

KANTAR PUBLIC

# Greater Wellington Community Research

2023



# Executive summary

# Methodology



## ONLINE SURVEY

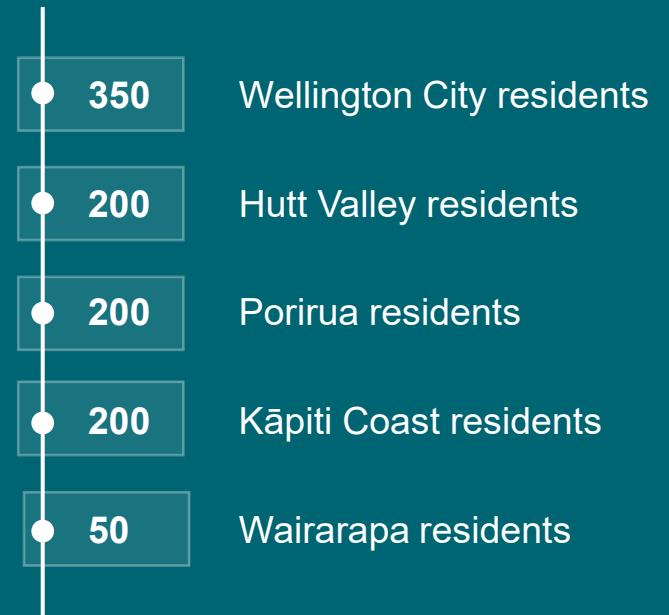


*Results are post-weighted to be representative of the regional population by age, gender, and location.*

