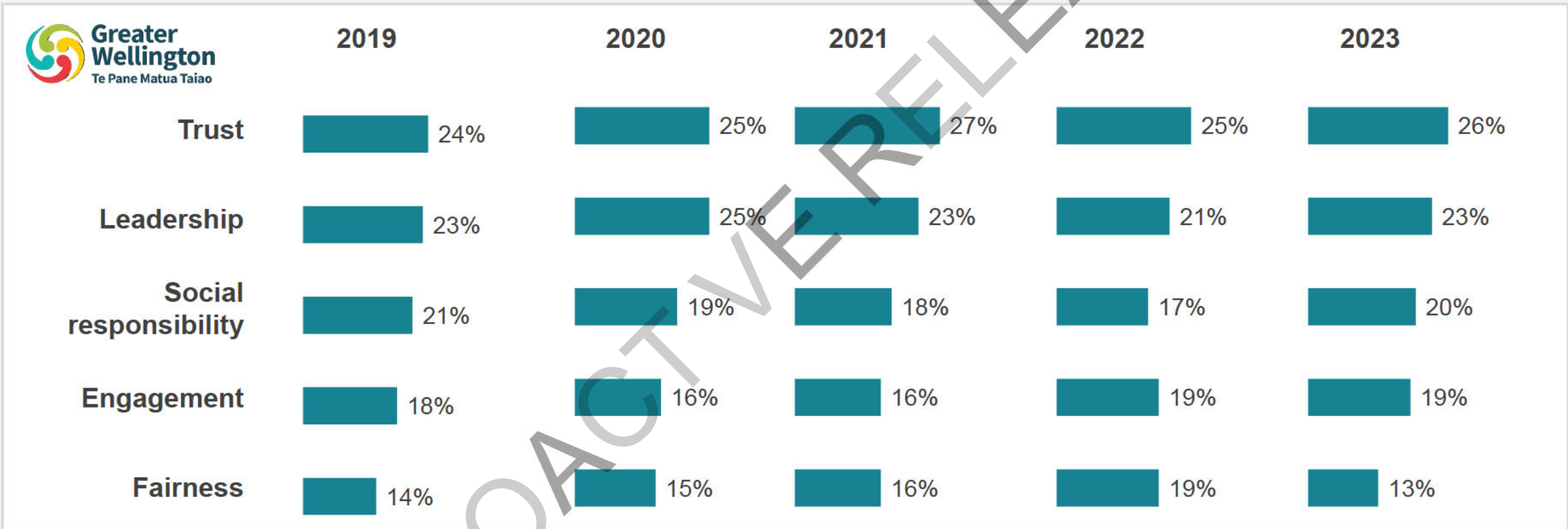
SCALE

- 105+** SUPERIOR STRENGTH
- 101-104** STRONG
- 100** AVERAGE
- 96-99** BELOW AVERAGE
- 95 and below** WEAK

Examples of public sector agencies with 'superior strength': Fire and Emergency NZ (118), Callaghan Innovation (112), Department of Conservation (112). Examples of agencies with an 'average' reputation: DIA (100), Ministry for the Environment (100).

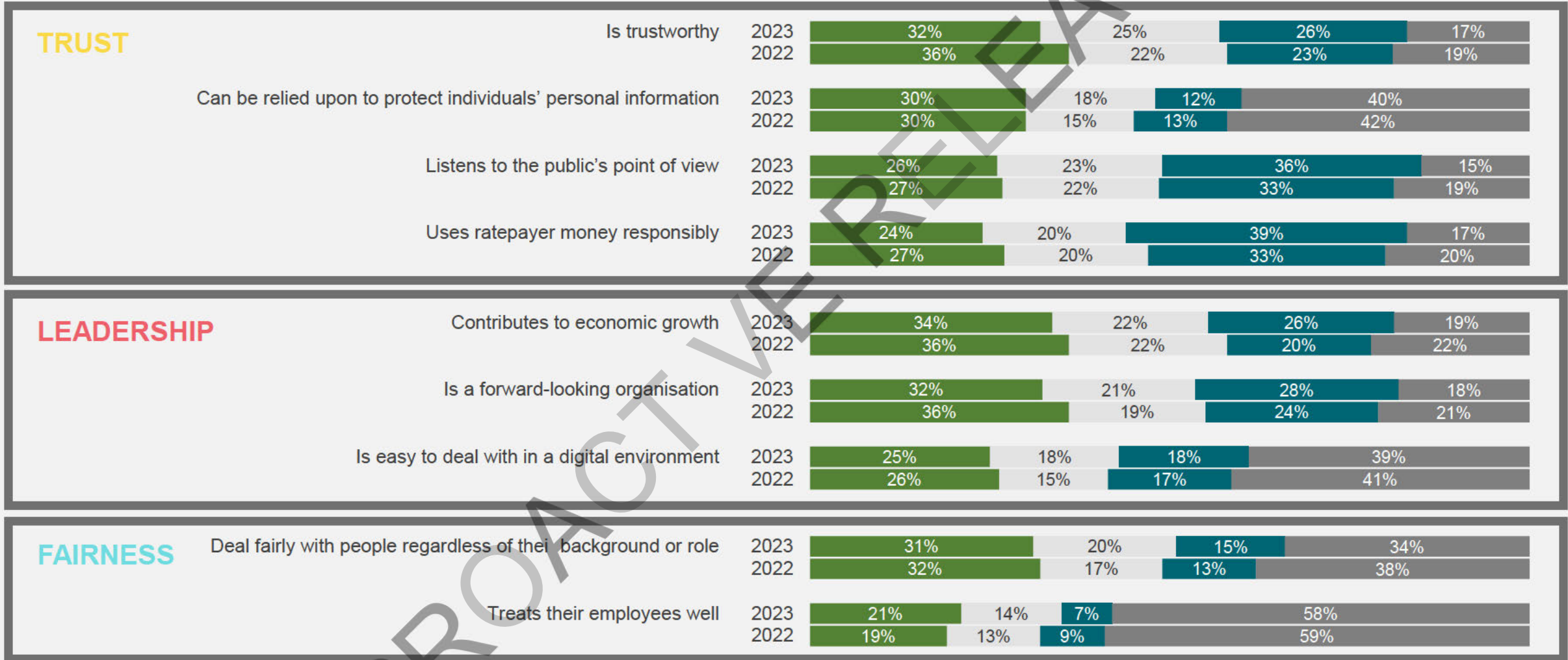
In 2023 the drivers of Greater Wellington’s reputation remain relatively consistent. Trust is the primary driver, followed by leadership, and social responsibility.

Impact of pillars on reputation

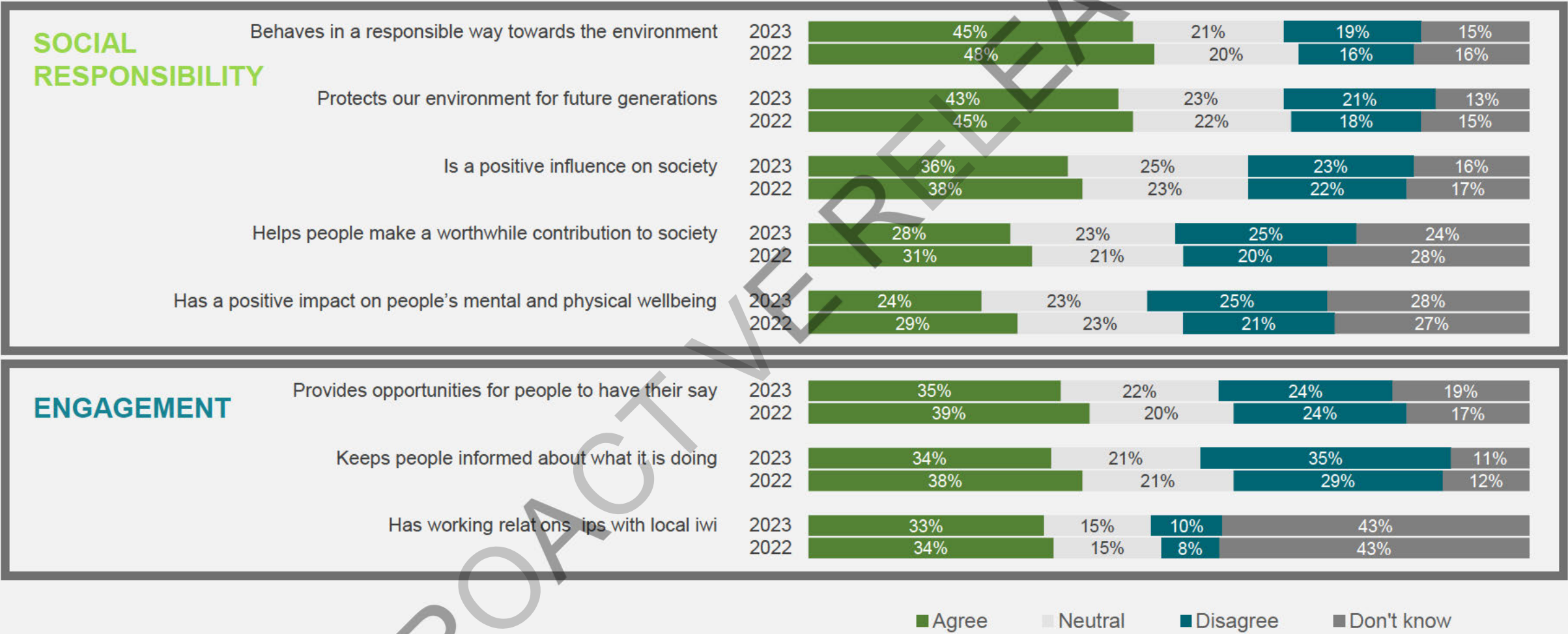


The Engagement pillar is not part of the core RepZ model but is included here to illustrate how important it is relative to the core pillars. It includes: provides opportunities for people to have their say, keeps people informed about what it is doing, has working relationships with local iwi.

Between 2022 and 2023 there has been a decline across all attributes that make up the pillars of reputation. There is one exception, perceptions around how Greater Wellington treats its employees have improved slightly. Attachment 2



The downturn in perceptions is also evident in Greater Wellington’s engagement attributes.





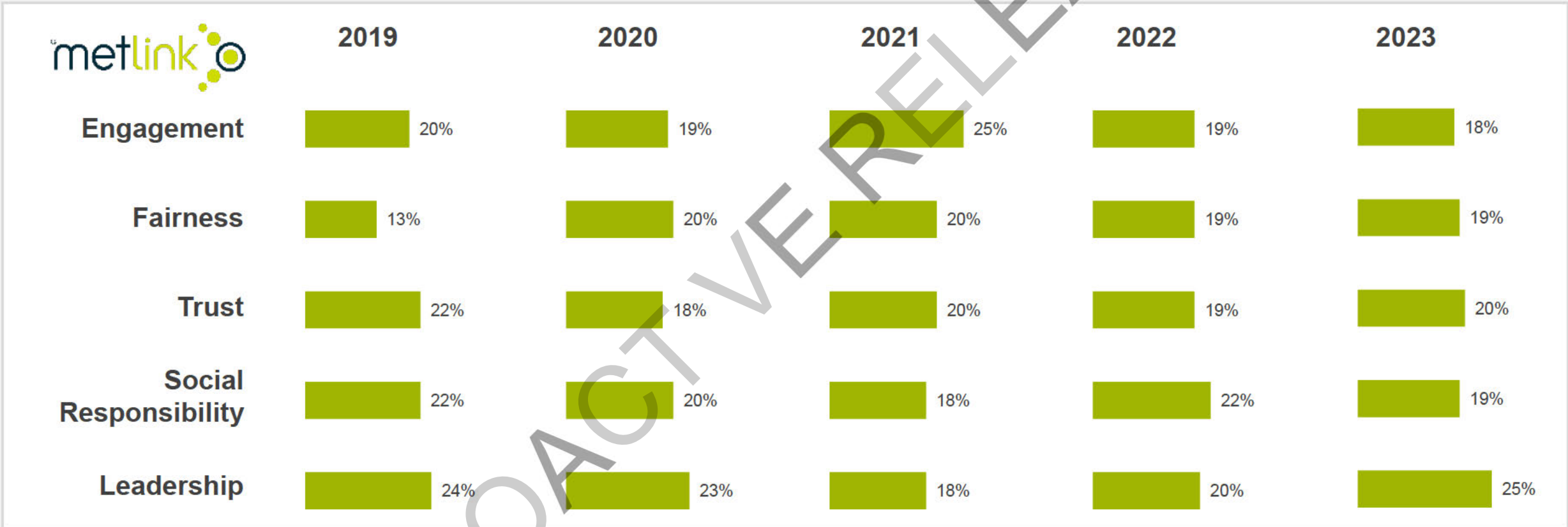
Reputation

Metlink’s overall reputation has fallen 8 points in 2023. This is driven by declines across all four reputation pillars, but most notably within trust and leadership.



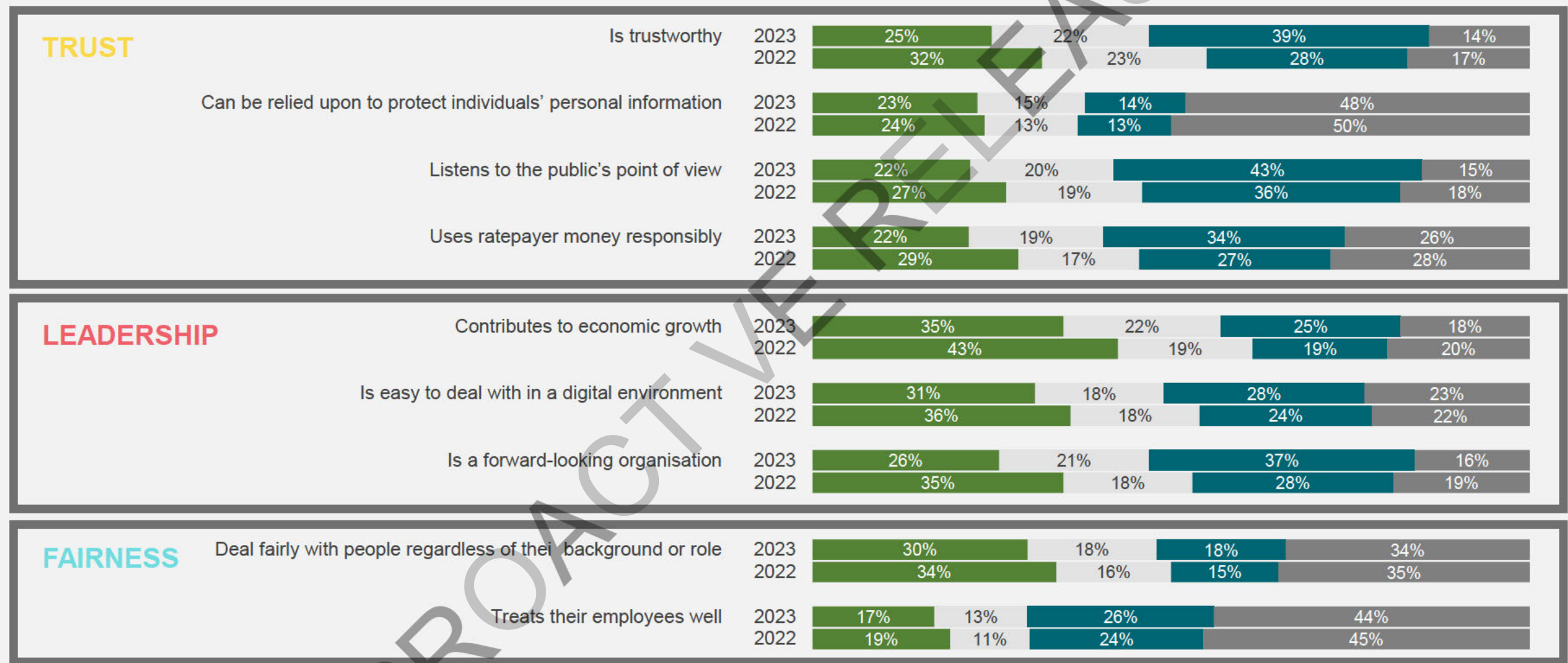
In contrast to Greater Wellington’s consistent drivers, Metlink’s drivers are a little more fluid. In 2023 leadership is the primary driver, followed by trust.

Impact of pillars on reputation

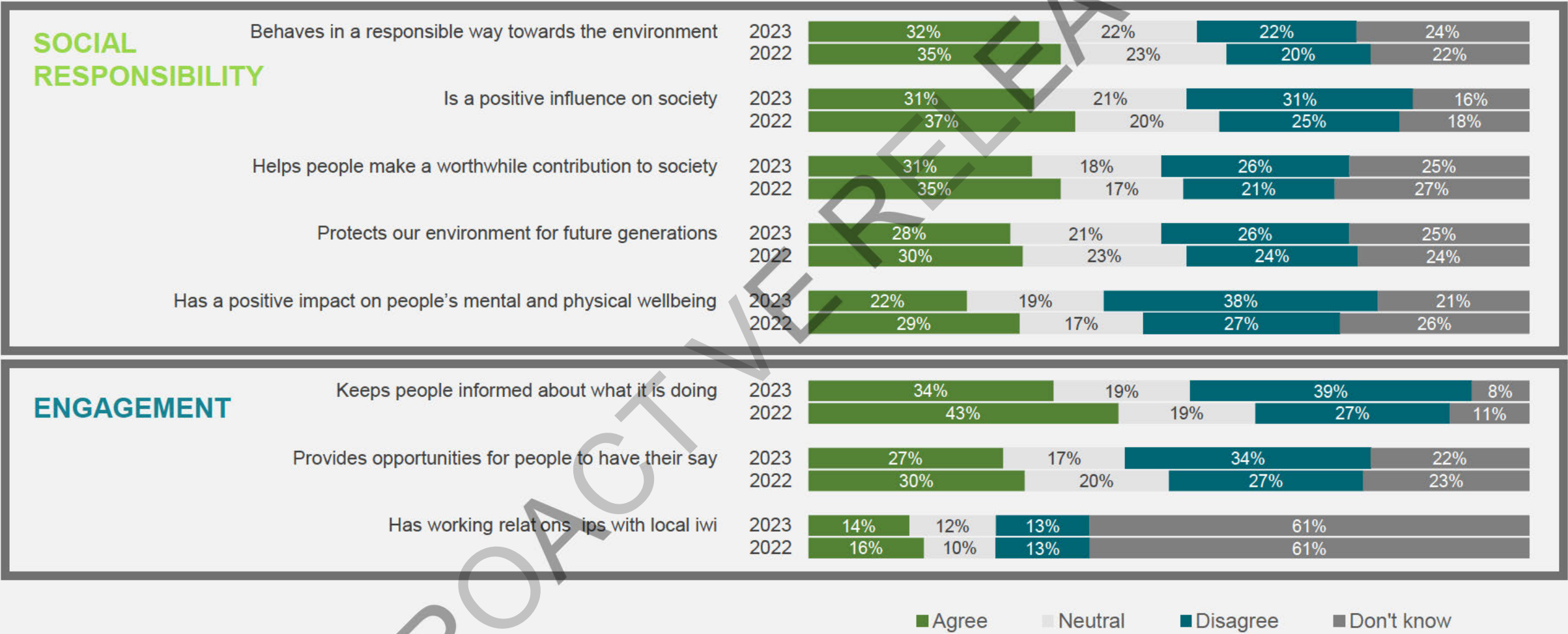


The Engagement pillar is not part of the core RepZ model but is included here to illustrate how important it is relative to the core pillars. It includes: provides opportunities for people to have their say, keeps people informed about what it is doing, has working relationships with local iwi.

Metlink, similar to Greater Wellington, has seen declines across all attributes that make up the pillars of reputation. The largest declines, driving down trust and leadership perceptions, are: being trustworthy, using ratepayer money responsibly, contributing to economic growth, and being a forward-looking organisation.



Outside of the trust and leadership pillars, pronounced declines are also evident for: having a positive impact on peoples mental and physical wellbeing, and keeping people informed.



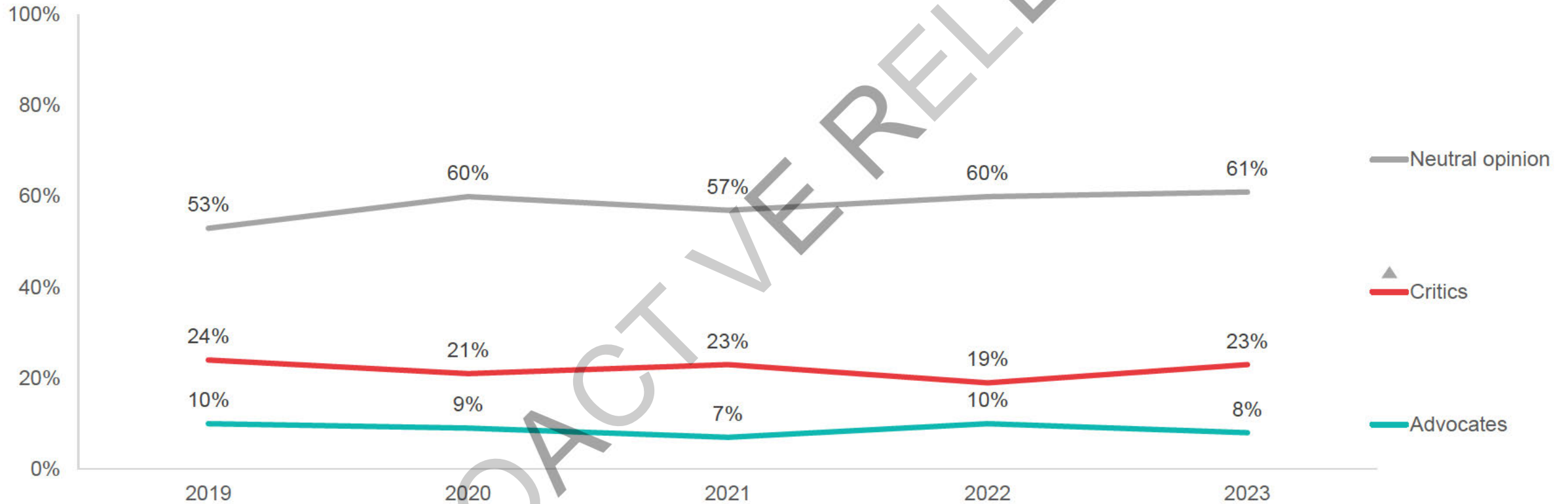
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WE RELEASE

Brand
affinity

Most residents hold a neutral opinion of Greater Wellington. However, this year there has been a rise in the proportion of residents who are critical of Greater Wellington.

