

**Woodend**  
**North Canterbury**  
**Customer Insights 2016**



## EXECUTIVE SUMMARY

Customer insight is now an essential part of our planning efforts. It helps us understand the many and varied needs of our customers so that we can provide them with the best possible transport system.

The State Highway 1 (SH1) corridor runs through the centre of Woodend and past Woodend School, which is situated on Main North Road. People who live in Woodend and the surrounding areas depend on SH1 to provide them with safe and efficient access to business, education and recreational destinations and to support their daily activities.

With the current high levels of traffic on SH1, people are experiencing various problems which are creating difficulties and challenges when they travel. The travel constraints imposed on people are hindering them from getting to their destinations with ease and are also affecting other aspects of their daily activities including getting to their workplace or visiting shops in nearby towns or Christchurch, local businesses and emergency services are also affected.

We conducted this research to gather information about the perspectives and experiences of people who regularly use SH1 at Woodend as part of their business, education and recreational activities.

The information we gathered was used to develop insights about the experiences of our customers and the present travel environment at Woodend. The insights themselves cover a variety of different contexts and customer experiences such as whether SH1 at Woodend is helping or hindering people from doing the things they need to do or going to the places they need to go; whether it exposes them to safety risks; and whether people are satisfied with the present travel environment.

The process we used to conduct this research was designed to provide targeted customer groups with clear and accessible means to share their experiences with us about how SH1 at Woodend impacts on their daily activities. The process was broken into discreet and easy to understand activities that progressed from gathering data, to developing insights in a logical manner, and to address many critical questions such as who should be involved; and how people can be effectively engaged. To effectively deliver this process, we assembled a team of NZTA staff based in Christchurch who successfully planned, organised and conducted the research.

In order to receive input from a wide cross section of our customers, the team recruited the participation and support of diverse range of customer groups who were selected based on the contribution their experiences would make to our information gathering efforts. These customer groups included school parents, school students, school staff, local residents, local businesses and regular commuters. Overall the team engaged well with the local community at Woodend and other customer groups. Involving and liaising with the right people built confidence in the project and deepened people's sense of participation.

For each of the targeted customer groups we developed a specific set of research questions, in the form of questionnaires, designed to allow customers to share their experiences with us. The research questions were designed to provide us with a clear picture of individual and collective needs and experiences. In order to effectively gather information from participants across the different customer groups the team chose multiple interview methods to allow some customer groups such as school children to be interviewed differently. These methods include in-depth interviews; intercept Interviews, online questionnaires and in-class student interviews.

We scheduled the customer interviews to run over a two-week period covering each of the targeted customer groups. We recognised that people were busy with their day-to-day activities so we conducted interviews at various locations and times that suited the participants. Student interviews were conducted in class with a sample drawn from various classes.

Through a series of insight mining sessions, we were able to analyse the information gathered from participant interviews and extract common themes among participants' responses. We also analysed the divergence of opinions among the responses. We used the analysis to develop a set of customer insights.



## KEY CUSTOMER INSIGHTS

- Many people are faced with a difficulties and challenges as a result of high traffic volumes travelling through Woodend via SH1 that are making it harder for them to access SH1 from the side roads and driveways.
- People see some emerging behaviours of drivers with whom they share the SH1 traffic environment, making travel difficult for them and contributing to road safety concerns.
- The existing SH1 infrastructure and facilities are considered generally adequate but some people expressed safety concerns about pedestrians and parking facilities.
- There are some people who perceive SH1 as functioning very well and they have no traffic or safety concerns or issues.
- People shared varying opinions about what improvements they want to see implemented on SH1 at Woodend but delays in delivering the proposed Eastern Bypass remains the major source of frustration for them.
- Many people are now using local residential roads as workarounds to avoid traffic problems on SH1 especially during peak times
- Safety concerns about heavy traffic on SH1 is one of the main reasons why most parents and children travel to and from school by car and why most children are not allowed to travel unaccompanied.
- Most school staff see the quickest and most convenient route as the most important factor in their travel choices.

Overall these insights suggest that, for most people, SH1 at Woodend is not perceived as a pleasant, efficient or safe environment for them. Many people are faced with difficulties and challenges as a result of high traffic volumes, making it harder for them to get to their desired destinations. The behaviour of the drivers, with whom they share this environment, is causing them some safety concerns.

Travel by car is the predominant mode of travel for most people in Woodend even for many short journeys. Most people including parents, students and school staff who participated in this study, reported that they travel to their destinations by car. There was no indication from people that they want to change to alternative modes of travel. There was also no indication from the local community that a high value is placed on the walking, cycling and public transport environment in Woodend. These behaviours might be contributing to the high traffic volumes at Woodend.

These customer insights generally represent the collective experiences of people who participated in this research. Their experiences might also reflect the experiences of many more people who did not participate in this research but are also affected by the present traffic environment at Woodend.

The expectation of people who participated in this study, is that the experiences they shared with us should help facilitate improvements.

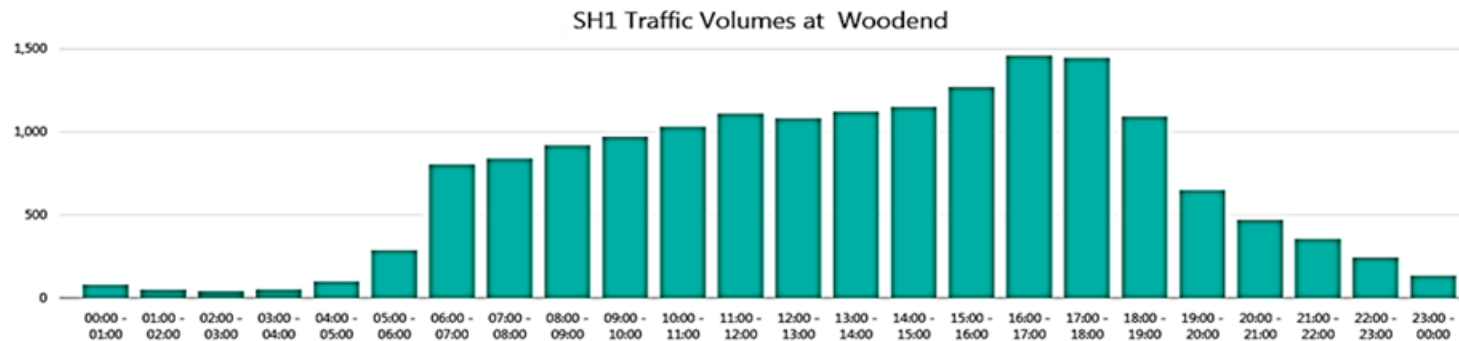
As we have benefitted from the insights shared by our customers we now need to ensure that we enhance people's confidence in the planning process and reassure them that their issues or ideas are being considered. This can help them understand why their continued participation is worthwhile.