## FIELD- WORK

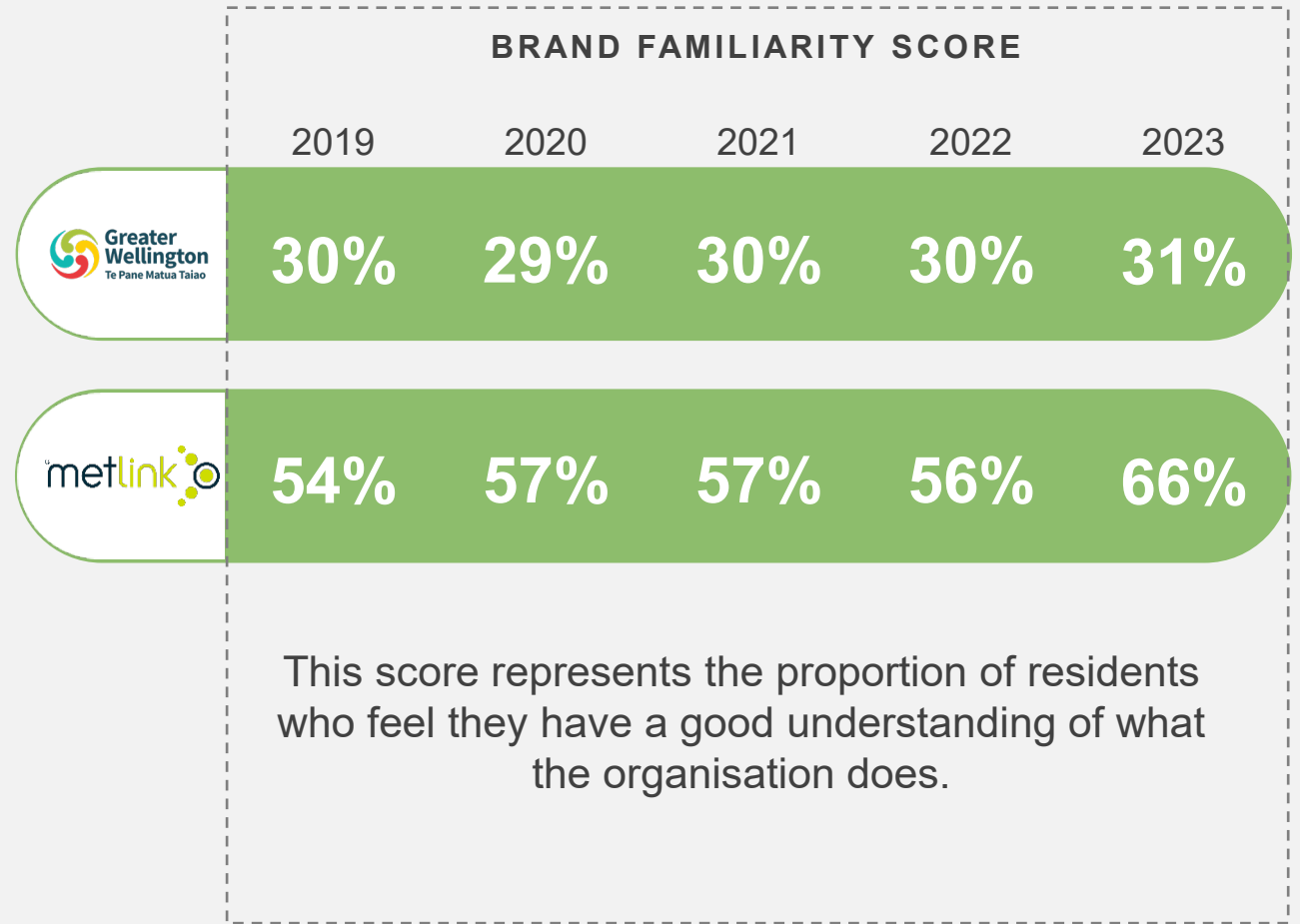
1-20  
MARCH 2023

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



# Familiarity

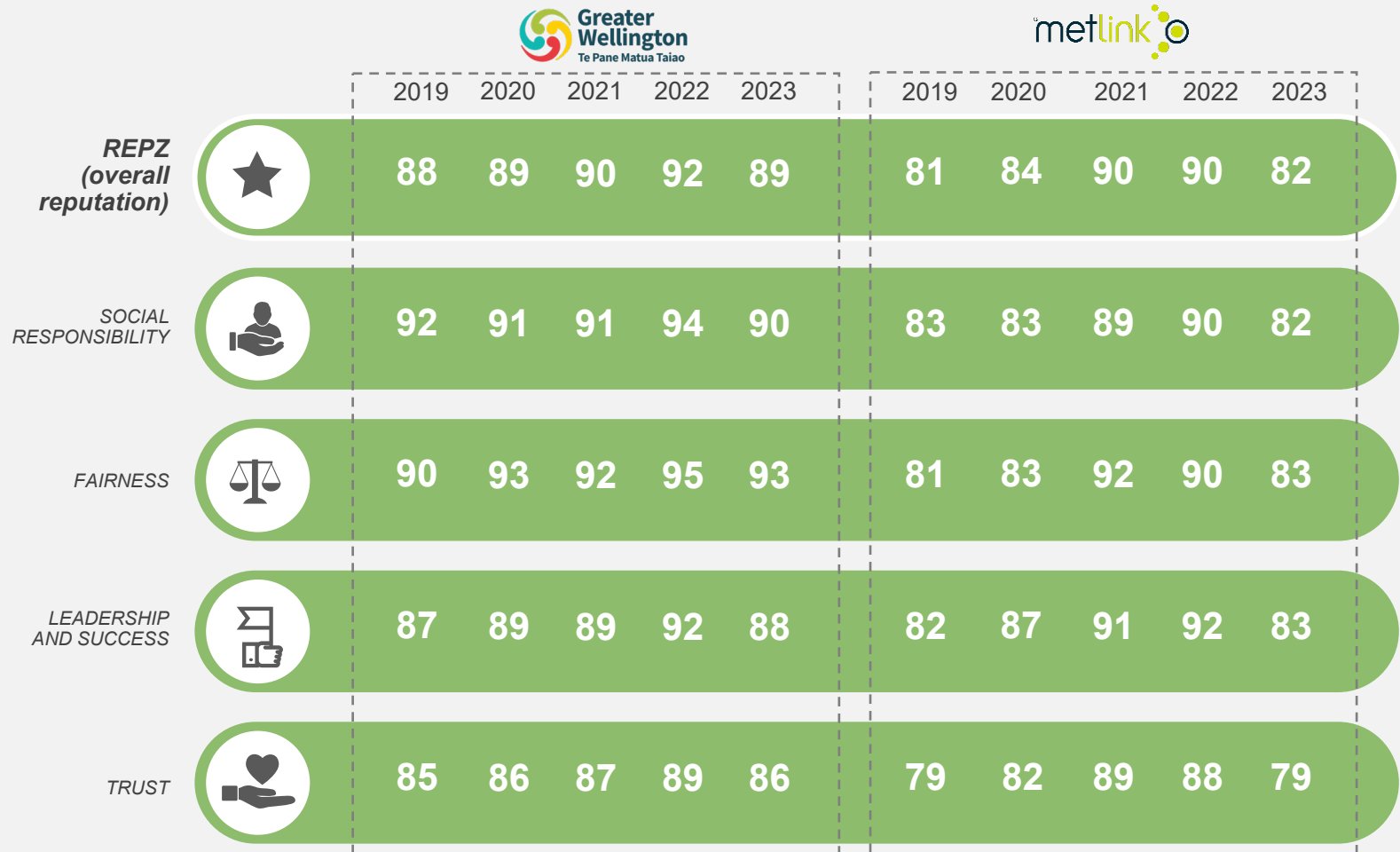
A third of those living in the Wellington Region say they have a good understanding of what Greater Wellington does (brand familiarity). This has been broadly steady since the research began in 2019. Brand familiarity of Metlink, however, has increased significantly between 2022 and 2023.



# 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?"*

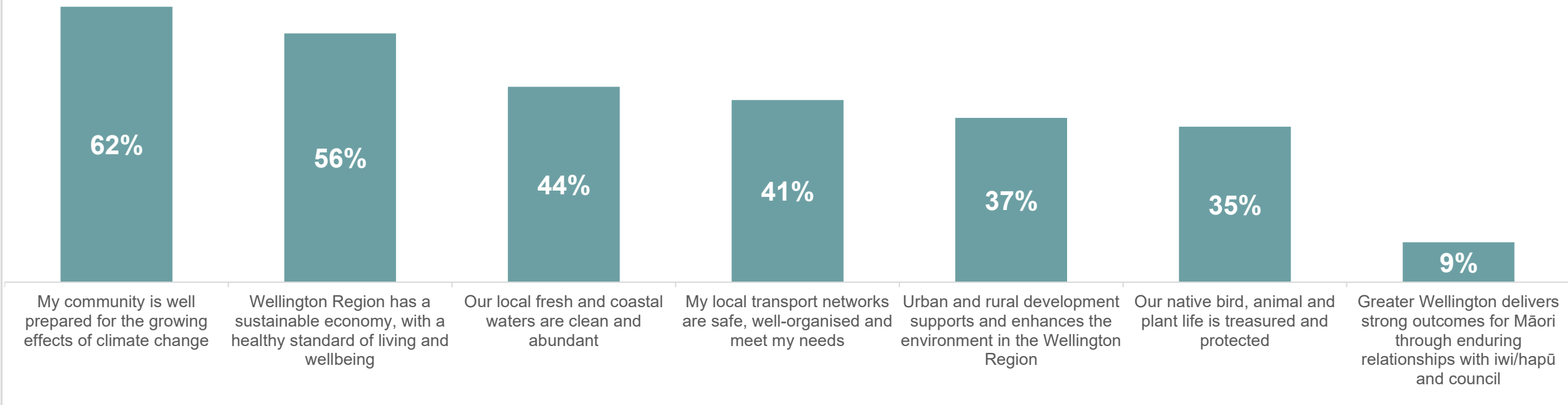
*"LGWM is a shambles. Getting rid of car parks and encouraging people to use public transport... except that the public transport (especially buses) is completely unreliable. I've found myself using my car to travel into work MUCH more frequently, as buses and even trains are often cancelled with short 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.



