Wai Horotiu Queen Street Project: Zone 1 Feedback Report

Zone 1: Feedback closed 09 August 2021

AUCKLAND'S FUTURE IN PROGRESS

Document History

Revision History:

Revision No.	Edits	Prepared by	Approved by	Date
FINAL		Tamara Bozovic, Advisor Joanna Jarvie, Advisor	Natalie Donzé, Urban Strategy	31 August 2021

STELLAR
PROJECT DELIVERY SPECIALISTS

www.stellarprojects.co.nz
info@stellarprojects.co.nz
www.linkedin.com/company/4818682
PO Box 33915, Takapuna, Auckland 0740
Level 1, 1 Huron Street, Takapuna, Auckland 0622
Level 11, 125 Queen Street, Auckland Central 1010

This document

This document presents the feedback received regarding the pilot transformation of the lower part of Queen Street. It covers:

- The engagement process
- A summary of the analyses realised
- An overview of the findings, examining namely
  - The levels of satisfaction regarding the key outcomes across demographic groups
  - The aspects liked and disliked
  - Recommendations for further stages

ENGAGEMENT AND ANALYSIS APPROACH

Engagement

The engagement was open between 12 July and 06 August 2021, using three channels:

Online survey

392 survey responses via Social Pinpoint & AKL Councils Have Your Say

Social Pinpoint Mapping

279 pins & qualitative comments via Social Pinpoint (see next slide)

Direct Business Engagement

Zone 1 & 2 face-to-face surveys with businesses and property owners/managers

https://aucklandcouncil.mysocialpinpoint.com/queen-st-pilot#/

Methodology: our feedback channels

Social Pinpoint is an online, public participation tool that invites people to get involved in planning, design and infrastructure projects in their community.

For the Wai Horotiu Queen Street Pilot evaluation, Auckland Council asked users how they felt about the changes made between Customs and Shortland Streets.

Users could provide their feedback directly on a map of the area using ‘pins’ and providing supporting commentary. Pins were labelled as ‘I like’, or ‘I change’. The tool also allows users to “like” and “dislike” comments they see, and provide responses to each other.

A survey was developed in addition to the Social Pinpoint comments. The survey asked participants direct questions about the changes (e.g., level of satisfaction with the ease of access, planting, or materials). This survey was available on Social Pinpoint and via AKL Have Your Say during the campaign period. It was also available as a pdf download.

The survey questions generated a combination of quantitative and qualitative responses that were analysed and recorded in the insights that follow.

Analysis approach

The analyses examined:

- Who we heard from
    - E.g., by age group, or type of user of QS
- Whether the levels of satisfaction are different between groups
    - E.g., are satisfaction levels different between different age groups?
- How people feel about the changes
    - What they like or dislike
    - What visions and ideas they have for QS

Analysis approach

To gain the desired insights, the analyses were:

- Quantitative, e.g.:
  - Numbers of responses received, by demographic groups
  - Proportion of people satisfied / dissatisfied, by demographic groups
- Qualitative, e.g.:
  - Coding of random selection of qualitative responses
  - Thematic analysis of one-to-one interviews

SURVEY RESULTS - DEMOGRAPHICS

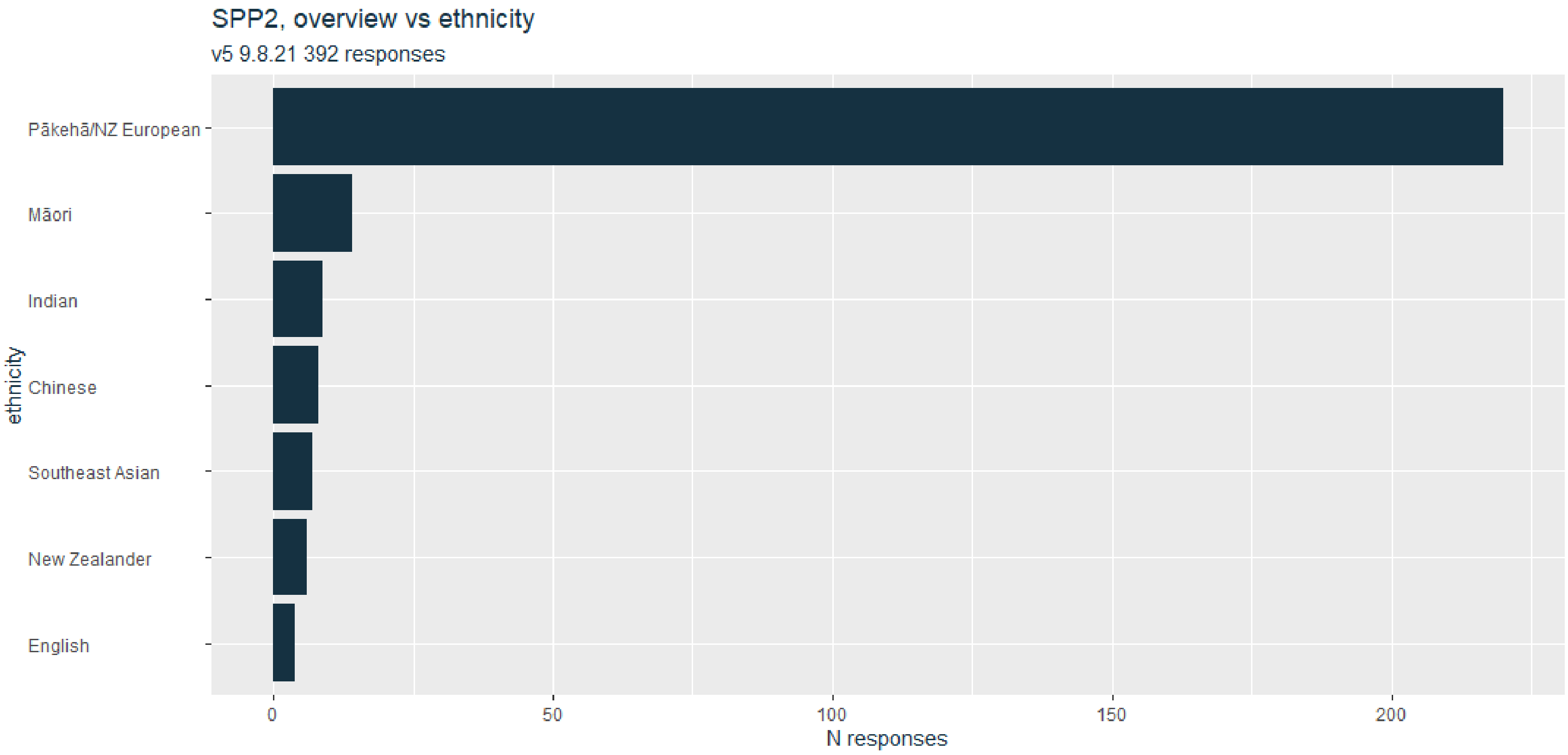
Overview of survey response inputs

392 Survey responses

Further broken down by:

- Ethnicity
- Age group
- Mode of transport used to access QS
- Ease of access to QS
- Change of mode of transport in the last 12 months
- Mode of transport used for moving around QS
- Proportions of participants experiencing difficulties walking / seeing / hearing

