

Setting up Transport Research in Local Government and Delivering Value

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

Pōneke / Wellington Transport Survey (2023-present)

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Transportation Conference
09 March 2026

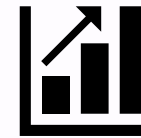
Transport in the local government context



To understand transport enablers and barriers in the local context



**Local data are valuable
(and often required)**



To monitor and evaluate transport-related projects and programmes

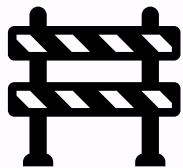


To generate insights for strategic planning



To inform design of interventions to address gaps

Challenges



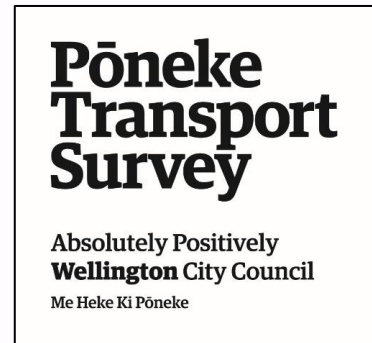
Local government organisations often lack research capability, capacity and funding for transport-related research

Wellington City Council: Transport **research needs**

2022



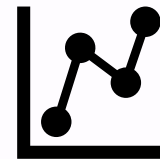
2023



Understanding residents' travel patterns



Understanding residents' perceptions of the city's transport system



Tracking residents' travel patterns and perceptions over time



Providing baseline and follow-up data for specific transport interventions in the city

Setting up Transport Research in the Local Government Context



Analyse existing relevant data and data collection tools / methodology

Apr-May
2022



Identify current and future needs based on information from subject matter experts

May-Aug
2022



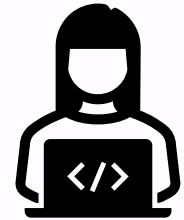
(Re)design tool(s) for collecting research data to address needs and gaps

Nov-Dec
2022



Get feedback on designed tool(s) and methodology for data collection

Dec 2022-
Feb 2023



Finalise tool(s) and methodology for data collection

Feb 2023

Pōneke / Wellington Transport Survey

Survey Methodology 2023

Survey components



10-15 minute
online survey



Target group:
Adults (18+ years)
living in Wellington City

Sociodemographic,
family and household
characteristics

Transport-related
key performance
indicators (KPIs)

Locations
(home, work, study)

Transport
behaviours

Travel to work




Travel to other
destinations

Children's travel
to school

Speed
management

Health and
wellbeing

Survey
feedback

-  Core sections
-  Non-core sections
-  Feedback

Pōneke / Wellington Transport Survey

Survey: Non-core sections (2023-2025)

2023



Speed
management



Land Transport
Rule: Setting
of Speed Limits
2022

2024



e-micromobility



Shared
e-micromobility
discussions

2025



Congestion
charging



Draft Land Transport
Management
(Time of Use Charging)
Amendment Bill

2026



Reasons for
preferred travel
mode(s) to work
and to school

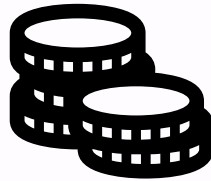
Implementing Transport Research in the Local Government Context



Obtaining senior managers' approval for initiating a new project / research



Involving relevant teams from across the organisation



Securing funding for the new initiative, if required



Ensuring availability of staff and staff time for working on the new project



Obtaining ethics approval for research involving people



Initiating data collection

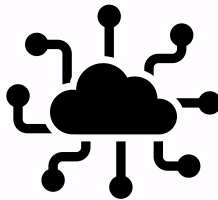
April to December 2022

January to April 2023

Transport **research data collection** in the local government context



3,401
survey
respondents



Utilising
resources, tools
and expertise
available in
the organisation

2023
Data
collection

- Wave 1: April-May: Market research sample (n=943)
- Wave 2: July-August: WCC Research Panel (n=1049)
- Wave 3: September-November: Social media (n=1409)

Transport research data processing in the local government context



Building research
capability



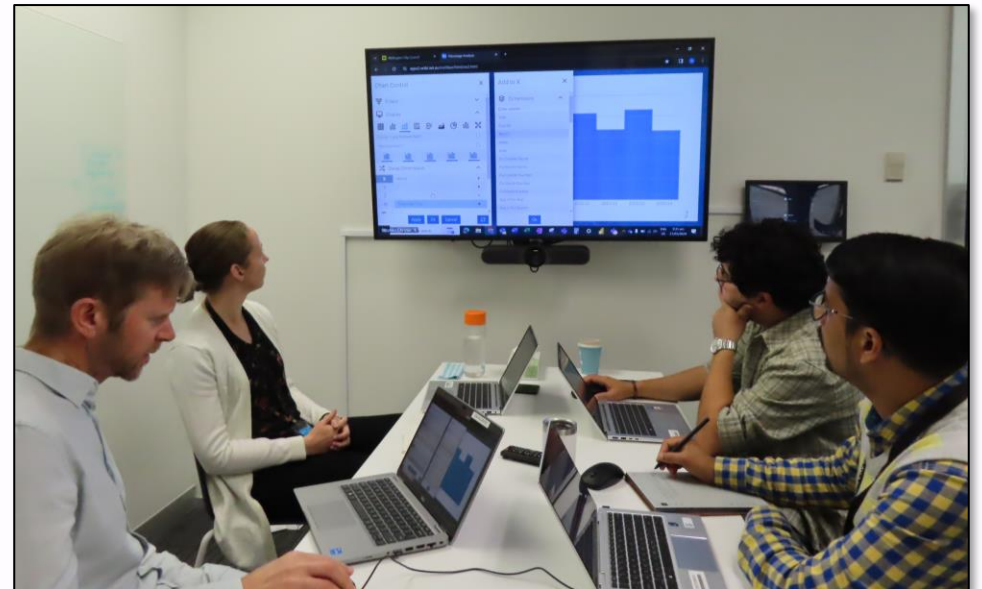
Training the team
members in data
processing and analysis



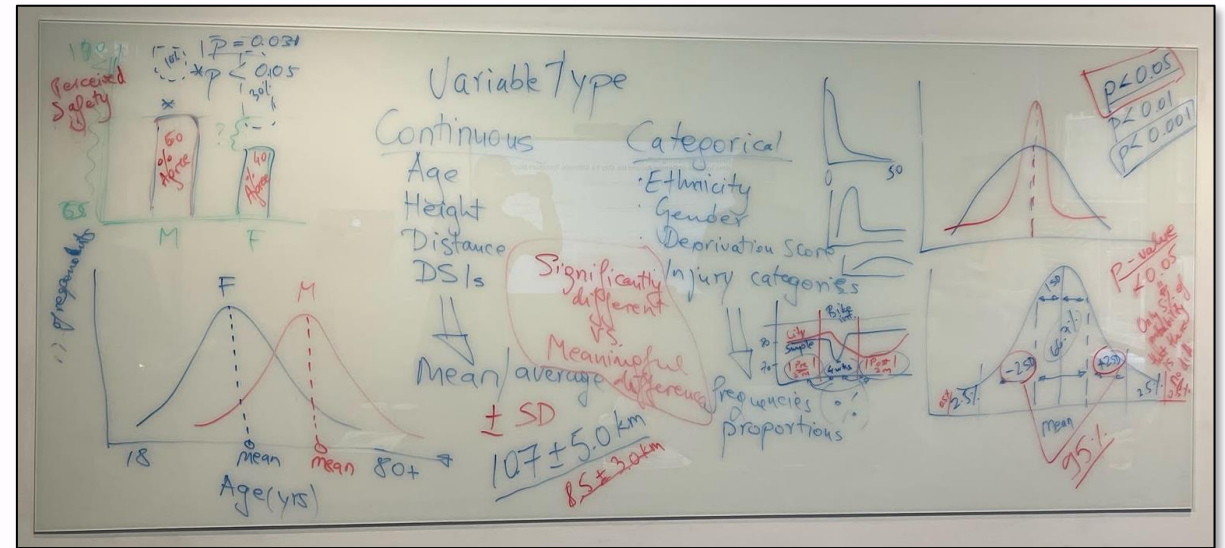
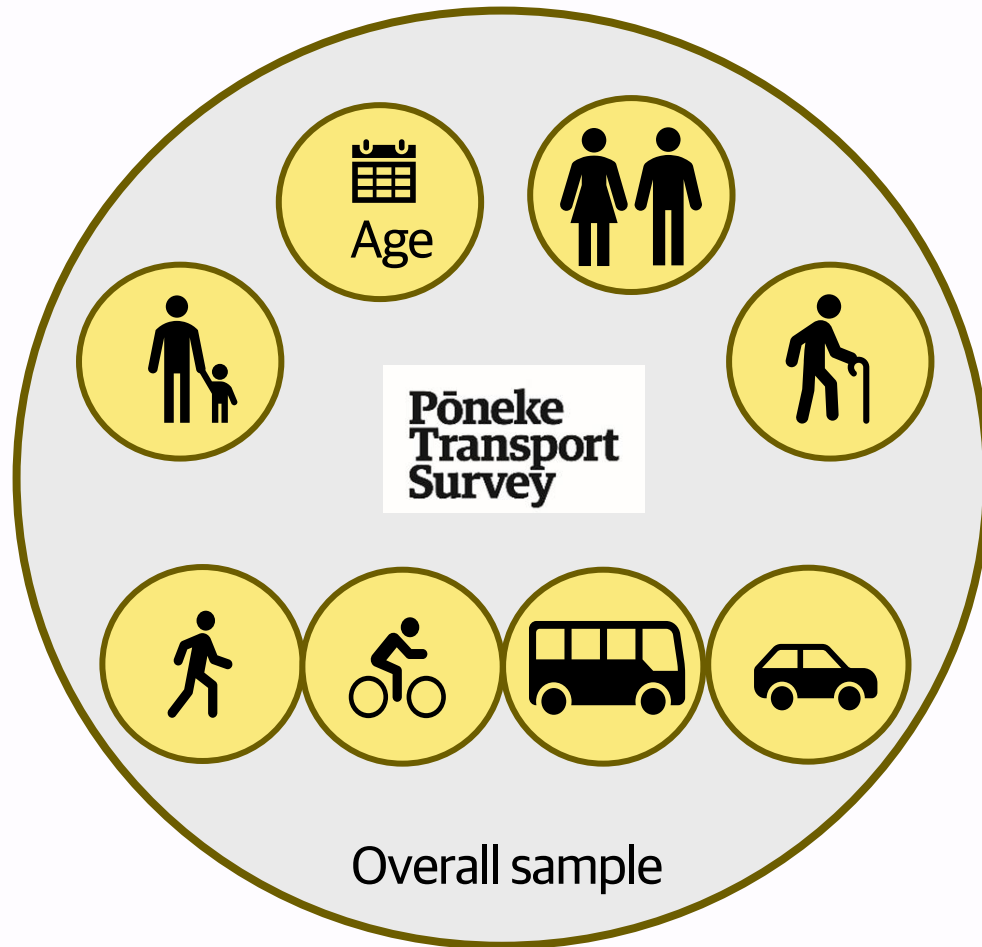
Collaborating
with relevant teams
within the organisation