## BACKGROUND TO THE RESEARCH

Woodend is a town in the Waimakariri District, in the Canterbury Region of New Zealand's South Island. It is located 25 kilometres north of central Christchurch. The town has a population of approximately 3,040 (June 2016) and a strong sense of community among its residents.

The State Highway 1 (SH1) corridor runs through the centre of Woodend and runs past Woodend School, which is situated on Main North Road. People who live in Woodend and the surrounding areas depend on SH1 to provide them with safe and efficient access to business and recreational destinations and to support their daily activities. It is used by local residents, commuters, freight and other travellers whose routes take them past Woodend.

At Woodend, SH1 carries approximately 14,000 traffic movements per day, and approximately 10% of these movements involve heavy vehicles. SH1 can be very busy during periods such as Friday afternoon when a significant amount of people travel from Christchurch to the north via Woodend. This is accentuated during major events such as holidays, long weekends, the Culverden Fete or the Kaikoura Races. In addition, there are planned residential and commercial developments in the area that will likely increase the traffic travelling through Woodend. In the short to medium term SH1 must be able to satisfy the wide diversity of travel needs of the people who use it.



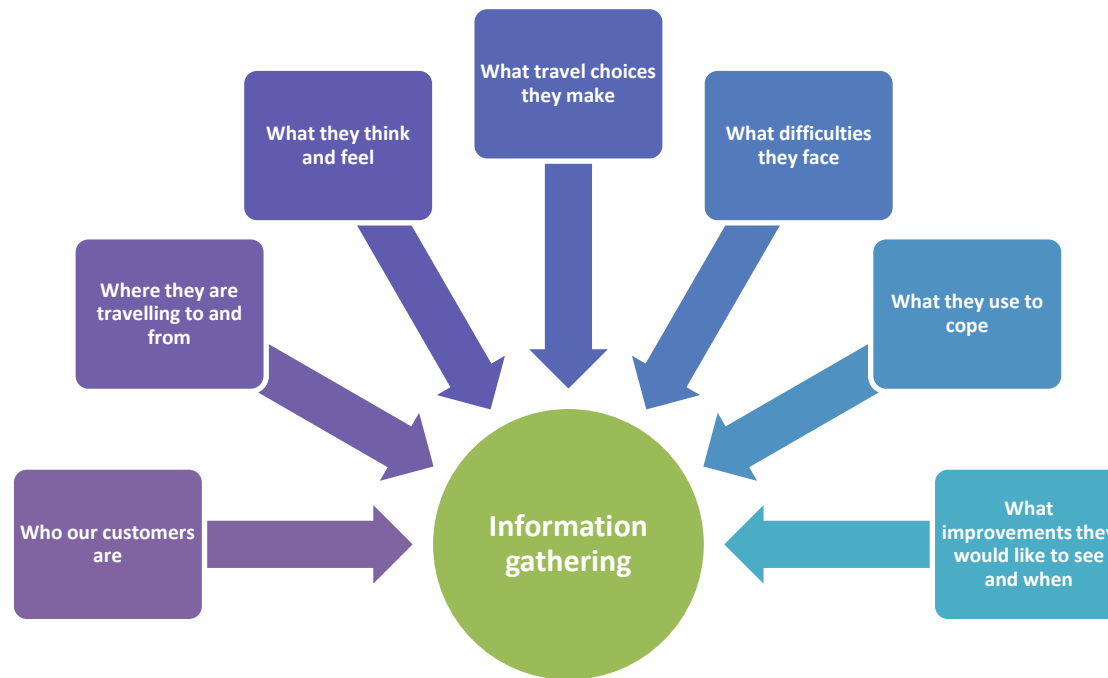
With the current high levels of daily traffic travelling through Woodend via SH1, people are experiencing various difficulties and challenges when they travel. The heavy traffic is imposing some mobility and access constraints on people and is hindering them from getting to their destinations with ease. It is also affecting other aspects of their daily activities such as getting to their workplaces or visiting shops in nearby towns or Christchurch. These problems are also affecting the ability of some local businesses and emergency services to operate efficiently.

The majority of local residents had indicated via earlier consultations that they want to reduce the impact the heavy traffic on SH1 has on their community.

## RESEARCH OBJECTIVES

One of the NZ Transport Agency's core priorities is to ensure that state highways operate in a safe and efficient manner to support the wide diversity of needs and activities of travellers and local communities. To be able to do this, customer insight research is an essential part of our transport planning efforts. The research involves gathering information about customers' experiences and using the information gathered to develop insights about the present traffic environment on a specific state highway corridor. The insights are used to understand customer needs and to develop appropriate solutions.

Many people are faced with a difficulties and challenges as a result of high traffic volumes on SH1 at Woodend. Those people include regular commuters, local residents, businesses, visitors, school children and other road users such as car drivers, cyclists and pedestrians and others. The exact nature of how the SH1 traffic environment affects them varies from person to person and the way people respond to these challenges also varies from person to person.

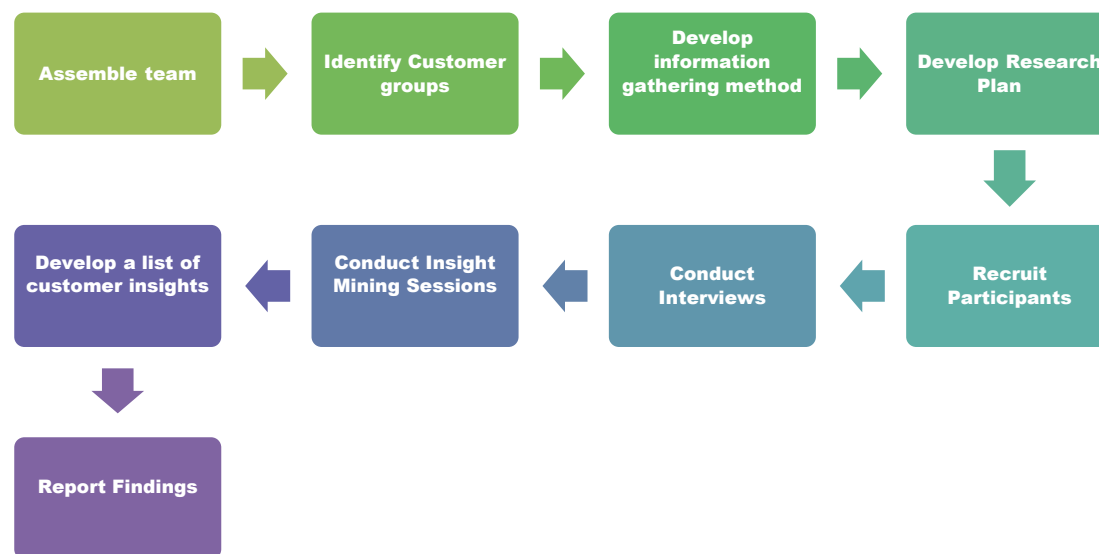


The central focus of this research was to gather information about the perspectives and experiences of people who regularly use SH1 at Woodend as part of their business, education and recreational activities.