Ethnicities

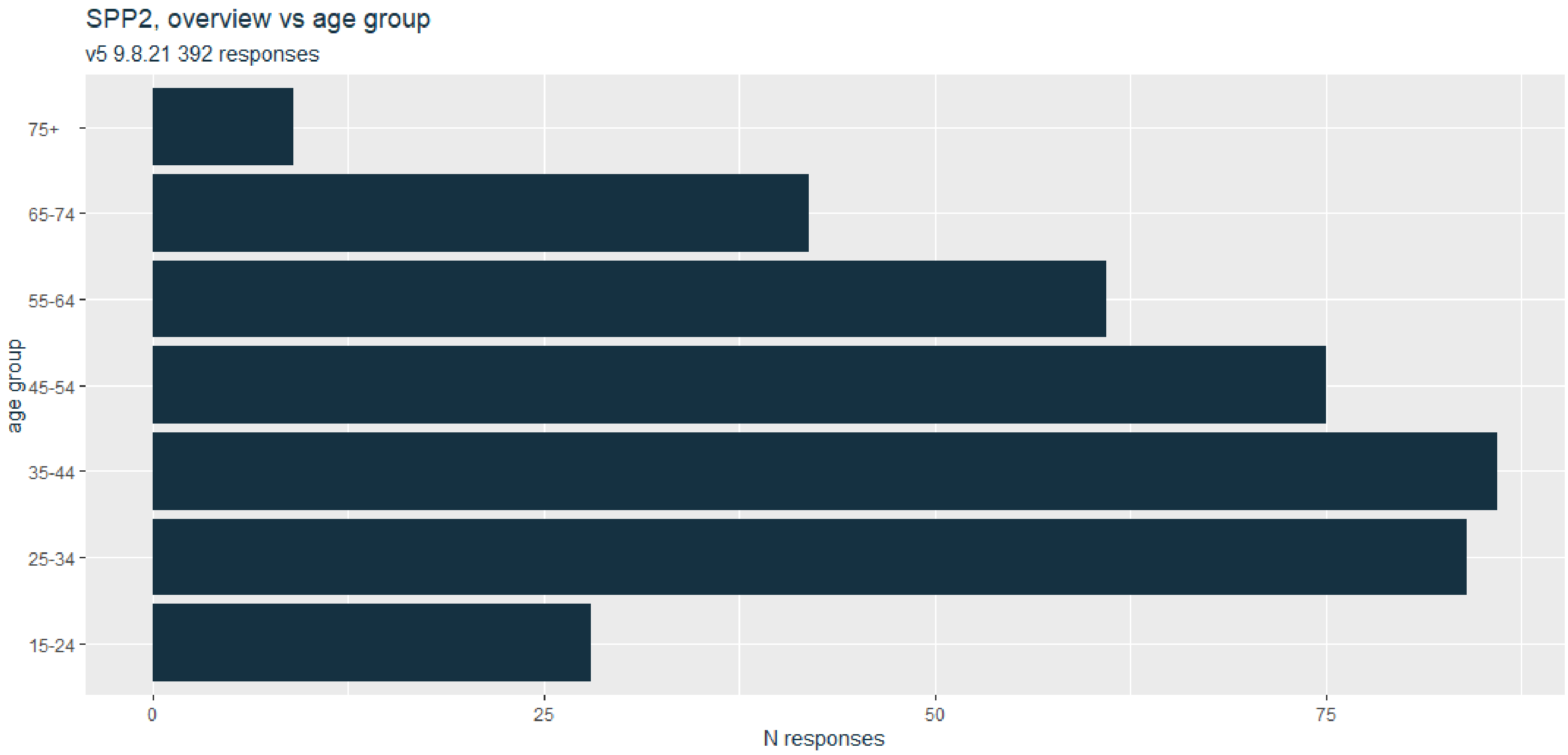


61% Pākehā

Graph showing the responses received by ethnicity. 226 Pākehā, 14 Māori, 9 Indian, 8 Chinese, 7 Southeast Asian, 4 English (groups with 3 or less responses not represented)

Ages

Fewer responses from 15-25 and older people



28 respondents aged 15-24, 9 aged 75+

Graph showing the responses received by age group. 28 aged 15-24, 84 aged 25-34, 86 aged 35-44, 75 aged 45-54, 61 aged 55-64, 42 aged 65-74, 9 aged 75+

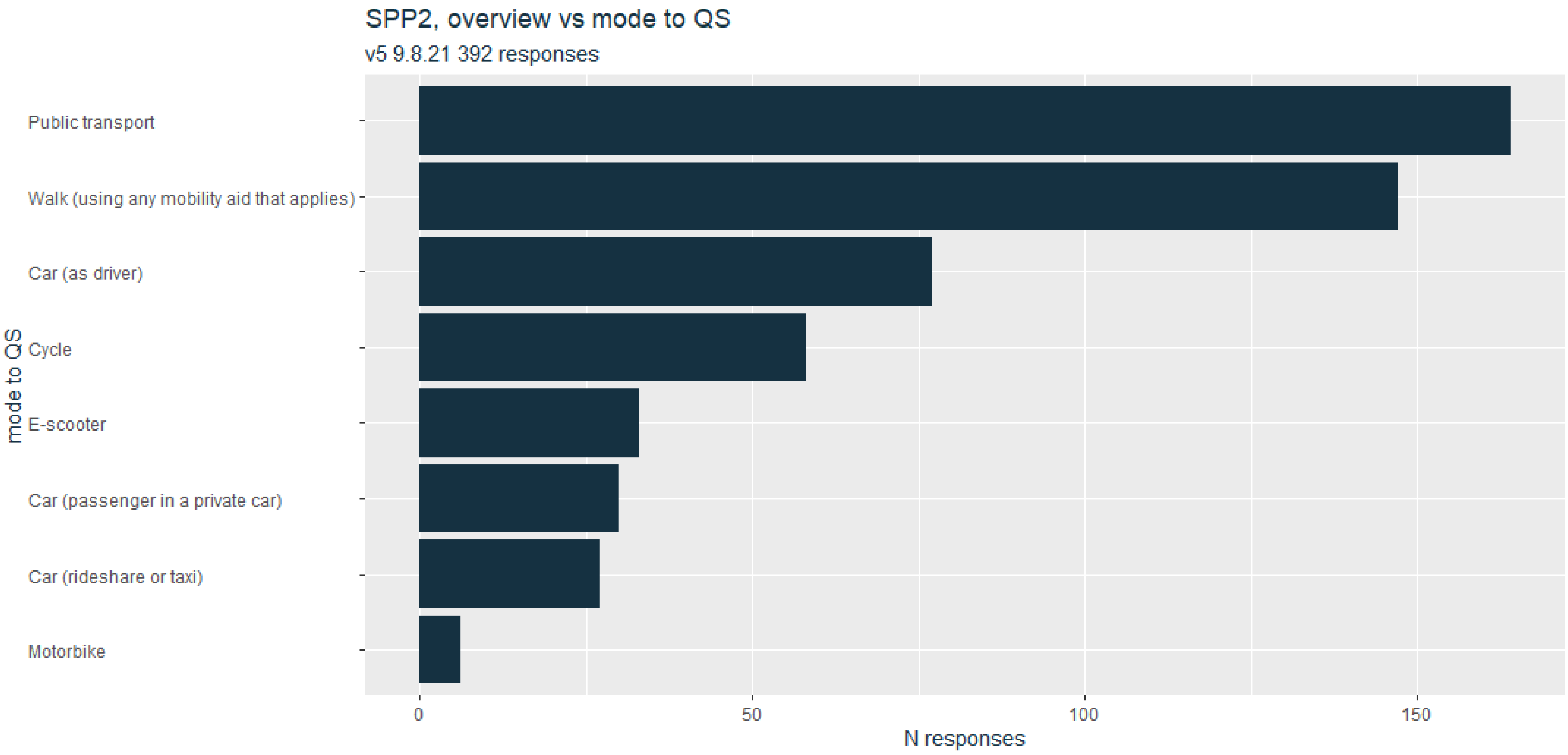
Mode of access

Variety of modes of access to QS (1.7 usual modes / person)

20% drive to

42% PT

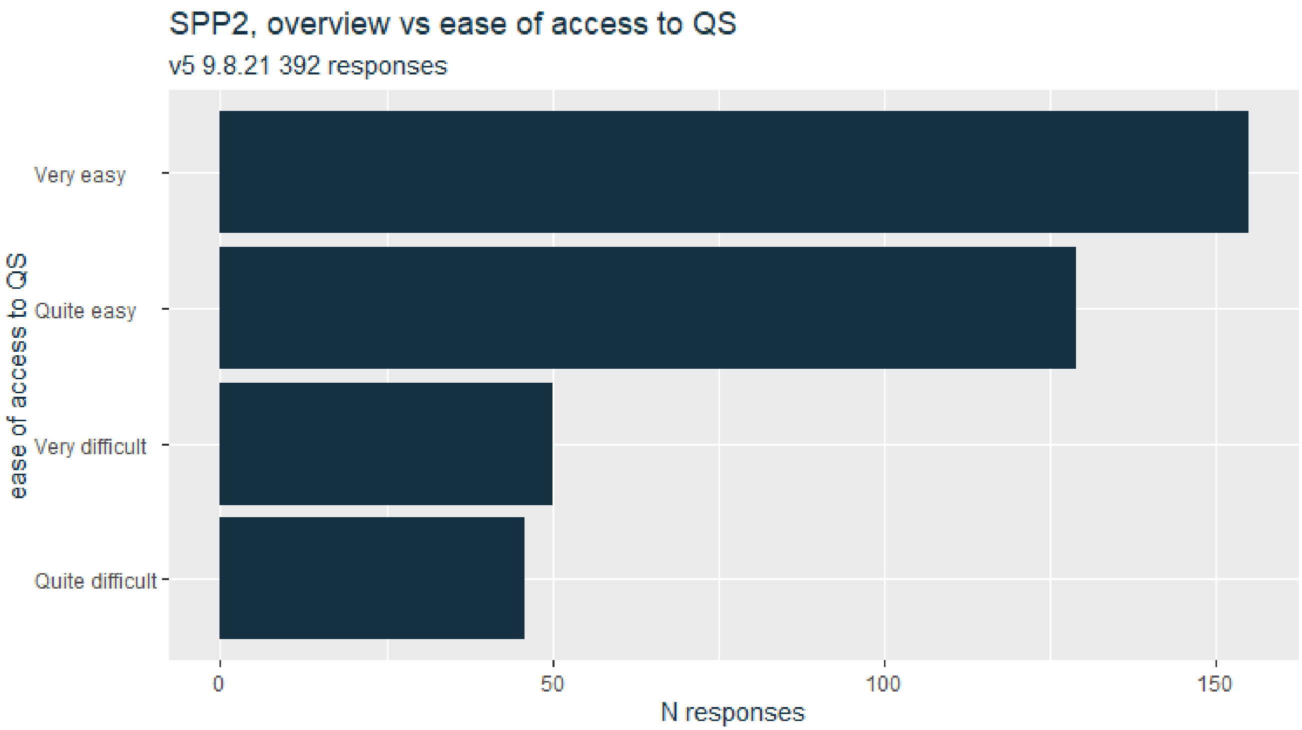
38% walk



Graph showing the responses received by mode of access to QS. Main modes of access were public transport and walking (resp. 164 and 147 responses). 77 drive, 58 ride a bicycle, 33 use an e-scooter. The other modes of transport had 30 or less responses)