Advocacy for Greater Wellington



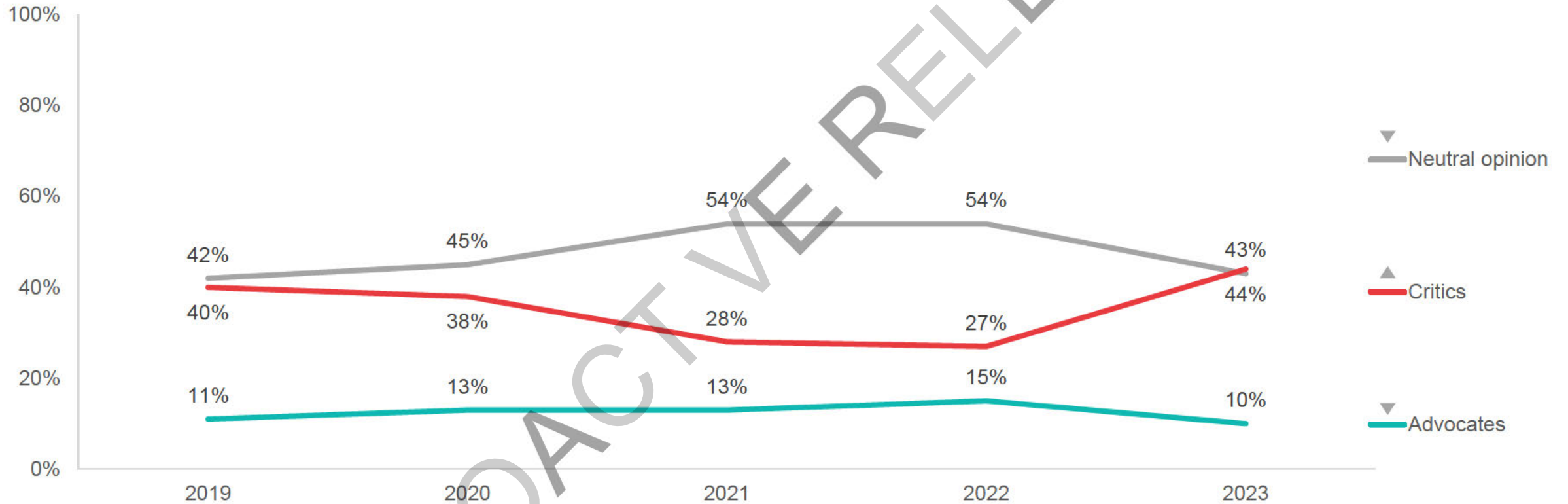
Definition: Critics - I would be critical of them if someone asked my opinion and I think so poorly of them, I would be critical without being asked. Advocates - I would speak highly of them if someone asked my opinion and I think so well of them, I would speak highly of them without being asked.

Base: Aware of Greater Wellington, 2023 n=999 (don't knows are not shown in chart).

Source: C1.

Metlink has seen a much greater shift in advocacy. This year, the proportion of residents who are critical of Metlink is the same as the proportion who hold a neutral opinion.

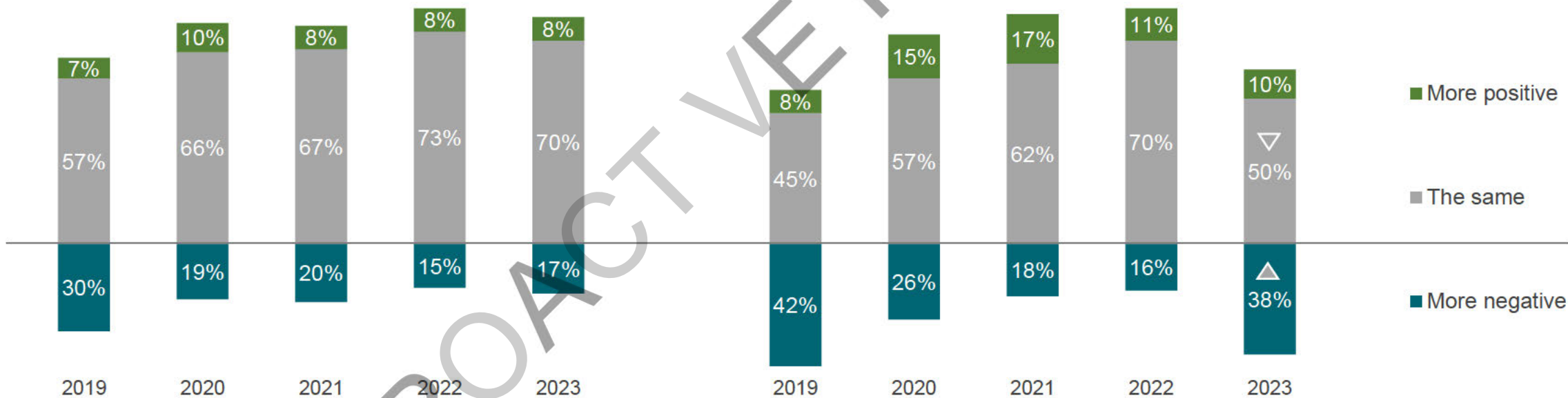
Advocacy for Metlink



Definition: Critics - I would be critical of them if someone asked my opinion and I think so poorly of them, I would be critical without being asked. Advocates - I would speak highly of them if someone asked my opinion and I think so well of them, I would speak highly of them without being asked.
 Base: Aware of Metlink, 2023 n=999 (don't knows are not shown in chart).
 Source: C3.

Residents were also asked if they felt more positive or negative towards Greater Wellington and Metlink than they did 12 months ago. Negative feelings towards Greater Wellington have remained broadly consistent over the last 12 months while negative feelings towards Metlink have increased significantly.

Feelings towards the brands compared to 12 months ago



Note: We have observed that when people answer these sorts of questions they only partially base their answers on perceived change and that current disposition strongly influences answers i.e. people who are already negative are more likely to say 'more negative' and people who are already positive are more likely to say 'more positive'.
 Base: All aware of each brand, 2023 n=999 (don't knows are not shown in chart).
 Source: C2, C4.

Wellington City residents, bus users, men, and those with a long-term health problem or disability are most likely to feel negatively towards Greater Wellington.

Greater Wellington demographic analysis

■ Significantly higher than average
■ Significantly lower than average

	Location						Public transport use				Gender		Age			Health	House-hold income			
	All residents (n=1,000)	Wairarapa (n=50)	Kāpiti Coast (n=200)	Porirua (n=200)	Hutt Valley (n=200)	Wellington City (n=350)	Bus users (n=554)	Train users (n=598)	Harbour ferry users (n=69)	Non-users of public transport (n= 26)	Male (n=470)	Female (n=525)	18 to 34 (n=160)	35 to 59 (n=521)	60 or over (n=319)	Long-term health problem or disability (n=156)	Under \$50,000 (n=169)	\$50,001 to \$100,000 (n=243)	\$100,001 to \$150,000 (n=184)	\$150,001 or more (n=245)
Advocates	8%	7%	5%	12%	8%	9%	9%	17%	7%	10%	7%	8%	8%	8%	8%	11%	10%	8%	7%	
Critics	25%	28%	16%	20%	21%	31%	29%	23%	28%	25%	31%	20%	28%	27%	20%	35%	23%	20%	24%	30%
Feel more positively	8%	3%	7%	7%	5%	11%	9%	9%	13%	4%	9%	7%	13%	6%	8%	7%	8%	13%	6%	6%
Feel more negatively	17%	12%	8%	11%	17%	22%	22%	18%	24%	11%	20%	15%	18%	19%	14%	21%	10%	16%	20%	19%

Wellington City residents, bus users, young people, and those with an annual household income over \$150k are most likely to feel negatively towards Metlink.

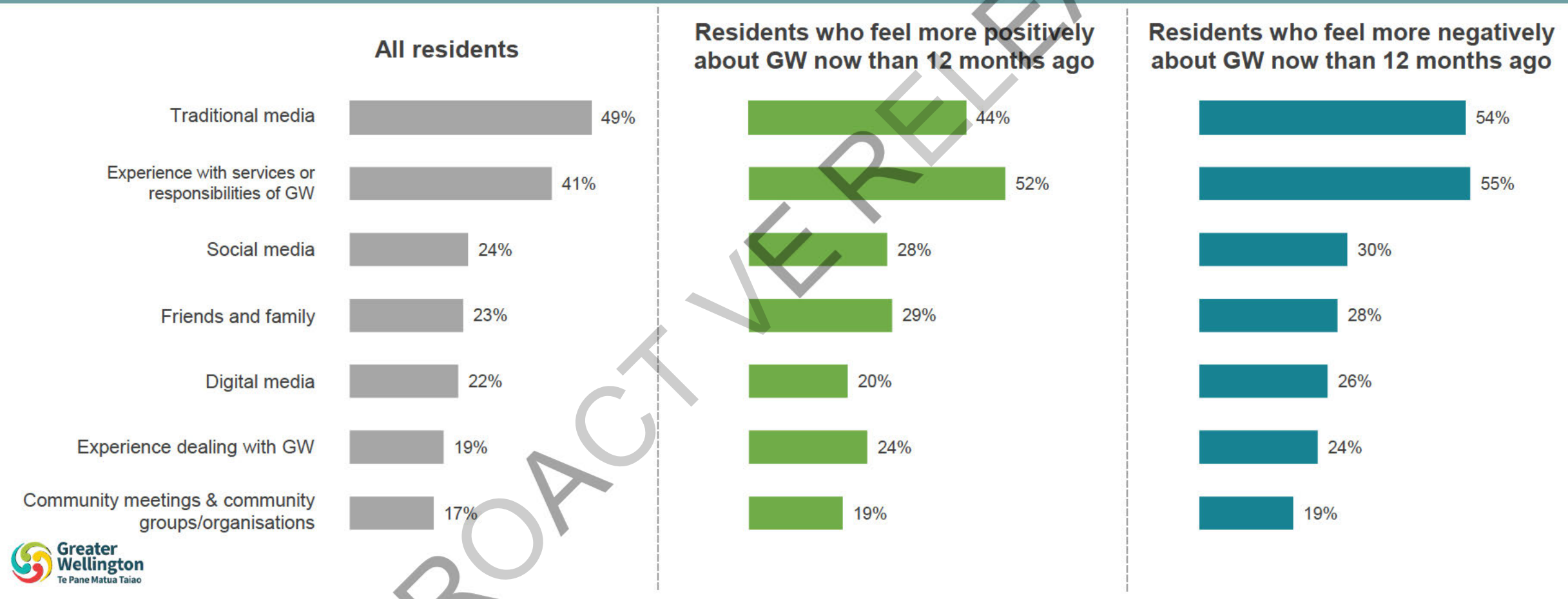
Metlink

■ Significantly higher than average
■ Significantly lower than average

	Location						Public transport use				Gender		Age			Health	House-hold income			
	All residents (n=1,000)	Wairarapa (n=50)	Kāpiti Coast (n=200)	Porirua (n=200)	Hutt Valley (n=200)	Wellington City (n=350)	Bus users (n=554)	Train users (n=598)	Harbour ferry users (n=69)	Non-users of public transport (n= 26)	Male (n=470)	Female (n=525)	18 to 34 (n=160)	35 to 59 (n=521)	60 or over (n=319)	Long-term health problem or disability (n=156)	under \$50,000 (n=169)	\$50,001 to \$100,000 (n=243)	\$100,001 to \$150,000 (n=184)	\$150,001 or more (n=245)
Advocates	10%	6%	15%	9%	12%	8%	12%	12%	13%	5%	10%	10%	8%	10%	13%	12%	20%	13%	8%	6%
Critics	45%	39%	29%	35%	42%	55%	51%	42%	47%	39%	46%	44%	61%	44%	36%	50%	33%	39%	51%	53%
Feel more positively	10%	10%	7%	10%	9%	11%	11%	13%	11%	6%	11%	9%	11%	10%	9%	11%	14%	15%	9%	6%
Feel more negatively	38%	32%	26%	32%	34%	46%	43%	36%	47%	29%	36%	39%	46%	38%	31%	44%	28%	35%	38%	44%

Traditional media and direct experiences with Greater Wellington services and responsibilities are the primary influencers of opinions. This is the case for those who feel more negatively this year as well as those who feel more positively.

Channels that influence perceptions



Public transport continues to be the primary reason for negativity towards Greater Wellington. Followed by frustration with a perceived lack of infrastructure improvements. However, there does continue to be confusion around where responsibilities lie and many are misattributing city council responsibilities to Greater Wellington which continues to hamper perceptions of Greater Wellington.

Reasons for more negative views towards Greater Wellington compared to 12 months ago



“Things on the public transport network are getting worse and they are using the same excuse that they started with over 3 years ago. Given that the borders are now open things should be improving, not getting worse still.”

“They never insist that Wairarapa has to have more day and evening train services. When the road is shut transport is so limited and I would like to be able to attend shows and sporting events in Wellington but can't as it's a no brainer, there is no public transport for us to come back on which is rubbish and encourages those who drink to drive.”

“Regarding transport in particular, because they've done nothing to improve the situation with more drivers or buses. I have extreme lung issues, which puts me at risk if I travel on a crowded bus. The lack of buses means all buses are now crowded, so I have to take taxis everywhere, which has increased my transport costs outrageously.”

“They don't seem to be improving anything or seemly to be doing anything at all?”

“The lack of foresight in fixing old pipes but putting in bus / bike lanes - people are not going to town now as have to pay for parkingroll on effect of closing businesses. Classic point - no parking for visitors to the Botanic Gardens!!!”

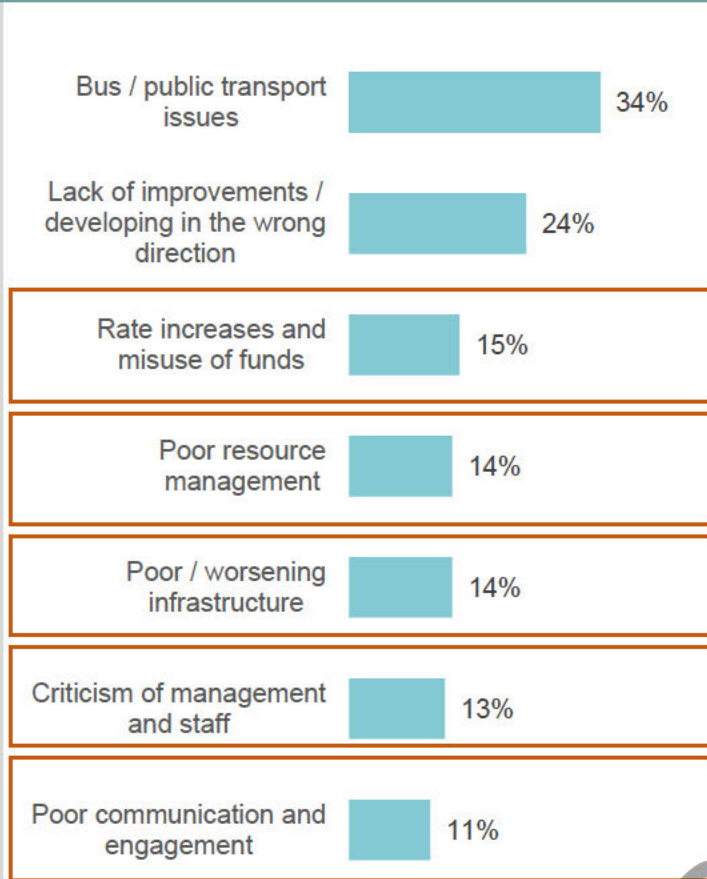
“Don't know what progress has been made on anything. Seems very slow.”

“The roads are poor, the waterworks breaks down. The native bush reserves would be a mess if it wasn't for the locals caring for them in their own time. They seem more interested in ticketing vehicles.”

“The city is slowly falling into disrepair, and their focus seems all over the place on personal pet projects. It's been years since I've seen any improvements.”

Other reasons for more negative views of GWRC include:

Reasons for more negative views towards Greater Wellington compared to 12 months ago



“I feel they grow more out of touch with reality every week, as evidenced by the decisions they make. They are so focused on ideology instead of the practicalities and realities. They are poor guardians and users of public money - the size of the rate raises over the past 5 years has been eye-watering, and they continue to raise them even though rate payers are suffering through the current economic situation. They should be reducing spending to help out rate payers.”

“They waste money but keep increasing the rates they charge.”

“They waste our money on stupid pet projects when there are more important issues to solve like water availability.”

“Too many resources have been left for too long and many things are now breaking down.”

“I’m concerned about the urgency to repair water pipes in Wellington and the cost of this work.”

“GWRC asked wellington regional water users to ration water use, when the biggest “user” of water in the wellington region is actually leaks in the system. GWRC needs to sort it’s stuff out before it expects water users to do their bit.”

“The region is not doing well and both local Govt and the GWRC are contributing to this through poor decision making.”

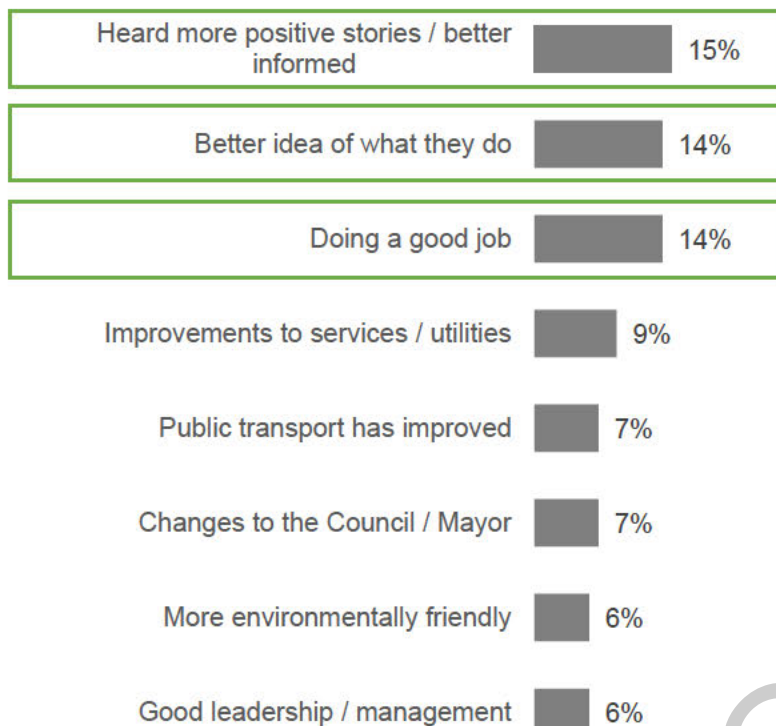
“Long period of bad culture, very hard to change.”

“They continue to show a refusal to listen to the majority of the public and instead pursue policies that make Wellington less liveable and more expensive.”

“Consultation on things is not really true consultation. In my recent dealings with them about the ‘Get Wellington Moving’ initiative, they had already made their minds up about what they were going to do. The ‘consultation’ process felt more like a tick box.”

Those who feel more positively towards Greater Wellington, compared to 12 months ago, primarily attribute this to an increased awareness and/or understanding of Greater Wellington and its responsibilities.

Reasons for more positive views towards Greater Wellington compared to 12 months ago



“They have featured more positively on articles and media. The dire performance of Wellington City council probably makes GWRC seem more improved as well.”

“I think because I heard about them more and maybe seen signs around parks etc.”

“I have had more information from them about important things.”

“Recent flood events elsewhere made me realise who’s responsible for these issues in Wellington.”

“I have more awareness of who is on the council and what they represent following the local election.”

“Have a friend work for them and get to see some of their work through his social media.”

“Seem to be improving with local activities.”

“I think that is because the GWRC is trying to improve itself.”

“The local walkways and waterways are well maintained and cared for.”

Some of the other reasons residents have more positive views towards Greater Wellington than 12 months ago:

Reasons for more positive views towards Greater Wellington compared to 12 months ago



“I like some of the policies they have implemented - making laneways more visible, art installations (like the pigeons).”

“The positive developments that I see and hear them do.”

“After the fiasco of transport etc. a couple years ago, there seems to be some small improvement - at least in intention, if not in actual service delivery! Other areas (e.g. regional parks, etc) I feel much more positively toward what they are doing and the direction GWRC are heading now.”

“Half price bus fares, a nice clean bright clean city to see, smell, work in, share with others and electric bike lanes all around Wellington City. Nice.”

“Probably the people elected to the council last time round.”

“New members following elections.”

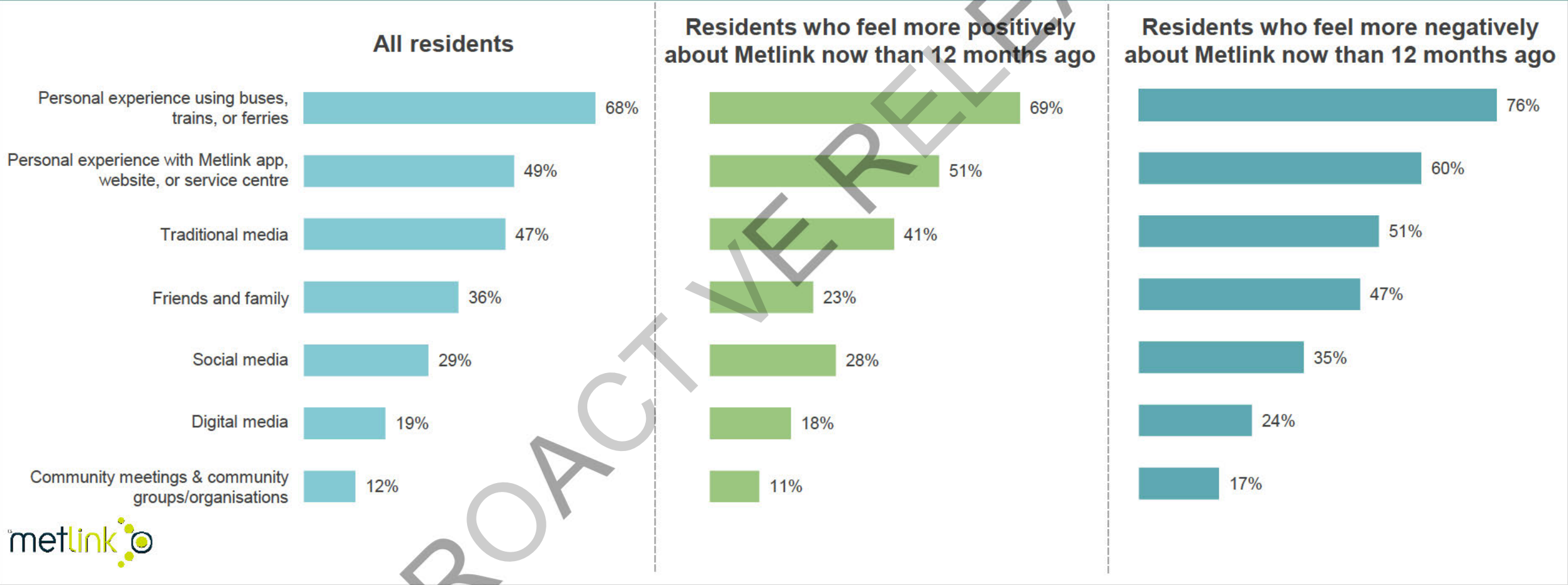
“GWRC seem to be more proactive - more action taken regards noxious weeds.”