The information we gathered was used to develop insights about the experiences of our customers and the traffic environment. The insights themselves cover a variety of different contexts and customer experiences, such as whether SH1 at Woodend is helping or hindering people from doing the things they need to do, or going to the places they need to go, or whether it exposes them to safety risks, or whether people are satisfied with the present traffic environment.

## RESEARCH PROCESS

The process we used to conduct this research was designed to provide targeted customer groups with a clear and accessible means to share their experiences with us about how SH1 at Woodend impacts on their daily activities. It incorporated many structured and logical activities designed to address questions such as who should be involved and how they can be effectively engaged. An overview of the core activities completed as part of the research is shown below.





In order to effectively deliver this process, we assembled a team of NZTA staff based in Christchurch who successfully planned, organised and conducted the research including:

- identifying and recruiting targeted customer groups for participation in interviews,
- developing research questions,
- conducting interviews, and
- mining and reporting on customer insights.

In recruiting participants, the team recognised that people were busy with their day-to-day activities so they scheduled and conducted interviews in a manner that made it easy for them to participate. When speaking with customers, the team acted with integrity and openness and helped participants understand the context within which this research is being conducted and why their participation was worthwhile. Overall the team worked very well with the local community at Woodend.



## TARGETED CUSTOMER GROUPS

In order to receive input from a wide cross-section of our customers, the team recruited the participation and support of a diverse range of customer groups who were selected based on the contribution their experiences would make to our information gathering efforts.

The identified customer groups were to varying extents directly impacted by the present traffic situation on the SH1 corridor at Woodend.

Targeted Customer Groups	Description
Woodend School Parents	Woodend School is located adjacent to SH1. Parents were considered as an important source of insight into customer experience. This is because parents regularly use SH1 to drop off and pick up their children to and from school.
Woodend School Students	Woodend School is located adjacent to SH1. Student input into the research was considered equally important as they travel regularly on SH1 to get to or leave school via car, walk, scooter or bike. They have also been very active in driver behaviour strategies.
Woodend School Staff	Woodend School is located adjacent to SH1. School staff regularly use SH1 to commute to and from the school. Some staff such as the Principal have information about the travel experiences and concerns shared by parents and local residents.
Local Residents	Residents living in Woodend were considered another important source of information because they are very much affected by the traffic conditions on SH1 and may also be contributing to it.
Local Businesses	Shops or other local businesses located near SH1 represented another important stakeholder group in understanding and addressing the traffic situation at Woodend.
Regular commuters and other users	Regular commuters and other road users whose routes take them through Woodend or those who use SH1 for various travel purposes using modes such as car, walk, cycle and bus.

## RESEARCH QUESTIONS AND INTERVIEW METHODS

For each of the targeted customer groups we developed a specific set of research questions in the form of questionnaires designed to allow customers to share their experiences with us. The research questions were designed to provide us with a clear picture of their individual and collective experiences including what is the origin and destination of their travel, how they usually travel, why they use SH1, how often they use SH1, what their experiences were when using SH1, how they cope with any difficulties or challenges on SH1, what factors or constraints affect their travel, what choices they make and what improvements they would like to see. In order to effectively gather information from participants across the different customer groups, the team chose multiple interview methods to allow some customer groups, such as school children, to be interviewed differently.

Interview Method	Description	Total No. Completed
In depth Interview questionnaire	Face to face interviews with participants about their travel experience, travel behaviour, problems and solutions – approx. 40mins to complete	6
Intercept Interviews questionnaire	On-street intercept interviews at key locations along SH1 at Woodend as well as observations of traffic operations (esp. during peak periods – approx. 5 minutes to complete)	18
Online questionnaires – Parents	Online surveys via survey monkey links – approx. 5–10 minutes to complete	32
Online questionnaires – School Staff	Online surveys via survey monkey links – approx. 5–10 minutes to complete	15
In class student questionnaire	Interactive student travel surveys were conducted by a team of NZTA and Woodend staff for selected classes – approx. 30–45 minutes each class	211

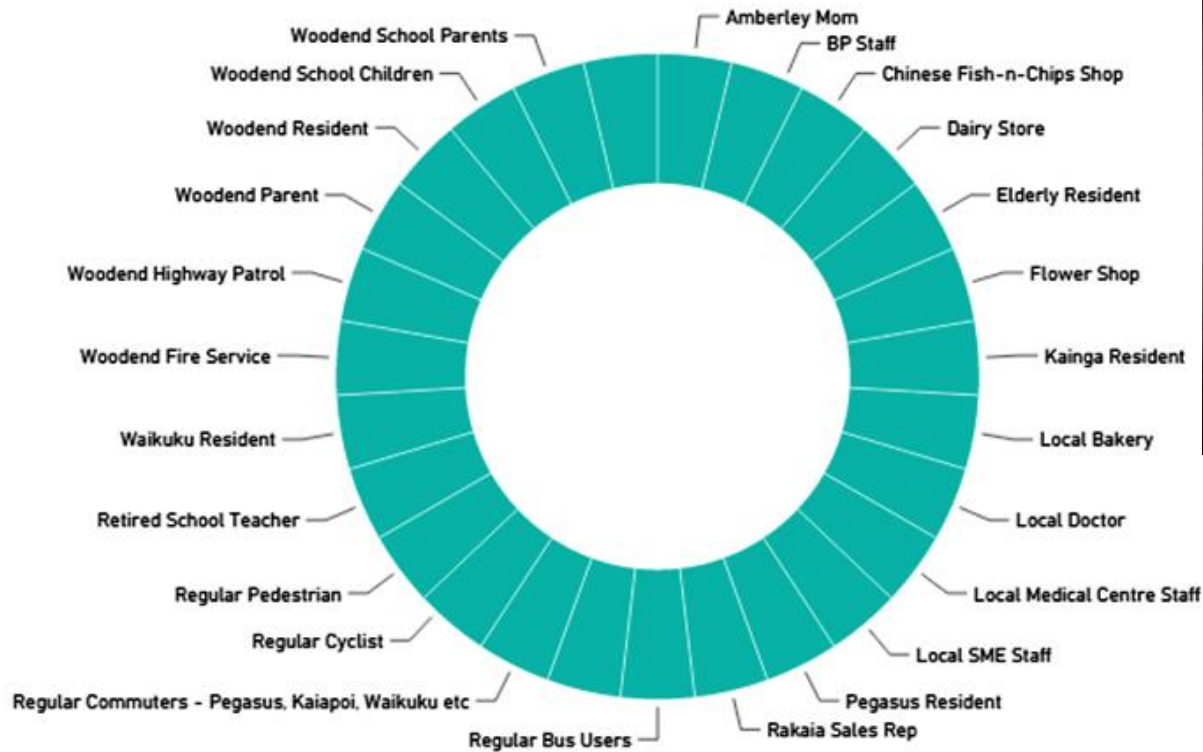
For each interview method, the team developed a specific research pack comprised of a targeted set of questions; relevant information and consent forms, a map of the study area for customers to indicate their concerns/comments; and the NZTA points of contact for additional information. Extracts from the questionnaires used are provided later in the report.