# 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.



**TRUST**

- Listens to the public's point of view
- Uses taxpayer money responsibly
- Is trustworthy
- Can be relied upon to protect individuals' personal information



**LEADERSHIP**

- Is a forward looking organisation
- Contributes to economic growth
- Is easy to deal with in a digital environment



**FAIRNESS**

- Treats their employees well
- Deals fairly with people regardless of their background or role



**SOCIAL RESPONSIBILITY**

- 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

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# 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

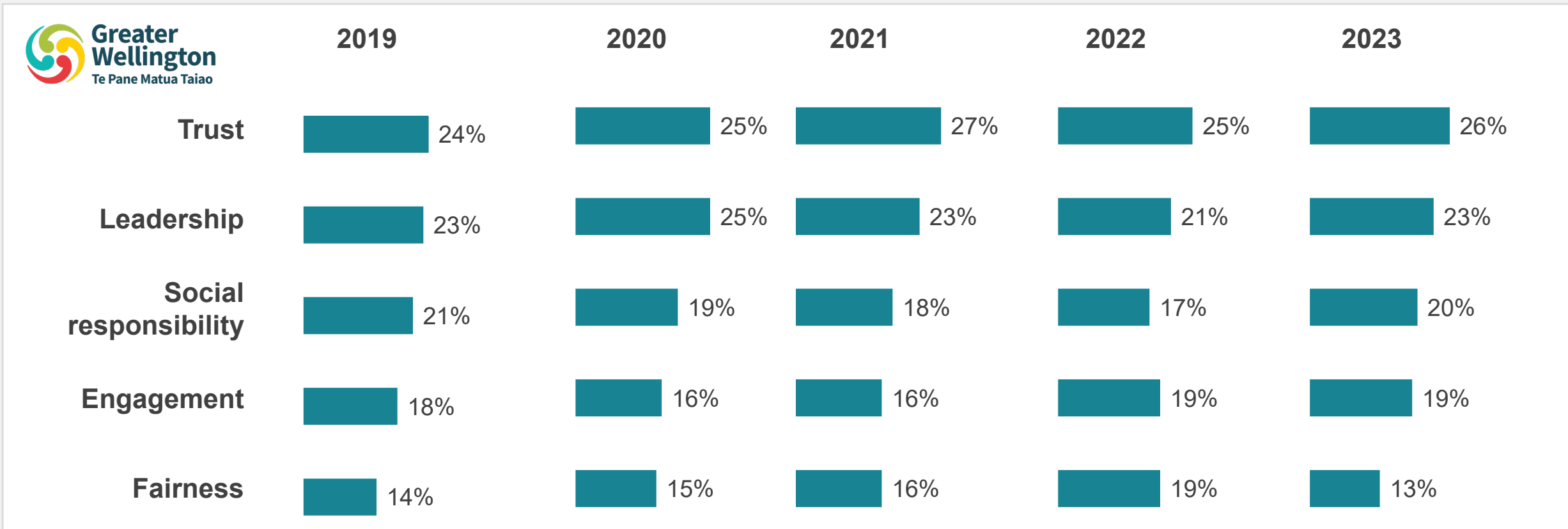
**SCALE**

- 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).