By ease of access

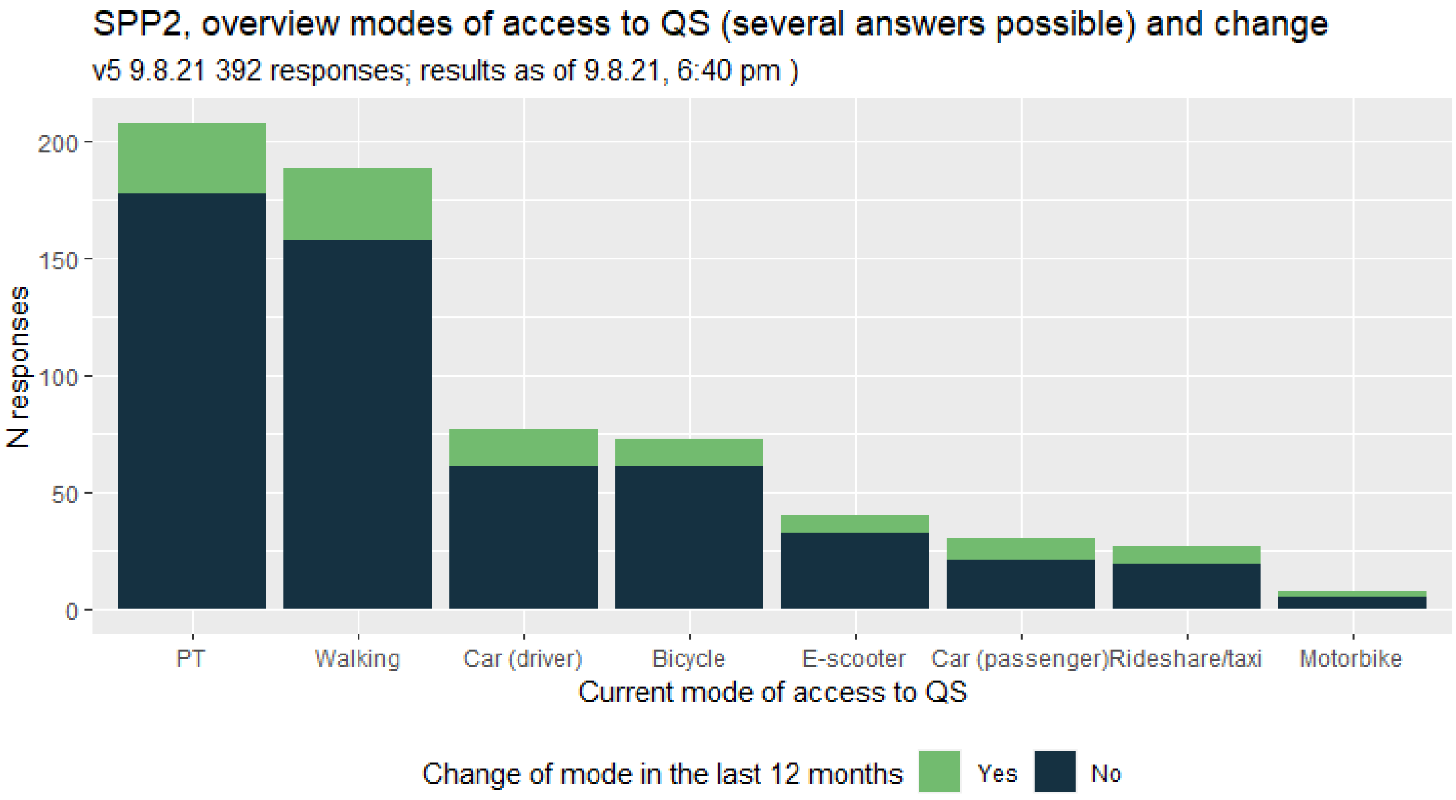
11% find it difficult / very difficult to access QS



Graph showing the responses received by perceived ease of access to QS. Access was very easy for 155 people, easy for 129, difficult for 46, and very difficult for 50.

Change of mode

20% changed how they access to QS; similar rates across modes

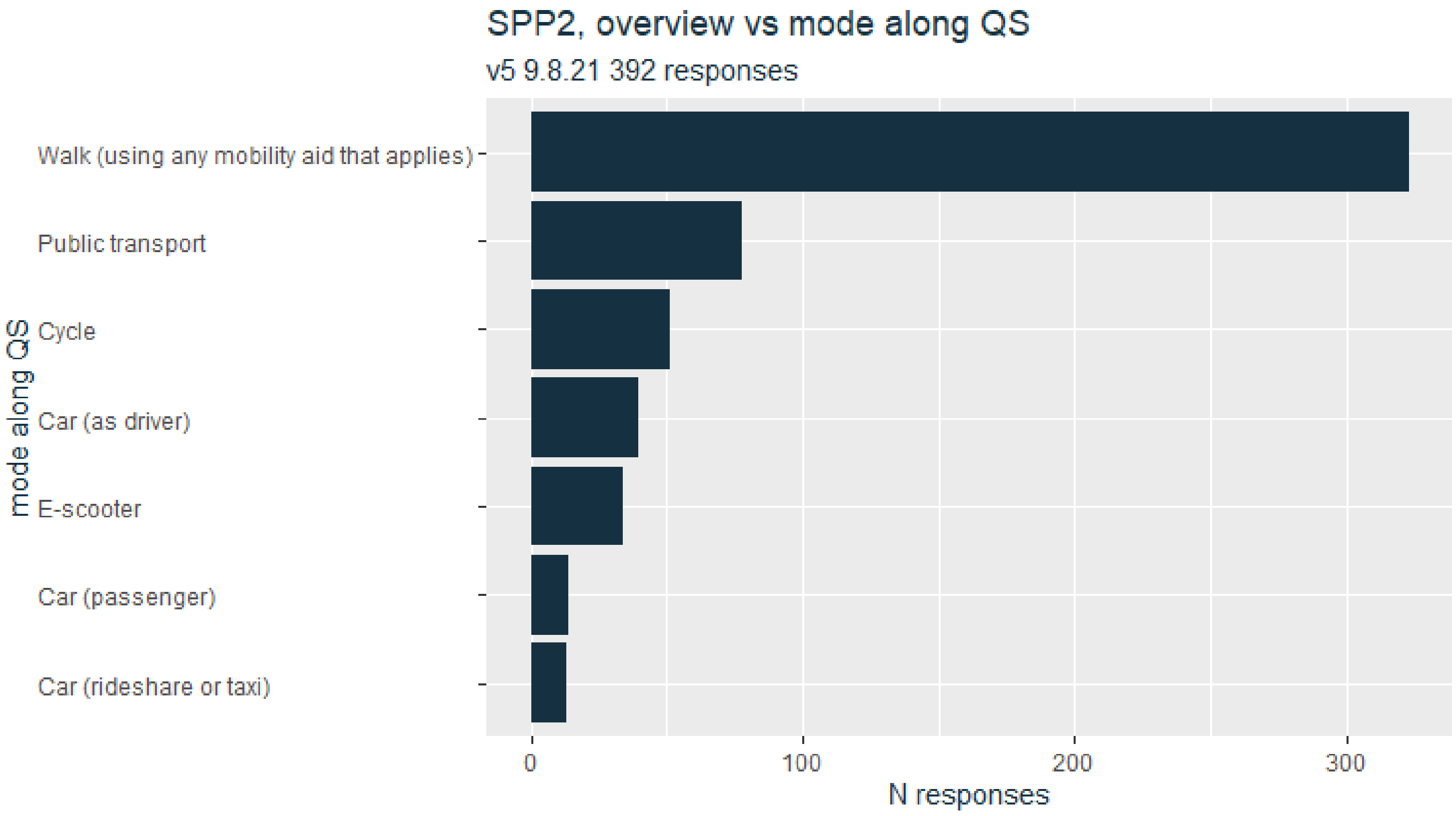


Graph showing the responses received by mode of access to QS, indicating the proportions of those who had changed their mode in the last 12 months.

Moving along QS

84% walk along QS

But variety of modes mentioned - 1.5 per person



Graph showing the responses received by mode of transport used to move along QS. 310 mentioned walking, 70 using public transport, 51 driving a car, 48 riding a bicycle, 30 using a e-scooter, 14 using a car as a passenger, and 13 using ride-share.