Creating space
and time for creativity
and collaborative work

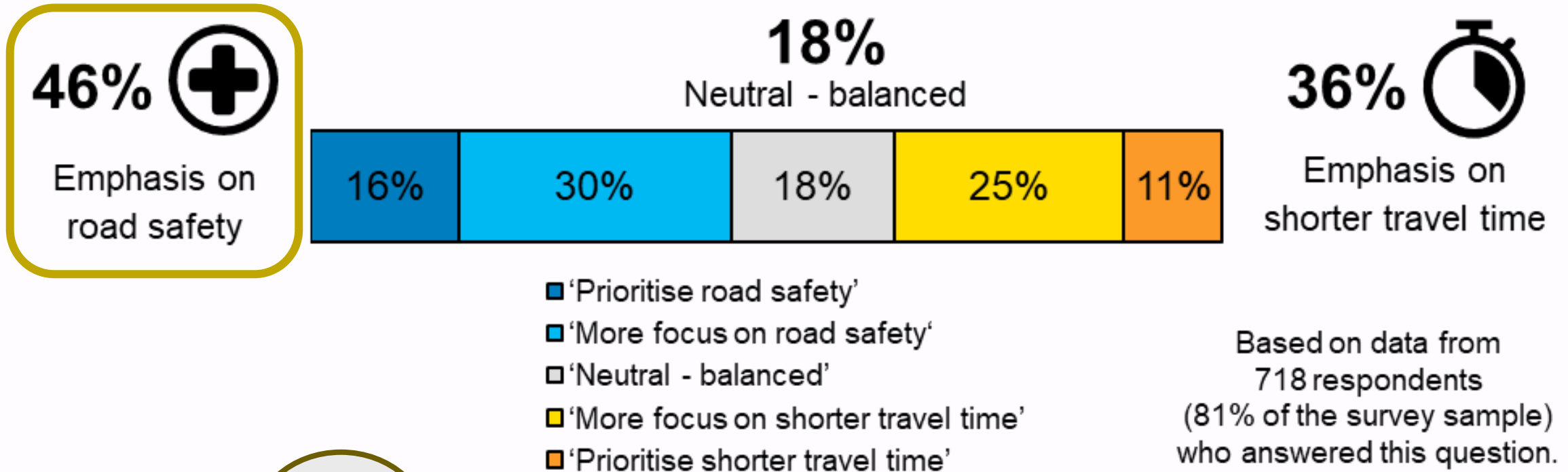


Comprehensive survey data analysis



Prioritising Road Safety versus Shorter Travel time

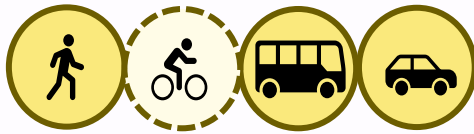
? Thinking about speed limits, should the Wellington city transport system prioritise road safety or shorter travel time?



Based on data from 718 respondents (81% of the survey sample) who answered this question.

Overall sample

Prioritising Road Safety versus Shorter Travel time



Emphasis on
road safety



Neutral - balanced



Emphasis on
shorter travel time



Regular walkers
(n=156)

58%

15%

27%



Regular public
transport users (n=82)

58%

10%

32%



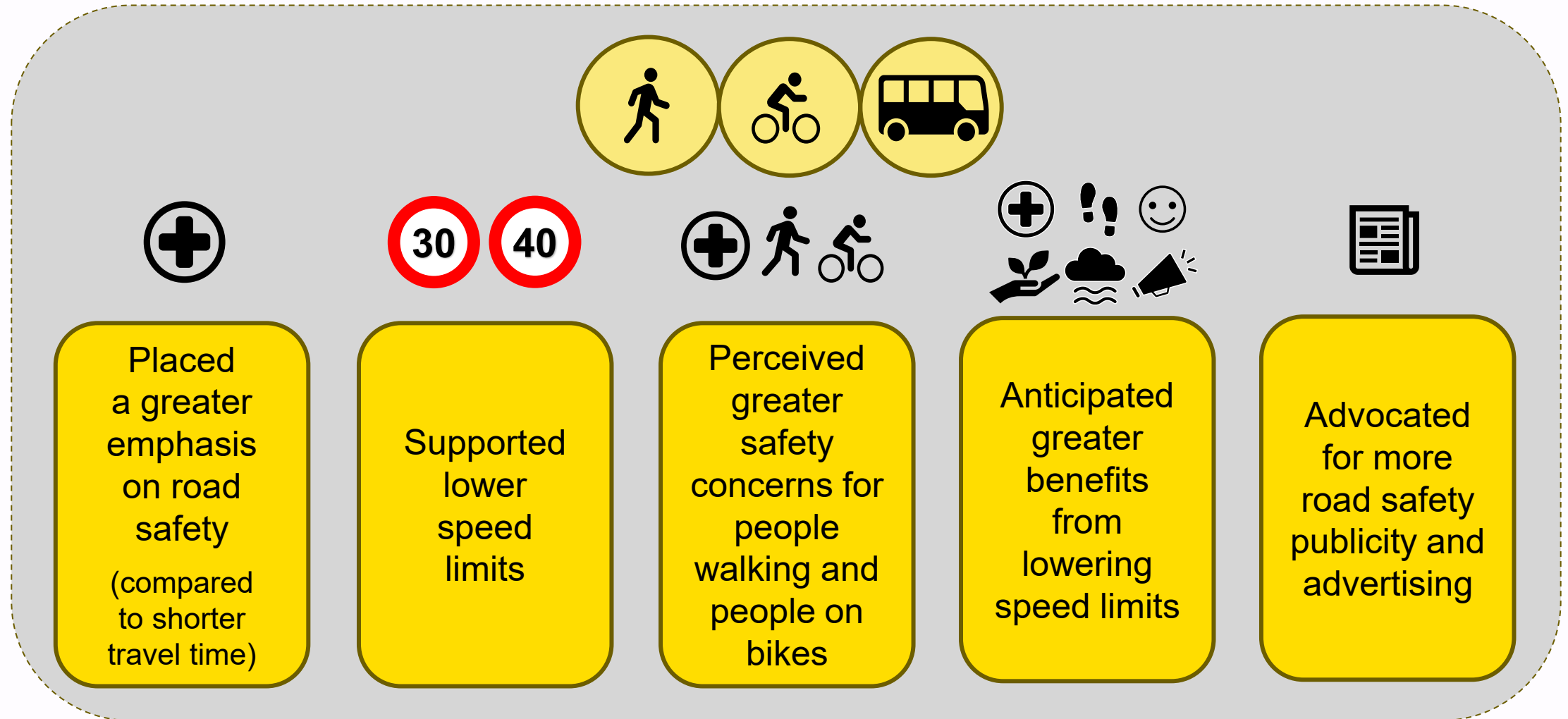
Regular private
vehicle users (n=231)