## CUSTOMER INTERVIEWS

Customer interviews were scheduled to run over a two week period covering each of the targeted customer groups. The in depth interviews were conducted at various locations and times that suited the participants. Student interviews were conducted in class with a sample drawn from various classes. Intercept interviews were conducted on the street at various locations on SH1 around the shops as this represented the busiest pedestrian and vehicle area. An extract of the interview scheduling plan is provided below.

Interview date	Interview Type	Participant	Interview Location
25 <sup>th</sup> Oct 2016	In depth Interview	Woodend Medical Centre Staff	Woodend Medical Centre
25 <sup>th</sup> Oct 2016	Intercept Interviews	Individuals (mainly pedestrians and cyclists) travelling along or across Main North Road and other local residents	Target locations – SH1 around School Road, Petries Rd and Gladstone Rd
25 <sup>th</sup> Oct 2016	Online travel survey	Parents and staff of Woodend School	Survey Monkey
26 <sup>th</sup> Oct 2016	In depth Interviews	Acting Sergeant of the Highway Patrol	Woodend Office
1 <sup>st</sup> Nov 2016	In depth Interview questionnaire	Waikuku resident regularly commuting to and from Christchurch via Woodend	NZTA Office
3 <sup>RD</sup> Nov 2016	In depth Interview	Waikuku resident regularly commuting to and from Christchurch via Woodend	NZTA Office
2 <sup>nd</sup> Nov 2016	In depth Interview	Woodend School Principal and staff	Woodend School
2 <sup>nd</sup> Nov 2016	In depth Interview	Woodend Fire Service	Woodend Fire Station
3 <sup>rd</sup> Nov 2016	In class student interviews	4 sets of classes and 3 more in–depth interviews with school leaders	Woodend School
3 <sup>rd</sup> Nov 2016	Parent Intercept interviews	Parents dropping off children at Junior block and southern end of school	Woodend School

## Research Participants



Through the various interview methods a wide range of people from various targeted customer groups participated in this research and shared their experiences with us. Some examples of some of the people who participated in the intercept and in-depth interviews are illustrated below.

A joint team of NZTA staff and staff at Woodend School conducted in-class interviews of Year 3 – 8 students (aged 9 – 12 years) about their travel experience. More than 211 students participated in this research. We used data from only the senior students aged 11 and 12 years old.



As a final step in the process, we narrowed down the list of customer insights gained from the research into the following:

### Key Customer Insights

- Many people are faced with a difficulties and challenges as a result of high traffic volumes travelling through Woodend via SH1. This is making it harder for them to access SH1 from side roads and driveways.
- People see some emerging behaviours of drivers, with whom they share the SH1 traffic environment, making travel difficult and contributing to road safety concerns.
- The existing SH1 infrastructure and facilities are considered generally adequate but some people expressed safety concerns about pedestrians and parking facilities.
- There are some people who perceive SH1 as functioning very well and they have no traffic or safety concerns or issues.
- People shared varying opinions about what improvements they want to see implemented on SH1 at Woodend but delays in delivering the proposed Eastern Bypass remains the major source of frustration for them.
- Many people are now using local residential roads as workarounds to avoid traffic problems on SH1 especially during peak times.
- Safety concerns about heavy traffic on SH1 is one of the main reasons why most parents and children travel to and from school by car and why most children are not allowed to travel unaccompanied.
- Most school staff see the quickest and most convenient route as the most important factor in their travel choices.

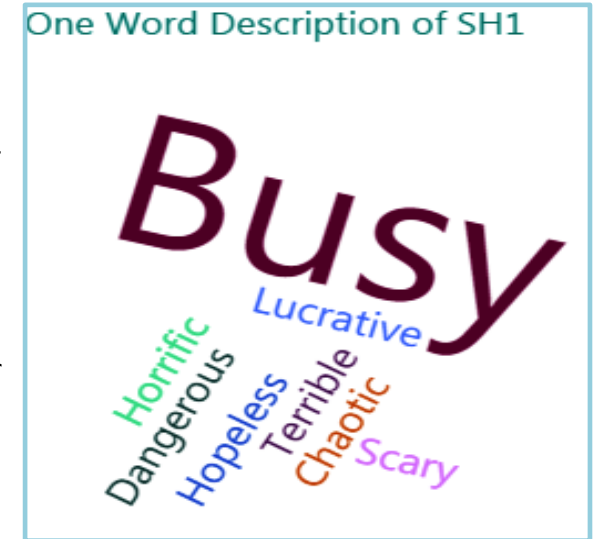
## Many people are faced with a difficulties and challenges as a result of high traffic volumes travelling through Woodend via SH1. This is making it harder for them to access SH1 from side roads and driveways

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Most people expressed concerns about the high volumes of cars and heavy vehicles on SH1. They do not perceive the present SH1 traffic environment as pleasant, efficient or safe. The negative impact of traffic volumes appears to be a shared experience among participants especially by local residents who regularly use SH1. There are many reasons for this. People see the current levels of traffic on SH1 as causing a variety of access problems, especially when turning right into SH1 from side roads. This is reflected in the responses received from participants when they were asked to describe the SH1 traffic environment in 'one word'.