Experienced difficulties

Seeing
30 responses
8%

Walking
27 responses
7%

Hearing
25 responses
6%

ASSOCIATIONS BETWEEN DEMOGRAPHICS AND OUTCOMES

Test for associations

Tests were run to identify:

- If individual outcome ratings were associated with each other
  - E.g., Is a person satisfied with greenery more likely to be satisfied overall?
- If individual outcome ratings were associated with demographic groups
  - E.g., Are residents or older people more likely to be (dis)satisfied with greenery or materials?

Test for associations

Six main associations were identified. They show that outcomes ratings are associated, but also that certain demographics are more likely to be (dis)satisfied with certain topics. These findings were useful for qualitative investigation – e.g., if a group is dissatisfied with a certain topic, analysis focused on their inputs to this topic, examining if specific topics were mentioned.

All outcome ratings are associated with each other

Dissatisfaction with visits associated with all outcomes

Overall satisfaction is also associated with age and relation to QS

Ease of movement also associated with age, relation to QS and impairments

Character/identity also associated with age

Safety associated with mode of transport

Further exploration

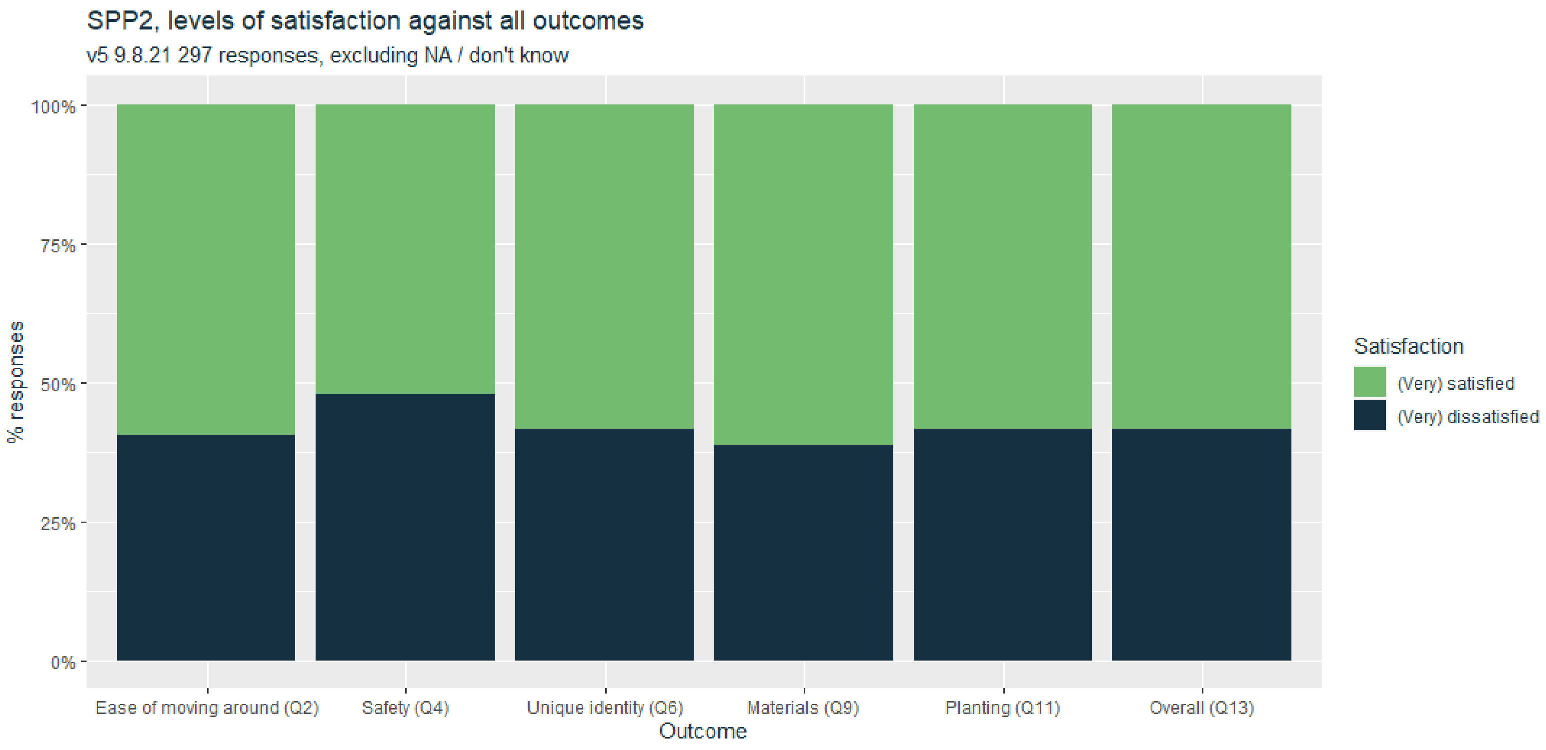
- Overall satisfaction levels by demographic groups
- Satisfaction with ease of movement, unique identity and safety across demographic groups for which differences were noted

SATISFACTION, OVERVIEW

By mode of access

Mixed feelings.

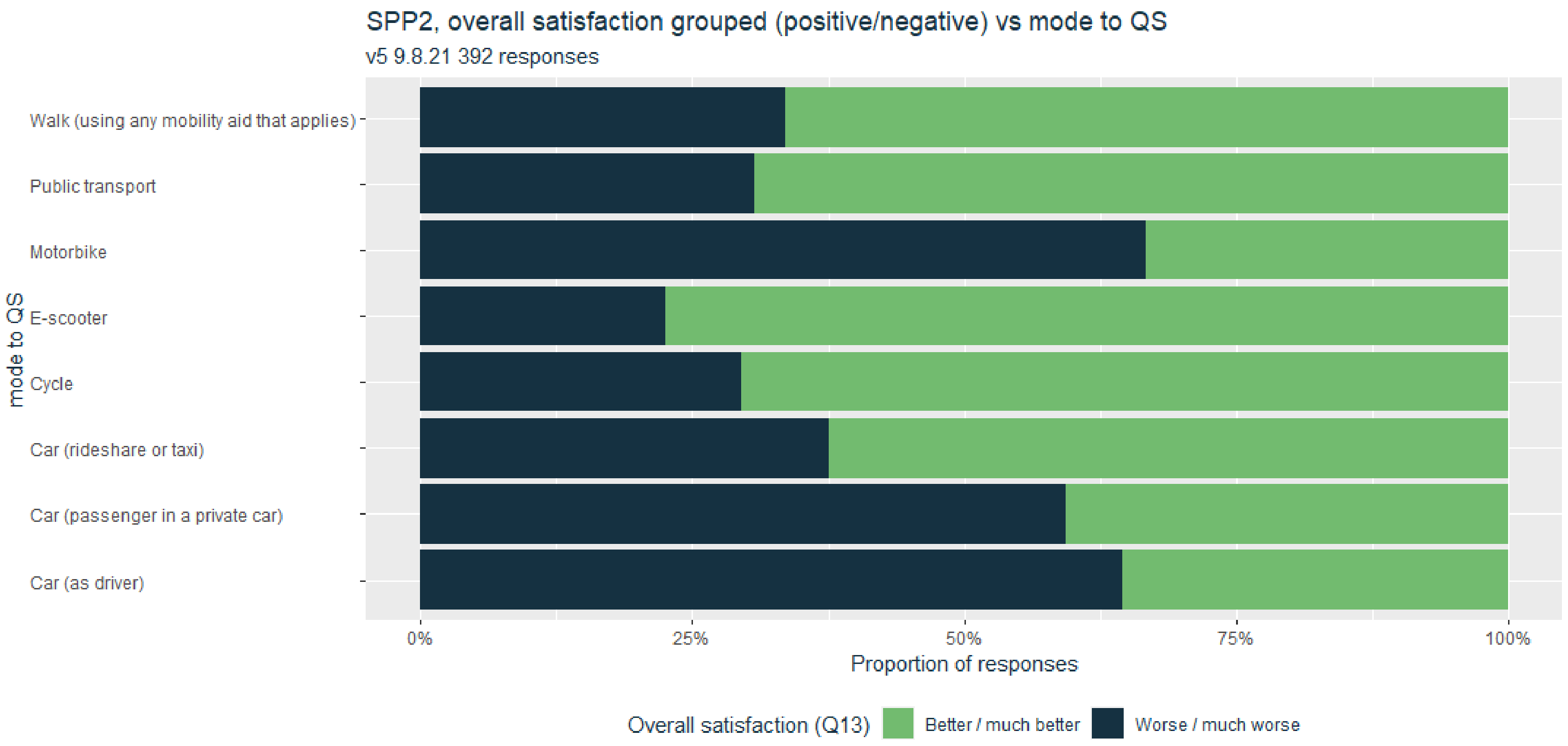
Satisfaction: 52-61% of the positive + negative responses, 43-62% of total responses