37%

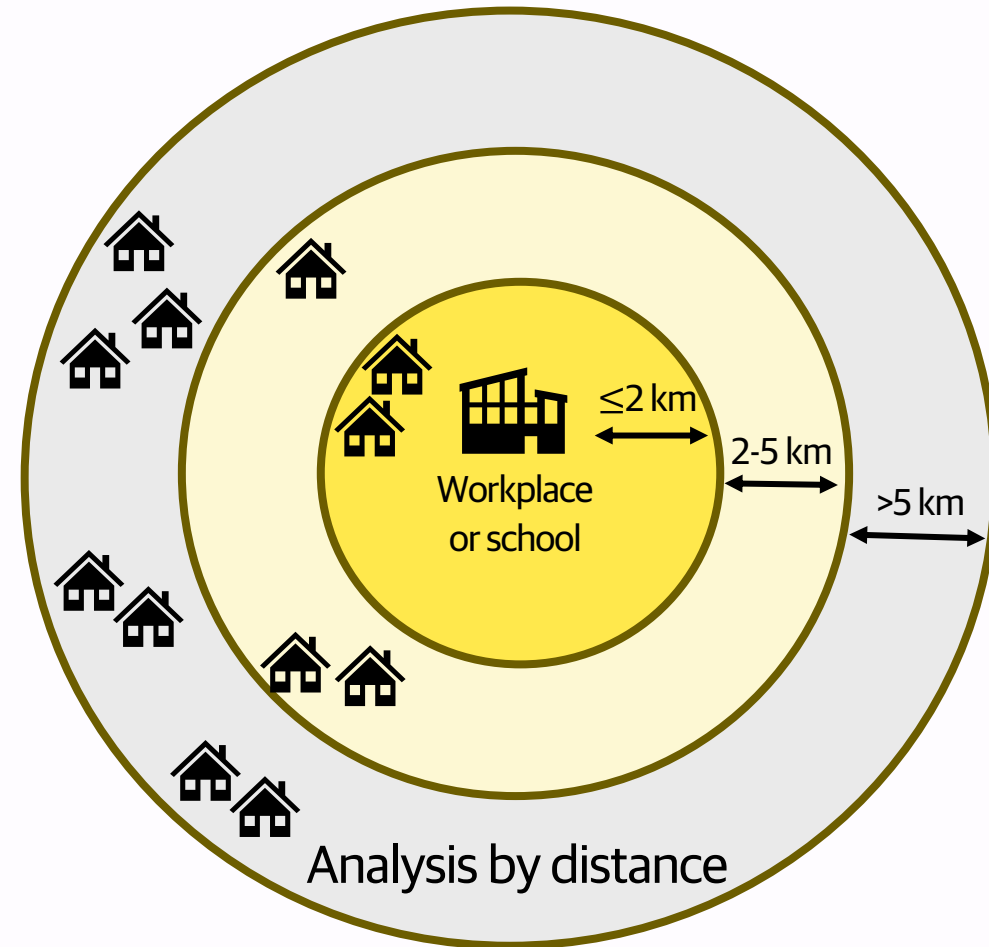
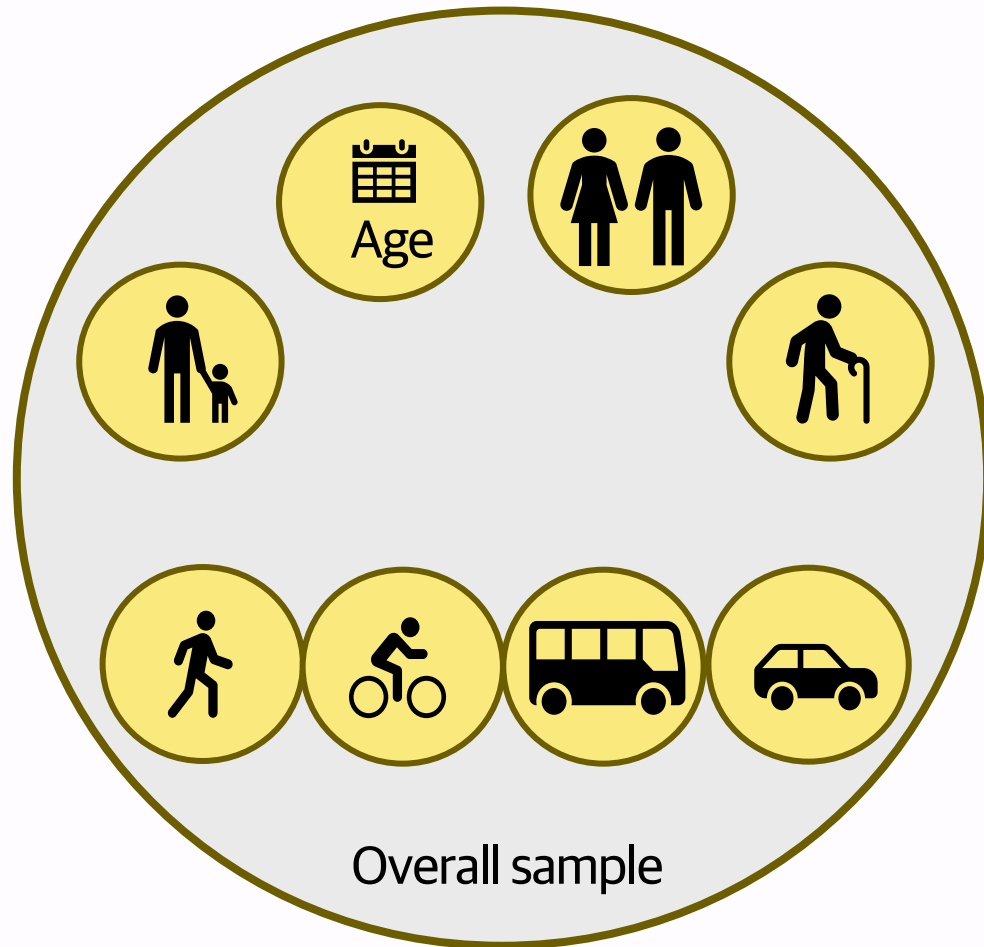
24%

39%

Wellingtonians' Perceptions of Road Safety



Comprehensive survey data analysis



Transport to work in Wellington City



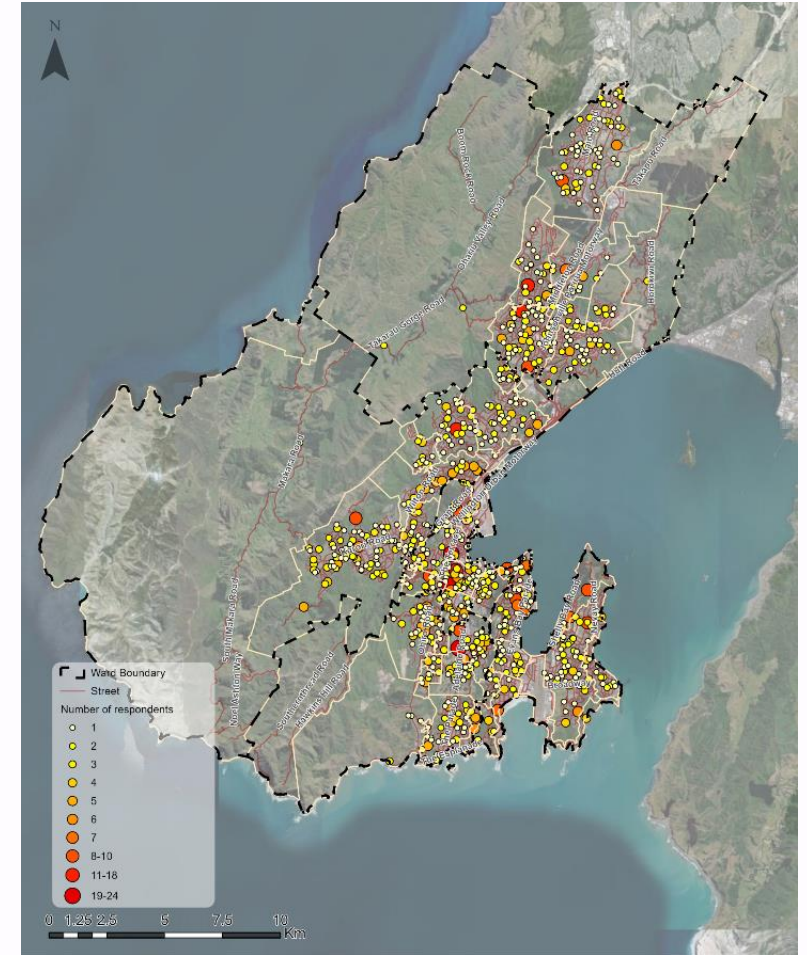
Pōneke / Wellington Transport Survey

1671

Respondents
with home-to-work
distance data



82% full-time job
16% part-time job



Number of respondents by streets

Map shows current street network and number of respondents by streets for the Pōneke Transport Survey 2023