“They appear to be acting quicker on issues regarding our harbour and coastline than the previous year.”

“They do their part accordingly which is why city is managed well.”

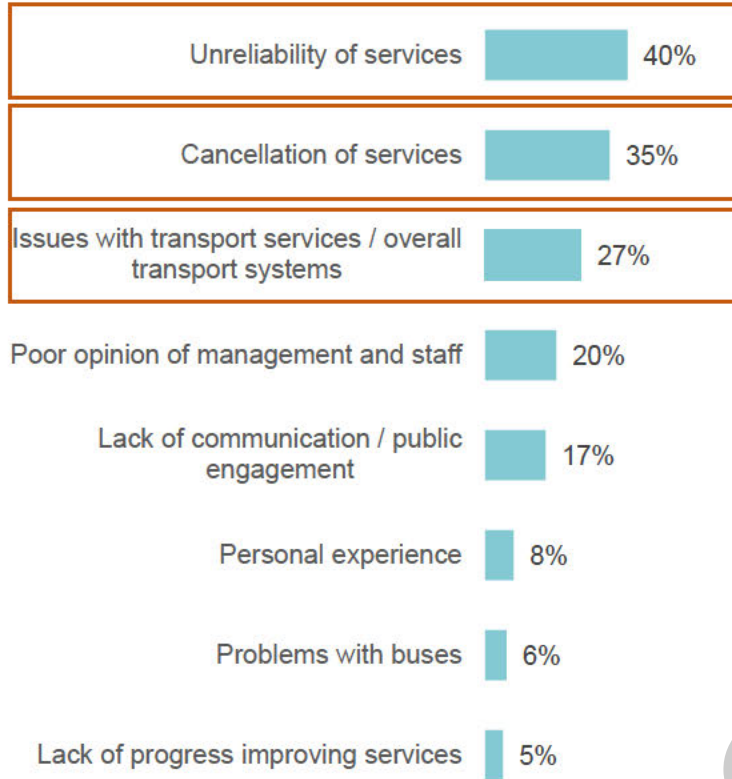
Personal experience, either using public transport itself or interactions via the app, website, or service centre, remain the biggest influence on perceptions of Metlink.

Channels that influence perceptions



Of those who now have a more negative opinion of Metlink, more than a third mention unreliable services, cancelled services, and other issues related to our public transport systems.

Reasons for more negative views towards Metlink compared to 12 months ago



“Unreliable, I have been left waiting for interlinking buses for over an hour, as only found out when I got off the train, that linking buses have been cancelled, but no notifications. In Wellington very limited times for pensioners to use public transport free, compared to Auckland.”

“12 months ago the trains seemed to run more reliably than they do now. The last few months of train trips have been terrible and often part of the trip is bus replaced and the communication around that is non existent.”

“Now we are out of the lockdowns and people are using public transport more again, the substandard/unreliable public transport system is more obvious. Having to catch Ubers because the service is inefficient or not having reliability is bad financially and bad for the environment.”

“Bus network is completely unreliable. What happened compared to even 5 years ago...it's just gone really, really, really downhill and have zero confidence that a bus to the train station will show, with only slightly higher confidence in the train system.”

“The trains never seem to be running consistently anymore. People are getting stranded in places because of train issues. Replacement buses are not always available.”

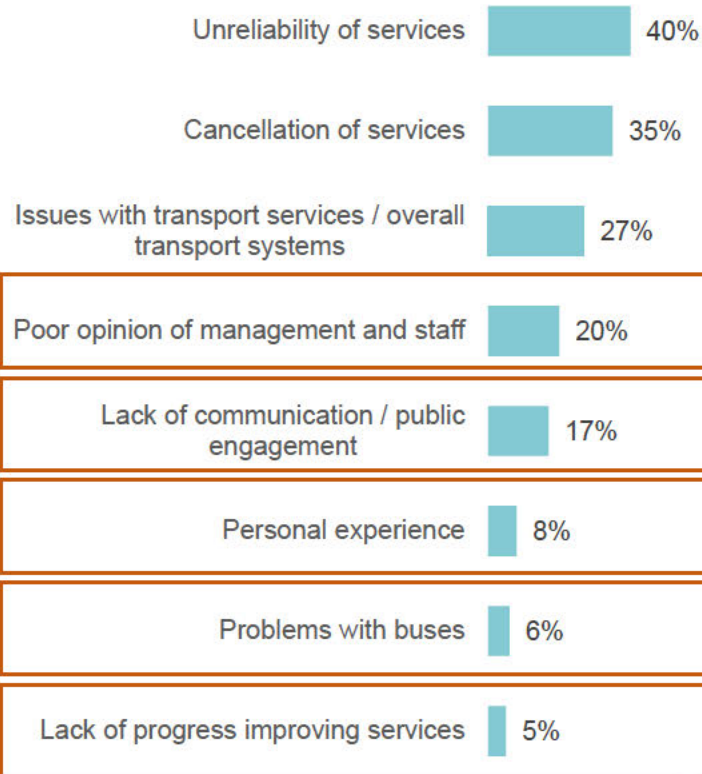
“Although the train service runs very well and seems well organised the same cannot be said for the bus service.”

“Public transport is not working well.”

“Public transport is a shamble in Wellington. The reliability of buses has declined greatly and there is a PT fare increase coming for poor services.”

Negative opinions also stem from negative perceptions of management or performance of Metlink staff, poor public communication and engagement, and general negative personal experiences.

Reasons for more negative views towards Metlink compared to 12 months ago



“They are completely incapable of providing the most basic public transport service. Always late or too early, unfriendly drivers with horrible driving, like running red lights, damaging parked cars, complete disregard for people on bikes, leaving people / kids stranded, the list just goes on and on.”

“Management performance has declined more recently. Services has been poor according to reports. Have not been able to attract staff. Have cancelled services in a random way. Proving to be very unreliable.”

“Their control of the frontline operations is in absolute shambles. They have to pay the bus and train drivers a much higher wage than the basic minimum, instead of [throwing] away money in the Head Office on contractors.”

“Not being informed about delays not informing passengers of distribution until on train.”

“Experiencing lack of communication from Metlink to customers about delays and disruptions to public transport.”

“The live data on the app regarding how far away trains and buses is less reliable. Sometimes buses say 1min or Due but I wait over 5 mins, one time the train never arrived despite it being scheduled on the app and on the board at the station.”

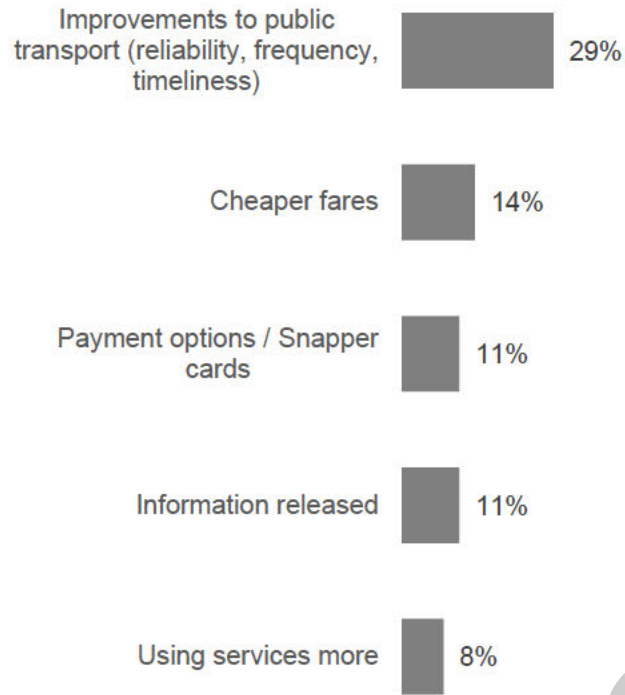
“More news and continued terrible efforts with buses in Wellington particularly, general disorganisation, poor linking of services.”

“My particular bus routes that I frequently use I feel have actually been or appear to have been relatively unaffected by the bus driver shortage over the last couple of years. Over the last month alone however I would say I have had more buses cancelled than in the last 2 years all up.”

“I use public transportation more so I'm more aware of the frustrations of using it.”

Those who feel more positive towards Metlink, compared to 12 months ago, say they have noticed improvements to the public transport they use, and cheaper fares.

Reasons for more positive views towards Metlink compared to 12 months ago



“We had a very good bus service until a few years ago the Regional Council decided to “improve” the service which resulted in utter chaos for some time. However, I feel the Regional Council have worked hard during the last 18 months and now we have a reasonably good service.”

“There is less reporting on difficulties from missed buses/trains, plus the introduction of snapper on trains has made it a lot easier to get around.”

“On the routes that I use there has been less disruption with cancelled or delayed buses and trains (from Johnsonville to the city) and connecting the snapper card between networks makes it much easier to transfer from bus to train and to have that option is much more efficient and easy.”

“On time timetables, wonderful views to see in the buses, wonderful people to see on the buses and half price bus fares to share with everyone in Wellington NZ.”

“They lowered their prices thanks to Labour.”

“Cheaper train tickets.”

“Snapper on trains. Friendly staff. Appears more trained and less stressed than previous years. Good customer service.”

“Progress with snapper on trains and better communication.”

“More community engagement, in particular on social media platforms.”

“Better communication and updates on the train services.”

Base: Those who feel more positively towards Metlink, n=93.
 Source: D6b.
 Codes mentioned by less than 5% of respondents are not displayed on the chart.

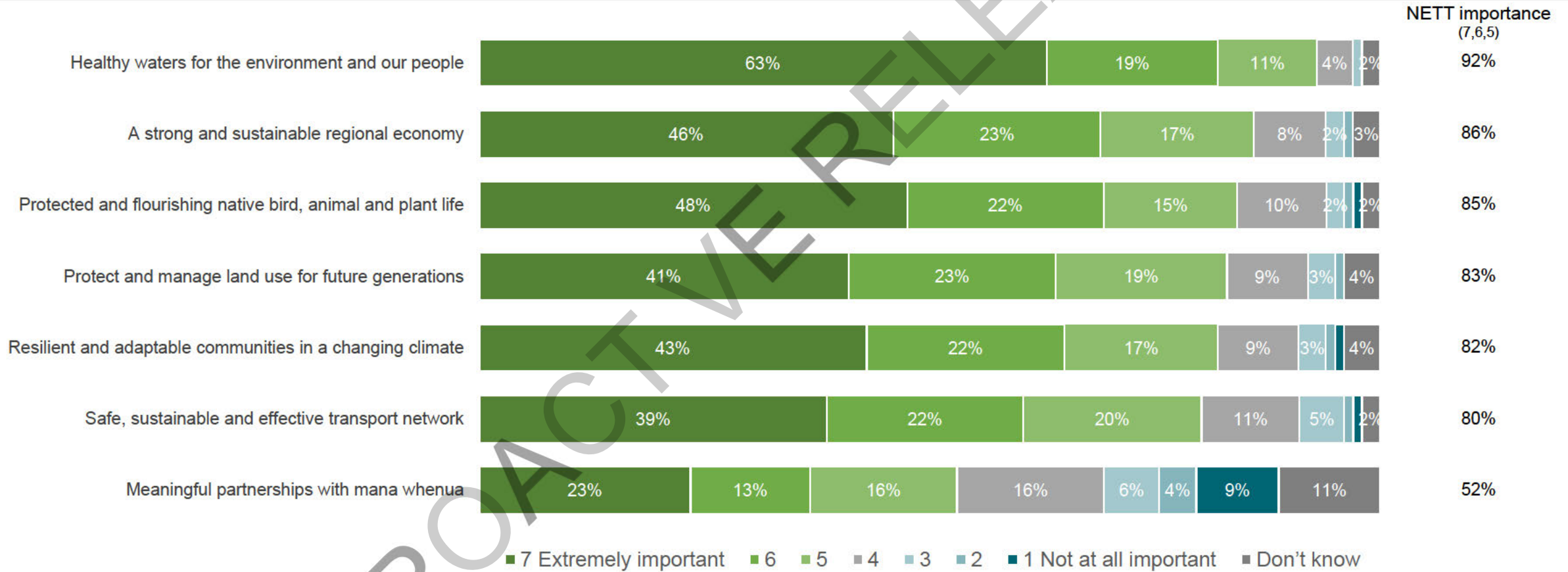
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Community outcomes

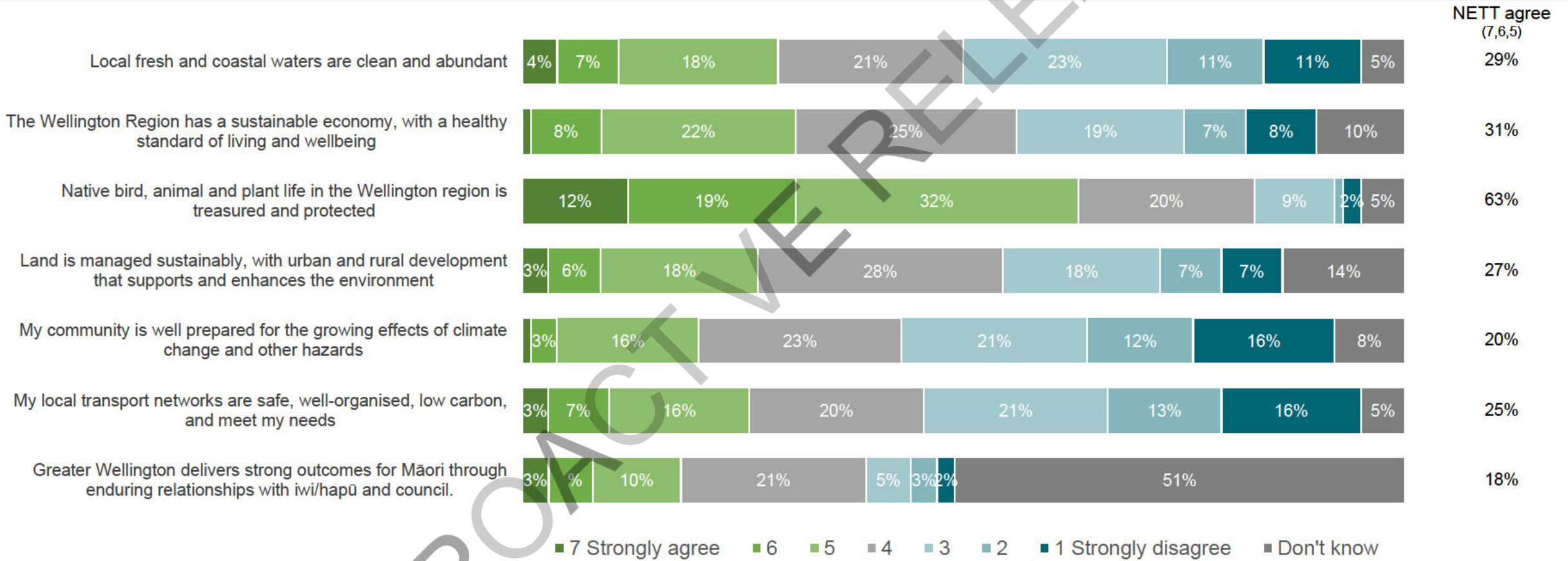
Most Wellington Region residents feel the community outcomes Greater Wellington is responsible for are very important.

Community outcomes – importance

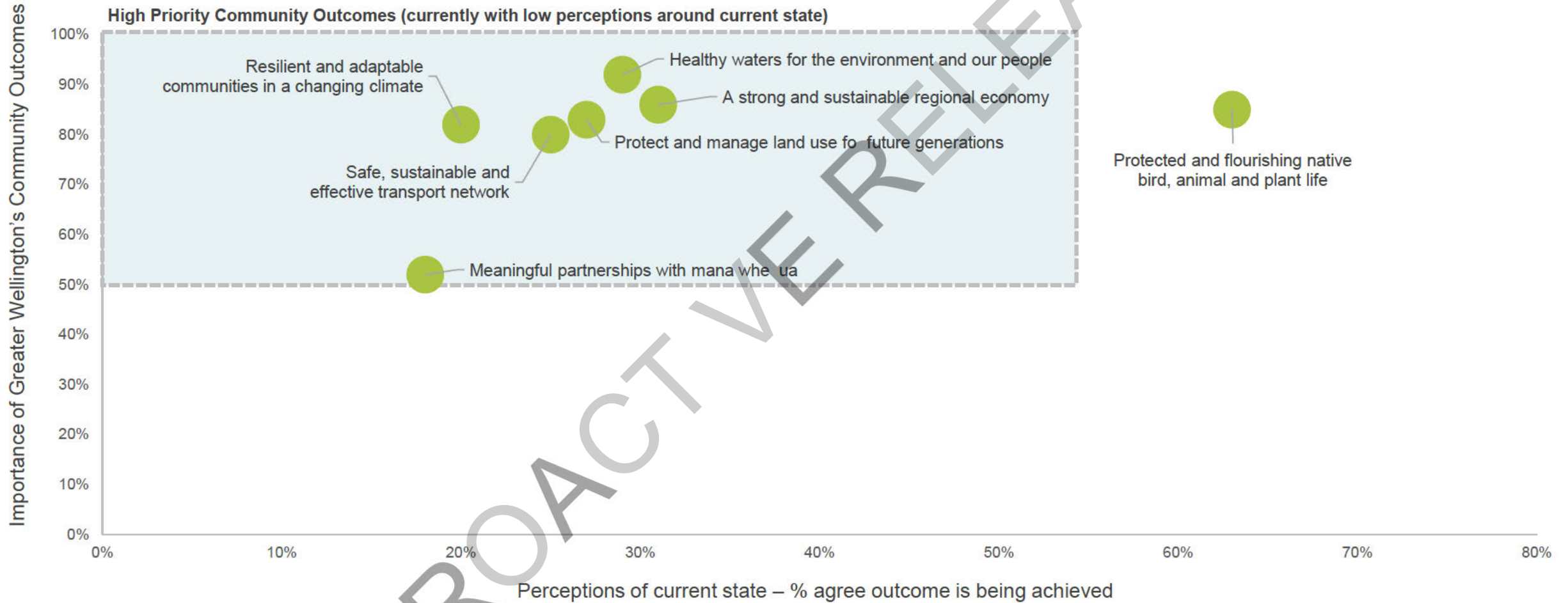


However, currently the community outcomes are not perceived by residents to be in a particularly good state. The one exception is the protection of our native bird, animal and plant life.

Community outcomes – current state

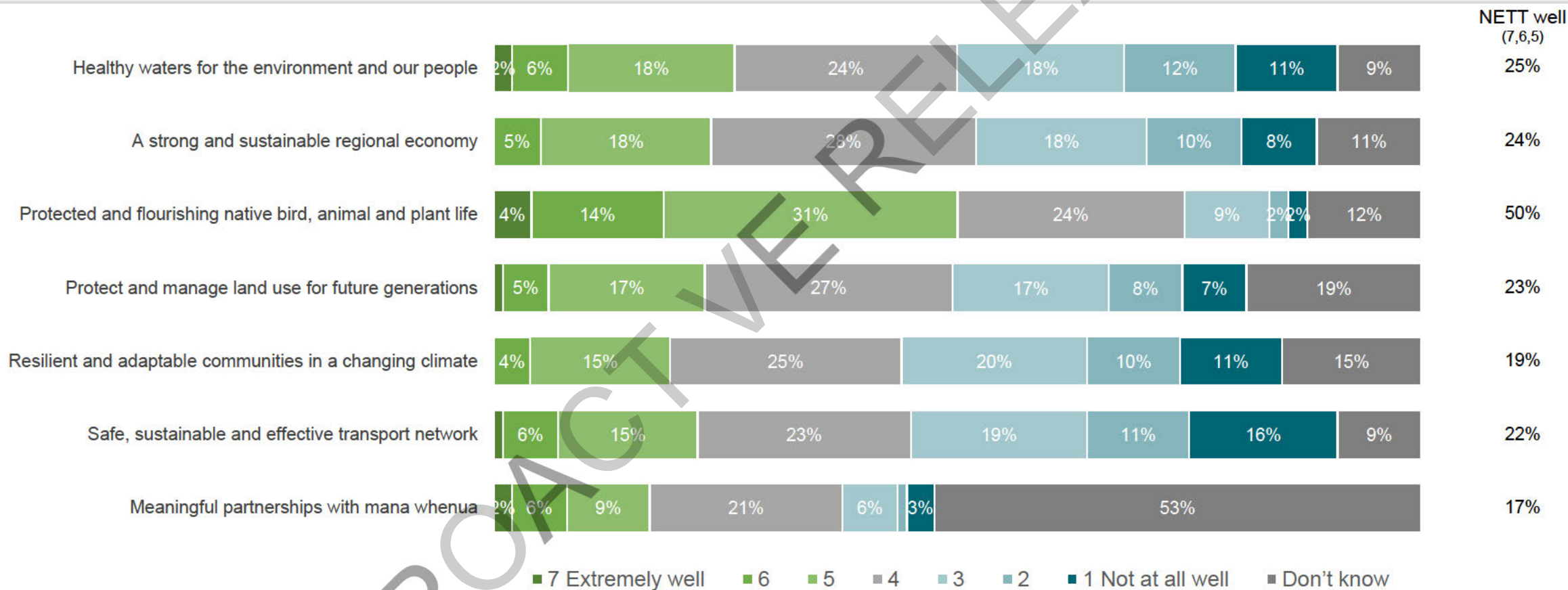


When we plot perceived importance against perceived current state, we can clearly see that six of the seven community outcomes are currently underperforming against expectations.



