

Let's Get Wellington Moving: Golden Mile Intercept Survey



WHAT & WHY

Following feedback from businesses in 2020 we commissioned some important research.

The Golden Mile Intercept Survey investigated customer travel and behaviour patterns on the Golden Mile to help understand how proposed changes to the Golden Mile, including the removal of on-street parking and improved streetscapes might change things.

People on the Golden Mile were asked a range of questions including the purpose of their outing, how they had travelled, where they had come from, how long they spent there, how much they spent and, what their parking experience and expectations were.

The survey was designed by Social Science and survey specialists from WSP Research with input from the Wellington Chamber of Commerce. It formed part of the wider MRCagney parking impacts assessment.



TIMING & LOCATION

- 9-days
- November – December 2020
- Over 2000 responses captured
- On street survey
- Online survey
- Across 8 zones along the length of the Golden Mile



RESPONDENT SPEND

Of the respondents, \$125,000 was spent by those who did not use parking or parked outside of the Golden Mile, only \$10,000 was spent by those who used the existing Golden Mile on-street parking.

TRAVEL & PARKING



Origin and frequency of visitors – of the respondents who travelled to the Golden Mile 44.2% originated from somewhere else in Wellington City, 32.5% within the Wellington City Centre, 23.3% from outside Wellington City.

Type of travel - 69.6% of respondents used active modes/public transport, 22.3% drove a private vehicle, 2.9% were passengers in a private vehicle and 4% used Uber/Taxis.

Parking behaviour - of the respondents who drove to the Golden Mile or were a passenger in a private vehicle, only 3.5% used on-street parking within the Golden Mile streets, 12.8% used off-street parking and 79.1% did not use car parking (e.g. they were dropped off)

Time spent - people who used on-street parking on the Golden Mile on average spent just over an hour less in the Golden Mile Area than those who did not use any parking.

FUTURE VIEW



View of improvements - 45.6% of respondents said they would visit the Golden Mile more frequently post improvements and 48.7% as frequently as they do now. Only 5.7% thought they visit less frequently.

Parking behaviour - for those who used existing Golden Mile on-street car parks (3.5%) respondents were evenly split between the percentage of people who would either visit about as frequently as they already do (42.3%), or more frequently (39.4%). Only 18.3% of the Golden Mile Streets parkers said they would visit less frequently.

Improved public spaces, public transport and walking and cycling networks - expected that the widened footpaths, together with more space for bikes and scooters will increase access and lead more customers to the Golden Mile.