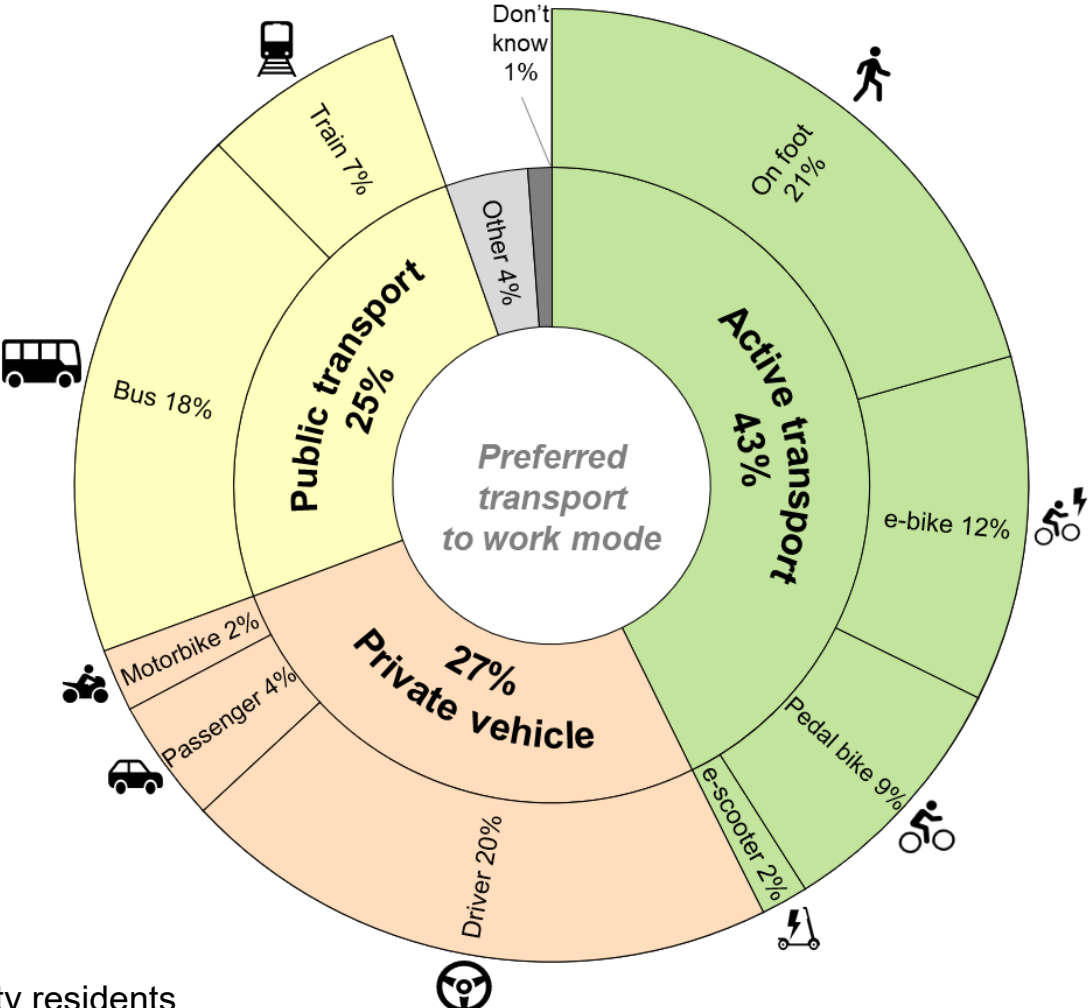
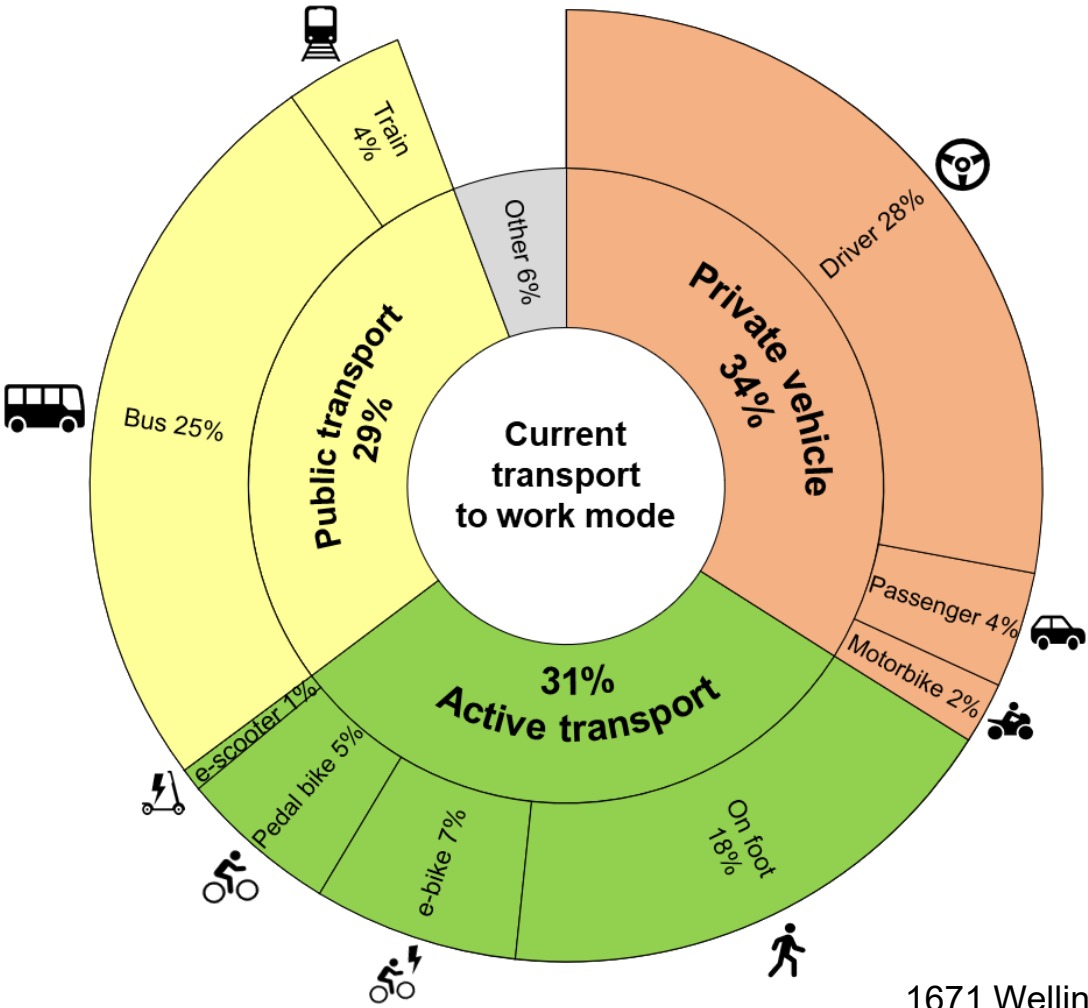
Date: 26/09/2023
Credit: City Insights GIS Team

Basemap credits: Earthstar Geographics, Stats NZ, Esri, HERE, Garmin, Foursquare, METI/NASA, USGS

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Transport to work in Wellington City

Total sample



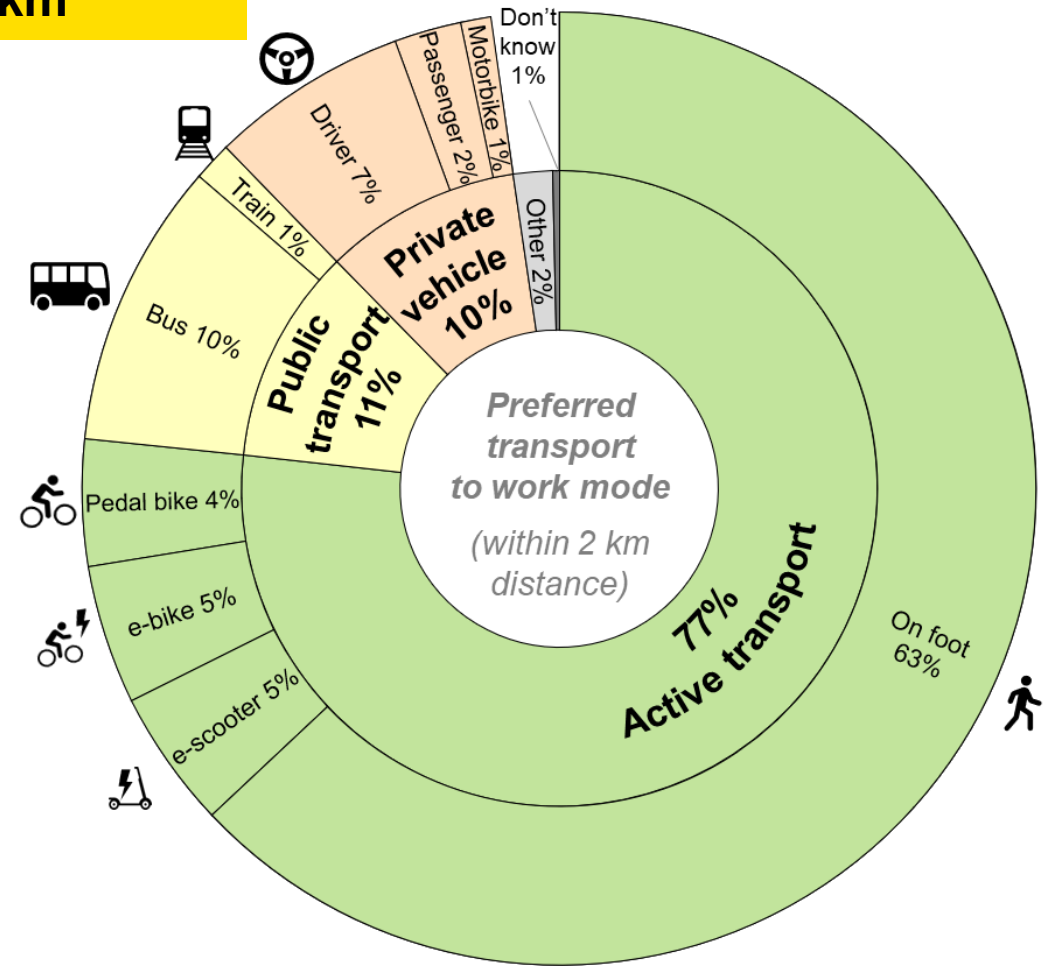
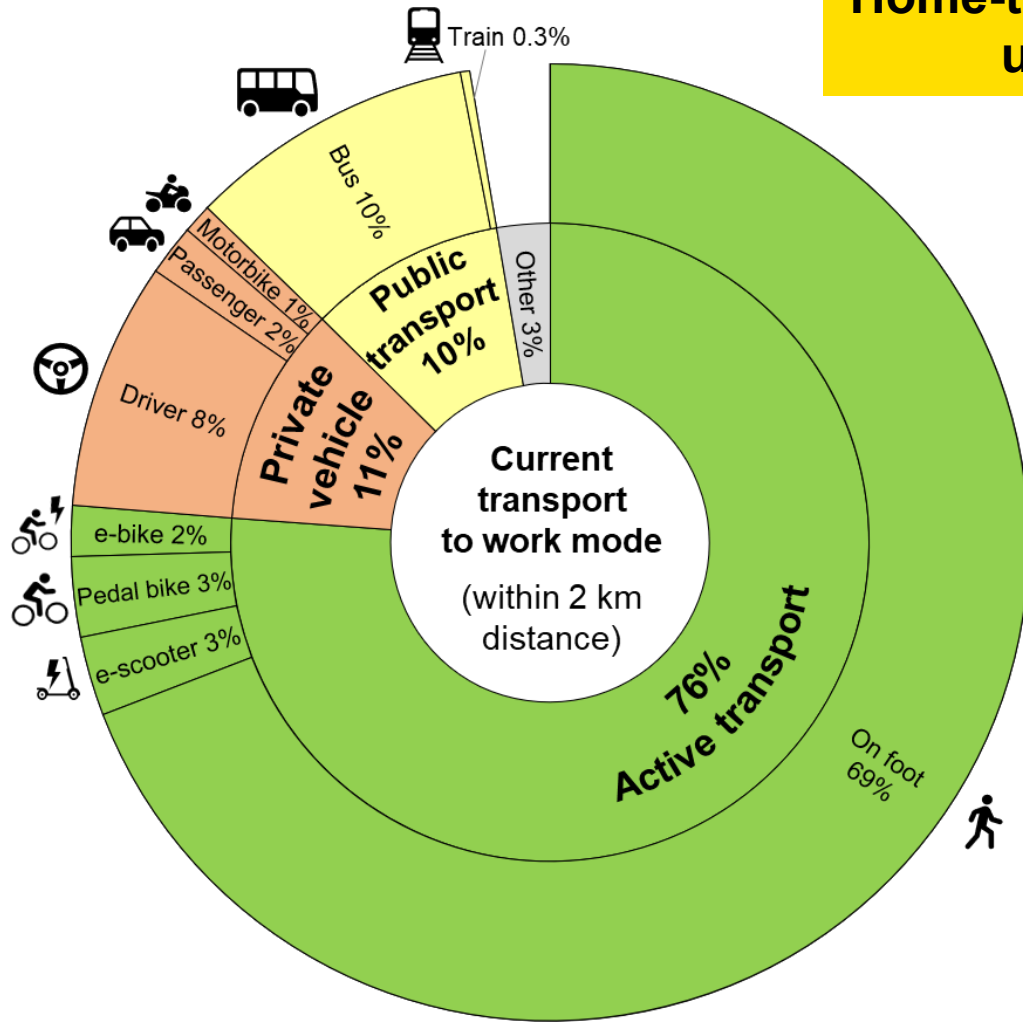
1671 Wellington City residents