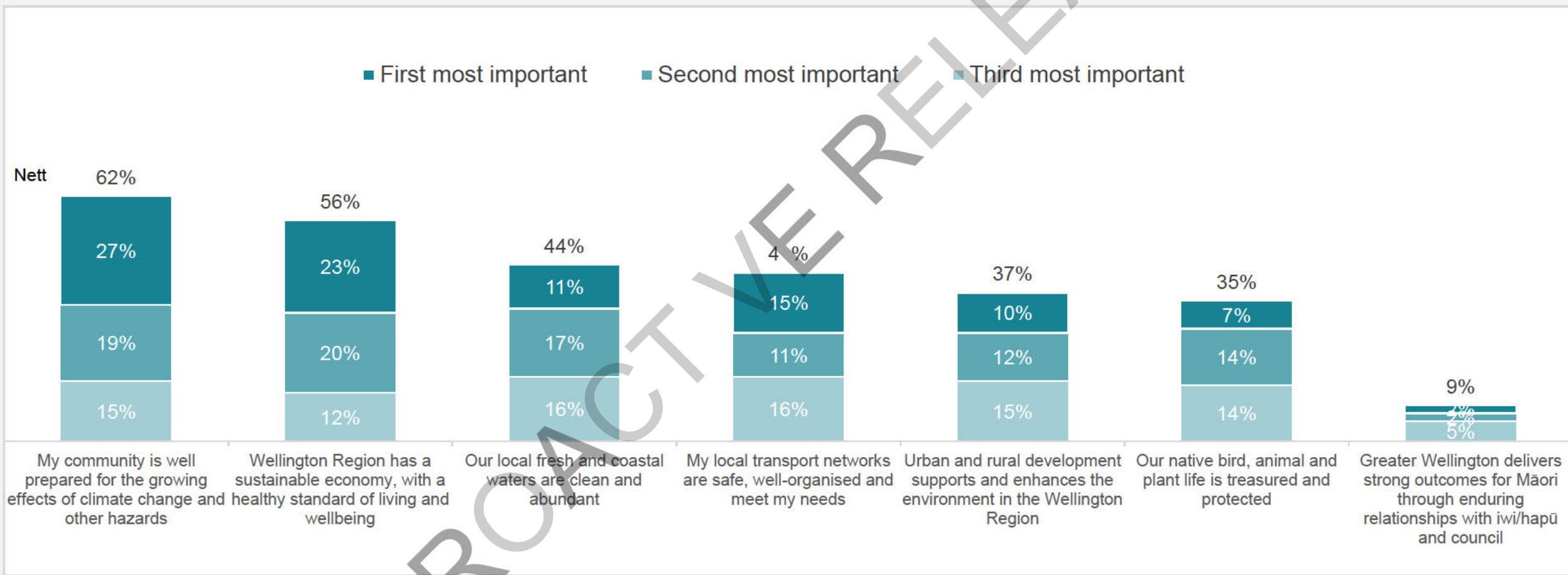
When asked specifically how well Greater Wellington was achieving each outcome, residents tended to be relatively critical. Again, protecting our native bird, animal and plant life was seen to be the relative strength.

Community outcomes – perceived performance of Greater Wellington



When asked to prioritise the seven community outcomes, Wellington region residents felt the two most important were: communities that are prepared for the growing effects of climate change and other hazards, and ensuring a sustainable economy across the Wellington Region.

Importance of community outcomes



Below are some comments respondents provided about the different community outcomes...

Additional comments

RESILIENT AND ADAPTABLE COMMUNITIES IN CHANGING CLIMATE

“

“I live in Featherston and there are already power outages often when there is normal stormy winter weather, how is the town going to be able to function if the severe climate change related weather events increase?!”

“Could do better. The stop banks in the Hutt is my biggest concern. I want them raised asap.”

“Land to be built on should be more closely examined e.g has it been a river bed, has it ever been a flood problem or is the land stable to be built on or has it been used for other things (dump, refilled, toxic waste).”

“Our entire city and nation has been built with no thought to long term environmental effects. We need to rethink our entire approach to dwellings and communities and natural habitat/ more tree growth etc.”

“Needs to be investing in infrastructure to mitigate flooding risks.”

“Need to think very carefully about ongoing development at the coast and adjacent to rivers and streams.”

STRONG AND SUSTAINABLE LOCAL ECONOMY

“

“Everyone wants to WFH partly because of unreliable transport. Going to the city on a car is not an option as parking is super expensive. I think this is one reason why businesses are failing in CBD. Not everyone can afford an online presence.”

“Everyone is leaving Welling on the CBD is cheap and has a bad vibe to it now. The things that made Wellington cool (coffee and food culture, arts, shopping etc) are all gone, the city is dead, all major stores close down (David Jones, Topshop) cafe options are lesser, the parking in the city is non-existent so people who don't live in the CBD don't go in anymore. The bike lanes and fact the councils spend money on that instead of improving public transport routes is ridiculous!”

“Not really on the council, larger symptoms globally that have driven up prices (cost of living), but still frustrating to live here but can't afford to ever buy a home. And if we did buy a home, likely massively overpriced for what we buy. Rent prices are crazy as well. Not worth it.”

“Out of control rent and shortage of affordable homes is pushing people out of the region.”

HEALTHY WATERS

“

“The waterways are polluted and un-swimmable. I also don't like the smell of our water coming out of the taps, there's too much chlorine and we don't need fluoride in the water either, it's meant to only be used topically to prevent tooth decay, just read your toothpaste tube and it always recommends not to ingest it.”

“To achieve healthy waters, urgent attention needs to be given to all the broken infrastructure around the greater Wellington region!”

“Upgrade stormwater and sewage systems and improvement will be obvious. Also, there must be effort by individual people to stop pollution through disposal of rubbish.”

“Why isn't Wellington Water forced to do more to fix the leaks? Our rates go up to pay for 'wasted water' when a lot of the wastage comes from their ineptitude at fixing the pipes.”

“The leaks around this city are horrendous, the number of times waste water has made its way into the bays and the south coast.”

“It is completely unacceptable the number of times beaches are closed because of sewer overflows. I see little happening in terms of long-term proactive activities to protect the quality of our rivers.”

Below are some comments respondents provided about the different community outcomes...

Additional comments, cont.

PROTECTING NATIVE FLORA AND FAUNA

“

“The last few years has seen a noticeable increase in native birds species in and around Wellington, which is very pleasing to see. Active trapping programmes are easy to follow and see progress on.”

“The native bird life in my garden (which mostly consists of native plant species) has markedly declined over the last year. Where once there were Tuis and other native birds, there are now sparrows. I even heard a cuckoo for several days (nights?) some months ago. Rats are an ongoing problem. (I've been meaning to get a bait station for too long).”

“Love the mahi that is being done in this area.”

SAFE, SUSTAINABLE, & EFFECTIVE TRANSPORT NETWORK

“

“Train services for the Kapiti Line are unreliable. Metlink don't have an effective plan when things go wrong e.g. signal probs cancelling trains. Not enough replacement buses provided. Trains aren't frequent enough. Randomly cancelled, Paraparaumu Station not manned. Comms atrocious. Unprofessional untidy staff.”

“Metlink is unreliable and delivers an extremely poor service. There are too many cancelled buses.”

“Current state of trains and busses is poor. Unreliable train services are pushing people away from trains and back toward private transport.”

PARTNERSHIPS WITH MANA WHENUA (LOCAL IWI)

“

“Continue to develop the relationship with iwi. Māori have an affiliation, understanding and respect of the land, air and sea that if taken into account can only benefit future generations.”

“Good outcomes for everyone should be the goal.... Being mindful of Māori culture should be a given now - but I do not read the treaty as elevating iwi above the rest of NZ.”

“Need to be clearer on what is being achieved, common goals and what you are working in partnership on.”

“Would be great to communicate activity here more widely.”

LAND CONSERVATION

“

“We're building every where and anyway. Lots of infill housing just putting more pressure on our infrastructure and transport.”

“Forward planning for moderate density housing in non-flood, non-coastal locations, with good public transport links, is important. Trees and parks important in denser urban areas.”

“We must concentrate on upgrading infrastructure before we consider building houses. I favour utilising land within urban areas better and not sprawling on to farm or bush areas.”

“Too much urbanization going on without the corresponding increase in infrastructure.”

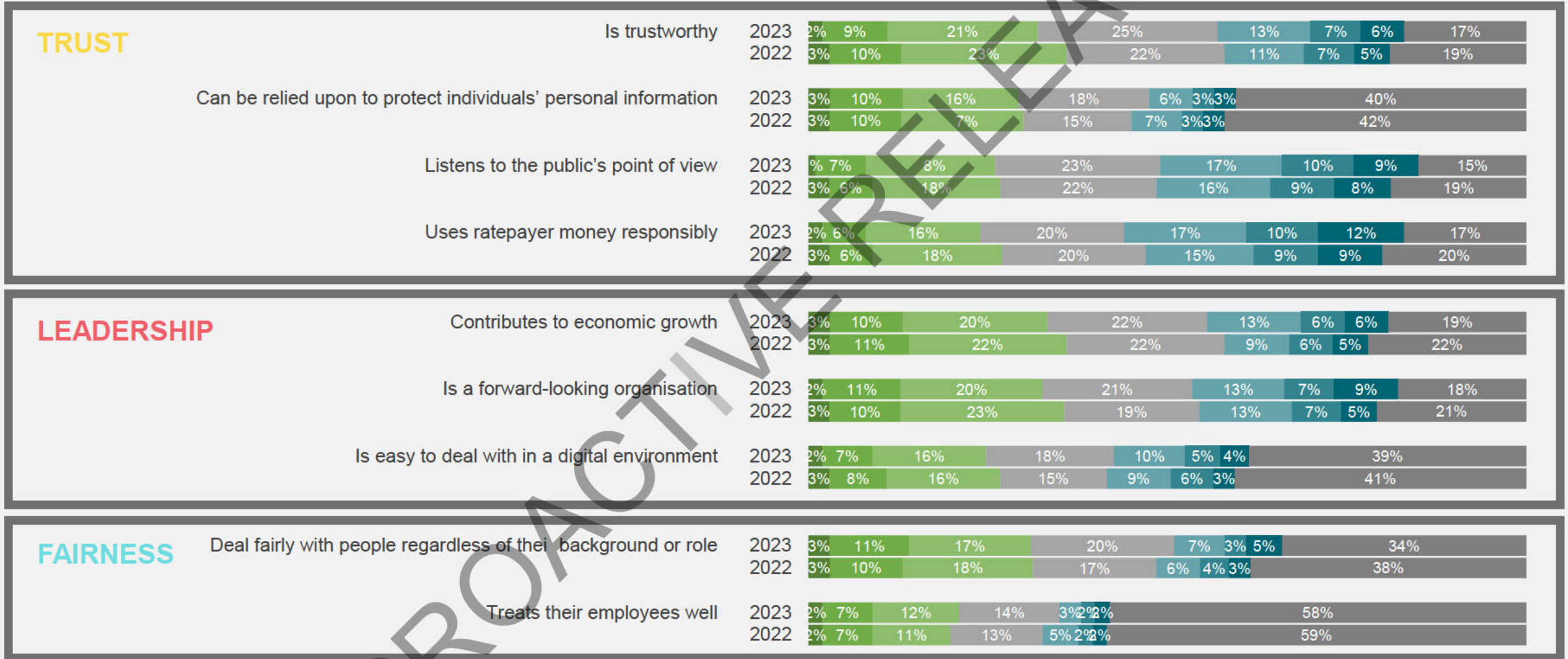
When it comes to which community outcomes should be prioritised, feelings are generally consistent across the demographic groupings. However, there are a few differences, for example, those who live rurally are more inclined to think that urban and rural development is the most important outcome for their community.

Demographic analysis

Community Outcome	Total	Location					Area type		Public transport use		Gender		Age			Health	Ethnicity			Household income		
		Wairarapa	Kāpiti Coast	Porirua	Hutt Valley	Wellington City	Urban / suburban	Rural	Use public transport	Have not used public transport	Male	Female	18 to 34	35 to 59	60 or over	Long-term health problem or disability	NZ European	Māori	Pacific people	Under \$50,000	\$50,001 to \$150,000	\$150,001 or more
		Most important	Second most important	Third most important	Most important	Second most important	Third most important	Most important	Second most important	Third most important	Most important	Second most important	Third most important	Most important	Second most important	Third most important	Most important	Second most important	Third most important	Most important	Second most important	Third most important
My community is well prepared for the growing effects of climate change	62%	63%	58%	57%	67%	59%	62%	54%	61%	64%	57%	65%	61%	61%	64%	62%	60%	56%	69%	66%	64%	57%
Wellington Region has a sustainable economy	56%	46%	47%	53%	56%	61%	57%	42%	57%	2%	56%	56%	66%	51%	56%	40%	53%	43%	55%	46%	59%	59%
Local fresh and coastal waters are clean and abundant	44%	42%	50%	55%	44%	42%	44%	47%	42%	52%	46%	44%	40%	47%	43%	49%	47%	52%	54%	50%	45%	43%
Local transport networks are safe, well-organised and meet needs	41%	27%	39%	35%	41%	47%	42%	32%	49%	16%	47%	36%	42%	43%	37%	46%	41%	35%	41%	44%	38%	43%
Urban and rural development supports and enhances the environment in the Wellington Region	37%	51%	46%	36%	33%	36%	36%	61%	36%	42%	35%	39%	32%	33%	52%	35%	39%	34%	35%	35%	37%	36%
Our native bird, animal and plant life is treasured and protected	35%	38%	32%	43%	36%	32%	35%	40%	33%	43%	34%	36%	33%	35%	36%	38%	38%	40%	25%	35%	32%	40%
Greater Wellington delivers strong outcomes for Māori	9%	9%	6%	9%	7%	11%	9%	4%	10%	5%	6%	12%	9%	10%	5%	8%	7%	25%	10%	11%	8%	9%

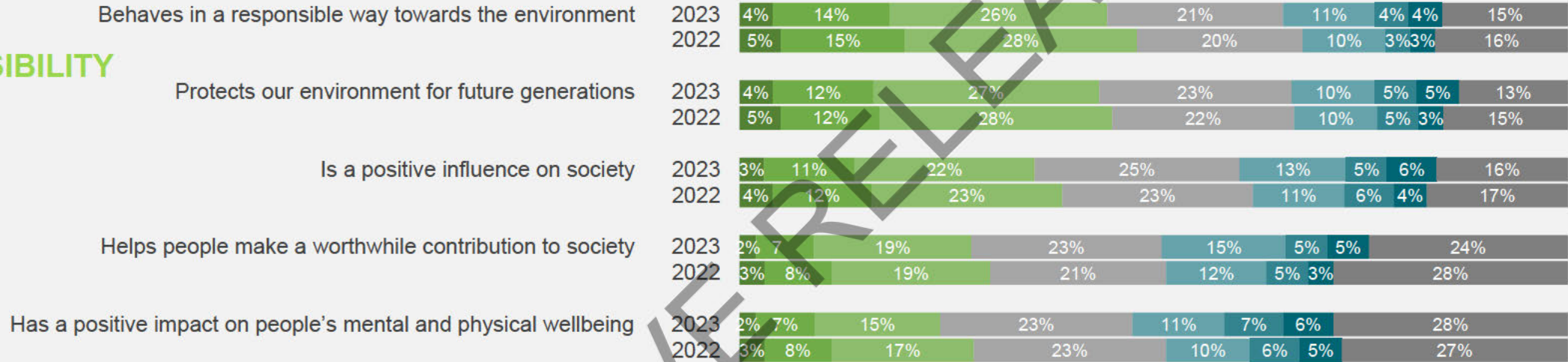
Appendix

Detailed reputation attributes: Greater Wellington.

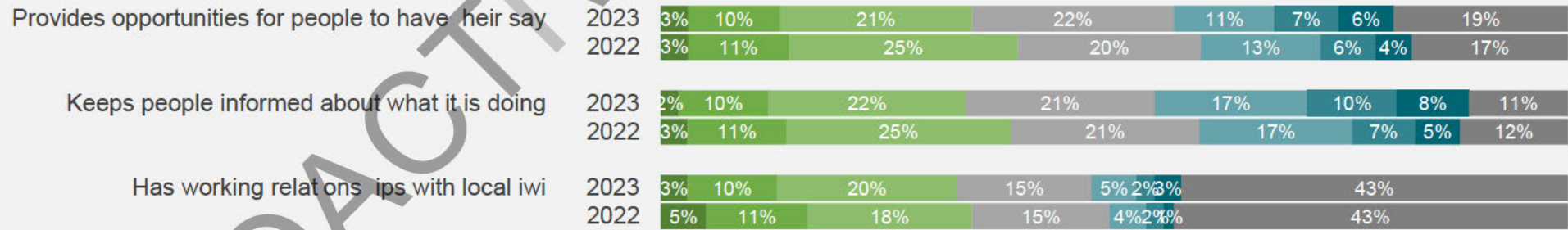


Detailed reputation attributes: Greater Wellington, continued.

SOCIAL RESPONSIBILITY

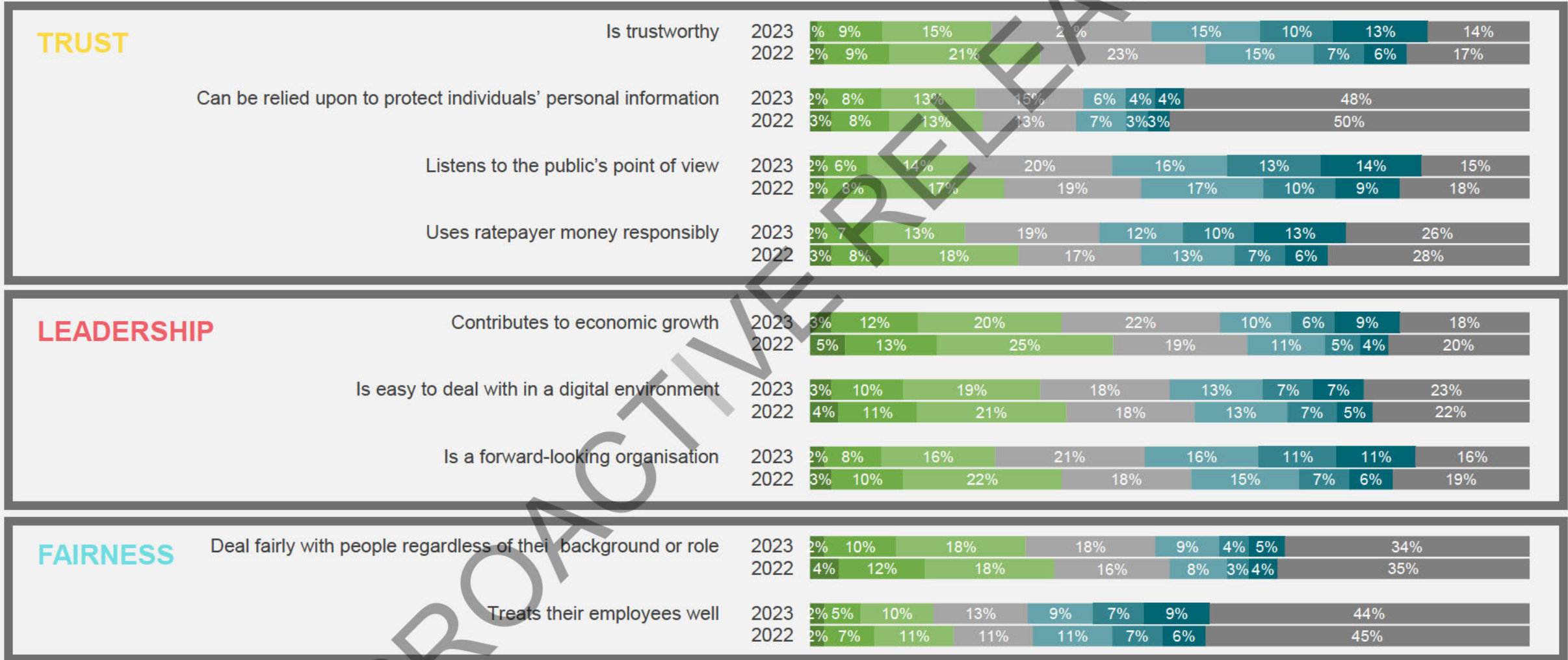


ENGAGEMENT



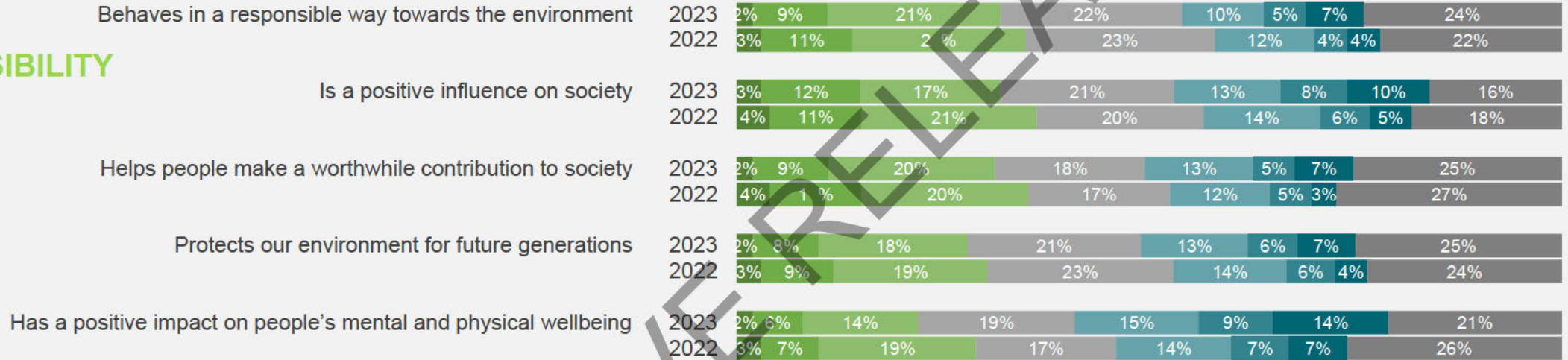
7 Strongly agree 6 5 4 3 2 1 Strongly disagree Don't know

Detailed reputation attributes: Metlink.

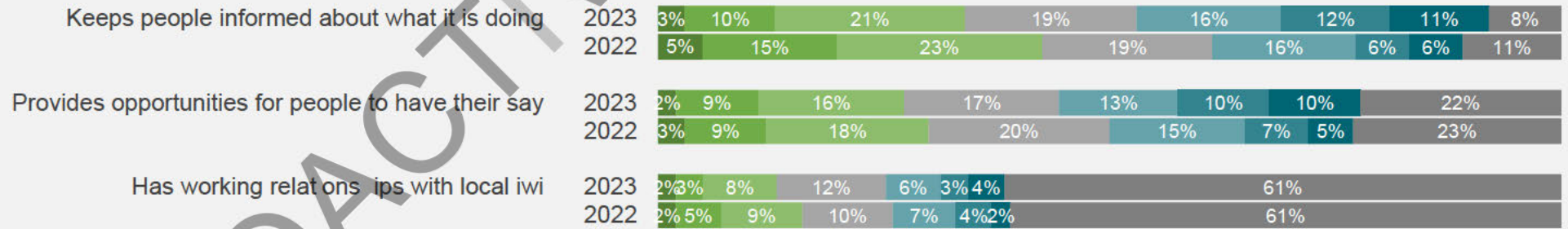


Detailed reputation attributes: Metlink, continued.