OVERALL SATISFACTION BY DEMOGRAPHICS

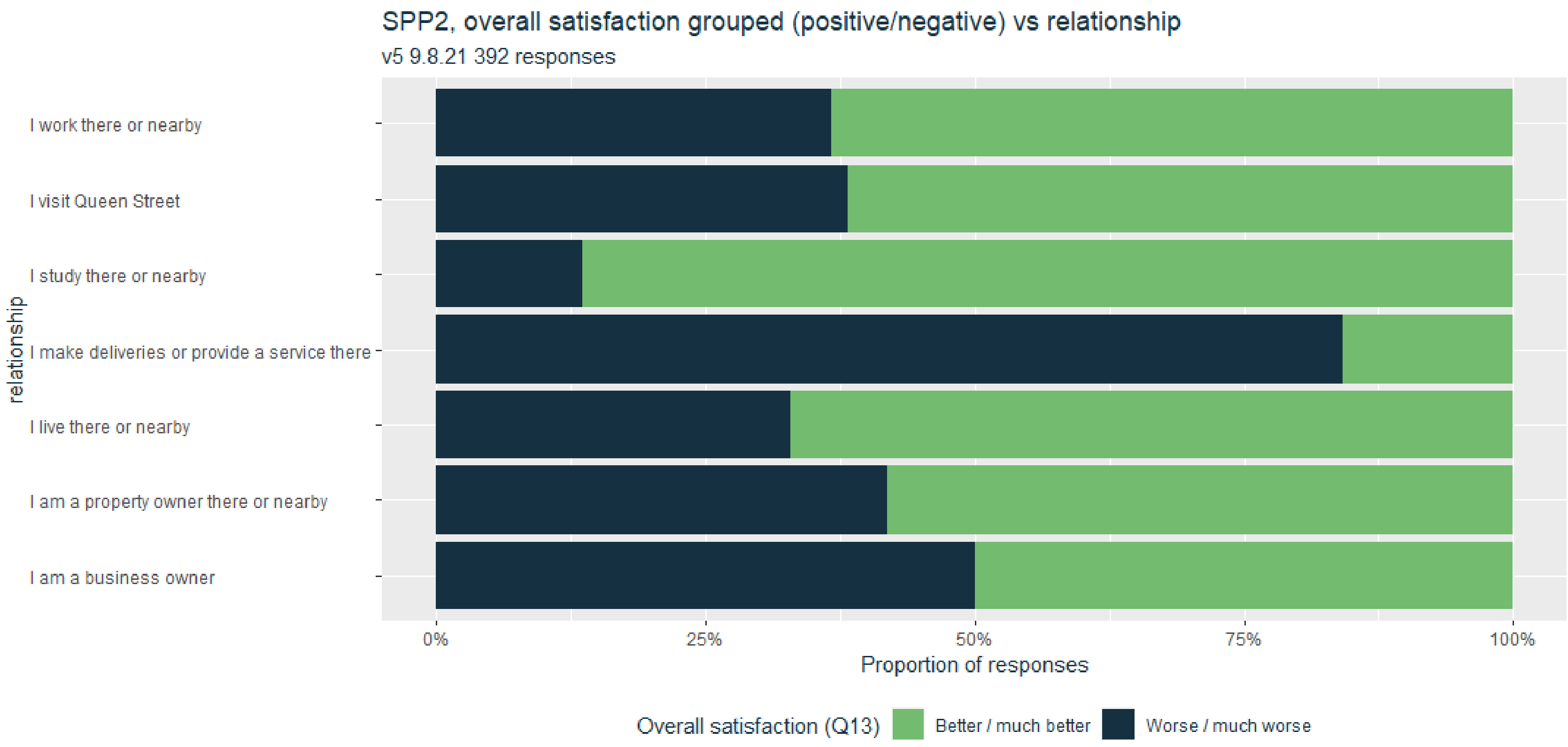
By mode of access

Those who walk, cycle, and bus to QS are more satisfied overall



Graph showing the overall satisfaction (better / much better vs worse / much worse) by mode of access to QS. The satisfaction was 60-75% amongst those participants who walk, use public transport, rideshare, bicycles or scooters. About a third of the car drivers and passengers were satisfied.

By relationship



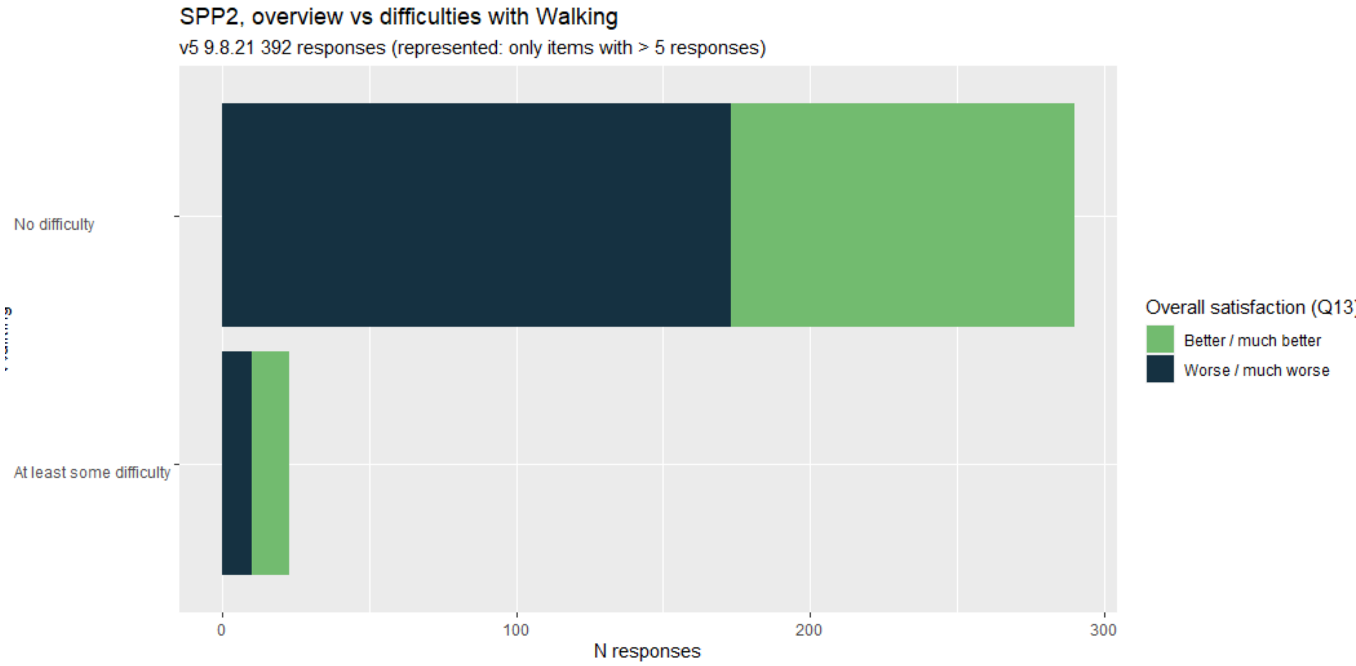
Visitors, commuters, residents and owners are more satisfied overall

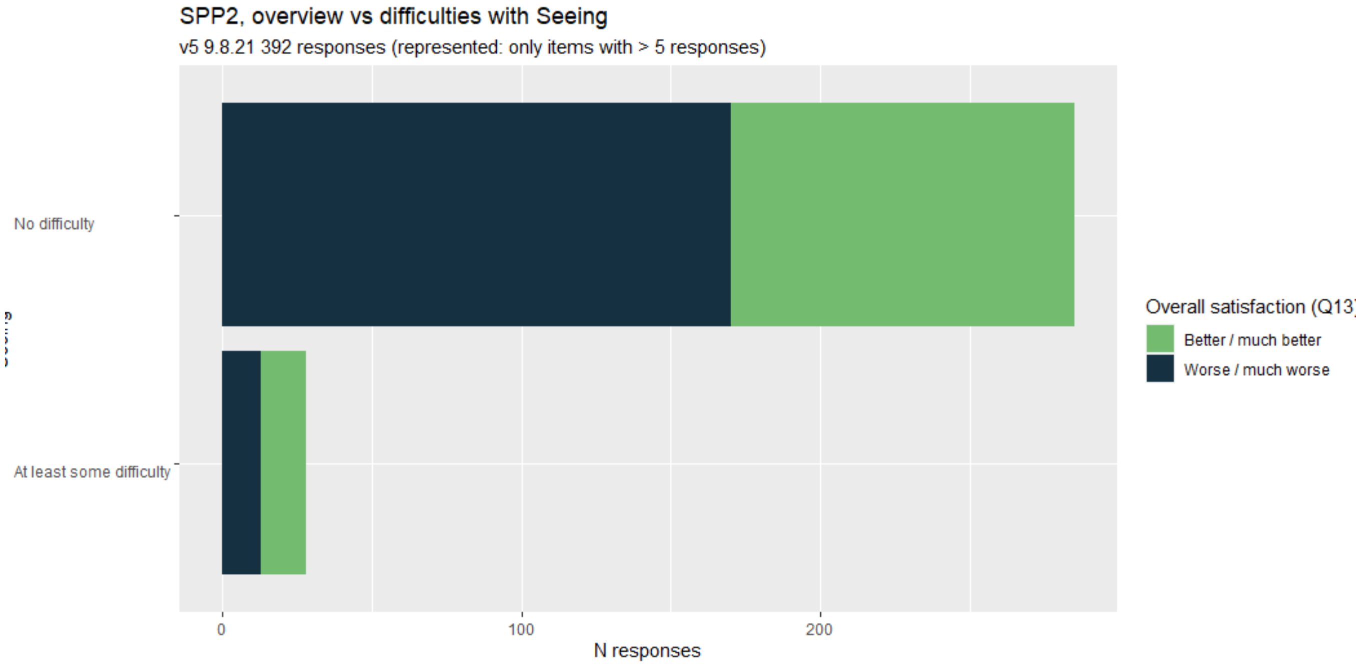
Dissatisfaction for those making deliveries or providing services.