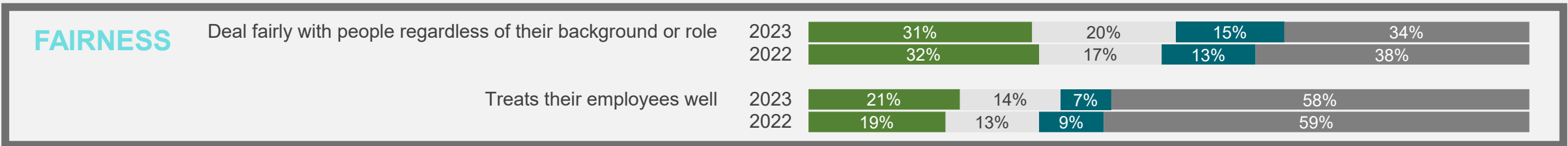
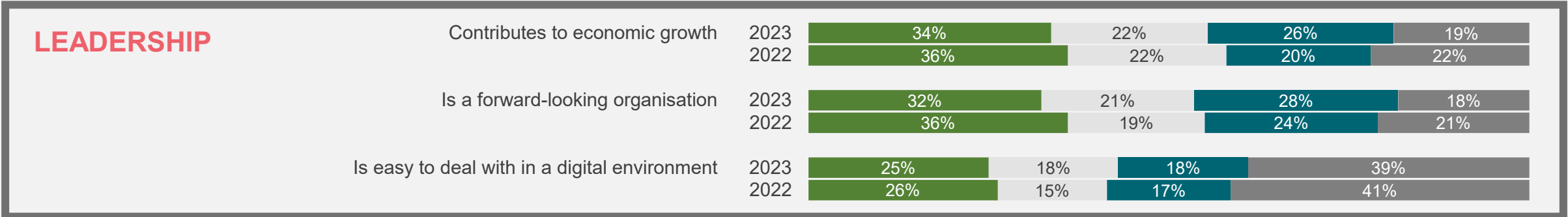
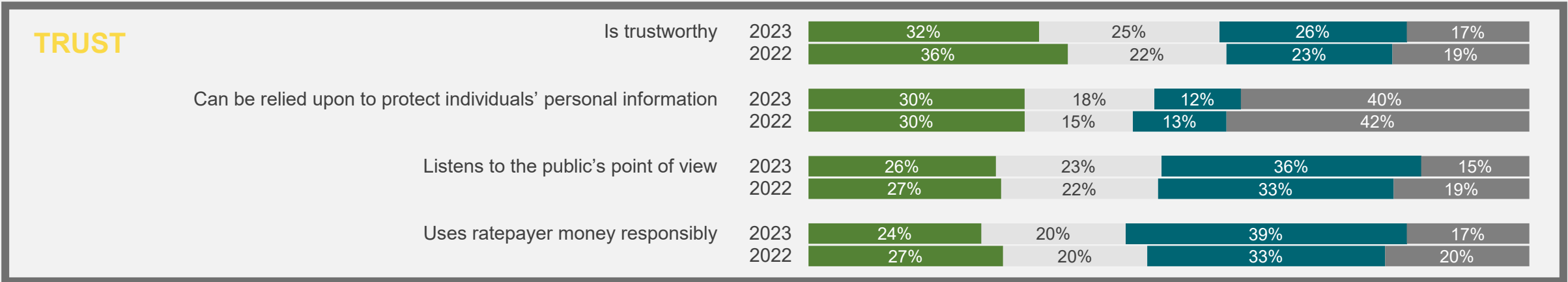
In 2023 the drivers of Greater Wellington's reputation remain relatively consistent. Trust is the primary driver, followed by leadership, and social responsibility.

## 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.

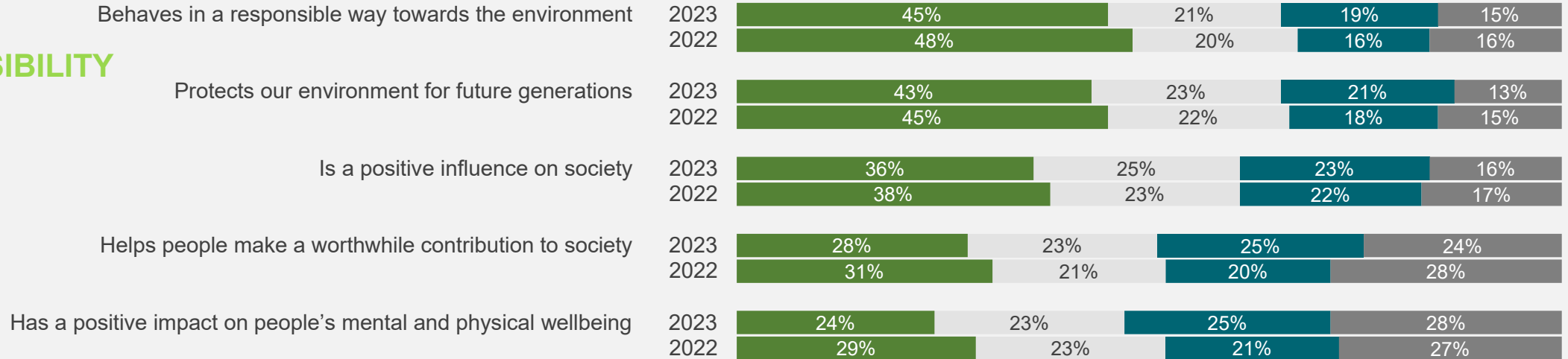
Between 2022 and 2023 there has been a decline across all attributes that make up the pillars of reputation. There is one exception, perceptions around how Greater Wellington treats its employees have improved slightly.



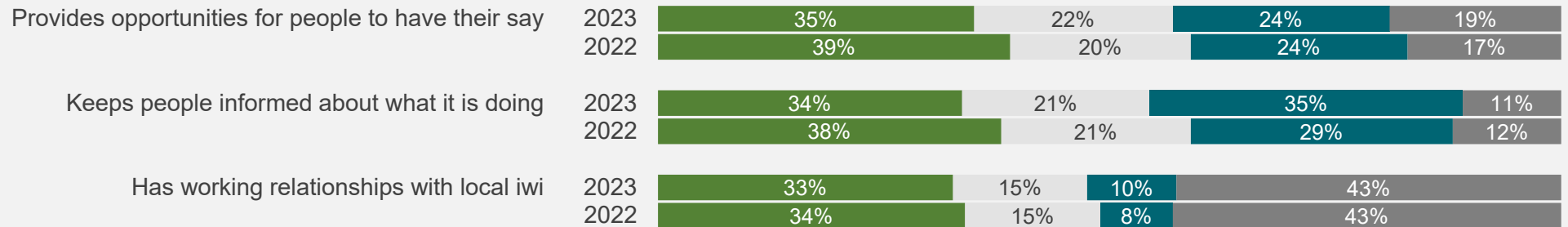
■ Agree    ■ Neutral    ■ Disagree    ■ Don't know