The majority of respondents see difficulties in accessing SH1 from side roads as being a direct consequence of high traffic volumes on SH1. In particular, a large number of people see making right turns onto SH1 as being the hardest part of their journeys. They often experience significant difficulties and delays when turning right into SH1 from the side roads, especially at peak times when it sometimes takes up to 10 minutes to make a right turn.

There are specific intersections on SH1 such as Woodend Rangiora Road, School Road and Eders Road intersections where this problem is perceived to be much worse. Their responses also suggest that the impact of traffic is much worse during the morning peak. People also perceive these problems to have grown worse over time and have now become major obstacles to their ability to get to destinations.

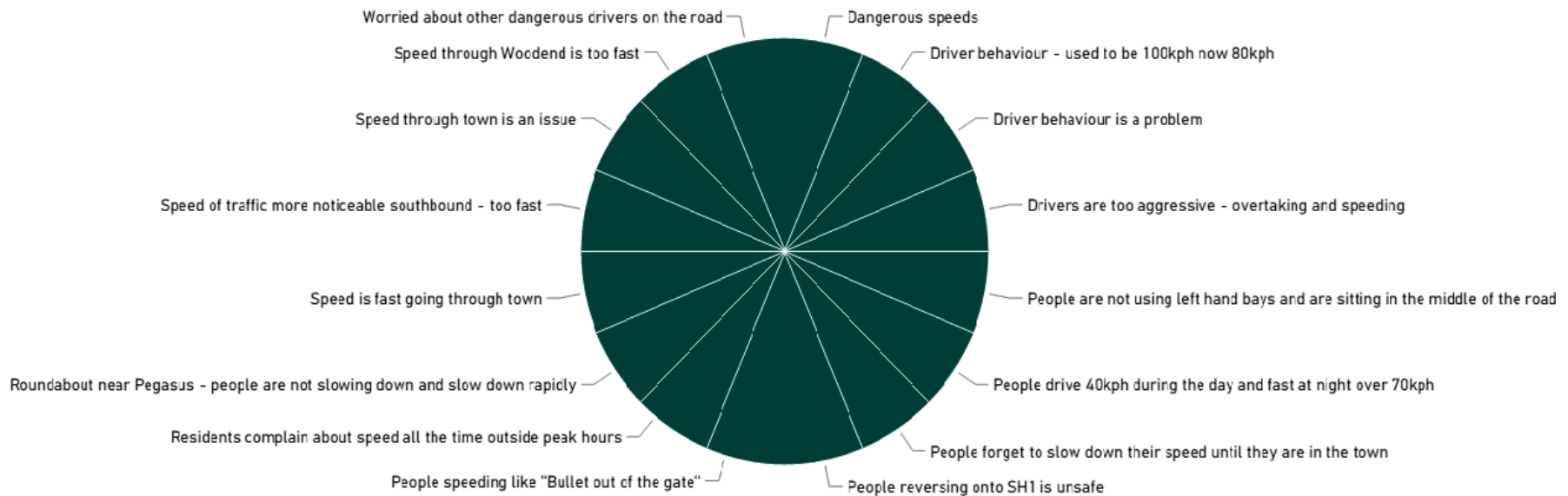




## People see some emerging behaviours of drivers, with whom they share the SH1 traffic environment, making travel difficult and contributing to road safety concerns

Most people perceive that some inappropriate driving behaviours are emerging as result of the heavy traffic though Woodend. Some behaviour of other drivers with whom they share the SH1 traffic environment is causing some major concerns. These behaviours mainly relate to excessive speeding through Woodend and aggressive driving behaviour at intersections. Some drivers also park where they are blocking accesses to local businesses. People perceive the excessive speeds through Woodend as being caused by inconsistent speed limits such as the speed drop from 100 km/h to 50 km/h travelling north that makes it hard for some drivers to adjust their speeds. People also perceive that these problems are mostly caused by car drivers. They see heavy-vehicle drivers behaving very well when travelling through Woodend. They believe poor behaviours are a growing problem that is making travel difficult and contributing to road safety concerns.

Some driving behaviour issues reported by Customers



## **The existing SH1 infrastructure and facilities are considered generally adequate but some people expressed safety concerns about pedestrians and parking facilities**

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Some people expressed concerns about existing pedestrian and parking facilities. Most of the existing facilities on SH1 are considered generally adequate but some people raised some issues relating to the on-street parking bay. They perceive the on-street parking bay to be very narrow. When they are occupied, cyclists are forced to cycle on the main carriageway in front of oncoming cars which exposes them to safety risks. Others want the existing pedestrian footpath to be extended beyond Chinnerys Road to Pegasus Roundabout to provide pedestrian access between Woodend and Pegasus.

### **Some comments regarding issues with existing facilities:**

“Pedestrian crossings can be tricky.”

“Need connection from Woodend to Pegasus for pedestrians.”

“On street parking bays are small so cyclists have to manoeuvre into traffic.”

“Parking area is too small.”

“Parking is very narrow; not enough area.”

“Parking issues on East side – some park all day on the grass.”

“Pedestrian access is an issue for elderly/disability personnel.”