SOCIAL RESPONSIBILITY



ENGAGEMENT



7 Strongly agree 6 5 4 3 2 1 Strongly disagree Don't know

KANTAR PUBLIC

FOR FURTHER INFORMATION PLEASE CONTACT

EMMA STRATTON OR MIKE DUNNE

Kantar Public
Level 9, 101 Lambton Quay, Wellington 6011
www.kantarpublic.com/nz

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From: [Amie Lightbourne](#)
To: [David Dillon](#); [Victoria Forrest](#); [Hannah Sedcole](#); [Ashleigh Grindell](#)
Cc: [Charmaine Love](#); [Matthew O'Driscoll](#)
Subject: GW-Metlink Community Research 2023
Date: Wednesday, 12 April 2023 4:41:00 pm
Attachments: [image001.png](#)

Kia ora Metlink Comms team + Dave,

We have the 2023 research in from Kantar.

There's been a sizeable downshift for Metlink, so we wanted to share the results with you and Metlink staff ahead of the rest of GW.

It does make for tough reading, but we run this research to hear the people's voice – and it's a good reminder about what's important to our customers and community.

There's a lot of factors that Greater Wellington needs to take into account when decision-making and deciding direction. This research is an important one, but not the only one. So while it's important to hear what people are saying, we will keep working on addressing the issues and filling the gaps as best we can. We're all in this together. We'll share the research with ELT on Monday 24 April, all staff on 11 May, and councillors on 18 May.

It's also worth noting that it's a tough post-Covid environment out there, people are feeling pinched economically and dissatisfied about many things and Kantar have noticed this negativity creeping into other research.

Today, Matt & I went through the research with Sam Gain and the Metlink managers (Fiona, Bonnie, Emmet/Tim, Mel). Sam wants us to share an abbreviated version of it with Metlink staff to give them a heads up – which we're doing on Monday 17 March at 11.30am. You might like to attend (I'll forward the invite)

I'd like to run through the full research with you, looking at diaries, 3pm on Monday. I'll be in the office, so will book a space.

Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

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From: [Matthew O'Driscoll](#)
To: [Amie Lightbourne](#)
Subject: RE: Community research - timelines
Date: Tuesday, 11 April 2023 11:15:05 am
Attachments: [image001.png](#)

Excellent – thanks Amie!

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Tuesday, 11 April 2023 11:02 am
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Subject: RE: Community research - timelines

Hi Matt,

Kantar are aiming to get the report to me tomorrow morning so we have a couple of hours to digest it before meeting at 1.30pm. I think that'll be fine. I know the report structure inside and out and can talk to it.

I'll send it to you when I get it, and let's you and I take 15 mins before the Metlink meeting to discuss what we want the Metlink team to take from it.

The meeting will be good timing, as I'm sure the Metlink managers may have questions or specific deep dives that we can take back to Kantar.

Amie

From: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Sent: Tuesday, 11 April 2023 10:04 am
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Subject: RE: Community research - timelines

Kia ora

I'm back on deck now

How are Kantar tracking on this one Amie?

Worst case scenario: for the Wednesday meeting we can get away with the excel you shared with me the other week.

Matt

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, 6 April 2023 8:36 am
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Cc: Charmaine Love <Charmaine.Love@gw.govt.nz>
Subject: RE: Community research - timelines

Hi Matt,

I know you're away today, but just FYI the below. I've said that's fine, we want Kantar to present the best insights possible in light of this Metlink situation.

They'll let me know Tuesday if we won't get it in time for the Metlink manager's meeting on Weds afternoon. In which case we look to reschedule, if you agree.

Amie

From: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Sent: Wednesday, 5 April 2023 10:43 am
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Kia ora Amie

Unfortunately we are running a little behind with the reporting, unpicking the downward shifts is taking a little extra time this year. Would it be okay if we got it over to you next week?

Thanks

[REDACTED]

From: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Sent: Thursday, 30 March 2023 3:54 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>; [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Thanks for the update

cheers

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, 30 March 2023 3:25 pm
To: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>; [REDACTED] (MBWCB) <[REDACTED]@colmarbrunton.co.nz>
Subject: Community research - timelines

Hi guys,

You can go back to the original timeline for the draft report – Thu 6 April.

The team are changing how we roll this out, so we won't need it on 5 April.

Since we've got the new components to the research as well this year, I'd rather you took the time you need to present it to your satisfaction.

Thanks for being agile enough to push to get it done a day early. No longer needed, thanks to the early info you gave us yesterday.

Thanks

Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

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From: [Matthew O'Driscoll](#)
To: [Amie Lightbourne](#)
Subject: RE: Community research - timelines
Date: Wednesday, 12 April 2023 9:51:00 am
Attachments: [image001.png](#)

Thanks Amie,

I've had a quick read and it all makes sense to me.

I'll have to go through the verbatims again out of personal curiosity to see how much LGWM feedback is being attributed to us.

Matt

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Wednesday, 12 April 2023 9:30 am
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Subject: FW: Community research - timelines

Hi Matt,

Here's the report. I'm going to spend some time going through it, then have a quick chat with Kantar to discuss their thoughts, and give you a call to discuss late morning.

Call me if you need me.

Amie

From: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>
Sent: Wednesday, 12 April 2023 9:08 am
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: [REDACTED] MBWCB <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>
Subject: RE: Community research - timelines

Ata marie

The report is attached. Sounds good, I should be pretty easy to catch this morning, my number is

M + [REDACTED]

Cheers,
[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Wednesday, 12 April 2023 8:58 am
To: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>
Cc: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>

there's anything big that comes up that we might expect to see come through in the results.

I look forward to sharing the results with you when the report comes through early April.

Ngā mihi

Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

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PROACTIVE RELEASE

From: [Matthew O'Driscoll](#)
To: [Amie Lightbourne](#)
Subject: Re: ELT Monday 24 April
Date: Thursday, 13 April 2023 10:57:30 am
Attachments: [image001.png](#)
[image002.png](#)

I'll get Rebecca to have a look when my next scheduled catch up with him is and we'll get you along to that :)

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From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, April 13, 2023 10:55:53 AM
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Subject: FW: ELT Monday 24 April

Hi Matt,

Unfortunately I missed out on a spot at 24 April ELT, so it's going to be 8 May

Shall we share the report with Nigel as that's a long delay between Met ink staff knowing on 17 April and Nigel being informed.

I've attached the Exec Summary that we could share with Nigel. What do you think?

Amie

From: Abby Meehan <Abby.Meehan@gw.govt.nz>
Sent: Thursday, 13 April 2023 8:33 am
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: Rebecca Dobbs <Rebecca.Dobbs@gw.govt.nz>; Charmaine Love <Charmaine.Love@gw.govt.nz>
Subject: RE: ELT Monday 24 April

Mōren Amie,

Unfortunately there is no longer any space at ELT for this item to be added on Monday 24th April.

The next available date is Monday 8 May, with reports being due on Wednesday 3 May.

Can you also confirm you have ELT approval please.

Ngā mihi,
Abby

Abby Meehan
(She/Her)



Kaiāwhina Matua ki te Heamana | Executive Assistant to Chair – Daran Ponter

Greater Wellington Te Pane Matua Taiao

M: 021 726 594

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From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Wednesday, 12 April 2023 4:52 pm
To: Abby Meehan <Abby.Meehan@gw.govt.nz>
Cc: Rebecca Dobbs <Rebecca.Dobbs@gw.govt.nz>; Charmaine Love <Charmaine.Love@gw.govt.nz>
Subject: RE: ELT Monday 24 April

Hi Abby,

Just confirming Charmaine Love and I would like to present the **Greater Wellington & Metlink Community Research (reputation research)** to ELT on Monday 24 April. For Discussion. Can we have 15 mins please.

Papers into you by Wed 19 April.

Cheers

Amie

From: Abby Meehan <Abby.Meehan@gw.govt.nz>
Sent: Friday, 31 March 2023 2:07 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Subject: RE: ELT Monday 24 April

Hi Amie,

Yes, ELT is on Monday 24 April. Reports are due to me before Wednesday 19th April.

Ngā mihi,
Abby



Abby Meehan
(She/Her)

Kaiāwhina Matua | Executive Assistant to GM Strategy | GM People & Customer

Greater Wellington Te Pane Matua Taiao

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From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>

Sent: Friday, 31 March 2023 2:05 pm

To: Abby Meehan <Abby.Meehan@gw.govt.nz>

Subject: ELT Monday 24 April

Hi Abby,

Just confirming that due to Anzac day on 25th, the ELT meeting will be on Monday 24 April? You did say so in your last email, but just planning timelines so checking for the 100%.

Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

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PROACTIVE RELEASE

From: [Matthew O'Driscoll](#)
To: [Amie Lightbourne](#); [Michelle Groves](#)
Subject: RE: Meeting for all Metlink staff
Date: Friday, 31 March 2023 11:49:48 am
Attachments: [image001.png](#)

Sam definitely needs to be at the meeting.

Michelle are you able to talk with Sam please and see when she'd like to have the meeting.

Matt

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Friday, 31 March 2023 11:48 am
To: Michelle Groves <Michelle.Groves@gw.govt.nz>
Cc: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Subject: RE: Meeting for all Metlink staff

Hi Michelle,

SLT meeting - that's great thank you.

Matt – is this okay re the whole of Metlink meeting? Go ahead without Sam?

Amie

From: Michelle Groves <Michelle.Groves@gw.govt.nz>
Sent: Friday, 31 March 2023 11:3 am
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Subject: RE: Meeting for all Metlink staff

There is a Senior Leadership Team meeting on Wed 12 April – I will add you and Matt to the first half hour of that at 3pm.

For the all of Metlink meeting w/c 17 April, just letting you know that Sam is on leave from 18-24 April and her diary is already full on the 17th. So Sam will not be present at this meeting.

Michelle

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Friday, 31 March 2023 10:50 am
To: Michelle Groves <Michelle.Groves@gw.govt.nz>
Subject: Meeting for all Metlink staff

Hi Michelle,

Can you also book in a meeting for all Metlink staff, called Annual research update, where Customer Engagement will present the latest findings from the Greater Wellington and Metlink Community Research.

Book it for 1 hour the week of 17 April – 21 April.

BTW – the meeting below with SLT – book for 30 mins.

Thanks

Amie

From: Amie Lightbourne
Sent: Friday, 31 March 2023 9:45 am
To: Michelle Groves <Michelle.Groves@gw.govt.nz>
Subject: Meeting with Metlink SLT

Kia ora Michelle,

I look after our annual Greater Wellington and Metlink Community Research, where we ask people in our region how they feel about GW and Metlink and the work we are doing.

We have the 2023 results back, and after discussion with Bonnie and Sam Gain, Matt O’Driscoll and I would like to set up a briefing meeting with the Metlink Senior Leadership team to go through it with them.

Would you be able to book that in for us? Could we make the meeting Wed 12 or Thu 13 April? Invite Matt and myself.

Thanks

Amie



Amie Lightbourne

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From: [Matthew O'Driscoll](#)
To: [Amie Lightbourne](#)
Subject: RE: Metlink
Date: Friday, 31 March 2023 10:20:16 am
Attachments: [image002.png](#)
[image003.png](#)

Definitely book in the second meeting as you won't get in people's diaries otherwise – just call it an annual research update so you don't spook the horses.

Having had a quick look at the TE comments we should present alongside the comm research to round the picture out

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Friday, 31 March 2023 10:12 am
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Subject: Metlink

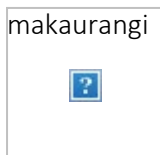
Hi Matt,

A few thoughts I'm keen to get your opinion on:

- It might be a good idea to wait to get Michelle to book in the 2nd briefing with the wider Metlink team as it will indicate something is up and no one will want to wait that long. Shall we book it after we've met with the SL ?
- The Transport Emissions survey has some results that might also feed into this Metlink reputation discussion. At the time I shared it with Bonnie and David Boyd, and at Bonnie's request I also shared the report with Metlink Senior Leadership Team in an email with some highlights. But... last week we got an additional piece to the research – the analysis of all the comments. There were so many comments made pertaining to public transport and reliability issues that Grant Fletcher and I had to make it a separate job with the research agency to analyse them all. I hadn't got round to sharing that with anyone in Metlink yet, but now think that I should. Have a look at the research report and tell me what you think. Over half the additional comments were on public transport and reliability. The sheer quantity of responses we got on this survey (over 2,000), and the number of additional comments (unexpected) suggest that the sentiment on public transport has had a strong impact on this more general survey of reducing transport emissions.

The report updated with comments (p12 and 30) : [Transport Emissions in the Wellington Region FINAL.docx](#)

Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

Greater Wellington Te Pane Matua Taiao

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100 Cuba St, Te Aro, Wellington 6011

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Subject: RE: Community research - timelines

Hi [REDACTED],

Awesome, thank you! We are waiting with baited breath. If it's okay, I might give you a quick call this morning once I've had a chance to digest it and get your thoughts on the results.

Amie

From: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Sent: Tuesday, 11 April 2023 4:59 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Kia ora Amie

Just a quick note to say the report is nearly ready and we will have it over to you early tomorrow.

[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, 6 April 2023 8:26 am
To: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Cc: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Hi [REDACTED],

Okay, that should be fine. I've got a meeting to run through it with the Metlink senior leadership team on Wednesday at 1.30pm, so if you can get it to me by Wednesday 11am at the latest (so I can do a quick study), that'd be handy.

If it's going to take longer, let me know on Tuesday and we'll reschedule the meeting. We want the research to be the best it can be, so if you need more time to give us the best insights, let us know.

Amie

From: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Sent: Wednesday, 5 April 2023 10:43 am
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Kia ora Amie

Unfortunately we are running a little behind with the reporting, unpicking the downward shifts is taking a little extra time this year. Would it be okay if we got it over to you next week?

Thanks

██████████

From: ██████████ (MBWCB) <██████████@kantarpublic.com>
Sent: Thursday, 30 March 2023 3:54 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>; ██████████ (MBWCB) <██████████@kantarpublic.com>
Subject: RE: Community research - timelines

Thanks for the update

cheers

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, 30 March 2023 3:25 pm
To: ██████████ (MBWCB) <██████████@kantarpublic.com>; ██████████ (MBWCB) <██████████@colmarbrunton.co.nz>
Subject: Community research - timelines

Hi guys,

You can go back to the original timeline for the draft report – Thu 6 April.

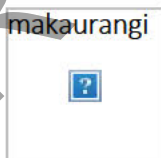
The team are changing how we roll this out, so we won't need it on 5 April.

Since we've got the new components to the research as well this year, I'd rather you took the time you need to present it to your satisfaction.

Thanks for being agile enough to push to get it done a day early. No longer needed, thanks to the early info you gave us yesterday.

Thanks

Amie



Amie Lightbourne

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From: [Matthew O'Driscoll](#)
To: [Amie Lightbourne](#); [Charmaine Love](#)
Subject: RE: 2023 Community Research - timelines check in
Date: Thursday, 30 March 2023 3:09:57 pm
Attachments: [image001.png](#)

Hi Amie,

Thank you for taking me through this yesterday. I've now had the opportunity to do the same with Bonnie and Sam.

They were prepared for an outcome like this but would like to buy some time before it goes to ELT to get their SLT and all Metlink staff briefed.

They are concerned with the current Metlink morale and want to be able to repair messaging that they are taking a range of actions to address the issues that the research highlights.

To that effect can we action the following:

1. Push our ELT paper out to late April/early May.
2. Set up two meetings via Sam's PA Michelle Groves:
 - Week of Monday 10 April – a briefing with Metlink's SLT
 - Week of Monday 17 April – briefing to the whole of Metlink.

Let me know if you need any help with this

Matt

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Wednesday, 29 March 2023 2:59 pm
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Subject: FW: 2023 Community Research - timelines check in

FYI

From: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>
Sent: Wednesday, 29 March 2023 1:59 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>
Subject: RE: 2023 Community Research - timelines check in

Kia ora Amie

We have run some of Metlink's data for you, unfortunately we don't have the reputation scores back yet so we have used a few of the reputation questions instead. These should give you an

overview of what's going on. I have included a few of GW's results in the attached too so you can compare them.

At a high level Metlink's results are showing:

- Brand familiarity is up (66% this year from 56% last year)
- Advocacy is down
 - Just 10% of people feel positively towards Metlink (down from 15% last year)
 - 44% feel negatively, up from 27% last year
- Attribute statements are down across the board. These four had the biggest declines:
 - Keeps people informed about what it is doing (down 12%points)
 - Is trustworthy (down 11%points)
 - Has a positive impact on people's mental and physical wellbeing (down 11%points)
 - Is a forward-looking organisation (down 9%points)
- Verbatim comments provided tended to focus on the services being unreliable and service cancelations. I have included all of these in the last tab so you can read through them and pick out any that are particularly useful .

I hope this helps. Let us know if you need more info. Otherwise, we will have the full report over to you next week.

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>

Sent: Friday, 24 March 2023 11:23 am

To: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>; [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>

Subject: RE: 2023 Community Research - timelines check in

Awesome thanks [REDACTED]. Sounds good.

Amie

From: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>

Sent: Friday, 24 March 2023 10:41 am

To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>; [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>

Subject: RE: 2023 Community Research - timelines check in

Mōrena Amie,

The odds are good. It is a tight timeline but we can do it.

The data is being processed at the moment and so we should be able to get you Metlink results Wednesday next week.

Ka kite

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>

Sent: Thursday, 23 March 2023 1:09 pm

To: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>; [REDACTED] (MBWCB) <[REDACTED]@colmarbrunton.co.nz>

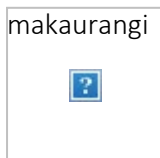
Subject: 2023 Community Research - timelines check in

Hi Mike,

What are the odds of getting the draft report on Wed 5 April? I've just realised that Easter Friday 7th – Mon 10th, and I have an ELT spot to present the results on Tue 11th morning. Would be good to have a day to digest them.

Also, just a reminder for Topline Metlink bullet points in the interim for the Metlink team. Any ideas what date that might come in, so I can plan?

Amie



Amie Lightbourne

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From: [Matthew O'Driscoll](#)
To: [Amie Lightbourne](#)
Cc: [Charmaine Love](#)
Subject: RE: 2023 Greater Wellington and Metlink Community Research
Date: Monday, 6 March 2023 12:18:21 pm
Attachments: [image001.png](#)

I'm happy with this but let's get Donna and Nigel across the line first.

Will mention at ELT next week.

Matt

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Monday, 6 March 2023 11:27 am
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Cc: Charmaine Love <Charmaine.Love@gw.govt.nz>
Subject: 2023 Greater Wellington and Metlink Community Research

Kia ora Matt,

If you remember in my review paper for this research, I talked about a move to make the research results more available to the public this year.

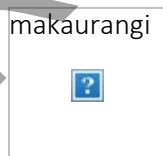
In the interests of transparency and showing that we are asking and listening to the public, I'd like to publish a summary of the 2023 research results on the website, and potentially issue a media release (if you agree).

Wellington City Council does this with their resident survey.

<https://wellington.govt.nz/news-and-events/news-and-information/our-wellington/2021/08/rms-survey-and-results>

I'll prep for this in my roll-out plan, but we can discuss this again once we have the results. I just wanted to remind you of my thinking, as I'll put the job into integration shortly and external media and website might come up as an option.

Ngā mihi
Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

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From: [Matthew O'Driscoll](#)
To: [Amie Lightbourne](#)
Subject: RE: 2023 GW-Metlink Community Research
Date: Monday, 27 March 2023 8:38:22 am
Attachments: [image001.png](#)

That's great news – thanks for making this a priority

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Friday, 24 March 2023 11:18 am
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Subject: FW: 2023 GW-Metlink Community Research

Hi Matt,

Kantar say they should be able to get us some Metlink topline by Weds next week.

Amie

From: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Sent: Monday, 20 February 2023 2:52 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Subject: RE: 2023 GW-Metlink Community Research

Thanks Amie

I'm not sure if this is possible but could we get Kanatar to prioritise sending us preliminary/snapshot results for Metlink over Greater Wellington?

Background: There's a paper going to EL to stand up a crisis response to the ongoing bus driver shortage and reputation/brand will be one of the indicators of health and need for action.

Matt

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Monday, 20 February 2023 2:30 pm
To: David Boyd <David.Boyd@gw.govt.nz>; Charmaine Love <Charmaine.Love@gw.govt.nz>; Victoria Forrest <Victoria.Forrest@gw.govt.nz>; Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Cc: George Cook <George.Cook@gw.govt.nz>
Subject: 2023 GW-Metlink Community Research

Kia ora koutou katoa

FYI The GW-Metlink community research will be live in market between 2-19 March capturing peoples' thoughts and opinions on Greater Wellington and Metlink; 1,000 people across the Wellington region.

I'll keep in touch with Vic on anything that crops up for Metlink in that time, but let me know if

there's anything big that comes up that we might expect to see come through in the results.

I look forward to sharing the results with you when the report comes through early April.

Ngā mihi

Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

Greater Wellington Te Pane Matua Taiao

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PROACTIVE RELEASE



Horizon Research

**Regional Land Transport Plan Survey
Prepared for the Greater Wellington Regional Council**

February 2023

PROACTIVE RELEASE



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Survey Overview

Introduction

This report gives the results of a survey conducted from 27 January to 7 February 2023 about the Wellington Region's Land Transport Plan. Respondents were told that the survey was:

- Gathering information on public attitudes toward transport and vehicle emissions in the Wellington Region, and
- Gauging public opinion on Greater Wellington's current transport investment priorities as set out in the 2021 Regional Land Transport Plan (RLTP). The RLTP is a collaboration of all councils in the Wellington Region, Waka Kotahi and KiwiRail.

Method and sample details

The online survey was conducted using the Greater Wellington Regional Council's Greater Say panel supplemented by "opt-ins" from links on Facebook and was directed to people living in the Wellington Region. Greater Say is a panel managed by Horizon Research. Panel members represent the adult population in the GWRC's constituent council.

Some 2,084 respondents completed the survey, a strong response. The sample has been weighted on age, gender and local government area to reflect the region. The survey has a maximum margin of error of $\pm 2.1\%$ overall.

The geographical breakdown of responses across the Region at the beginning of the survey was as follows (unweighted numbers):

From	n=
Pōneke / Wellington City	1,142
Te Awa Kairangi / Hutt City (Lower Hutt)	321
Te Awa Kairangi ki Uta / Upper Hutt City	150
Total Hutt Valley	471
Pōiua City	150
Kāpiti Coast District	190
Wairarapa (Masterton, Carterton and South Wairarapa Districts)	131
Total	2,084

Overall research objective

To assess attitudes and opinion towards transport and vehicle emissions in the Wellington region and understand opinions on investment priorities.

Business objective

This information will assist Greater Wellington's Regional Land Transport Plan project team to understand current opinion to help inform thinking on future plans and priorities.

Summary of results

Targets for next 10 years

The Greater Wellington Regional Land Transport Plan (RLTP) is the blueprint for the region's transport network. As part of the blueprint three targets were set for the next 10 years.