Findings from the Pōneke / Wellington Transport Survey 2023



Transport to work in Wellington City

Home-to-work distance up to 2 km

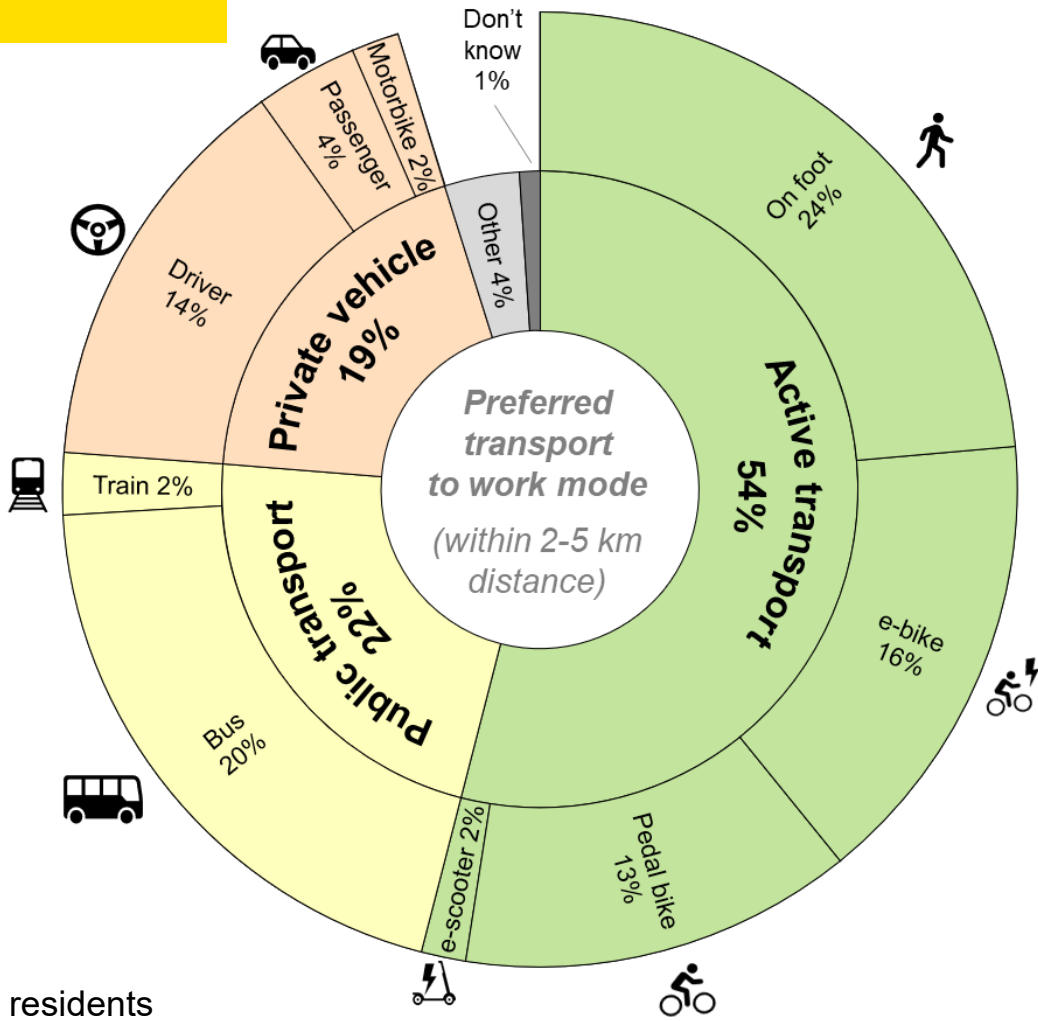
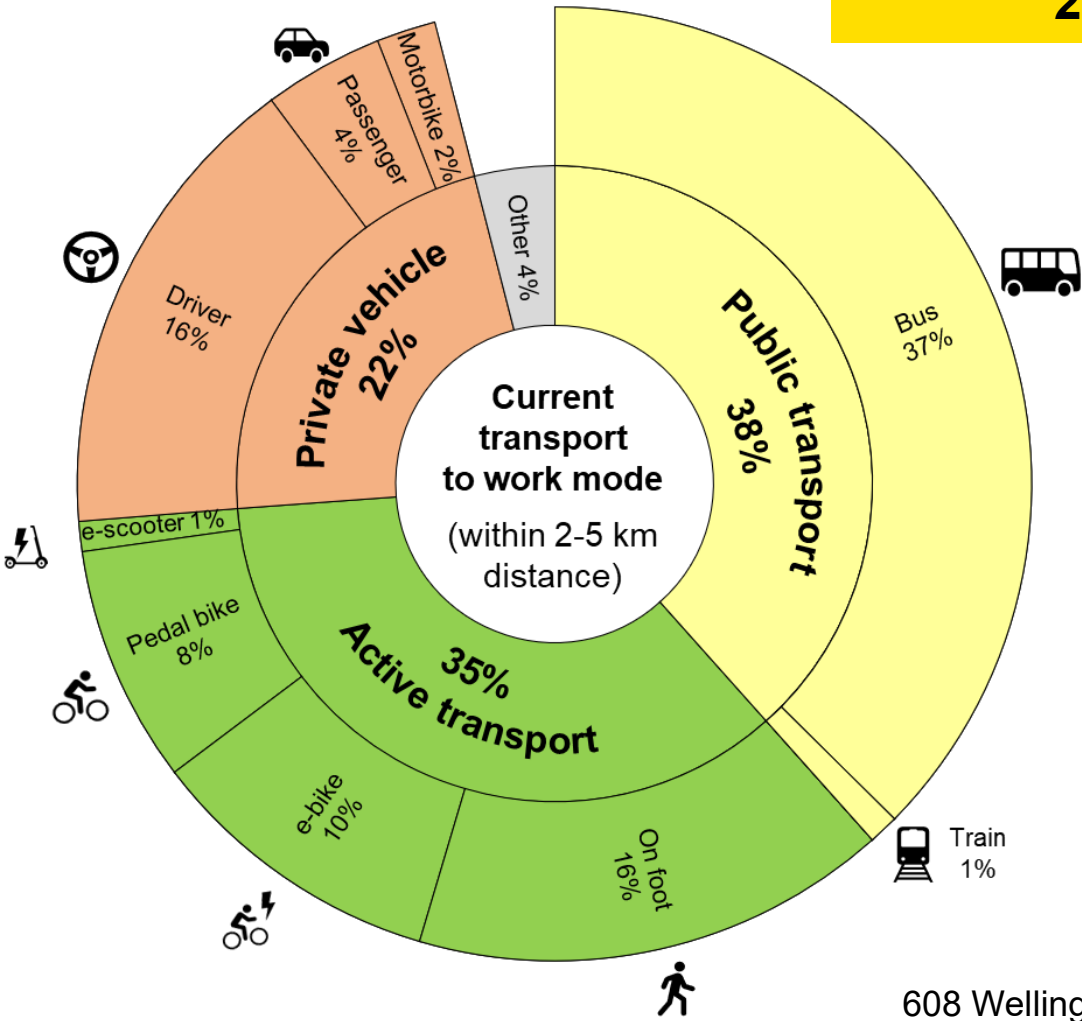