Graph showing the overall satisfaction (better / much better vs worse / much worse) by relationship to QS. About two third of residents, visitors and employees were satisfied. This was the case for three quarter of the students but slightly more than a half of business owners and property owners.

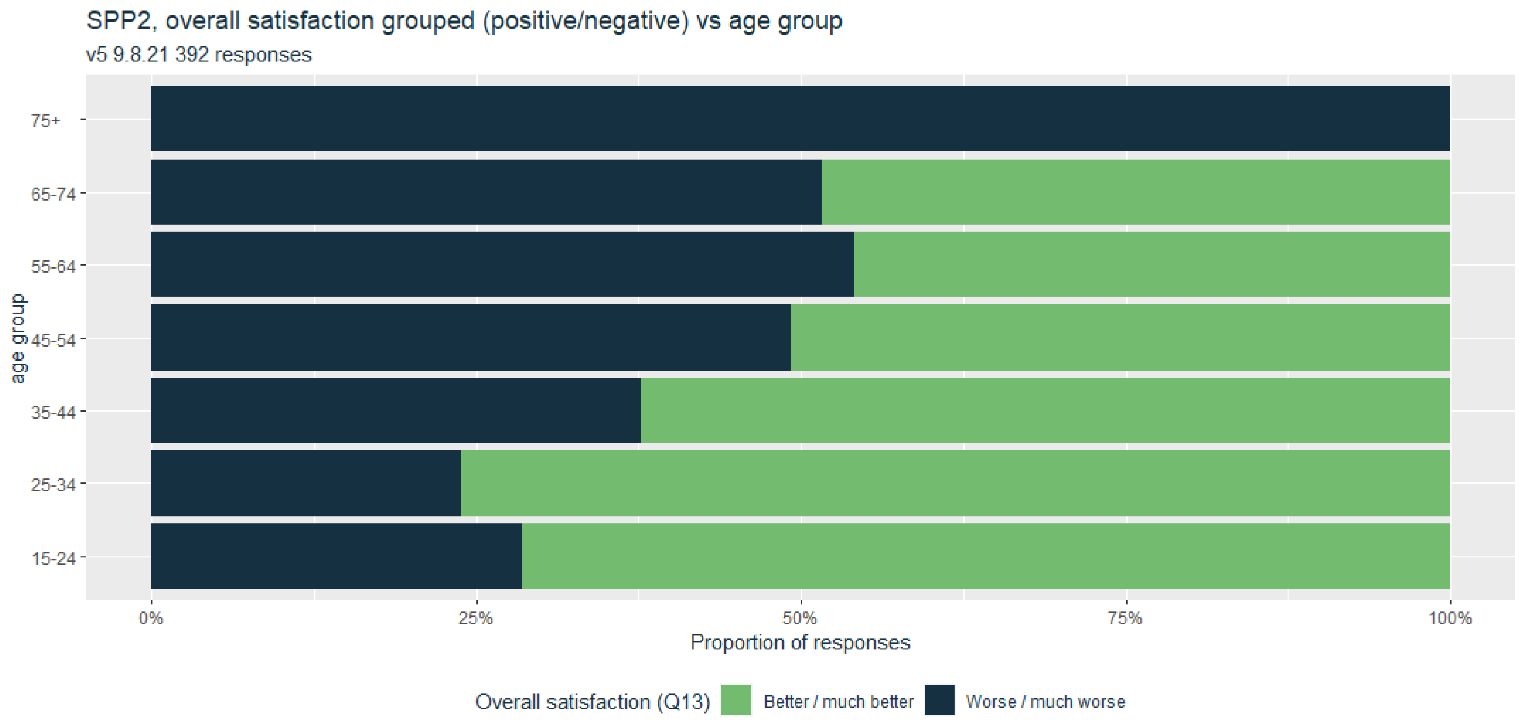
By disability

Possible concerns for disabled people
(low number of responses from which half+: worse/ much worse)





By age group

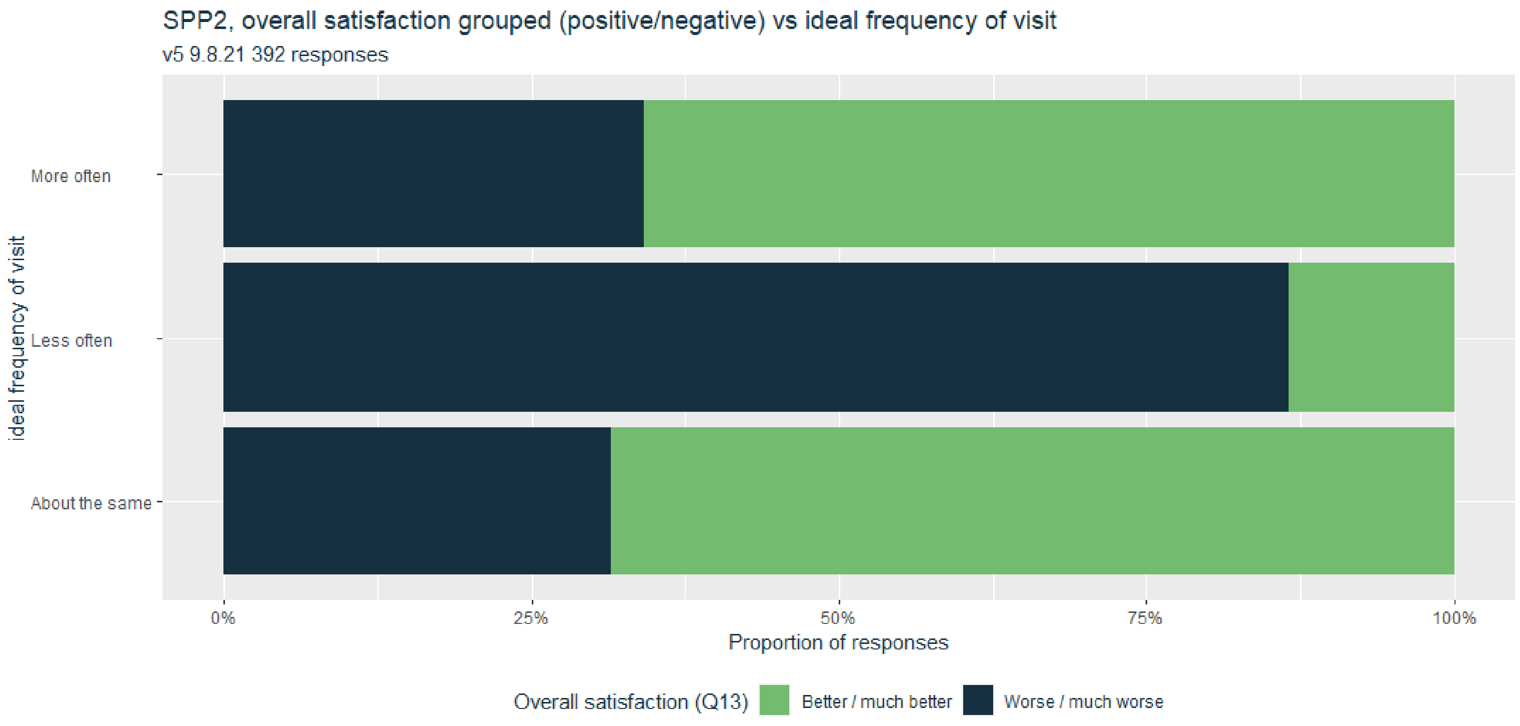


Slightly higher satisfaction for younger people

Graph showing the overall satisfaction (better / much better vs worse / much worse) by age group. Approximately ¾ of people aged 15-35 were satisfied, but the levels were lower for older people (about 60% of the 35-44 and half the 45-74). The respondents aged 75 and more were overall dissatisfied.