## There are some people who perceive SH1 as functioning very well and they have no traffic or safety concerns or issues

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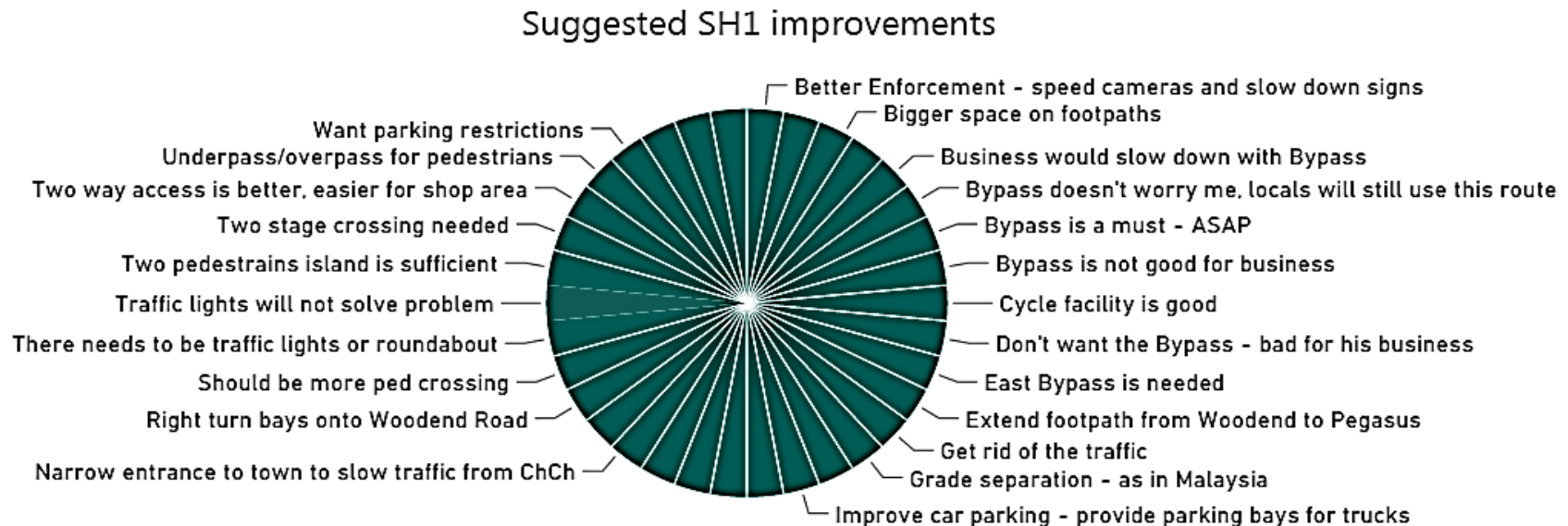
There are some people who perceive SH1 as functioning very well. Of those that reported no problems, a vast majority are happy with the current levels of traffic on SH1 and consider its infrastructure and facilities adequate. Some of them see high traffic volumes through Woodend as not imposing huge burdens on the community, but benefiting the local community and businesses. They see the current traffic environment as helping people, the community and businesses to thrive by bringing lots of new visitors to Woodend. The research however, suggests that these people are in the minority. There are also some people who believe that they have adapted well to present traffic environment therefore have no concerns or issues. With regard to the heavy vehicle drivers, most people indicated that they are behaving well and better than car drivers.



## People shared varying opinions about what improvements they want to see implemented on SH1 at Woodend but delays in delivering the proposed Eastern Bypass remains the major source of frustration for them

Many people shared their opinions on the improvements that they would like to see implemented on SH1 to improve their experiences. People expressed some degree of frustration about being asked by many different transport agencies to share their views and felt their views and insights were being overlooked. A part explanation is that local residents participated earlier in community consultations for the Eastern Bypass and since then, have carried this expectation that Bypass is going to be built. Some local residents also said that they made a decision more than 10 years ago to live in Woodend based on the expectation that a bypass would be built and they are still waiting. Based on similar experiences, many people living in Woodend expressed their lack of confidence in transport authorities to act promptly on their behalf. Some people also see consultation exercises as bureaucratic barriers to getting things achieved and believe that their views have no place in decision making processes.

Opinions on whether to build a bypass or not were generally evenly split. Some people believed a bypass would reduce traffic on SH1 and provide better mobility and access for local residents in Woodend. Others strongly disagreed. Those who disagreed generally expressed an understanding that traffic and road safety issues would not necessarily be solved by building a bypass and that in some cases it is possible that a bypass would only push local traffic problems on to other nearby communities. Some of those who disagreed are local businesses who indicated that a bypass would have negative consequences on their businesses as there would be less people such as freight drivers coming into Woodend. Various other improvements were suggested including grade separation, more traffic lights, and enforcing speed limits.



## **Many people are now using local residential roads as workarounds to avoid traffic problems on SH1 especially during peak times**

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Most people have become familiar with SH1 through experience and have built up local knowledge of the routes they take. They are using this knowledge to find ways to cope with busy peak periods, right turning difficulties, inappropriate driving behaviour and other challenges they are faced with. People are now increasingly using local roads to avoid using SH1 during morning peak times. They are also using local roads to avoid some specific SH1 intersections at specific times such as Rangiora Woodend Road and Eders Road during the peak periods where they have difficulties making right turns. People are also increasingly turning left onto SH1 to get to their destinations to avoid making right turns even if that means following a longer route. For example the Fire Service when heading towards Pegasus would make a left turn onto SH1 from Eders Road and then make another left onto local roads before getting back on SH1 to go the other direction. People are also increasingly planning their journeys or changing their trip patterns and their travel choices in many ways to respond to the challenges they face. The changes include making their journey outside of peak travel times, leaving home or work early or later than usual to avoid busy peak periods on SH1

There are some people who see themselves as having no alternative but to use the SH1 as it is intended to operate including making right turns on SH1 during the busy peak periods.

## **Safety concerns about heavy traffic on SH1 is one of the main reasons why most parents and children travel to and from school by car and why most children are not allowed to travel unaccompanied**

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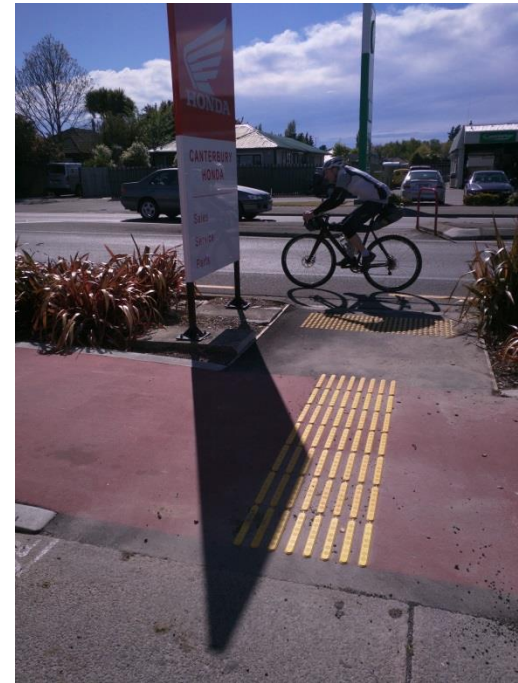
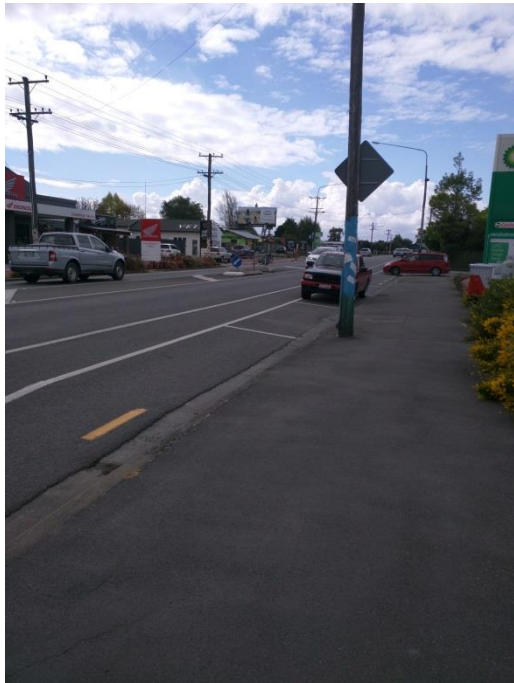
Travel by car is the predominant mode of travel for most parents. Most students are driven to school even though a vast majority of them live in Woodend and the surrounding areas. However some students walked, scootered or biked to school. Most students are also accompanied to school by their parents including those who walked, scootered or biked. Only a few of the students used public transport to get to school. The modes children use to travel to school in the mornings and from school in the afternoons are largely similar. Most students are driven by their parents in the morning and picked up by them in the afternoon. Those who walked, scootered or biked to school in the morning also use the same modes of travel in the afternoon.