299 Wellington City residents

Findings from the Pōneke / Wellington Transport Survey 2023

Transport to work in Wellington City

Home-to-work distance
2-5 km



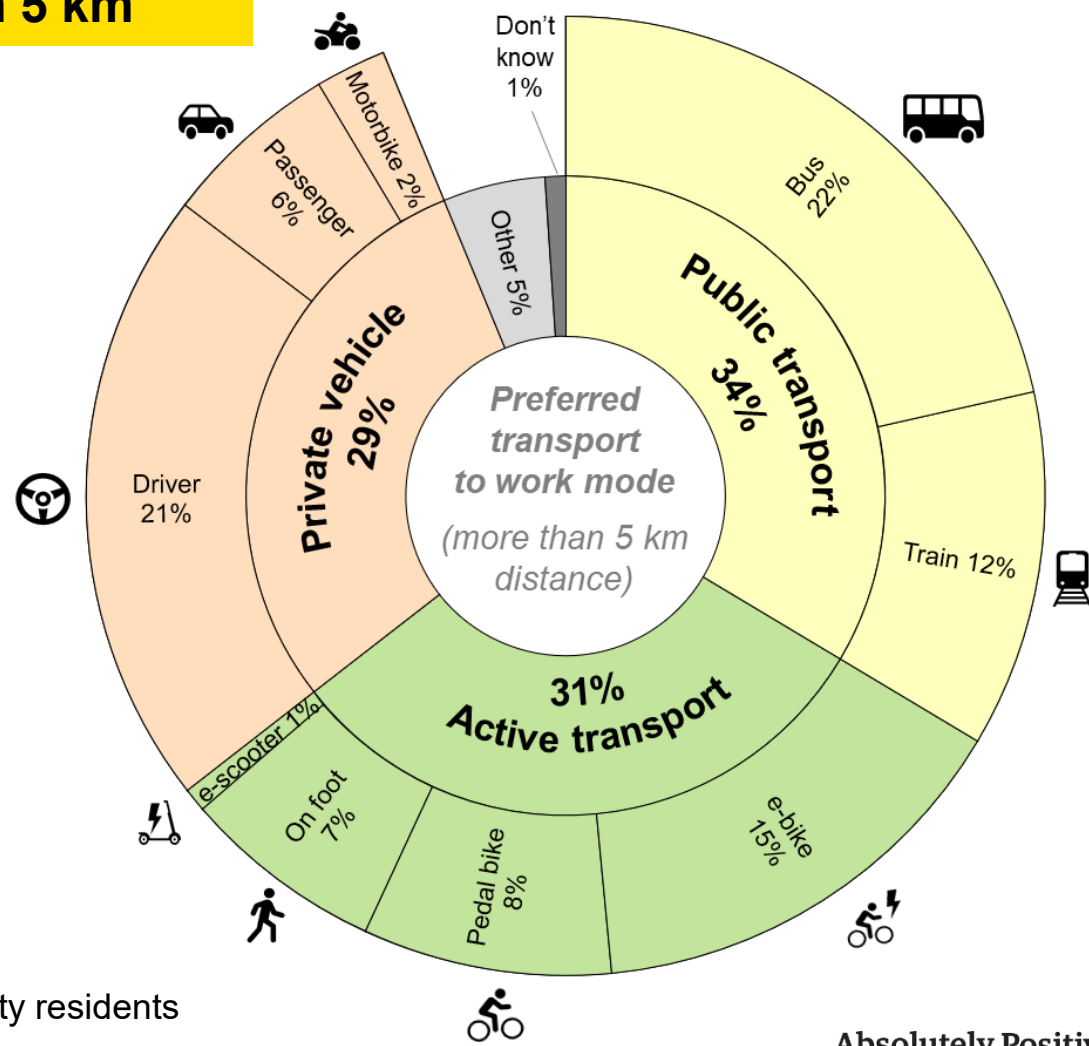
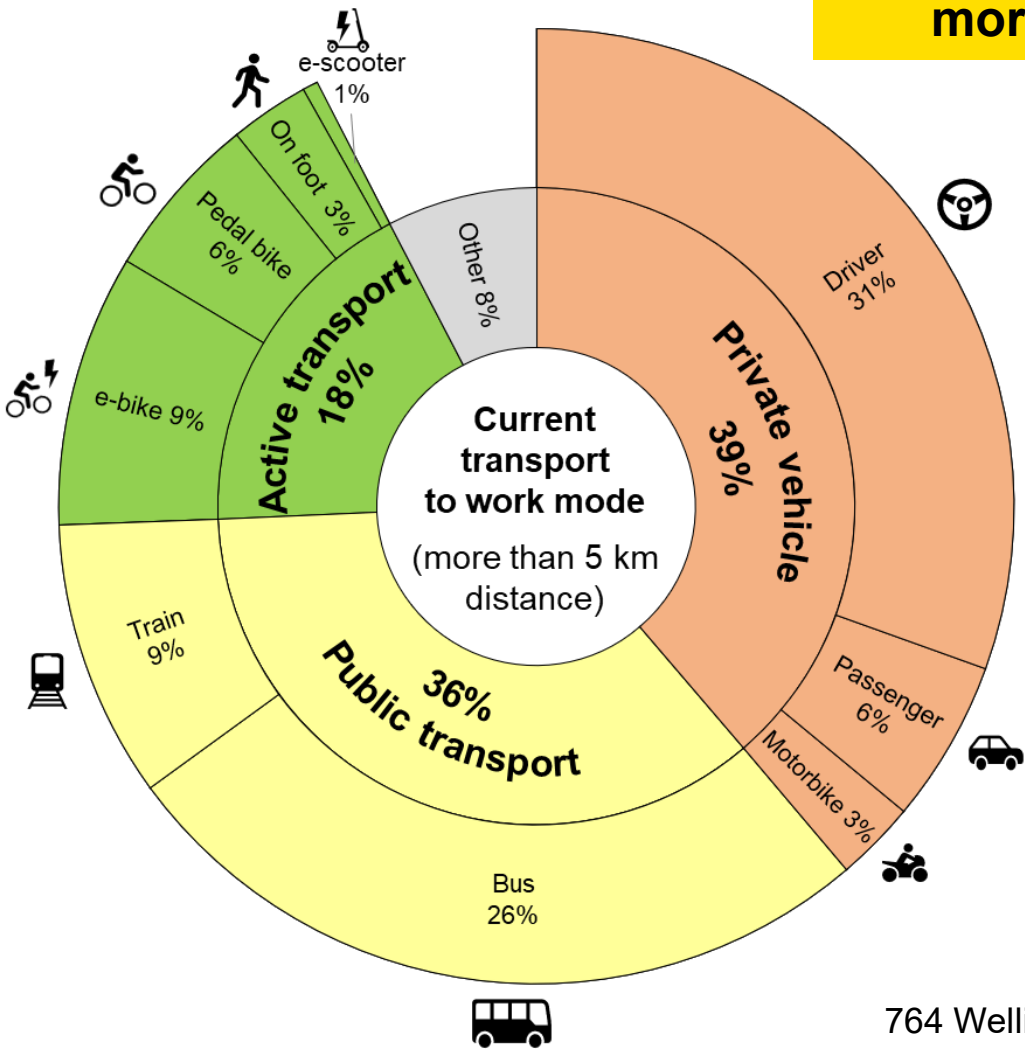
608 Wellington City residents

Findings from the Pōneke / Wellington Transport Survey 2023



Transport to work in Wellington City

Home-to-work distance more than 5 km



764 Wellington City residents

Findings from the Pōneke / Wellington Transport Survey 2023

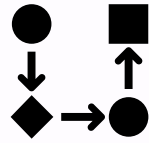


Ongoing Project Management

Pōneke / Wellington
Transport Survey



Project
team



Standard operating
procedures



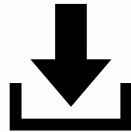
Monitoring
progress



Research
ethics approval



Risk assessment
and management



Data storage and
management

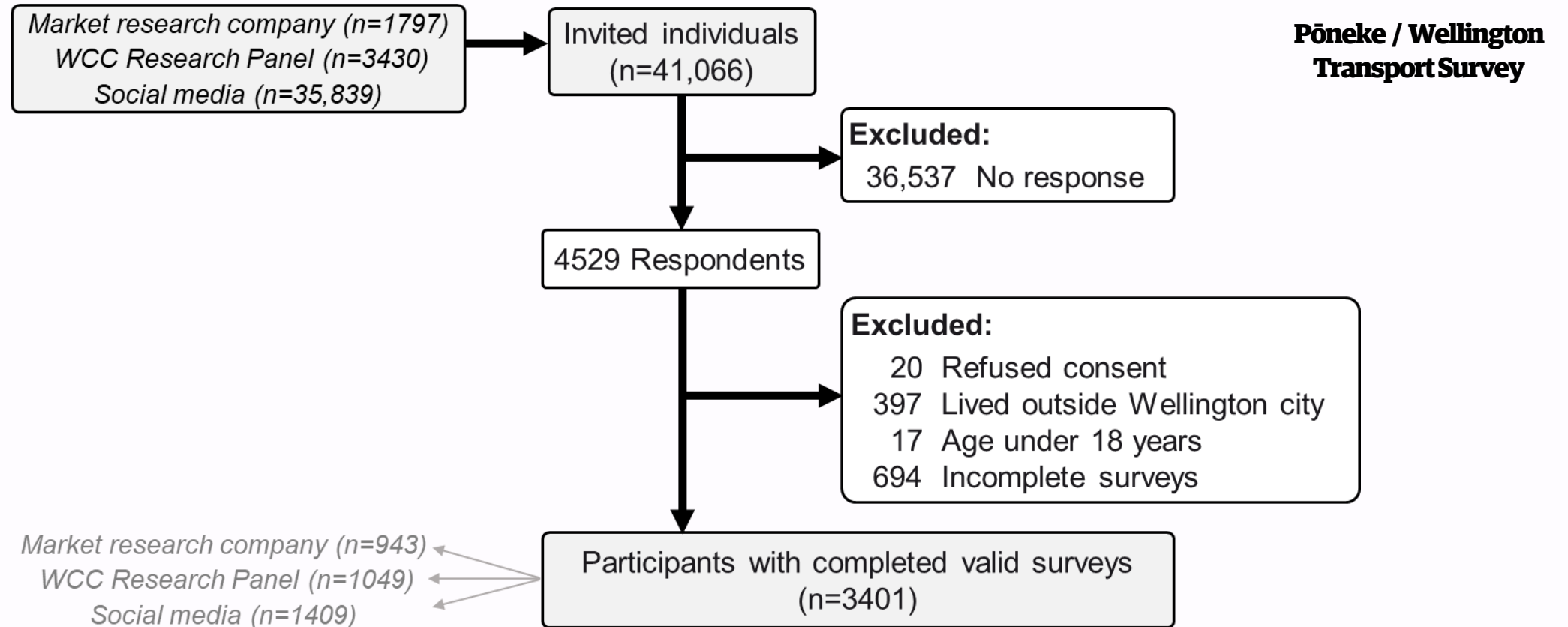


Annual survey
reviews



Māori participation
and partnership

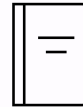
Tracking Participant Recruitment: **Flowchart 2023**