These are:

- **Safety** - 40% fewer deaths & serious injuries on our roads
- **Reduce emissions** - 35% less carbon emissions from transport
- **Mode share** - 40% increase in the share of trips by active travel and public transport

Respondents were asked about how they felt about these targets.

The target with the highest approval rate was **Safety**. **41%** said that the **Safety** target was "about right". **25%** said it was "too ambitious". The groups more likely to think that it is "too ambitious" are:

- Living in Te Awa Kairangi ki Uta / Upper Hutt (37%)
- Living in Wairarapa (46%)
- Males (32%)
- 55-64 year olds (30%)
- Māori (40%).

42% said the target to **Reduce emissions** was "not ambitious enough". The groups more likely to think this were:

- Living in Pōneke / Wellington City (47%)
- 16-24 year olds (57%)
- 25-34 year olds (54%)

Nearly a quarter (**24%**) believed it was "too ambitious". The groups more likely to think this were:

- Living in Kāpiti Coast (33%)
- Living in Te Awa Kairangi ki Uta / Upper Hutt (37%)
- Living in Wairarapa (35%)
- Males (31%)
- 65-74 year olds (30%)
- Māori (39%)

32% said **Mode share** target was "about right".

Investment Priorities

Of five priority areas cited to respond to the most significant and urgent transport problems in the region, **Public Transport Capacity** was the most important. **95%** said it was “*very important/important*”. **74%** said it was “*very important*”. Respondents more likely to think it “*very important*” were:

- Living in Pōneke / Wellington City (79%)
- Female (80%)
- 25-34 year olds (81%).

Travel Choice was very important to 56% of respondents. The respondents who were more likely to think it “*very important*” were:

- Living in Pōneke / Wellington City (61%)
- Females (64%)
- 16-24 year olds (71%)
- 25-34 year olds (65%)
- 35-44 year olds (62%).

72% strongly agreed/agreed that “**Reduced transport emissions will benefit everyone**”. **70%** also believed that the government (central and local) needs to do more to reduce transport emissions.

Changing travel behaviour

Respondents were asked about the trips they made and whether or not they would change their travel behaviour to something that produces lower emissions.

Just as many respondents said they were likely to change travel behaviour as not change their behaviour.

The trip most likely to change was for **Work, work related reasons** - **39%** said they were *extremely likely/likely* to change (**18% extremely likely**).to change and.

- **23% of 35-44 year olds** said they were *extremely likely* to change.

40% said they were *extremely unlikely/unlikely* to change their behaviour for work travel (**25% extremely unlikely**). Respondents who are *extremely unlikely* to change were:

- Living in Te Awa Kairangi ki Uta / Upper Hutt (39%)
- Living in Wairarapa (37%)
- Males (28%)
- 65-74 year olds (30%).

Current infrastructure and solutions – Public transport

When asked about infrastructure, there was a strong belief that the infrastructure needed to improve before people could change their travel behaviour. Overall, **72%** said they *agreed* with this statement, **43%** *agreeing strongly*.

93% of respondents said that **improved frequency, coverage, quality and cost of public transport** is the solution that will work best for Wellington region to reduce vehicle emissions.

97% of respondents living in **Wairarapa** picked this statement as the solution for reducing emissions.

59% said there was not enough **public transport in their area**. The respondents more likely to have said this were:

- Living in Wairarapa (83%)
- 35-44 year olds (64%)
- Māori (73%).

In order to reduce vehicle emissions, respondents were asked which incentives or regulations they would support. **Public transport quality** had highest level of support: Overall, **92%** said they “**extremely support/support it**” (**70%** said they “**extremely support**” it).

The respondents more likely to “*extremely support*” were:

- Living in Pōneke / Wellington City (73%)
- Females (77%)
- 25-34 year olds (81%).

Reducing public transport fares was the second incentive chosen by respondents. **57%** said they “**extremely support**” it. Overall this has **84%** said they “**extremely support/support it.**”

The respondent more likely to “*extremely support*” were:

- Females (63%)
- 25-34 year olds (72%).

REPORT

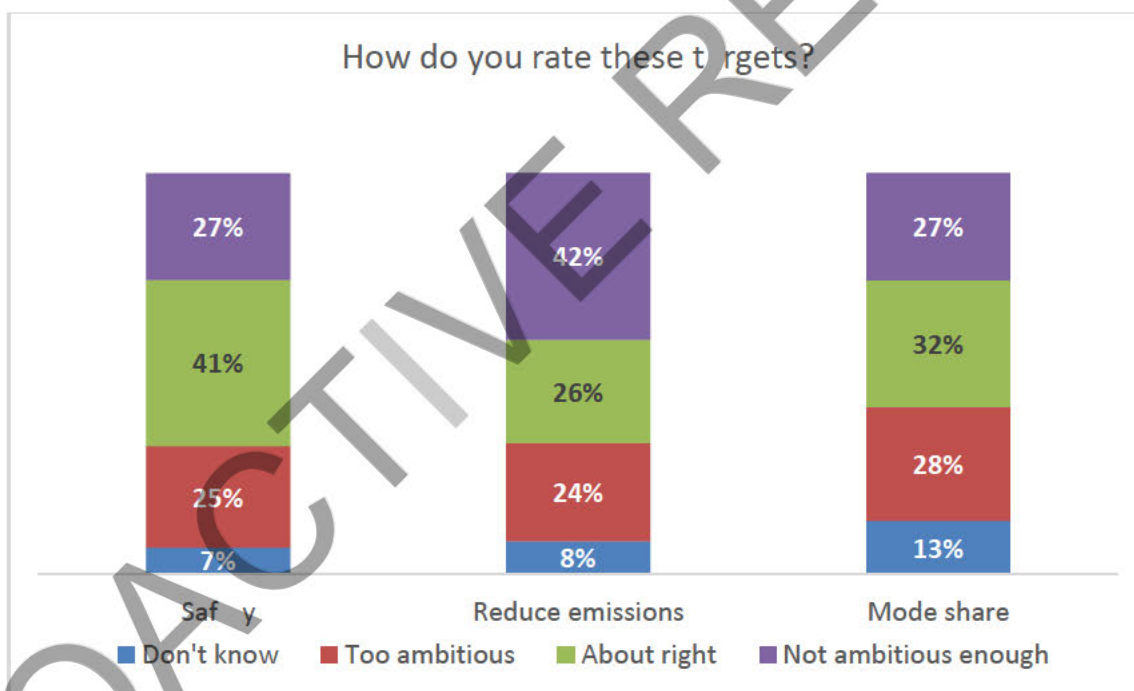
1. Response to targets for next 10 years

Respondents were told about the blueprint for the region's transport network. They were told that the following three targets have been set to achieve in the next 10 years.

- **Safety** - 40% fewer deaths & serious injuries on our roads
- **Reduce emissions** - 35% less carbon emissions from transport
- **Mode share** - 40% increase in the share of trips by active travel and public transport.

When asked how they rated the targets:

- The target with highest rating was **Safety** - 41% felt the safety target was about right,
- 42% said that the target for **reducing emissions** was not ambitious enough,
- 32% said **mode share** was about right and 13% didn't know.



Sample size 2,084

There are differences across groups on how they rate the different targets. The groups who were more likely to rate whether the targets were “not ambitious enough,” “too ambitious” or “just right” are shown below.

Rate Safety target		
Not ambitious enough Total (27%)	Too ambitious Total (25%)	About right Total (41%)
No significant differences	Lives in Te Awa Kairangi ki Uta / Upper Hutt (37%) Lives in Wairarapa (46%) Males (32%) 55-64 year olds (30%) Māori (40%)	Lives in Pōneke / Wellington City (45%)

Reduce emissions		
Not ambitious enough Total (42%)	Too ambitious Total (24%)	About right Total (26%)
Lives in Pōneke / Wellington City (47%) 16-24 year olds (57%) 25-34 year olds (54%)	Lives in Kāpiti Coast (33%) Lives in Te Awa Kairangi ki Uta / Upper Hutt (37%) Lives in Wairarapa (35%) Males (31%) 6-74 year olds (30%) Māori (39%)	55-64 year olds (31%)

Mode share		
Not ambitious enough Total (27%)	Too ambitious Total (28%)	About right Total (32%)
Lives in Pōneke / Wellington City (32%) Males (30%) 25-34 year olds (35%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (42%) Lives in Wairarapa (38%) Males (34%) 45-54 year olds (36%) Māori (41%)	Lives in Porirua (40%) Females (38%) Asian (47%)* ¹

¹ * Asterisks indicate low sample sizes (between n=30 and n=50) meaning results are indicative. Results for samples of less than n=30 are not shown as these results are likely to be unreliable. This analysis protocol is used throughout the report.

2. Importance of investment priorities

Respondents were told that the “RLTP identifies five priority areas requiring investment over the next 10 years. These transport investment priorities are designed to respond to the most significant and urgent transport problems in the region.”

The priority areas respondents were asked about were:

- **Public Transport Capacity** - Build capacity and reliability into the Wellington Region's rail network and into Wellington City's public transport network to accommodate future demand.
- **Travel Choice** - Make walking, cycling and public transport a safe sustainable and attractive option for more trips throughout the region.
- **Strategic access** - Improve access to key regional destinations, such as ports, airports and hospitals for people and freight.
- **Safety** - Improve safety, particularly at high-risk intersections and on high-risk rural and urban roads.
- **Resilience** - Build resilience into the region's transport network by strengthening priority transport lifelines and improving redundancy in the system.

When asked which of the five priority areas requiring investment were important to them respondents gave all priority areas a high rating of Very important/important of 78% or more.

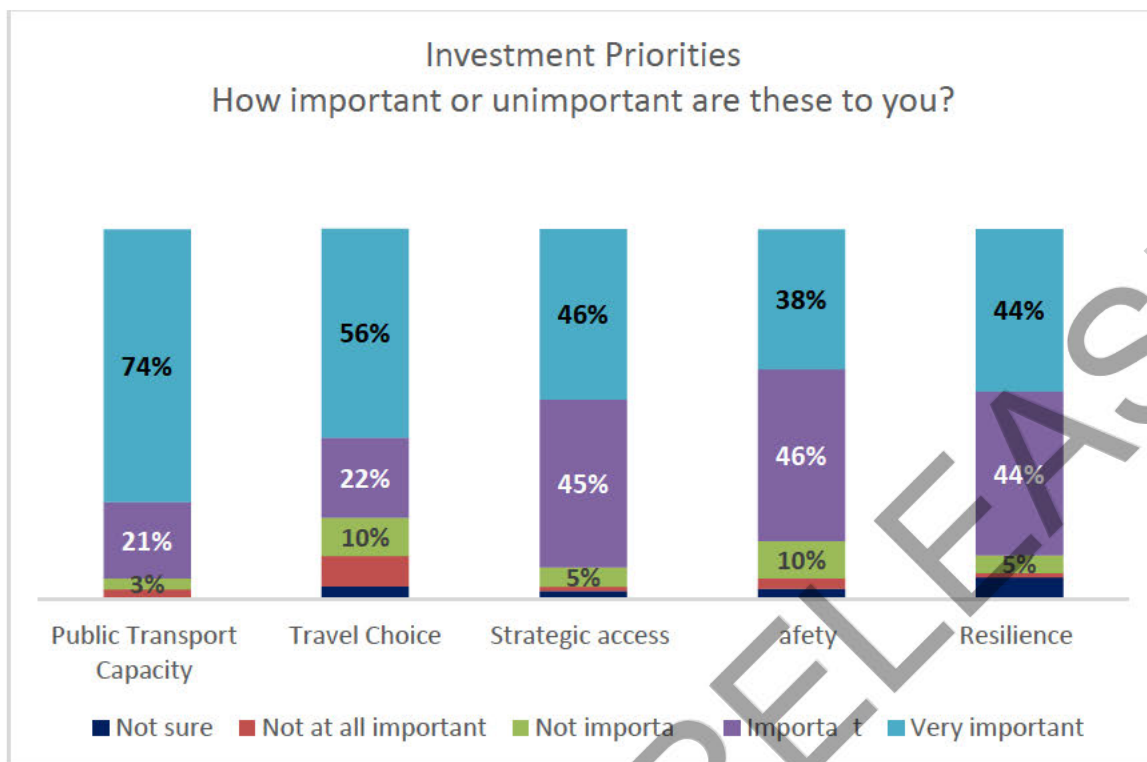
Public Transport Capacity was by far the most important with **95%** said it was *very important/important*. **74%** said it was *very important* to them.

91% said **Strategic access** was *very important/important*. **46%** said it was *very important*.

88% rated **Resilience** as *very important/important* with **44%** said it was *very important*.

84% said **Safety** was *very important/important* with **38%** said it was *very important*.

78% rated **Travel Choice** as *very important/important*. **56%** said it was *very important*.



Sample size: 2,084

The groups who were more likely to rate importance of the priority areas are detailed below.

Public Transport Capacity	
Very important Total (74%)	Not at all important Total (2%)
Lives in Pōneke / Wellington City (79%) Female (80%) 25-34 year olds (8%) Asian (90%)*	No significant differences
Important Total (21%)	Not important Total (3%)
Lives in Te Awa Kairangi ki Uta / Upper Hutt (2%) Males (24%) 55-64 year olds (26%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (7%) Males (5%)

Travel Choice	
Very important Total (56%)	Not at all important Total (8%)
Lives in Pōneke / Wellington City (61%) Females (64%) 16-24 year olds (71%) 25-34 year olds (65%) 35-44 year olds (62%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (15%) Males (13%)
Important Total (22%)	Not important Total (10%)
65-74 year olds (28%) 75+ year olds (34%)	Males (13%) 55-64 year olds (16%) 65-74 year olds (15%)

Strategic Access	
Very important Total (46%)	Not at all important Total (1%)
Lives in Kāpiti Coast (55%) Lives in Te Awa Kairangi ki Uta / Upper Hutt (55%) 65-74 year olds (57%) Asian (62%)	Another gender (20%)*
Important Total (45%)	Not important Total (5%)
No significant differences	No significant differences

Safety	
Very important Total (38%)	Not at all important Total (3%)
Females (44%) Asian (54%)	Males (4%)
Important Total (46%)	Not important Total (10%)
Lives in Porirua (56%)	Lives in Wairarapa (18%) Males (15%)

Resilience	
Very important Total (44%)	Not at all important Total (1%)
Asian (60%)	45-54 year olds (3%)
Important Total (44%)	Not important Total (5%)
No significant differences	No significant differences

3. Thoughts about transport investment priorities.

Respondents were asked about their thoughts on the transport investment priorities. This was an open end question and the key themes left by 997 respondents who commented are detailed below.

Public Transport	54%
Reliability of public transport	31%
Cycling (includes cycle lanes)	52%
Improvements/Investments to roads	46%
Safety	2%
Reducing emissions	15%
Investment required	13%
Consider accessibility for elderly/disabled	7%
Public transport affordability	2%

Below is further detail of what respondents had to say for the top five themes.

Public Transport

Public transport needs to be more reliable – cancellations and changes to timetables are frustrating and for some it means they have stopped using public transport. Below is an illustration of comments that cover this.

“The train and bus network needs to be reliable and not cancelled constantly so that people can trust it. The problems metlink are facing at the moment will take years for people to get over and so it will be a long time before many people start using these.”

“Public transport is so unreliable. It can take 45 minutes each way that takes 5 minutes in the car. This is factoring in the late and non-arrival of buses and the distance of Rail links to Lower Hutt CBD if you have a mobility issue.”

“Prioritising public transport is paramount if you want people out of cars. Until the service is reliable people are not going to change. I stopped using public transport as the bus from Khandallah to the hospital was cancelled and it now takes me 2 buses and over an hour to get home.”

“It is cheaper, faster, and WAY MORE reliable for me to drive into the city rather than public transit. Just about every time I try to take a bus it is cancelled, late, or drives right by me without slowing down.”

Cycling (includes cycle lanes)

There are two camps for cycling and in particular cycle lanes. Some who say more are required as it's dangerous and it is taking a long time to build them. The other group saying too much is being spent on cycle ways and more needs to be directed to road improvement.

Below is an example of comments that cover this.

"Please spend less on cycleways for a handful of commuters and concentrate on better roads and public transport. Wgtn is not designed for cyclists i.e. wind, weather, hills etc. I live in Whitby which is a fast growing suburb but the infrastructure is not growing with it. I drive over the Haywards twice every day and although it is being upgraded I was surprised to see that it does not have a proper median barrier for the entire length of what we know is a dangerous road and one of Wgtn's main arterial routes."

"From what I have observed the answer to these priorities so far appear to focus entirely on cycling and removing car parks, ignoring public transport and walking. More cycle ways are not needed as they are expensive and exclude anyone who does not or cannot cycle (eg. parents, those who can't afford bikes, older people, the disabled...). Public transport is far more inclusive and more sustainable over all terrain and weathers and should be the focus of council efforts."

"Difficult to express my preferences. Reduce co2 number 1. Better public transport and much better cycling facilities needed. Cycling facilities progress is painfully slow. Nothing whatsoever in Upper Hutt. Really hopeless situation out here and getting worse. Council anti cycling."

"Push for the Levin bypass to be completed. Provide more off-street places and tracks for cycling. Improve cross-city flow around Basin Reserve and Mt Victoria Tunnel."

"Wellington's public transport is absolutely dismally pathetic and overpriced, and cycling is horrendously dangerous still and needs vast improvement."

Improvements/ investment roads

When talking about the roads, respondents mentioned that they needed improvement or investments. The current state of the roads was not to an expected standard or seen as resilient for the future.

"Safety improvements is about changing behaviour as well as improvements in our roads. Wellington can't change behaviour on its own. Also needs judges to be consistent in sentencing....which they are not."

"We need to stop slowing motorists down as a safety improvement, rather we need to improve our road design and maintenance. SH2 should not be going through the CBD. Buses can use roads too. We don't have practical public transport alternatives in the Wairarapa due to our population. The train is always late, and the times are terrible. You can't catch it to the airport reliably."

"With regards to the resilience in the system...this shouldn't necessarily mean new road ways. But improving the ones we have. Otherwise I feel this priority will just be used to justify new roads when the bigger priorities should be mode shift to reduce emissions and mitigate climate change. The safety priority should also take into consideration global evidence about road design. Making roads wider with bigger shoulders etc seems safer but actually makes

drivers feel safe to go faster thus actually making them more dangerous. Safety should be viewed from every angle as well, how is this road safe for walkers, cyclists and drivers (putting the more vulnerable as top priority) rather than just making something safe for drivers."

Safety

Safety covers a variety of areas. Some talk about the roads being maintained or improved to make it safer for driving. There is also a group who talk about making it safer for cyclists.

"I am a cyclist but find some of the cycle lanes make me feel unsafe therefore I do not use them."

"As a car driver, regular user of public transport and previous cyclist I grieve the mess that is cycle lanes in Wellington. Doesn't achieve safe separation on any of these routes. The routes I used to use are now less safe!"

"All you are doing is listing the priorities, but the key is how you are going about them. For example, "improving safety" is all about slowing down as if that is the only way to achieve. How about building safer roads and looking at driver competence? A huge number of numbers drive too closely and don't the signalling rules at roundabouts. Re-licencing would be better than ridiculously slow speed limits. Secondly, why do some aim to improve access for cyclists and walkers always assume making things hard for drivers? Parking spaces are disappearing all over the place. This will not reduce the number of drivers. It will increase carbon output as drivers cruise round looking for a park, reduce the income for the council from parking fees, and increase the profits of Wilson Parking who will happily take up whatever the council loses. I support cycling but the proportion of money on this tiny minority of road users is seriously excessive."

"Repair the roads to an international standard install more passing lanes .most off the vehicles traveling the roads are modern safe machines, the roads are third world ."

"Prioritising road safety has led to frustrating changes to road rules, and ongoing road works that have made travel between towns in Wairarapa more difficult. This has not been accompanied by improvements in public transport so it has led to decreased utility for residents and that is fuelling frustration. Please prioritise improving public transport within Wairarapa and between Wairarapa and Wellington."

4. Reducing emissions and responsibility

Respondents were told:

“One of the main targets in the Regional Land Transport Plan is to reduce carbon emissions from transport by 35% by 2030.

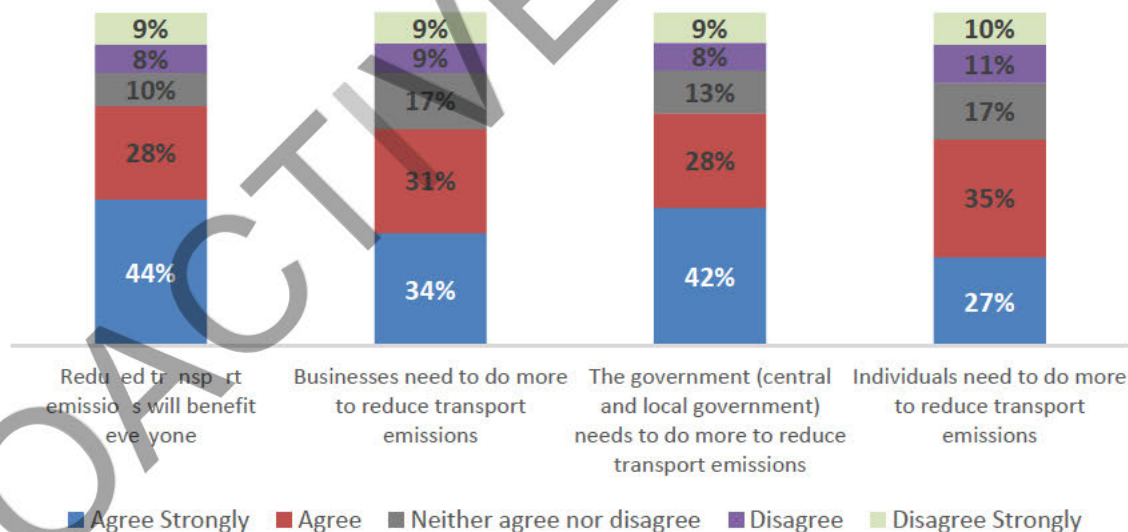
“This would mean greater use of low-emission vehicles, public transport, walking and cycling to help reduce the impact of climate change.”

They were then asked how much they agreed with some statements about emissions and responsibility.

72% of respondents said they **strongly agree/agree** that **“Reduced transport emissions will benefit everyone”**. With 70% agreeing that the government (central and local) needs to do more.

65% believe that businesses need to do more and 62% also said it is up to individuals to do more to reduce transport emissions.

How far would you agree or disagree with the following statements?