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

## SOCIAL RESPONSIBILITY



## ENGAGEMENT



■ Agree    ■ Neutral    ■ Disagree    ■ Don't know





# 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.

		metlink		2019	2020	2021	2022	2023	Av. across all public sector agencies*
OVERALL REPUTATION	REPZ 	81	84	90	90	82	100		
	SOCIAL RESPONSIBILITY 	83	83	89	90	82	100		
	FAIRNESS 	81	83	92	90	83	100		
	LEADERSHIP 	82	87	91	92	83	100		
	TRUST 	79	82	89	88	79	100		

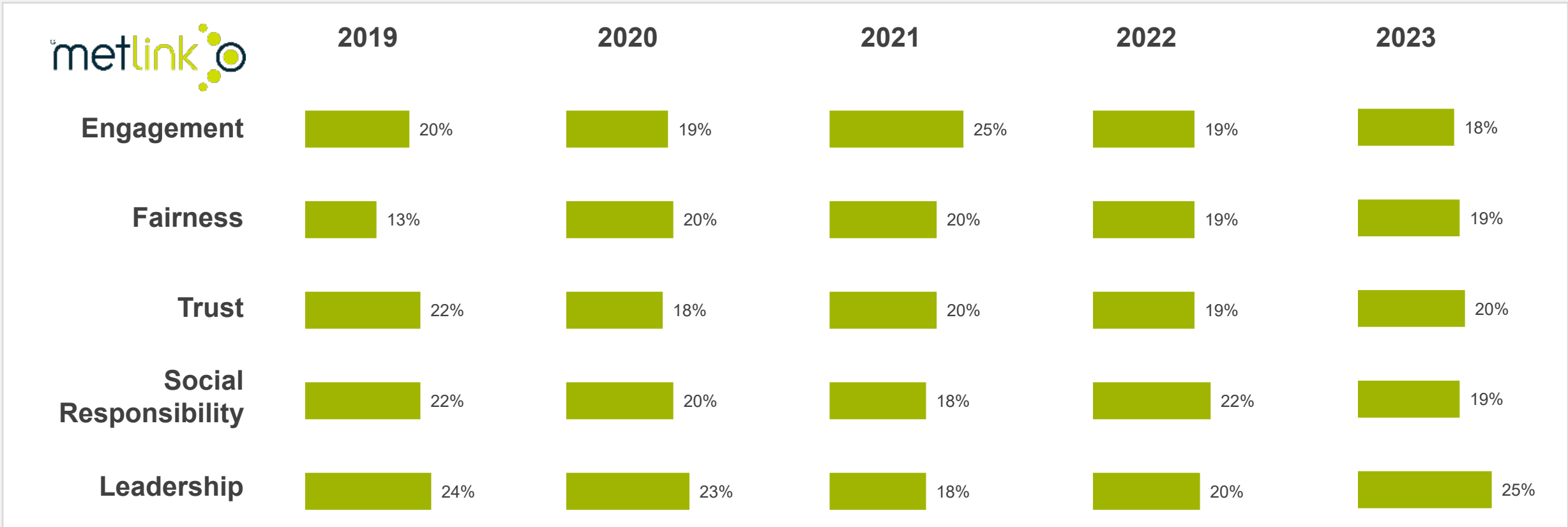
**SCALE**

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101-104	STRONG
100	AVERAGE
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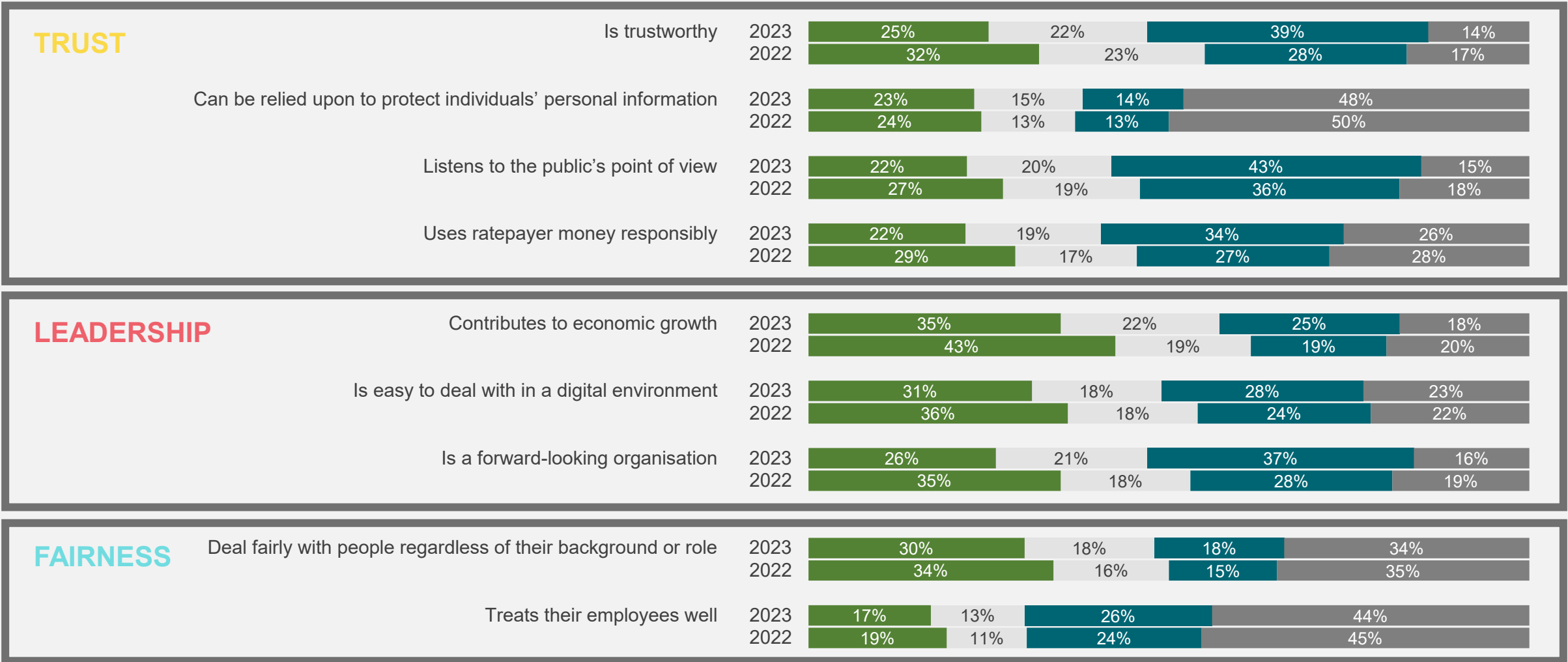
In contrast to Greater Wellington's consistent drivers, Metlink's drivers are a little more fluid. In 2023 leadership is the primary driver, followed by trust.