Reporting research results in the local government context



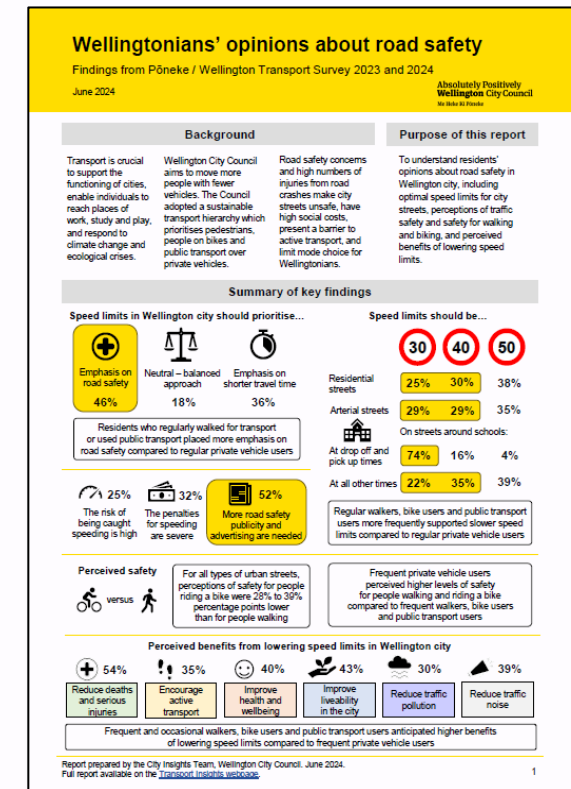
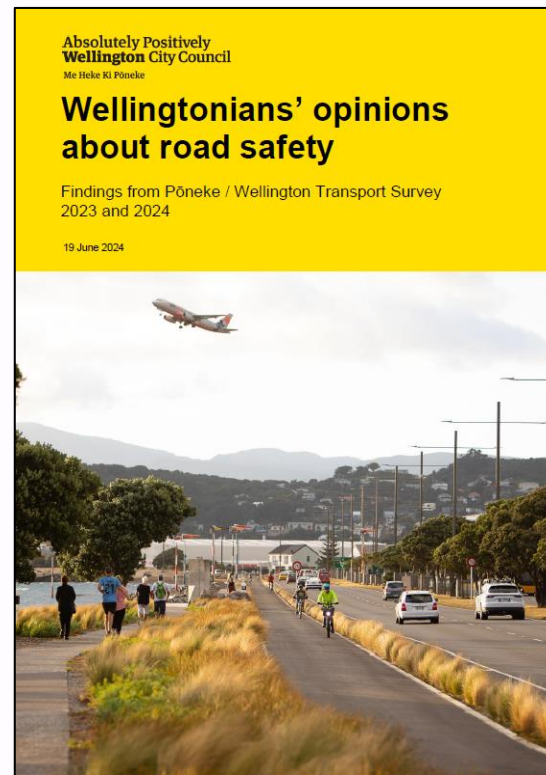
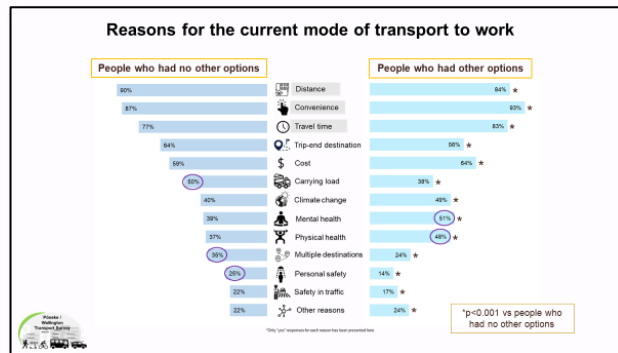
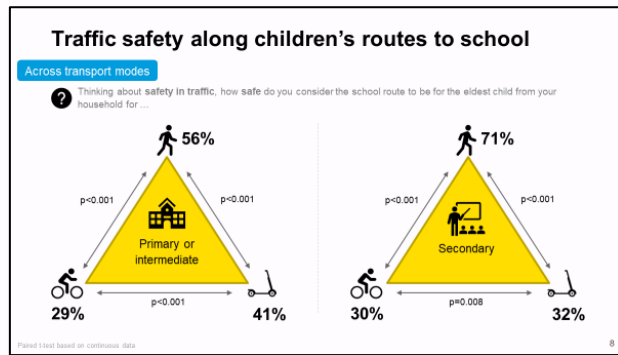
Presentations



Full reports



Brief reports



Pōneke / Wellington Transport Survey: Web page

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Search  Menu 

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Pōneke / Wellington transport survey

A study into Wellingtonians' travel patterns and their perceptions of the city's transport system.



wellington.govt.nz/parking-roads-and-transport/transport/transport-insights/wellington-transport-survey