By frequency of visit

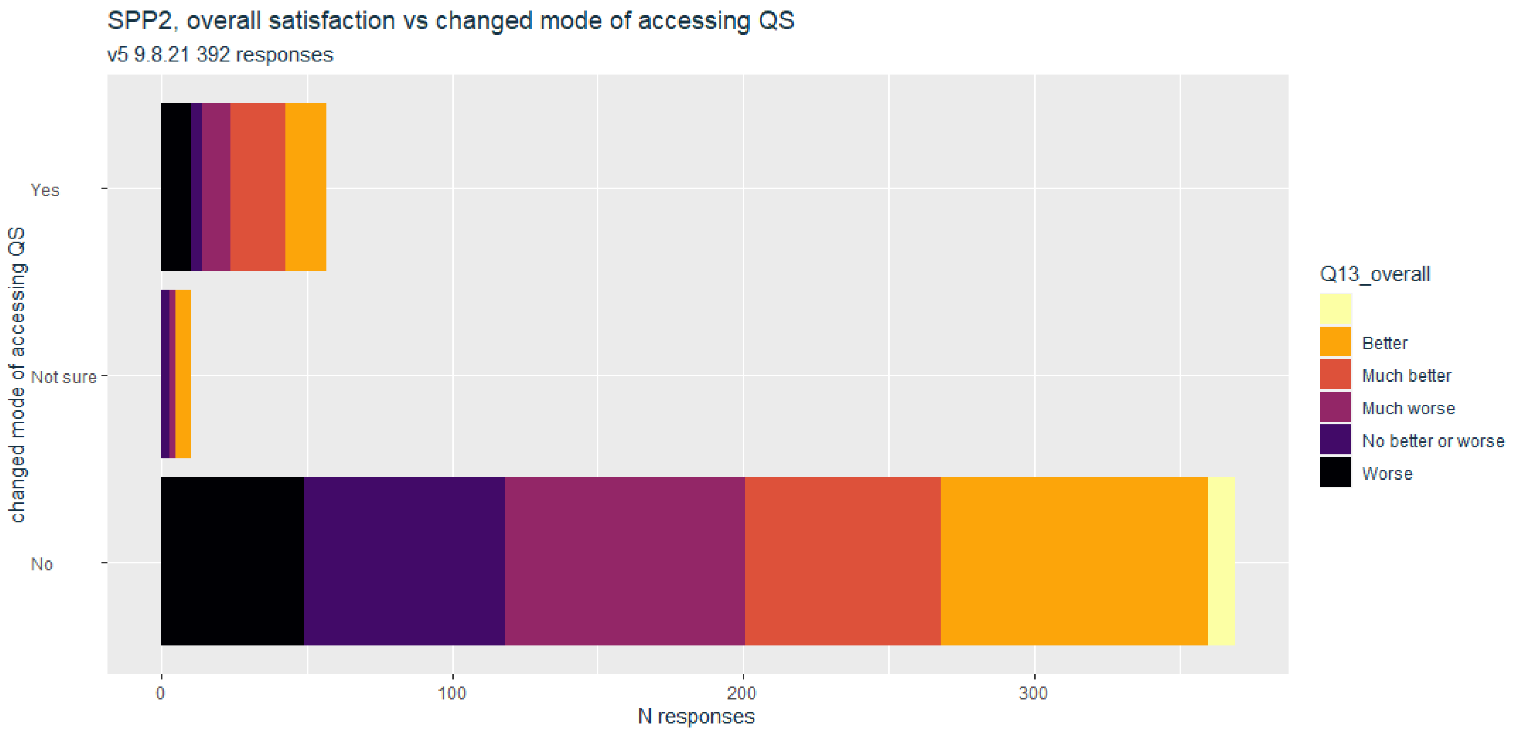
Higher satisfaction for those who are happy with the frequency they visit QS or would like to visit more



Graph showing the overall satisfaction (better / much better vs worse / much worse) against the satisfaction with the frequency of visits to QS. About 2/3 of those who are happy with the frequency they visit QS or would like to visit more were satisfied, but this was the case for a fifth of those would like to visit less often.

By change of mode

Satisfaction similar for those who changed their mode / did not change their mode
(62%, 57%)

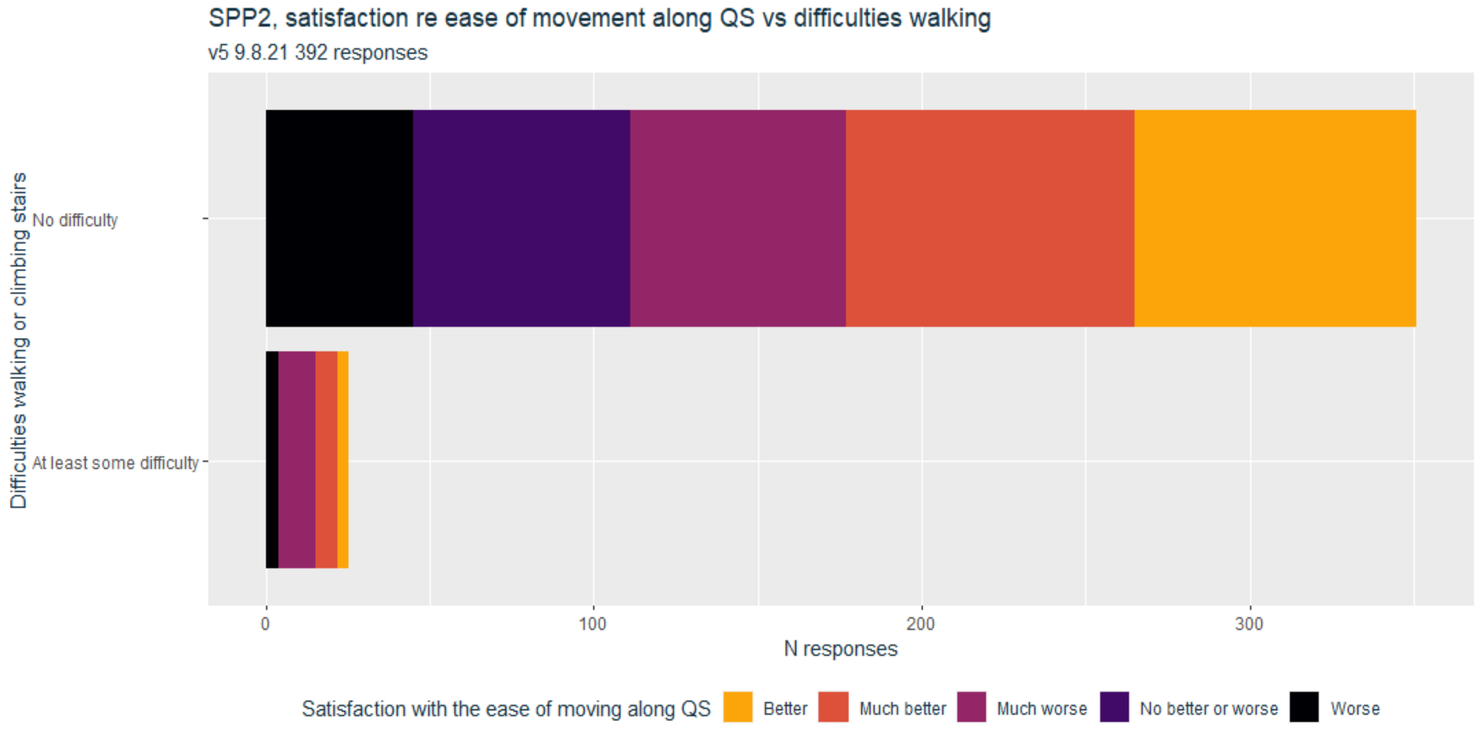


Graph showing the overall satisfaction (better / much better vs worse / much worse) for those who changed or did not change their mode of transport in the past year. The levels of satisfaction were similar (respectively 62% and 57% were satisfied).