## Impact of pillars on reputation



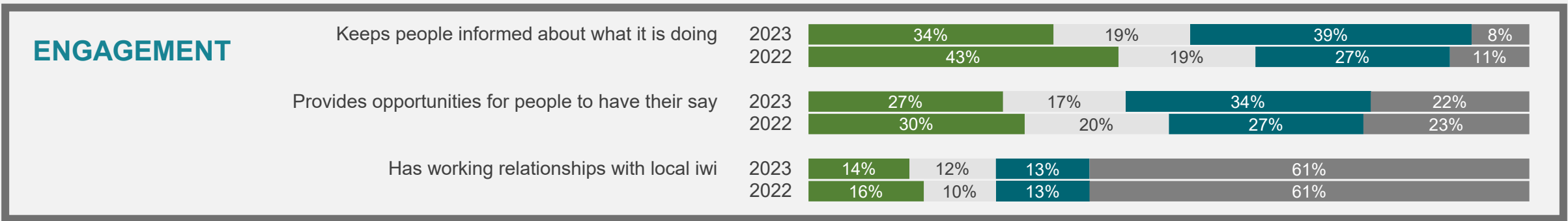
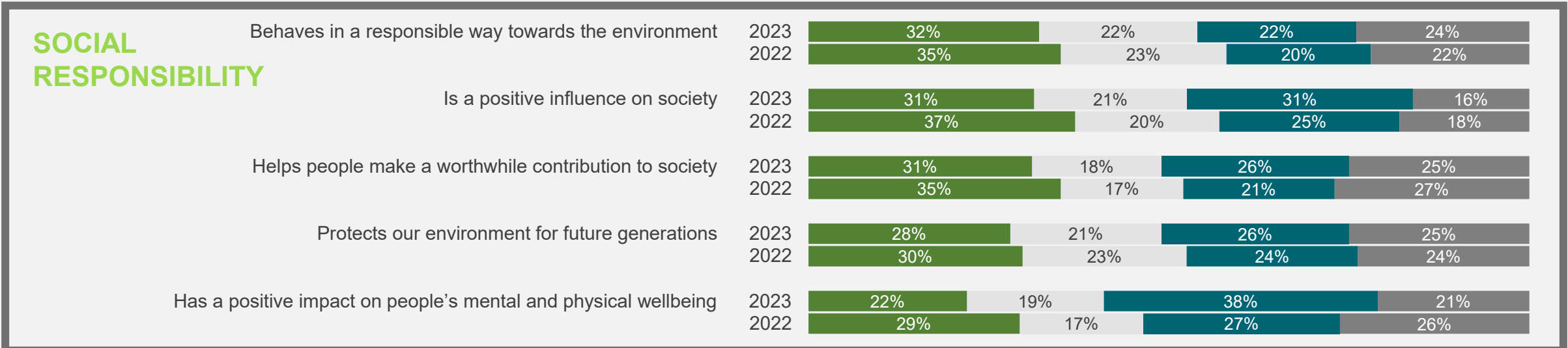
The **Engagement** pillar is not part of the core RepZ model but is included here to illustrate how important it is relative to the core pillars. It includes: provides opportunities for people to have their say, keeps people informed about what it is doing, has working relationships with local iwi.

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.