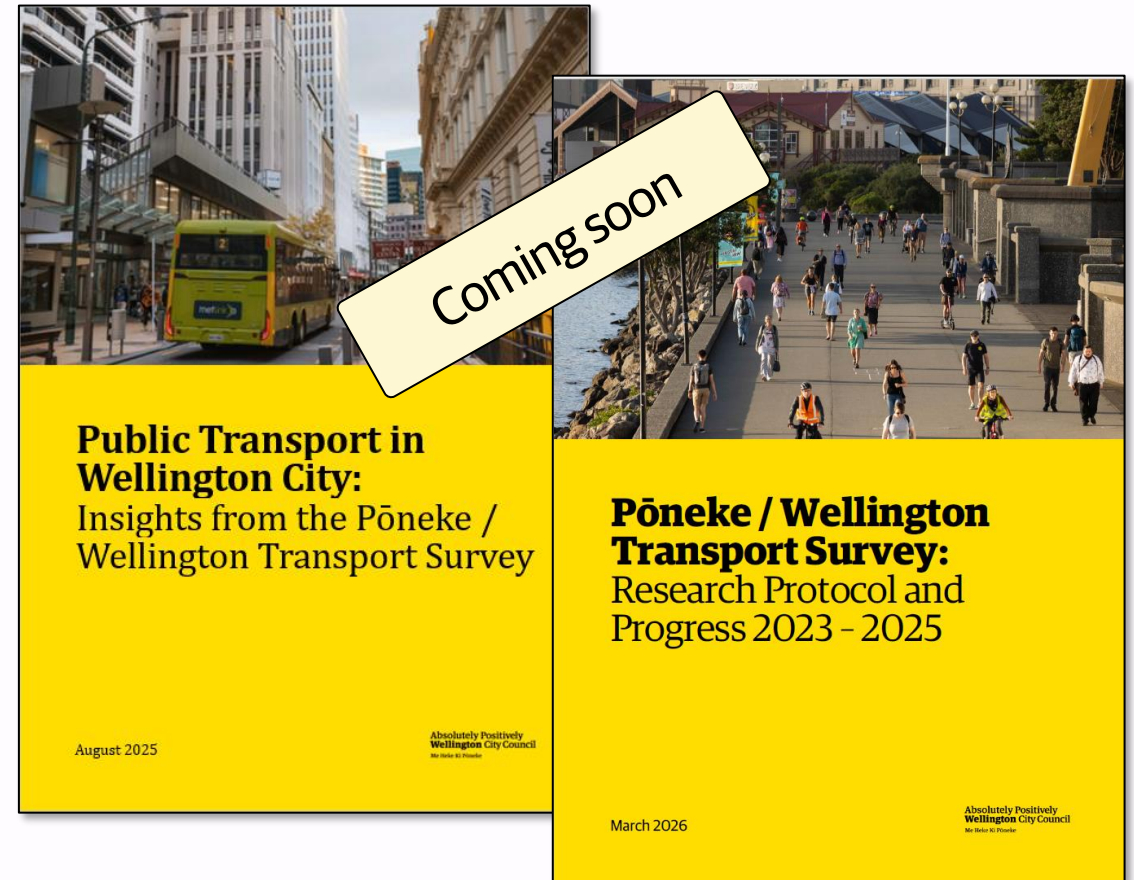
Sharing findings: Reports

Pōneke / Wellington
Transport Survey

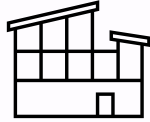
2024



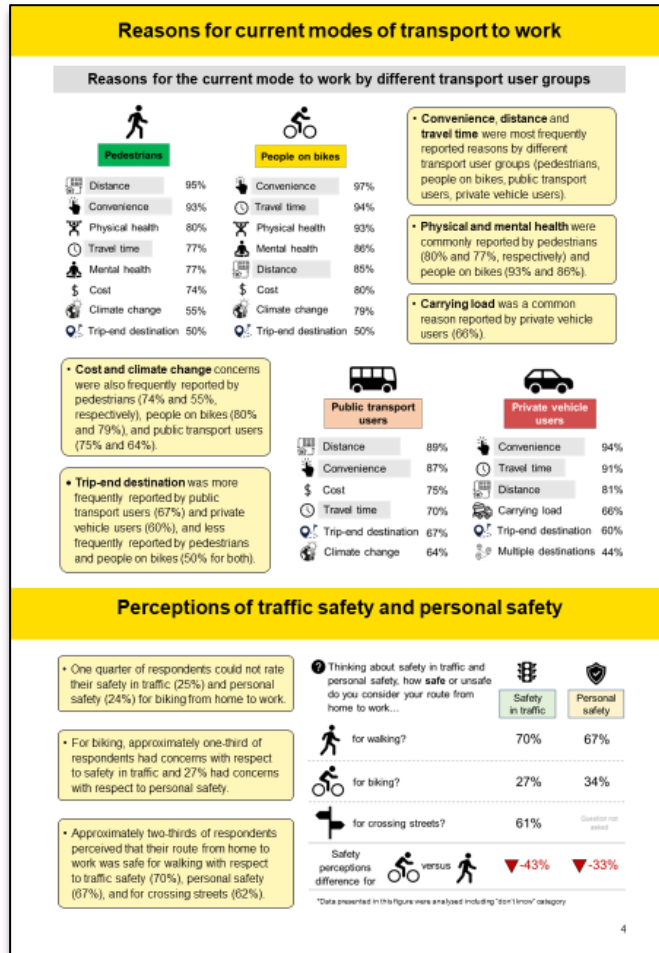
2024



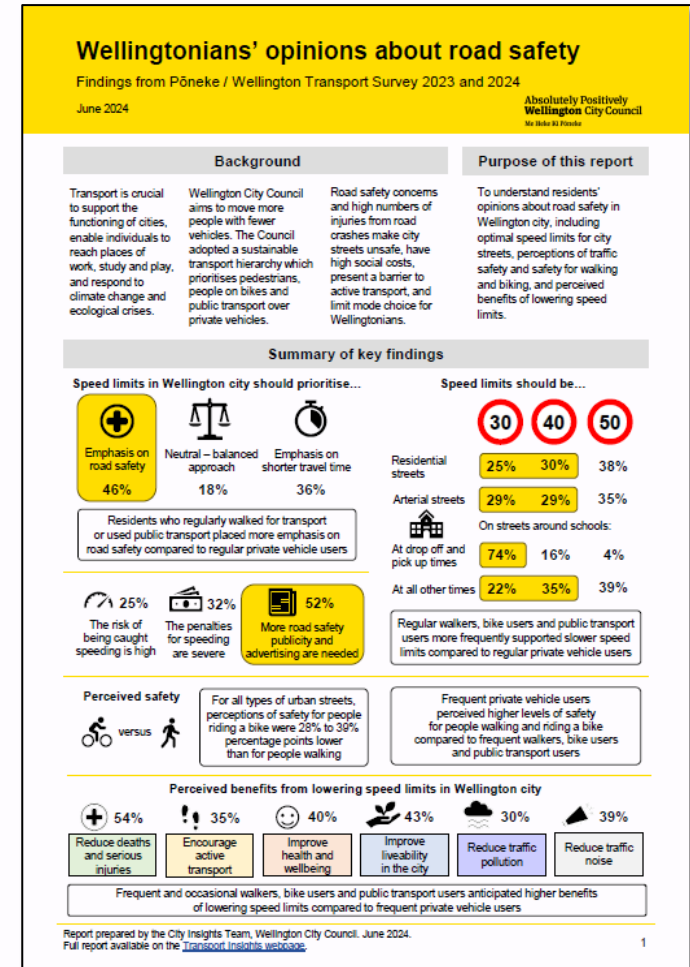
Sharing findings: Brief reports



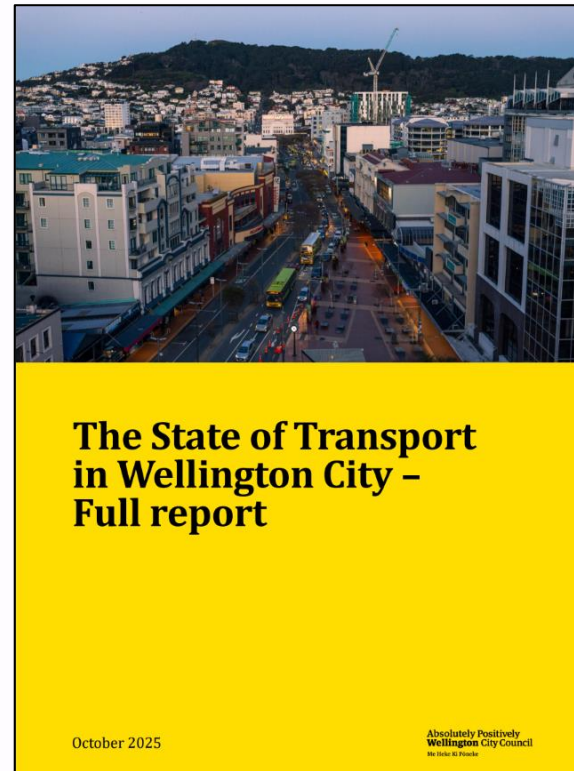
Transport to work



Residents' opinions about road safety



Use of survey findings as supporting evidence in the relevant Council's papers and reports



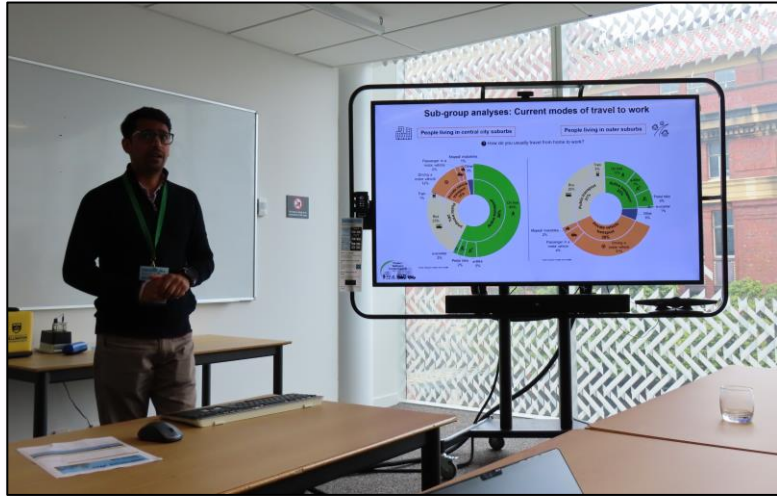
Te Pūrongo ā-Tau

Annual Report

2024/25

SUBMISSION ON DRAFT WELLINGTON REGIONAL PUBLIC TRANSPORT PLAN 2025-2035

Sharing findings: Presentations



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TRANSPORT KNOWLEDGE
CONFERENCE 2023

TRANSPORT KNOWLEDGE
CONFERENCE 2024



5th Transport Research
Network Symposium



6th Transport Research Network Symposium
Transport Research for People and Planet



Expanding the survey to the Wellington Region

Pōneke Transport Survey

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2023 - present



Greater Wellington Regional Transport Survey (2025)

1226
valid completed
surveys



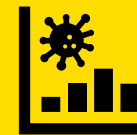
Pōneke / Wellington Transport Survey: What's Next?



Further data analysis
of collected data



Continuation
of data collection
in 2026 and beyond



Turning data into
insights and
telling the story

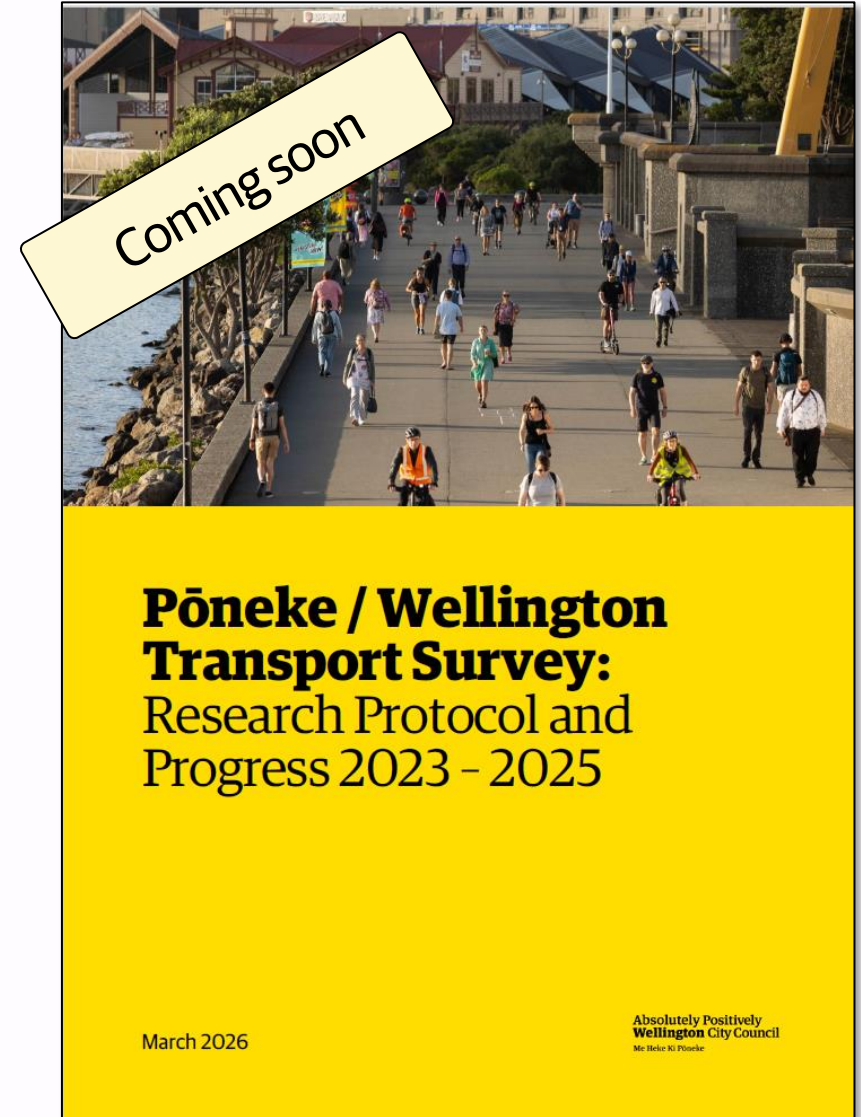


9,084

Valid completed surveys
as of December 2025

Pōneke / Wellington Transport Survey: Research Protocol

**Pōneke / Wellington
Transport Survey**



Ngā mihi Thank you

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Strategic Planning Business Unit

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City Insights Team (2023)

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