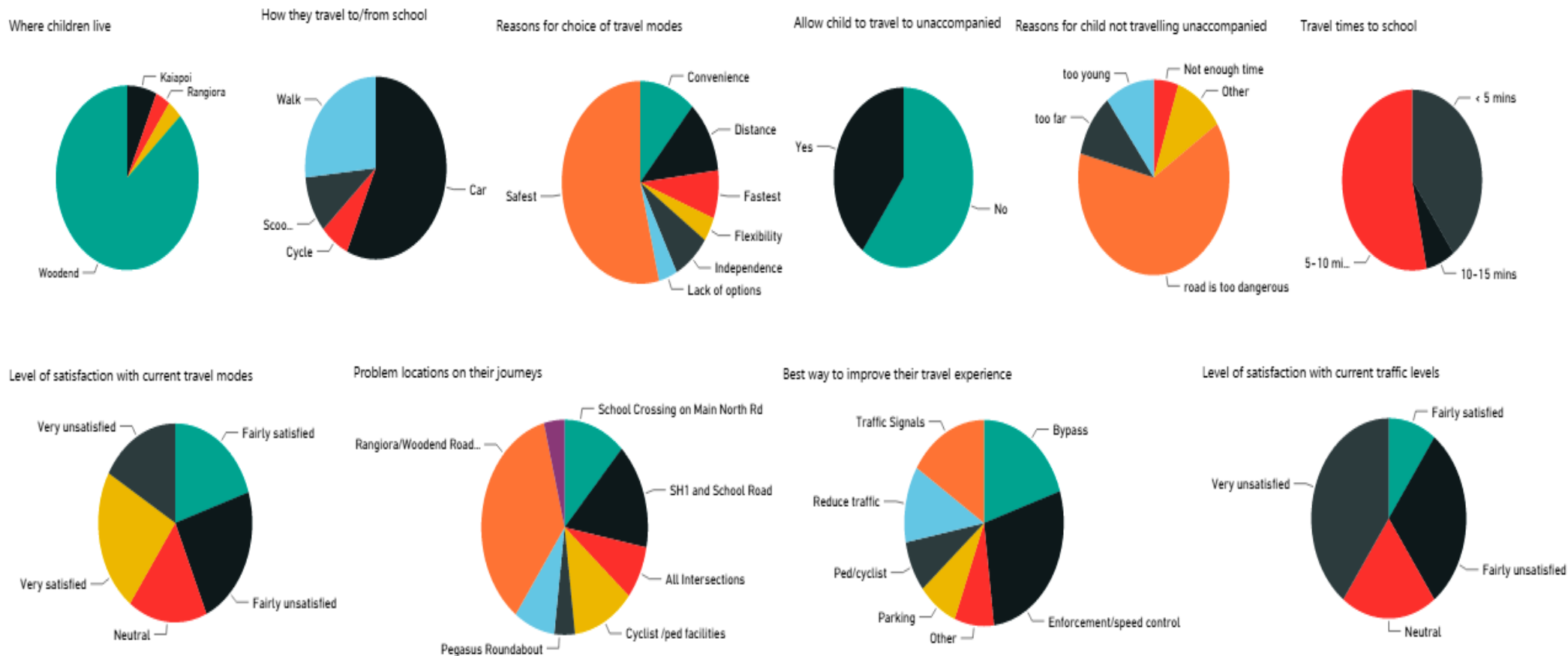
Most parents reported that their journeys to and from school takes less the 5 minutes. This is as expected because most of them live in Woodend and the surrounding areas. Most parents also reported that they were satisfied with how their children travelled to school. There is no obvious correlation between travel modes to and from school and distance that the parents and students travel. In fact, a vast majority of children live in Woodend but they travel to school by car. Only a small number of them travel from Kaiapoi and surrounding areas.

A vast majority of parents driving their children to school reported safety concerns about the high traffic volumes as the reason for driving their children to school. Among these parents, concern about traffic appeared to be the foremost motivator for using vehicles. Most of the parents who drove their children to school did not allow them to travel without adult supervision. Most parents reported that they were very unsatisfied with the current traffic levels.

Some parents reported other reasons such as convenience and distance for driving their children to school. Their responses emphasised the relative time advantage of driving over walking. Others said children were too young. Many parents dropped off their children on their way to work, presumably saving time over walking their child to school, walking home, and then driving to work. Of the group driving for convenience reasons, 46% did not allow their children to walk without adult supervision

Parents offered some suggestions on what improvements should be made to SH1 to improve their travel experience and to enhance the safety of their children. Most of them wanted to see better enforcement of speed limits. This was closely followed by a bypass to reduce traffic volumes on SH1. Others suggested better pedestrian and cycle facilities and a range of other improvements such as improved parking. They identified SH1 intersections with Rangiora Woodend Road, Woodend Beach Road, and School Road as requiring improvement.





### Most school staff see the quickest and most convenient route as the most important factor in their travel choices

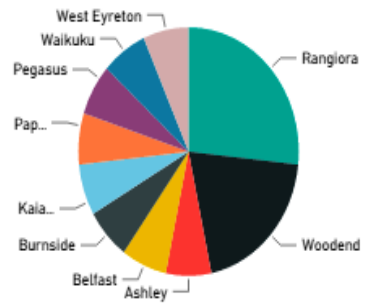
Most of the school staff live locally in Woodend and surrounding North Canterbury areas. All of the staff who participated in this study reported that they commute to work by car. As most of them live locally their journeys usually take less than 15 minutes. One staff member commutes to work from Christchurch. Similar to parents, most staff reported that they were satisfied with their mode of travel.

Despite living in close proximity to school most staff reported that distance is the main factor considered in making travel choices. In addition, most of them reported that they chose to travel by car mostly because it is the quickest mode and the most convenient way to travel. Similar to parents, most of the school staff reported that traffic volume was their biggest safety concern. This was followed by other reasons such as the speed of traffic and driver behaviour.