SATISFACTION WITH EASE OF MOVING AROUND, SAFETY, AND UNIQUE IDENTITY

Ease of moving around

Data suggests some dissatisfaction from those having difficulties walking

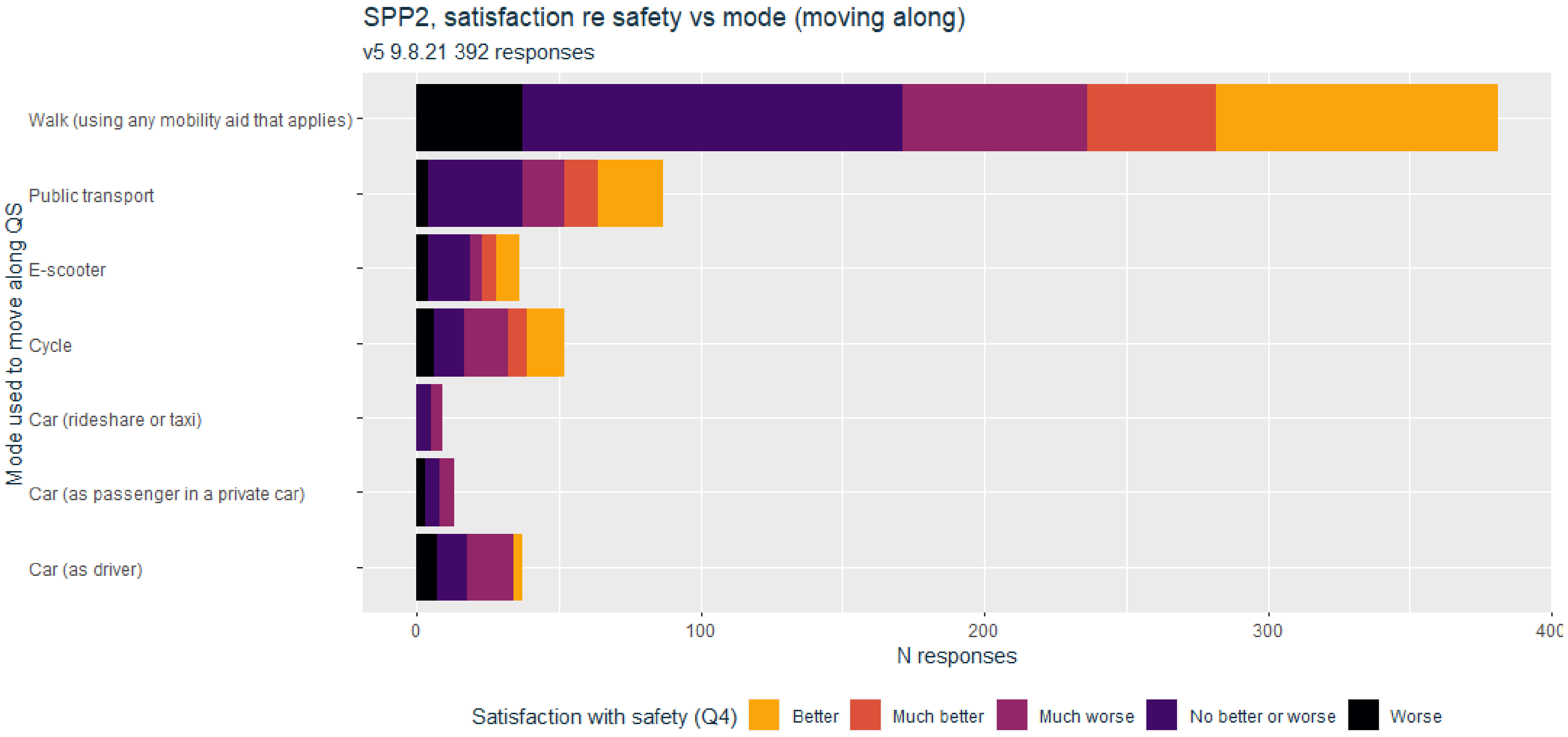


Graph showing the overall satisfaction regarding moving around for those who have any difficulty walking, or no difficulty. There were only 27 respondents with difficulties walking; 15 find the situation "worse" / " much worse".

Safety

Safety perceived as worse by car users

(58% of drivers vs 43% for the users of other modes)



Graph showing the overall satisfaction regarding moving around, by mode of transport used to move along QS. Amongst the 40 participants who exclusively move around by car, 23 (58%) were dissatisfied, vs 43% of those using other modes for getting around.

QUALITATIVE INPUTS - PINS

Qualitative feedback:

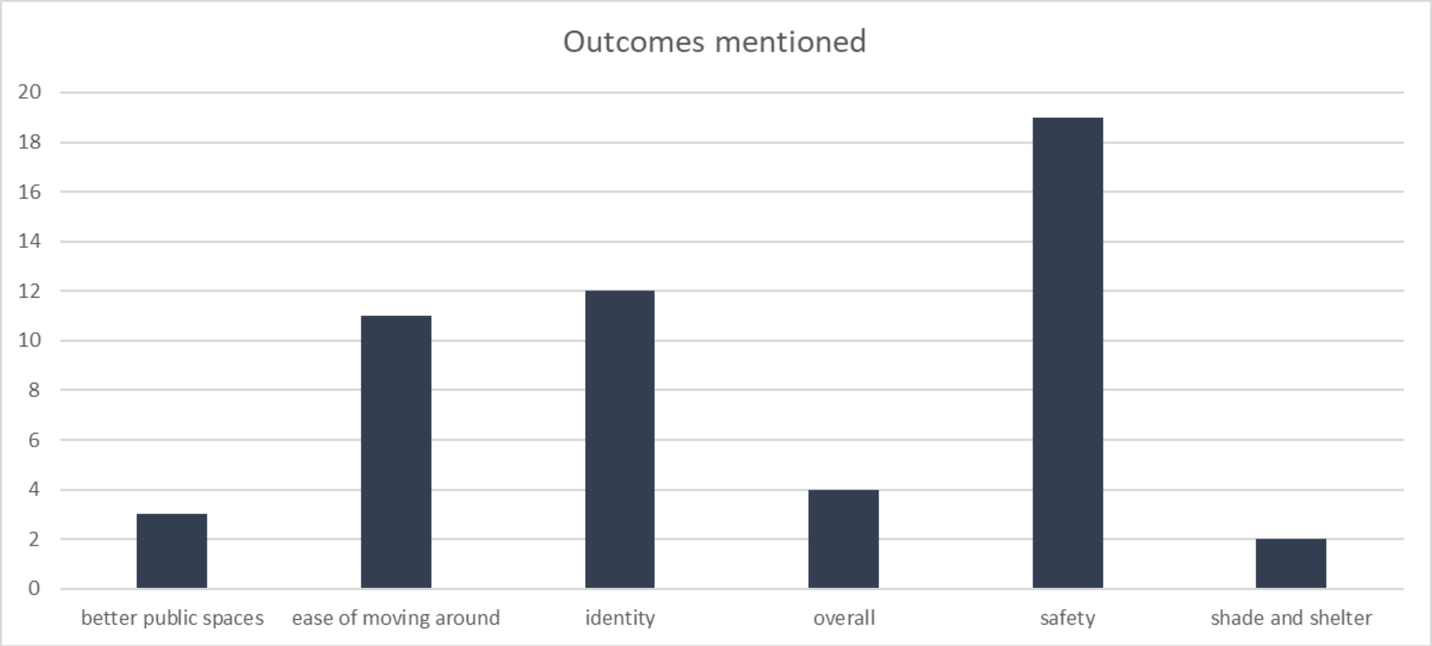
Of 279 qualitative responses, a sample of 91 were randomly selected and coded.

Key themes in the qualitative feedback:

- Strong desire for safer, dedicated cycling or scooter provision
- The planters need improvement: both materials (less concrete) and scale of greenery (more).
- Removal of private vehicles is supported
- The approach feels piecemeal

Outcomes

Safety was mentioned in 21% of the coded pins, ease of moving around and identity in 12-13%



Graph showing the frequencies of mentions of outcomes: safety (19 mentions, 21%), unique identity (12, 13%), ease of moving around (11, 12%), better public spaces (5, 5%) and shade and shelter (2, 2%).

Usage of the street

39 inputs (43%) mention a type of use of the street – mainly non-motorized transport

Walking and sojourning	38%
Bicycle riding	26%
Space for people	21%

Usage of the street and satisfaction

Most of the inputs mentioning a type of use of the street would like to see some change

"Needs change": 33 inputs

• Walking and sojourning	11
• Bicycle riding	10
• Space for people	8

Environmental features

Hot topics included:
bicycle lanes,
planters,
overall allocation of space

Bicycle lanes (13% of all inputs),
Planters (11%),
Overall allocation of space (9%)

ZONE 1 BUSINESS FEEDBACK

AUCKLAND'S FUTURE IN PROGRESS

Impact to Businesses

Businesses are experiencing decreased revenue, but most don't link impacts directly to the pilot.

- Businesses acknowledge there are external factors (e.g., COVID, competition with other commercial hubs).
- Some link impacts to the unavailability of parking – especially in the weekend.
- Construction impacts from the pilot were minimal. Some issues with dust on the eastern side.

Loading Zones

The main complaint businesses have relate to insufficient loading zone capacity.

- Private vehicles are occupying loading zone spaces, making it really difficult to carry out operations. Better enforcement is needed.
- All loading zones need to be at least 15mins.
- Some suspect that uber-eats drivers block loading spaces.
- There is nowhere for trade services to park. Some tradespeople are now refusing to come into the city centre.
- Courier drivers are getting increasingly frustrated.

Aesthetics

Generally, the design is satisfactory, but some improvements are desired.

Positives	Negatives
• The planting/greenery is liked by almost all • Coloured pots	• Looks mix-matched • Concrete pots look industrial

Issues observed
• Flooding & slippery surfaces in rain • Uneven surface where the new pavers meet the original pavement • Planters are used as rubbish bins or seats by people drinking in the evenings

Other key takeaways

Layout:

- The planters near Customs Street make it really hard for buses to manoeuvre.
- Scooters/bikes are being left on the original pavement space.

Activation:

- There is a desire for activation to attract people to the area.


AUCKLAND'S FUTURE IN PROGRESS
ELEMENTAL.
LOUIS VUITTON
QUEST
sunglass hut
ORIGANI
HOTEL GRAND WINDSOR
Luxury