Sample size: 2,076

Significant differences in agreement with the statements are detailed in the tables below:

Reduced transport emissions will benefit everyone	
Agree strongly Total (44%)	Disagree strongly Total (9%)
Lives in Pōneke / Wellington City (52%) 16-24 year olds (61%) 25-34 year olds (52%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (17%) Males (13%)
Agree Total (28%)	Disagree Total (8%)
No significant differences	No significant differences

Businesses need to do more to reduce transport emissions	
Agree strongly Total (34%)	Disagree strongly Total (9%)
Lives in Pōneke / Wellington City (40%) 16-24 year olds (47%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (19%) Males (13%)
Agree Total (31%)	Disagree Total (9%)
No significant differences	55-64 year olds (12%) Māori (19%)

The government (central and local government) needs to do more to reduce transport emissions	
Agree strongly Total (42%)	Disagree strongly Total (9%)
Lives in Pōneke / Wellington City (47%) 16-24 year olds (57%) 25-34 year olds (53%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (18%) Males (13%)
Agree Total (28%)	Disagree Total (8%)
65-74 year olds (35%)	Lives in Kāpiti Coast (16%) Males (11%) 55-64 year olds (14%) Māori (18%)

Individuals need to do more to reduce transport emissions	
Agree strongly Total (27%)	Disagree strongly Total (10%)
Females (31%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (21%) Lives in Wairarapa (17%) Males (14%)
Agree Total (35%)	Disagree Total (11%)
No significant differences	No significant differences

5. Will people change travel behaviour to produce lower emissions?

Respondents were asked about the trips they made and whether they could change their travel behaviour to something that produces lower emissions.

Just as many respondents said they were likely to change travel behaviour as not change their behaviour.

The three trips most likely to be changed were:

Work, work related reasons

- 18% said they were *extremely likely* to change and;
- 39% said they were *extremely likely/likely* to change.
- However, 40% said they were *extremely likely/likely* to change (25% *extremely unlikely*).

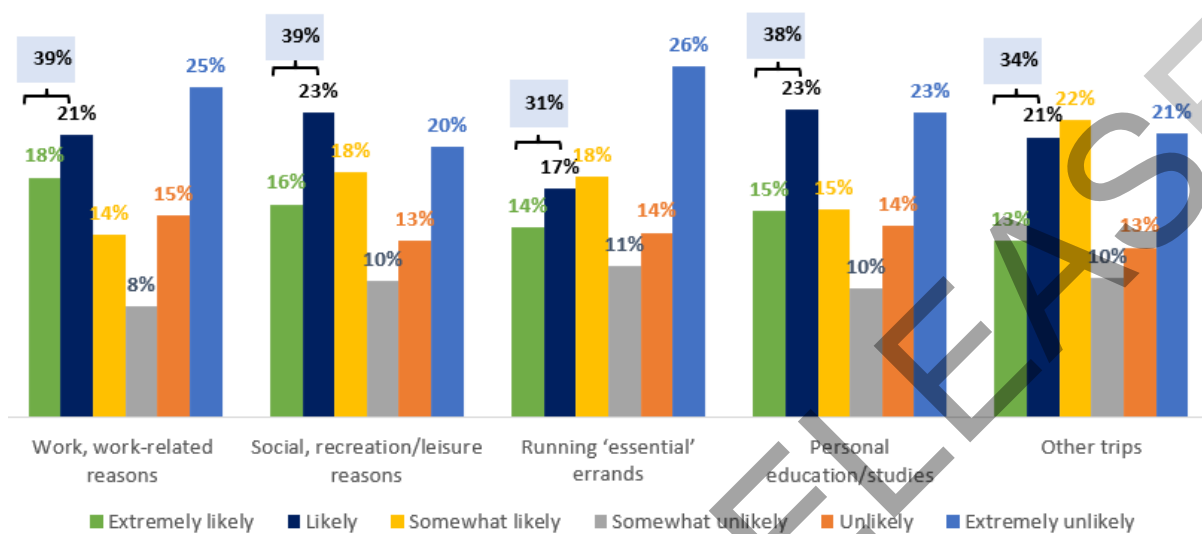
Social, recreation/leisure reasons

- 16% said they were *extremely likely* to change their behaviour and;
- 38% said they were *extremely likely/likely* to change.
- 38% said they were *extremely unlikely/unlikely* to change (20% *extremely unlikely*).

Running essential errands

- 14% said they were *extremely likely* to change travel behaviour,
- 1% said they were *extremely likely/likely* to change.
- 40% said they were *extremely unlikely/unlikely* to change (26% *extremely unlikely*).

How likely or unlikely is it that you would consider changing your current travel behaviour to something that produces lower emissions?



■ = extremely likely/likely

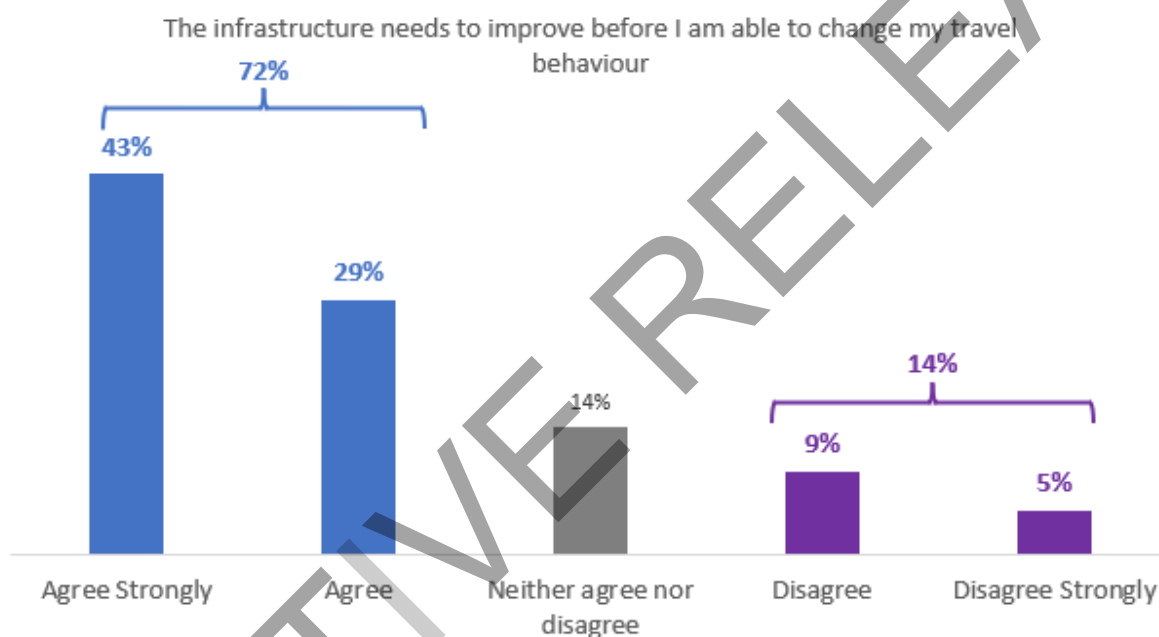
PROACTIVE RELEASE

Below is a summary of the groups who rate significantly higher whether they would either extremely likely or extremely unlikely change their travel behaviour.

Trips	Extremely <u>likely</u> to change behaviour	Extremely <u>unlikely</u> to change behaviour
Work, work-related reasons	35-44 year olds (23%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (39%) Lives in Wairarapa (37%) Males (28%) 65-74 year olds (30%)
Social, recreation/leisure reasons	Lives in Pōneke / Wellington City (20%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (31%) Lives in Wairarapa (35%) Males (24%)
Running 'essential' errands (e.g. groceries, personal business, medical appointments, other appointments)	Lives in Pōneke / Wellington City (17%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (40%) Lives in Wairarapa (35%)
Transporting others (e.g. school/activity drop-off)	Lives in Pōneke / Wellington City (14%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (34%) Lives in Wairarapa (34%) 45-54 year olds (31%)
Personal education/studies	Lives in Pōneke / Wellington City (19%) 16-24 year olds (28%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (34%) Lives in Wairarapa (35%) 45-54 year olds (28%) 75+ year olds (31%)
Other trips	Lives in Pōneke / Wellington City (16%)	Lives in Te Awa Kairangi ki Uta / Upper Hutt (36%) Lives in Wairarapa (34%) Males (26%) 45-54 year olds (26%)

6. Infrastructure needs to improve to change travel behaviour.

When asked about infrastructure, there was a strong belief that the infrastructure needed to improve before people were able to change their travel behaviour. **72%** said they *agreed/strongly agreed* with this statement. **43%** *agreed strongly* that it needed to change.

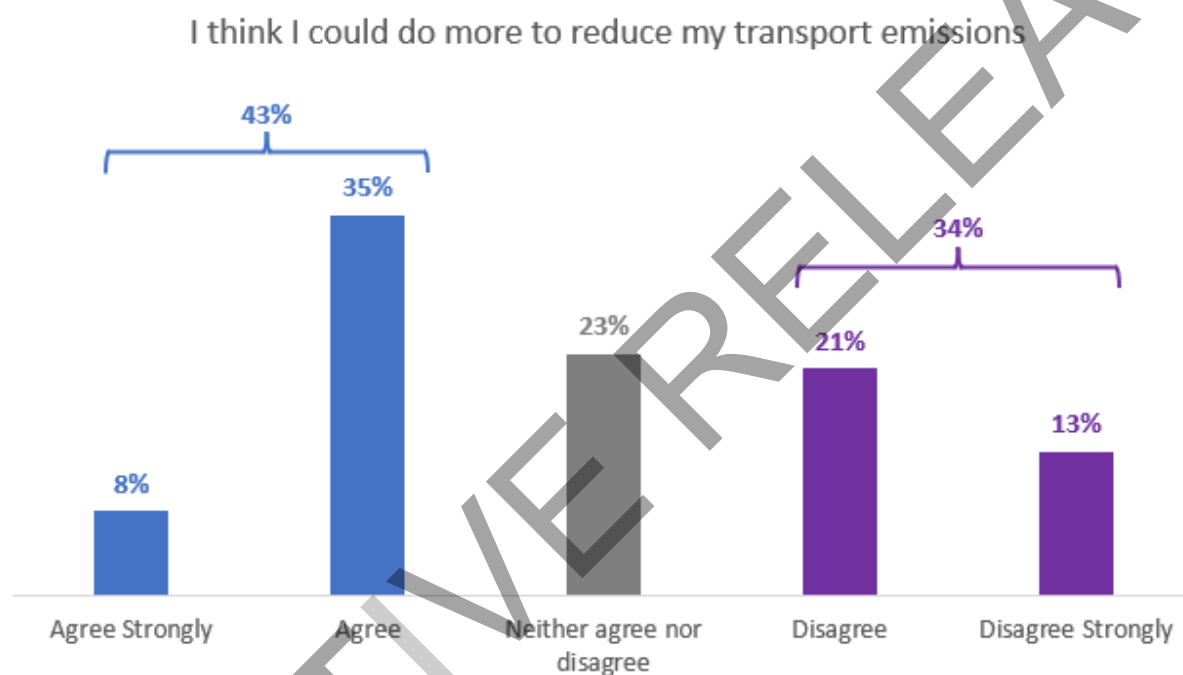


At **52%**, **25-34 year olds** were more likely to *agree strongly* with the infrastructure needing to improve before changing travel behaviour.

7% of **males** were more likely to *disagree strongly* with this statement.

7. Can people do more to reduce transport emissions?

When asked if they think they could do more to reduce transport emissions, **43%** said they *agreed/strongly agreed*. **35%** of this group agreed and 8% strongly agreed. Around a third (**34%**) *strongly disagreed/disagreed*.

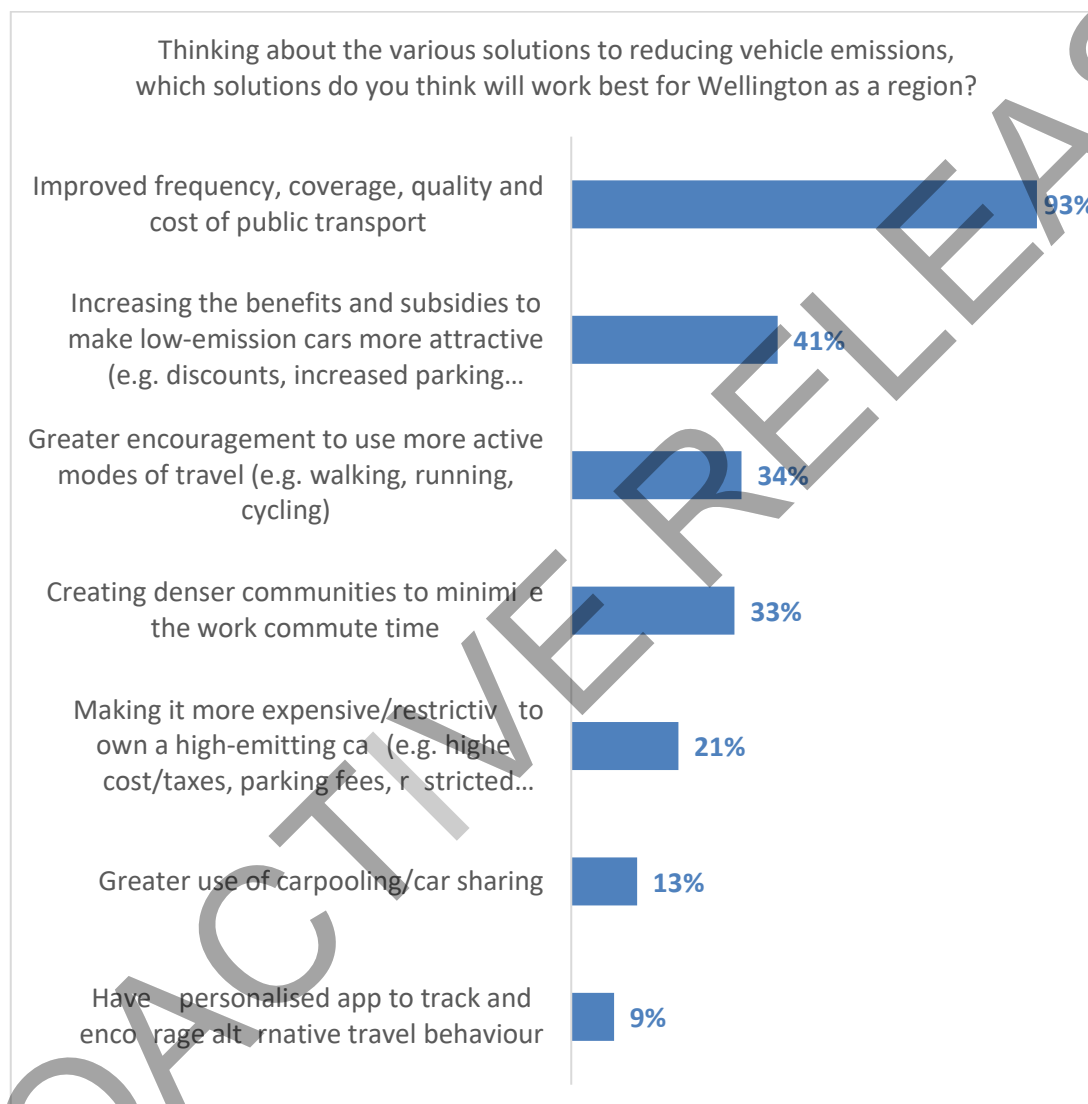


18% of respondents in **Te Awa Kairangi ki Tai / Lower Hutt** *strongly disagreed* with this statement and also **21%** of respondents in **Wairarapa**.

42% of **35-44 year olds** *agreed* they could do more to reduce transport emissions.

8. Solutions to reduce vehicle emissions.

When asked about solutions to reduce vehicle emissions that work best for the region, **improving frequency, coverage, quality and cost of public transport** was picked by the majority (**93%**).



Improving frequency, coverage, quality and cost of public transport was the top solution for 97% of respondents living in Wairarapa.

Respondents in Pōneke / Wellington City were more likely to think that “Creating denser communities to minimise the work commute time” (38%) and “Making it more expensive/restrictive to own a high-emitting car” (25%) were solutions to work best for the region.

Respondents in Te Awa Kairangi ki Uta / Upper Hutt were more likely to think that “Great use of carpooling/car sharing” (21%) was a solution to work best for the region.

	ALL	Region					
		Kāpiti Coast	Te Awa Kairangi ki Tai / Lower Hutt	Porirua	Te Awa Kairangi ki Uta / Upper Hutt	Wairarapa	Pōneke / Wellington City
Improved frequency, coverage, quality and cost of public transport	93%	93%	94%	1%	92%	97%	92%
Increasing the benefits and subsidies to make low-emission cars more attractive	41%	42%	3%	47%	47%	32%	42%
Greater encouragement to use more active modes of travel	34%	32%	37%	26%	30%	26%	36%
Creating denser communities to minimise the work commute time	33%	26%	25%	30%	26%	24%	38%
Making it more expensive/restrictive to own a high-emitting car	21%	15%	19%	19%	16%	13%	25%
Greater use of carpooling/car sharing	13%	18%	14%	16%	21%	10%	11%
Have a personalised app to track and encourage alternative travel behaviour	9%	5%	11%	7%	14%	11%	7%
N (unweighted)	1,938	173	289	140	135	118	1,083

47% of 35-44 year olds said that “Increasing the benefits and subsidies to make low-emission cars more attractive” would work for the region.

52% of 18-24 year olds and 46% of 35-44 year olds said that “Creating denser communities to minimise the work commute time” would work.

24% of 75+ year olds thought that “Greater use of carpooling/car sharing” and 12% of 55-64 year olds thought that a personalised app were solutions to work best for the region.

	ALL	Age						
		16-24	25-34	35-44	45-54	55-64	65- 4	75 or older
Improved frequency, coverage, quality and cost of public transport	93%	97%	94%	93%	91%	90%	93%	93%
Increasing the benefits and subsidies to make low-emission cars more attractive	41%	29%	39%	47%	41%	43%	43%	44%
Greater encouragement to use more active modes of travel	34%	45%	36%	36%	33%	34%	30%	19%
Creating denser communities to minimise the work commute time	33%	52%	46%	32%	25%	21%	20%	21%
Making it more expensive/restrictive to own a high-emitting car	21%	29%	23%	19%	22%	19%	18%	26%
Greater use of carpooling/car sharing	13%	11%	12%	11%	12%	13%	18%	24%
Have a personalised app to track and encourage alternative travel behaviour	9%	6%	10%	7%	6%	12%	9%	6%
N (unweighted)	1,938	52	212	362	413	473	309	117

9. Existing infrastructure in Wellington region

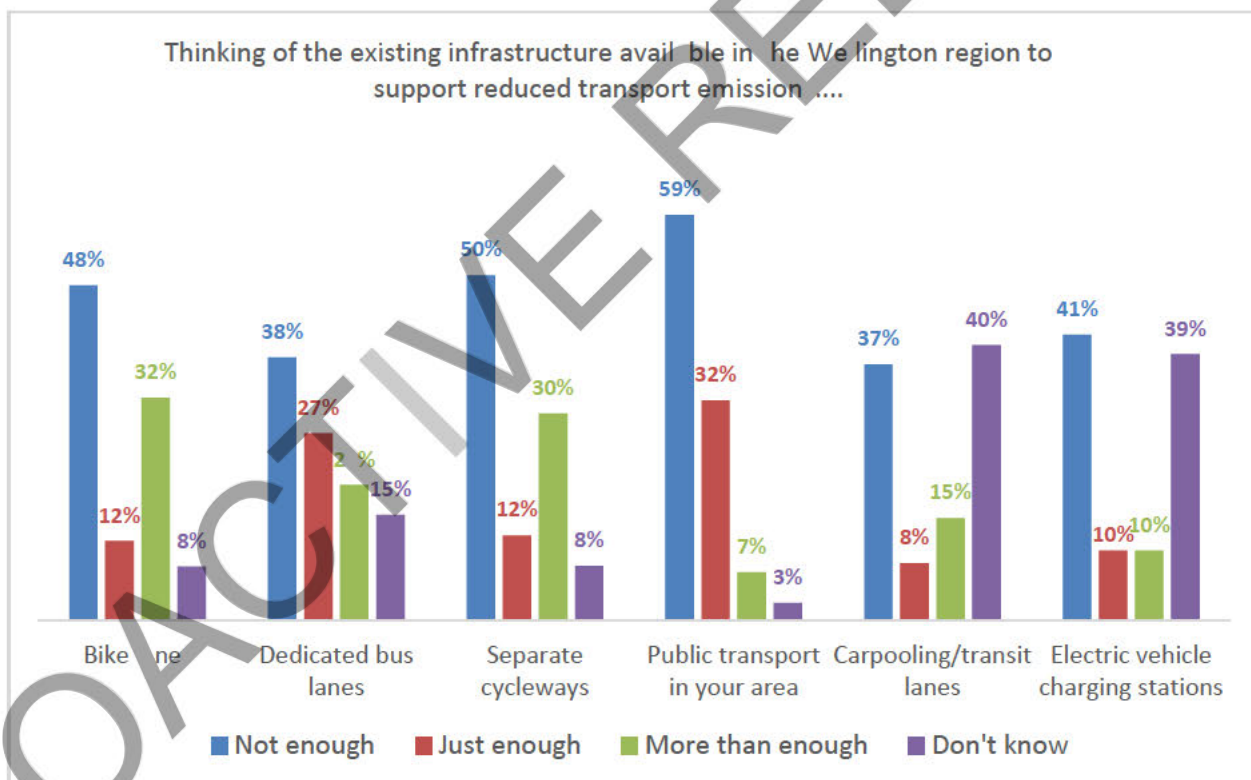
Respondents were asked if they thought there was enough of existing infrastructure in the region to support reducing emissions.

59% said there is not enough **public transport in their area**. The respondents more likely to have said there is not enough are:

- Living in Wairarapa (83%)
- 35-44 year olds (64%)
- Māori (73%).

50% said that there are not enough **separate cycleways** in their area. They are more likely to be 16-24 year olds (66%) and 25-34 year olds (58%).

48% said there are not enough **bike lanes**. They were more likely to be 25-34 year olds (59%).



Below are summary tables of significant differences across groups.