Staff also reported that they were fairly unsatisfied with the number of vehicles travelling through Woodend. However they reported that they were satisfied with the behaviour of heavy-vehicle drivers. Staff reported that turning on SH1 and busy traffic conditions are the main difficulties they face in their commute.

To improve their commuting most staff wanted no change. However some suggested some improvements to side road access and pedestrian facilities. Most staff pinpointed locations such as Woodend Rangiora Road, School Road and Pegasus roundabout as the locations where they experience difficulties.

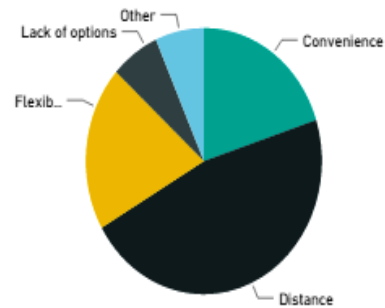
Where staff lives



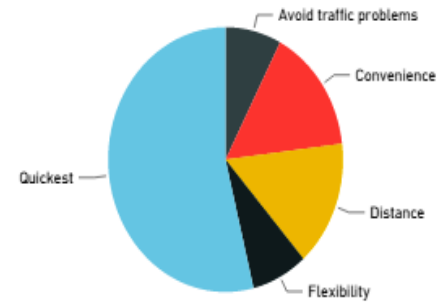
Mode of transport staff uses to work



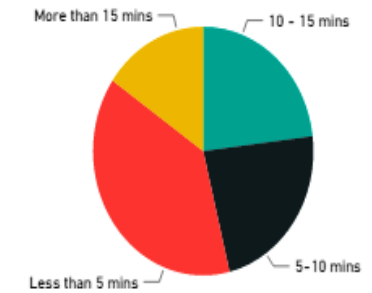
Reasons for choice of travel modes of travel modes



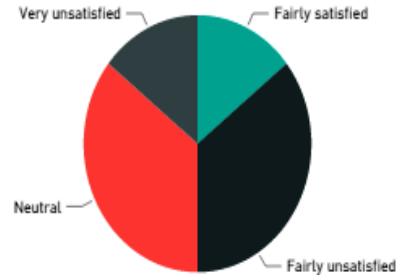
Factors influencing choice of travel routes



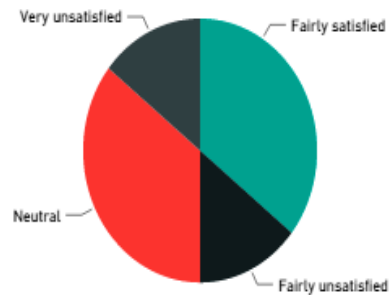
Travel times to school



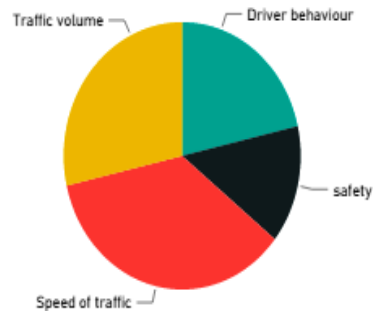
Level of satisfaction with current traffic levels



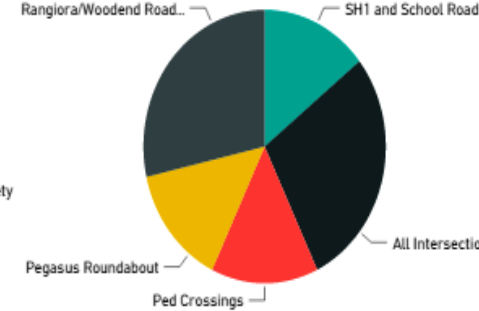
Level of satisfaction with heavies



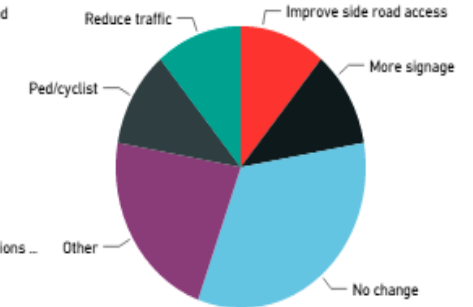
Factors causing dissatisfaction



Problem locations on SH1



Best way to improve travel experience





## CONCLUSIONS

People who live, work and visit Woodend depend on SH1 to support their quality of life. This research strongly suggests that SH1 is not functioning as efficiently and safely as possible to meet the diverse needs of the people who depend on it.

With the current high levels of traffic on SH1, people are experiencing various difficulties and challenges when they travel. The constraints the heavy traffic on SH1 imposes on people are hindering them from getting to business and recreational destinations with ease such as getting to their workplace or visiting shops in nearby towns or Christchurch. The busy traffic environment on the SH1 is also affecting the ability of the Fire Service and some local businesses to operate efficiently. Most people perceive the heavy traffic on SH1 as a problem issues that is affecting various aspects of their daily activities. However there are some people who see the busy traffic environment as being beneficial to local businesses and the Woodend community.

People are also getting increasingly concerned about some of the behaviours of other drivers with whom they share the SH1 traffic environment. These behaviours include excessive speeding through Woodend and aggressive driving behaviour at intersections.

Travel by car is the predominant mode of travel for most people in Woodend even for many short journeys. Most people including parents, students and school staff who participated in this study reported that they travel to their destinations by car. There was no indication from people that they want to change to alternative modes of travel. There was also no indication from the local community that a high value is placed on the walking and cycling environment in Woodend. These behaviours might be contributing to the high traffic volumes at Woodend.

On the other hand, this research found that a significant number of students walk, scooter or cycle to school. Some parents indicated that the existing pedestrian facilities along SH1 should be improved to support them.

Most people expressed frustrations about how long it takes for transport authorities to implement improvements on the ground. This is, in part, due to their frustrations about the Eastern Bypass which most people in Woodend expected to have been built sooner. It reinforces the need to manage the expectations of customers and help them to understand that the planning of major transport improvements can be a long process with many steps that require careful and time consuming assessment such as the gathering of relevant evidence to support the development of business cases for future improvements.

With regard to this research, the expectation of people who participated in this study is that the experiences they shared with us should help facilitate improvements on the ground for them. Therefore we should reconcile these insights and use them to develop improvements that address the difficulties and challenges that people face when travelling on SH1 at Woodend. The focus of such improvements should be about giving people the best possible traffic environment in which to travel.