■ Agree    ■ Neutral    ■ Disagree    ■ Don't know

# 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.



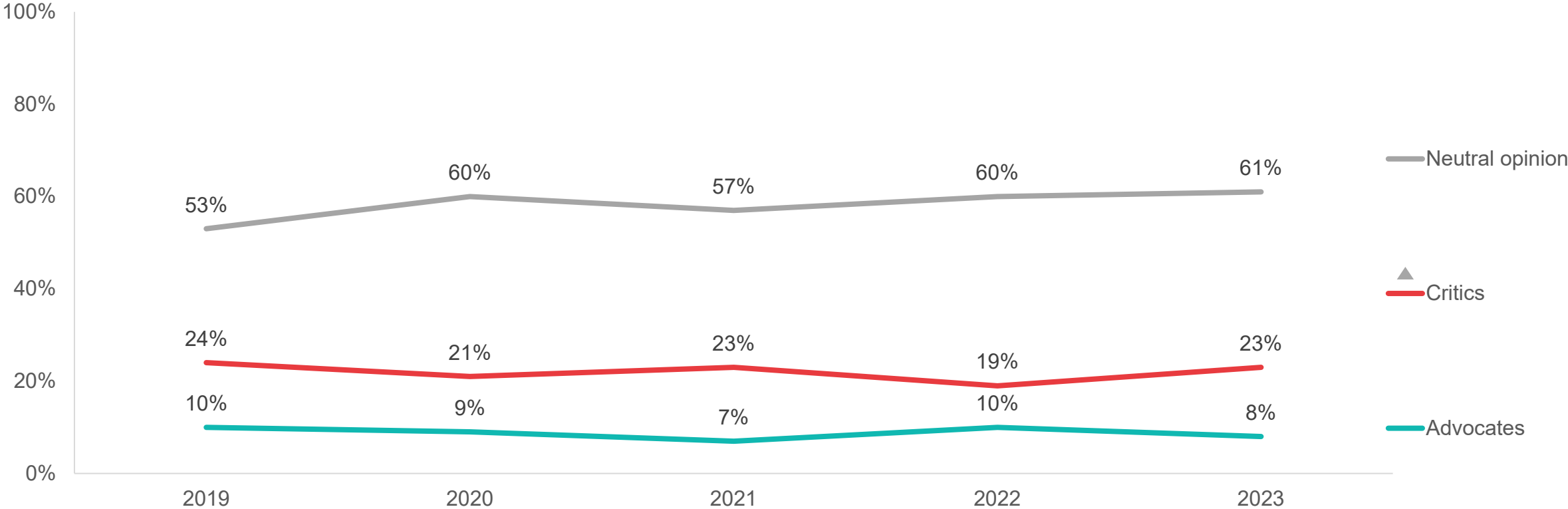
■ Agree    ■ Neutral    ■ Disagree    ■ Don't know

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Brand  
affinity

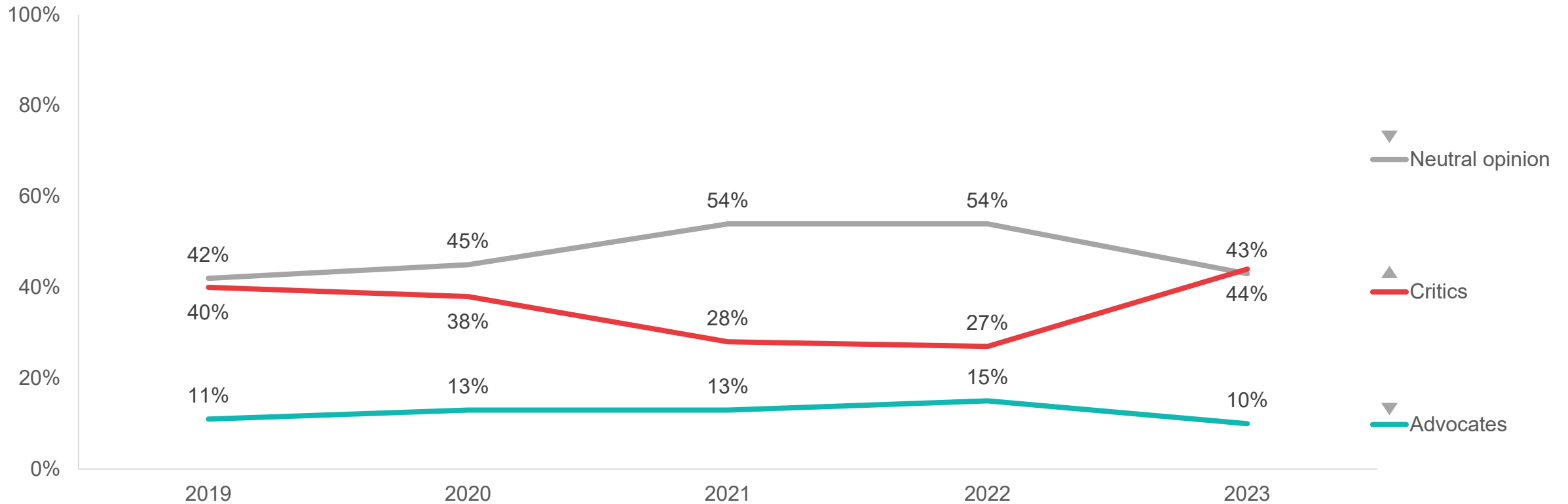
# Most residents hold a neutral opinion of Greater Wellington. However, this year there has been a rise in the proportion of residents who are critical of Greater Wellington.