Bike Lanes		
Not enough Total (48%)	Just enough Total (12%)	More than enough Total (32%)
25-34 year olds (59%) Asian (67%)*	Lives in Kāpiti Coast (19%)	Males (38%) 55-64 year olds (40%) 65-74 year olds (46%) 75+ year olds (50%) Māori (45%)

Dedicated bus lanes		
Not enough Total (38%)	Just enough Total (27%)	More than enough Total (20%)
Lives in Pōneke / Wellington City (42%) 35-44 year olds (44%) Asian (57%)*	Lives in Pōneke / Wellington City (31%)	Males (24%) 55-64 year olds (20%) 65-74 year olds (21%) Māori (37%)

Separated cycleways in your area		
Not enough Total (50%)	Just enough Total (12%)	More than enough Total (30%)
16-24 year olds (66%) 25-34 year olds (58%)	Lives in Kāpiti Coast (21%)	Male (34%) 65-74 year olds (42%) 75+ year olds (46%) Māori (43%)

Public transport available in your area		
Not enough Total (59%)	Just enough Total (32%)	More than enough Total (7%)
Lives in Wairarapa (83%) 35-44 year olds (64%) Māori (73%)	No significant differences	No significant differences

Carpooling (transit) lanes		
Not enough Total (37%)	Just enough Total (8%)	More than enough Total (15%)
Lives in Te Awa Kairangi ki Tai / Lower Hutt (43%) 35-44 year olds (43%)	No significant differences	Males (21%) 45-54 year olds (19%) Māori (28%)

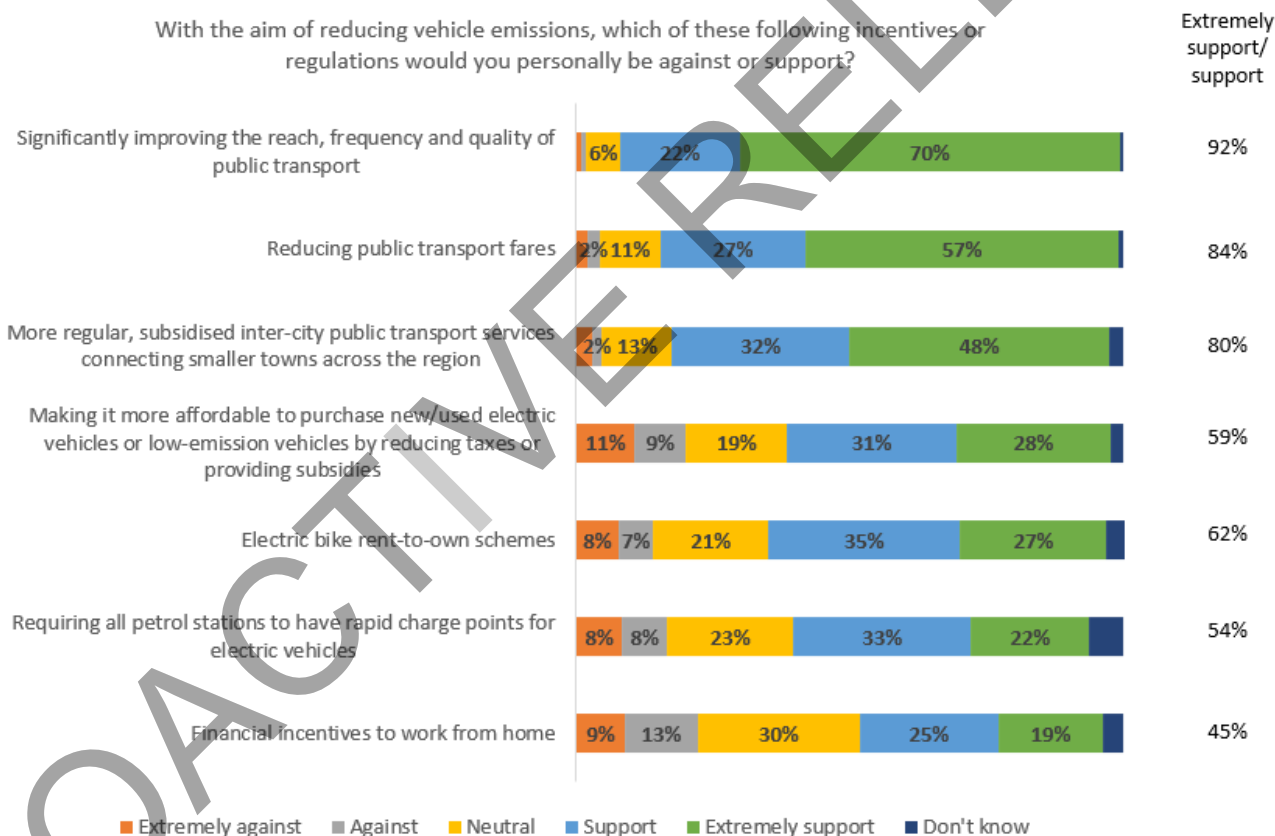
Electric vehicle charging stations		
Not enough Total (41%)	Just enough Total (10%)	More than enough Total (10%)
Males (46%) 35-44 year olds (49%)	No significant differences	Males (14%) Māori (25%)

10. Incentives to reduce emissions

In order to reduce vehicle emissions, respondents were asked which incentives or regulations they would support. **Significantly improving the reach, frequency and quality of public transport quality** had highest level of support: **92%** said they “**extremely support/support it**” (with **70%** being “**extremely support**”).

This was followed by **reducing public transport fares**. **57%** said they “**extremely support**” it. **84%** said they “**extremely support/support it.**”

The incentive with lowest support was **financial incentives to work from home**. **19%** said they “**extremely support**” it and **45%** said they “**extremely support/support it**”



Below are summary tables of significant differences across groups.

Significantly improve reach, frequency and quality of public transport	
Extremely support Total (70%)	Extremely against Total (1%)
Lives in Pōneke / Wellington City (73%) Females (77%) 25-34 year olds (84%)	No significant differences
Support Total (22%)	Against Total (1%)
Lives in Kāpiti Coast (29%) Males (27%) Lives in Te Awa Kairangi ki Uta / Upper Hutt (30%) 55-64 year olds (30%) 65-74 year olds (34%) 75+ year olds (32%)	No significant differences

Reducing public transport fares	
Extremely support Total (57%)	Extremely against Total (2%)
Females (63%) 25-34 year olds (72%)	Males (4%)
Support Total (27%)	Against Total (2%)
55-64 year olds (32%) 65-74 year olds (39%)	No significant differences

More regular, subsidised inter city public transport services connecting smaller towns across the region	
Extremely support Total (48%)	Extremely against Total (2%)
Lives in Wairarapa (61%) Females (52%) 16-24 year olds (70%) 25-34 year olds (61%)	Males (4%)
Support Total (32%)	Against Total (2%)
Lives in Porirua (41%) 55-64 year olds (38%) 65-74 year olds (38%) 75+ year olds (44%)	Males (3%)

Making it more affordable to purchase new/used electric vehicles or low-emission vehicles by reducing taxes or providing subsidies	
Extremely support Total (28%)	Extremely against Total (11%)
Females (32%) 35-44 year olds (35%)	Males (16%) 45-54 year olds (14%) Māori (24%)
Support Total (31%)	Against Total (9%)
No significant differences	Males (13%)

Electric bike rent-to-own schemes	
Extremely support Total (27%)	Extremely against Total (8%)
Lives in Pōneke / Wellington City (32%)	Males (12%) Māori (20%)
Support Total (35%)	Against Total (7%)
No significant differences	Males (9%)

Requiring all petrol stations to have rapid charge points for electric vehicles	
Extremely support Total (22%)	Extremely against Total (8%)
35-44 year olds (29%)	Males (14%)
Support Total (33%)	Against Total (8%)
No significant differences	Lives in Wairarapa (15%) Males (12%) 45-54 year olds (12%)

Financial incentives to work from home	
Extremely support Total (19%)	Extremely against Total (9%)
25-34 year olds (27%) Māori (34%) Asian (34%)*	Males (12%)
Support Total (25%)	Against Total (13%)
No significant differences	No significant differences

Appendix 1 - Other comments

When asked if they had further comments, 1,011 respondents made further comments. Similar to the thoughts on transport investment priorities, the main themes that came through were as below.

Public Transport	55%
Public transport reliability	48%
Cycling – lanes and safety	42%
Improvements to infrastructure needed	9%
Accessibility for elderly/disabled	9%
Investment needed	5%

Below are some comments by respondents to illustrate these themes.

Public transport was the main theme that came through with respondents saying that it needed to be more reliable and improve the services on offer – such as increasing them.

"I don't think you should be focusing on reducing emissions because this will happen as a result of you providing better public transport. So clear message "sort the bloody buses out" and this will go a long way toward reaching your emissions reduction goal."

"More public transport in outlying areas would help, better services at weekends would help (trains from Upper Hutt to Masterton would be useful)."

"Just get the public transport system working in Wellington City - at the moment there is no incentive for people to use it because of the unreliability of the service."

"My use of public transport has decreased significantly since the change of routes and contract. So many services are cancelled. Also changing routes so they don't run down main thoroughfares with good lighting and safe places to wait is also a disincentive for women or vulnerable others who need to catch transport at night."

Cycling and cycling lanes need to be made safer.

"Improving the number of dedicated cycleways from suburb to city centres, and between cities, while also improving the public transport network would go a long way. Allowing bikes on all trains/buses, with dedicated bus storage on trains would be useful for those who may require a commute to/from the train stations."

"Improve public transport and safer cycling pathway."

"Build more cycling lanes so I can bike around the Eastbourne bays safely."

Look at improving infrastructure

"I love the idea of more cycleways but don't believe Wgtn is the place to do it. Let's work on improving our roads. Push ahead with the Petone to Grenada North road and providing an easy access town commute. The double decker buses were a ridiculous idea for Wgtn as our roads are too narrow. Reducing the parking in Wgtn has essentially killed our city."

"Improve the roading network and then you will have greater efficiency and less emissions."

There are mentions about accessibility and not everyone can walk, cycle or use public transport.

“Consider other micro-mobility, eg scooters, and what routes they can use. Please make cycling safe. Protected cycle lanes and a connected cycle network. Current unreliability of public transport is causing many people to choose to drive.”

“Public transport is the most useful thing you can invest in. If you are disabled, biking/walking is completely inaccessible and frankly in a city like Wellington able bodied people have enough trouble being physically fit enough to bike as it is. Think about people who carry more than a laptop with them to work or school, and not to mention parents trying to transport kids. Buses are the most accessible transportation for people in the city, and this only works if the buses run and are on time.”

“For me I carry a lot of equipment and various and random hours, which makes public transport not an option and biking not an option. For me electric/hybrid is the best option but the city seems to be reducing the ability to drive. We are losing car parks left right and centre and bike lanes are taking over suburbia.”

PROACTIVE RELEASE

From: [REDACTED] (MBWCB)
To: [Amie Lightbourne](mailto:Amie.Lightbourne@gw.govt.nz)
Cc: [REDACTED] (MBWCB)
Subject: RE: 2023 Community Research - timelines check in
Date: Wednesday, 29 March 2023 2:00:34 pm
Attachments: [image001.png](#)
[Metlink.xlsx](#)

Kia ora Amie

We have run some of Metlink's data for you, unfortunately we don't have the reputation scores back yet so we have used a few of the reputation questions instead. These should give you an overview of what's going on. I have included a few of GW's results in the attached too so you can compare them.

At a high level Metlink's results are showing:

- Brand familiarity is up (66% this year from 56% last year)
- Advocacy is down
 - Just 10% of people feel positively towards Metlink (down from 15% last year)
 - 44% feel negatively, up from 27% last year
- Attribute statements are down across the board. These four had the biggest declines:
 - Keeps people informed about what it is doing (down 12%points)
 - Is trustworthy (down 11%points)
 - Has a positive impact on people's mental and physical wellbeing (down 11%points)
 - Is a forward-looking organisation (down 9%points)
- Verbatim comments provided tended to focus on the services being unreliable and service cancellations. I have included all of these in the last tab so you can read through them and pick out any that are particularly useful.

I hope this helps. Let us know if you need more info. Otherwise, we will have the full report over to you next week.

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>

Sent: Friday, 24 March 2023 11:23 am

To: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>; [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>

Subject: RE: 2023 Community Research - timelines check in

Awesome thanks [REDACTED]. Sounds good.

Amie

From: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>

Sent: Friday, 24 March 2023 10:41 am

To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>; [REDACTED] (MBWCB)

<[REDACTED]@kantarpublic.com>

Subject: RE: 2023 Community Research - timelines check in

Mōrena Amie,

The odds are good. It is a tight timeline but we can do it.

The data is being processed at the moment and so we should be able to get you Metlink results Wednesday next week.

Ka kite

[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>

Sent: Thursday, 23 March 2023 1:09 pm

To: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>; [REDACTED] (MBWCB) <[REDACTED]@colmarbrunton.co.nz>

Subject: 2023 Community Research - timelines check in

Hi [REDACTED],

What are the odds of getting the draft report on Wed 5 April? I've just realised that Easter is Friday 7th – Mon 10th, and I have an ELT spot to present the results on Tue 11th morning. Would be good to have a day to digest them.

Also, just a reminder for Topline Metlink budget points in the interim for the Metlink team. Any ideas what date that might come in, so I can plan?

Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

Gre te Wellington Te Pane Matua Taiao

021 194 9160

100 Cuba St, Te Aro, Wellington 6011

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PROACTIVE RELEASE

From: [REDACTED] (MBWCB)
To: [Amie Lightbourne](mailto:Amie.Lightbourne@gw.govt.nz)
Cc: [REDACTED] (MBWCB)
Subject: RE: Community research - timelines
Date: Thursday, 6 April 2023 2:27:32 pm
Attachments: [image001.png](#)

Hi Amie

Great, thank you. We will aim for early Wednesday morning, but I will touch base with you on Tuesday to let me know how we are going.

Thanks,
[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, 6 April 2023 8:26 am
To: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Cc: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Hi [REDACTED]

Okay, that should be fine. I've got a meeting to run through it with the Metlink senior leadership team on Wednesday at 1.30pm, so if you can get it to me by Wednesday 11am at the latest (so I can do a quick study), that'd be handy.

If it's going to take longer, let me know on Tuesday and we'll reschedule the meeting. We want the research to be the best it can be, so if you need more time to give us the best insights, let us know.

Amie

From: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>
Sent: Wednesday, 5 April 2023 10:43 am
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>
Subject: RE: Community research - timelines

Kia ora Amie

Unfortunately we are running a little behind with the reporting, unpicking the downward shifts is taking a little extra time this year. Would it be okay if we got it over to you next week?

Thanks
[REDACTED]

From: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>

Sent: Thursday, 30 March 2023 3:54 pm

To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>; [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>

Subject: RE: Community research - timelines

Thanks for the update

cheers

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>

Sent: Thursday, 30 March 2023 3:25 pm

To: [REDACTED] (MBWCB) <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>; [REDACTED] (MBWCB) <[\[REDACTED\]@colmarbrunton.co.nz](mailto:[REDACTED]@colmarbrunton.co.nz)>

Subject: Community research - timelines

Hi guys,

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The team are changing how we roll this out, so we won't need it on 5 April.

Since we've got the new components to the research as well this year, I'd rather you took the time you need to present it to your satisfaction.

Thanks for being agile enough to push to get it done a day early. No longer needed, thanks to the early info you gave us yesterday.

Thanks

Amie



Amie Lightbourne

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To: [Amie Lightbourne](mailto:Amie.Lightbourne@gw.govt.nz)
Cc: [REDACTED] (MBWCB)
Subject: RE: Community research - timelines
Date: Tuesday, 11 April 2023 4:59:15 pm
Attachments: [image001.png](#)

Kia ora Amie

Just a quick note to say the report is nearly ready and we will have it over to you early tomorrow.

[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, 6 April 2023 8:26 am
To: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
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Subject: RE: Community research - timelines

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Sent: Thursday, 30 March 2023 3:54 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>; [REDACTED] (MBWCB)

<[REDACTED]@kantarpublic.com>

Subject: RE: Community research - timelines

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Sent: Thursday, 30 March 2023 3:25 pm

To: [REDACTED] (MBWCB) [REDACTED] <[\[REDACTED\]@kantarpublic.com](mailto:[REDACTED]@kantarpublic.com)>; [REDACTED] (MBWCB) [REDACTED] <[\[REDACTED\]@colmarbrunton.co.nz](mailto:[REDACTED]@colmarbrunton.co.nz)>

Subject: Community research - timelines

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Thanks for being agile enough to push to get it done a day early. No longer needed, thanks to the early info you gave us yesterday.

Thanks

Amie



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From: [REDACTED] (MBWCB)
To: [Amie Lightbourne](mailto:Amie.Lightbourne@gw.govt.nz)
Cc: [REDACTED] (MBWCB)
Subject: RE: Community research - timelines
Date: Wednesday, 12 April 2023 9:11:39 am
Attachments: [image001.png](#)
[DRAFT Greater Wellington Community Research Wave 5 2023.pptx](#)

Ata mārie

The report is attached. Sounds good, I should be pretty easy to catch this morning, my number is:

M [REDACTED]

Cheers,
[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Wednesday, 12 April 2023 8:58 am
To: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Cc: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Hi [REDACTED]

Awesome, thank you! We are waiting with baited breath. If it's okay, I might give you a quick call this morning once I've had a chance to digest it and get your thoughts on the results.

Amie

From: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Sent: Tuesday, 11 April 2023 4:59 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Kia ora Amie

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Subject: RE: Community research - timelines

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Sent: Wednesday, 5 April 2023 10:43 am
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Cc: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

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Sent: Thursday, 30 March 2023 3:54 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>; [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Subject: RE: Community research - timelines

Thanks for the update

cheers

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, 30 March 2023 3:25 pm
To: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>; [REDACTED] (MBWCB) <[REDACTED]@colmarbrunton.co.nz>
Subject: Community research - timelines

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Thanks for being agile enough to push to get it done a day early. No longer needed, thanks to the early info you gave us yesterday.

Thanks

Amie



Amie Lightbourne

Kaitohutohu Matua | Brand and Insights Lead

Greater Wellington Te Pane Matua Taiao

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From: [REDACTED] (MBWCB)
To: [Amie Lightbourne](#)
Cc: [REDACTED] (MBWCB)
Subject: RE: Feedback to draft report
Date: Wednesday, 12 April 2023 4:00:32 pm
Attachments: [image001.png](#)

Hi Amie

Thanks for this. That should be fine, we will aim to have it over to you by EOD Tuesday 18 April

[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Wednesday, 12 April 2023 3:46 pm
To: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Cc: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Subject: Feedback to draft report

Hi [REDACTED]

Here's my feedback on the draft. I'll get the Community Outcomes section feedback to you tomorrow morning once I have a clear brain to think about it

I need to supply the final report to ELT by Wednesday 19 April. Will you be able to make the changes and provide the final report by that time

Amie



Amie Lightbourne
Kaitohutohu Matua | Brand and Insights Lead
Greater Wellington Te Pane Matua Taiao
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From: [REDACTED] (MBWCB)
To: [Amie Lightbourne](#)
Subject: RE: Feedback - time to discuss today?
Date: Thursday, 13 April 2023 11:58:02 am
Attachments: [image001.png](#)

Hi Amie

I can do now if you are free. Otherwise from about 2.30pm onwards is good for me.

Might be a good idea to teams as I'd quite like to show you a couple of things I'm working on.

[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Thursday, 13 April 2023 11:43 am
To: [REDACTED] (MBWCB) [REDACTED]@kantarpublish.com>
Subject: Feedback - time to discuss today?

Hi [REDACTED]

I have my ideas for how to analyse/present the Community Outcomes section.

Do you have time to discuss today? Let me know when suits.

Amie



Amie Lightbourne
Kaitohutohu Matua | Brand and Insights Lead
Greater Wellington Te Pane Matua Taiao
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From: [REDACTED] (MBWCB)
To: [Amie Lightbourne](#)
Cc: [REDACTED] (MBWCB)
Subject: RE: Question - Awareness
Date: Tuesday, 18 April 2023 1:45:04 pm
Attachments: [image001.png](#)
[FINAL_GW_Research_Questionnaire_2023.docx](#)

Hi Amie

I have attached the final questionnaire for you.

Re. below, we removed all of section A and replaced it with one new question which was designed purely to simulate a consistent survey experience for participants (between 2022 and 2023). This question is not used in the analysis and reporting. The awareness section in the report is now only B1 and B2 which measure 'familiarity' of Greater Wellington on an Metlink. Perhaps the awareness section heading is a little misleading? If so maybe it's better we rename it.

[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Tuesday, 18 April 2023 9:51 am
To: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Cc: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Subject: Question - Awareness

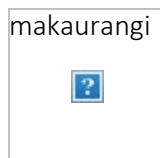
Hi [REDACTED]

I presented the results to all Metlink staff yesterday (just a few slides in advance of the final report) and there was a question about the Awareness section. They wanted to know what Awareness question we asked. I realised I needed to follow up with you on what we did in the end...

We talked about keeping the 'brand responsibility questions' in the survey ("section A") because you thought you needed them for the Awareness measure, but in the report, I see you only quote B1 and B2 and the source. Can you confirm if you asked the question/used the results of 'section A'?

Thanks

Amie



Amie Lightbourne

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PROACTIVE RELEASE

From: [REDACTED] (MBWCB)
To: [Amie Lightbourne](#)
Cc: [REDACTED] (MBWCB)
Subject: RE: Question - Awareness
Date: Friday, 21 April 2023 1:33:14 pm
Attachments: [image001.png](#)
[Greater Wellington Community Research Wave 5 2023.pptx](#)

Hi Amie

I have attached the updated report for you. Hopefully we have covered off everything discussed.

There were a couple of queries in the word doc which I have answered below.

High wage earners – why? They are more likely to work in the city and Wellington city has a lot of well-paid public service roles? Or lower income are more accepting of a situation they can't change?

- Hard to tell, yes the high income earners are a little more likely to live in Wellington City but I don't think we can attribute the results to this.
- We do notice this trend across other surveys, the higher income earners do have a tendency to have lower levels of satisfaction with customer service organisations.

Metlink - Fairness – Treats their employees well. When I shared the report yesterday to our Metlink managers, they focussed on their assumption that the public believe Metlink employ the bus drivers (not the operators – NZ Bus and Tranzurban etc.) Did you spot any comments that confirm or deny this? It would be good to prove it either way.

- I think that's a very valid assumption. Most of the comments read as though people think Metlink directly employs / is responsible for the drivers:
 - "Unreliable services and unfair payment for staff. I understand money can be tight but lack of drivers causes flow on effects for the entire city. Bus drivers are more valuable than metlink believes"
 - "Bus services have been consistently declining for over a year now and Metlink have done nothing to truly address the problem. I have also heard anecdotally that Metlink treats drivers terribly and are part of the reason why there is a driver shortage."
 - "They cancel buses without notice. Pay their drivers poorly."

Let me know if you want to have a chat.

Thanks,

[REDACTED]

From: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
Sent: Tuesday, 18 April 2023 2:37 pm
To: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Cc: [REDACTED] (MBWCB) [REDACTED]@kantarpublic.com>
Subject: RE: Question - Awareness

Hi [REDACTED]

Thanks for that. I remember now – it's coming back to me. We included this so there was a level of understanding of what we mean by what does Greater Wellington do – so they can verify

whether they felt they knew all of it.

Amie

From: [REDACTED] (MBWCB) <[REDACTED]@kantarpublic.com>
Sent: Tuesday, 18 April 2023 1:45 pm
To: Amie Lightbourne <Amie.Lightbourne@gw.govt.nz>
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makaurangi

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