## Advocacy for Greater Wellington



**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.

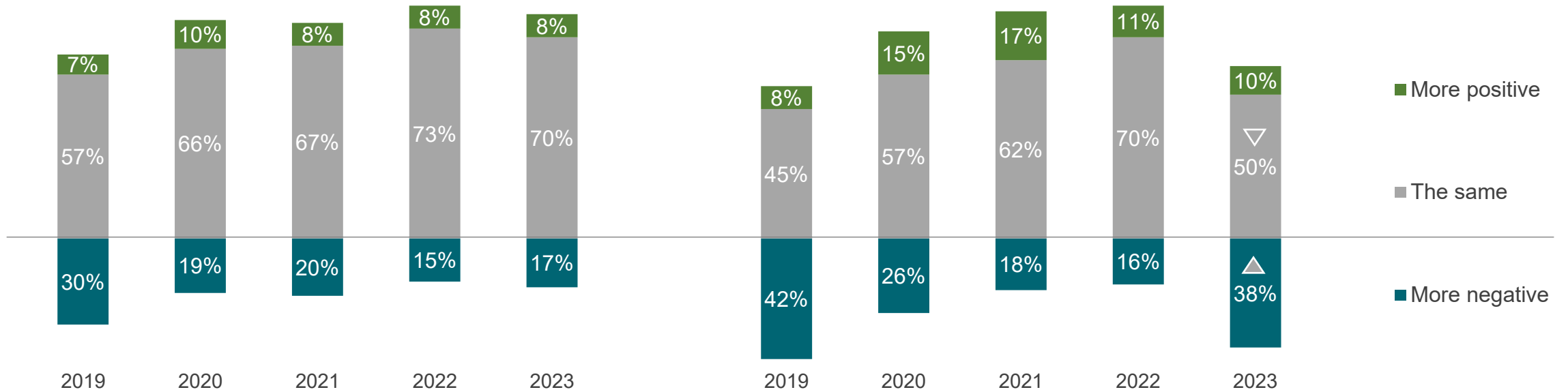
Base: Aware of Metlink, 2023 n=999 (don't knows are not shown in chart).

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=226)	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)
<b>Advocates</b>	8%	7%	5%	12%	8%	9%	9%	17%	7%	10%	7%	8%	8%	8%	8%	11%	10%	8%	7%	
<b>Critics</b>	25%	28%	16%	20%	21%	31%	29%	23%	28%	25%	31%	20%	28%	27%	20%	35%	23%	20%	24%	30%
<b>Feel more positively</b>	8%	3%	7%	7%	5%	11%	9%	9%	13%	4%	9%	7%	13%	6%	8%	7%	8%	13%	6%	6%
<b>Feel more negatively</b>	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.

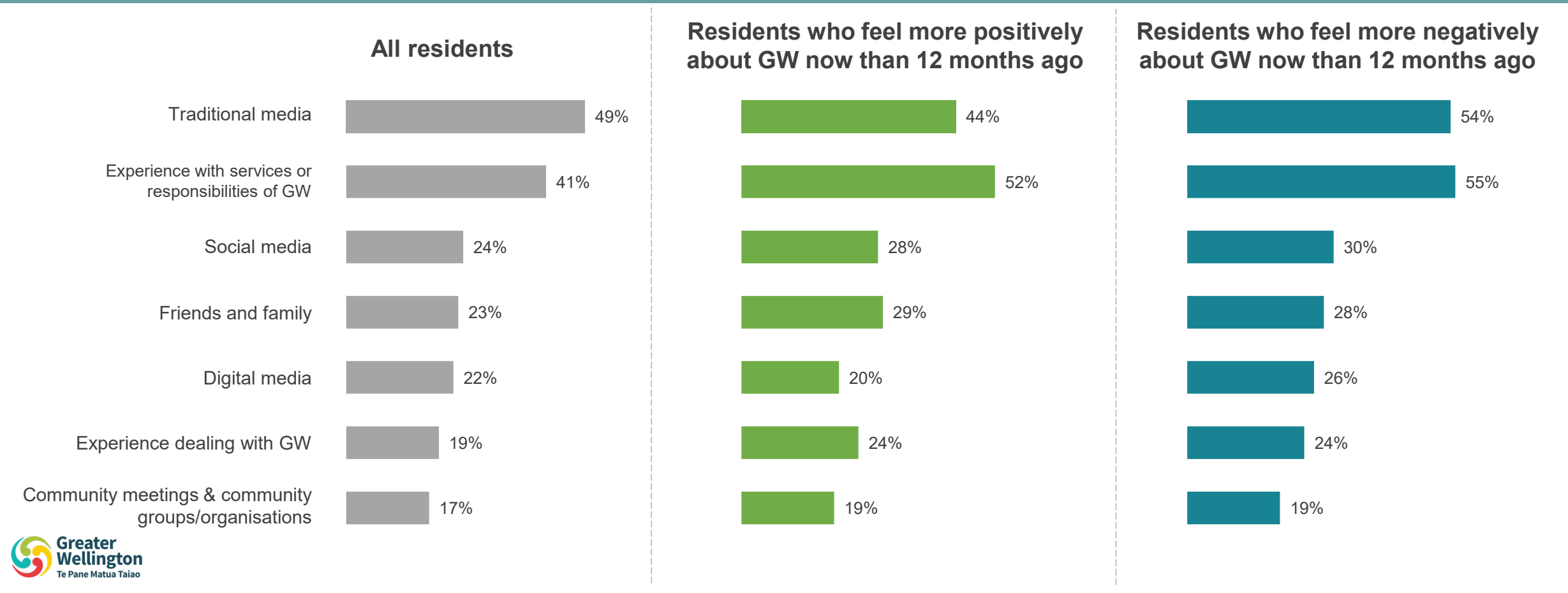
## Metlink

■ Significantly higher than average  
■ Significantly lower than average

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<b>Advocates</b>	10%	6%	15%	9%	12%	8%	12%	12%	13%	5%	10%	10%	8%	10%	13%	12%	20%	13%	8%	6%
<b>Critics</b>	45%	39%	29%	35%	42%	55%	51%	42%	47%	39%	46%	44%	61%	44%	36%	50%	33%	39%	51%	53%
<b>Feel more positively</b>	10%	10%	7%	10%	9%	11%	11%	13%	11%	6%	11%	9%	11%	10%	9%	11%	14%	15%	9%	6%
<b>Feel more negatively</b>	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 parking ....roll on effect of closing businesses. Classic point - no parking for visitors to the Botanic Gardens!!!”

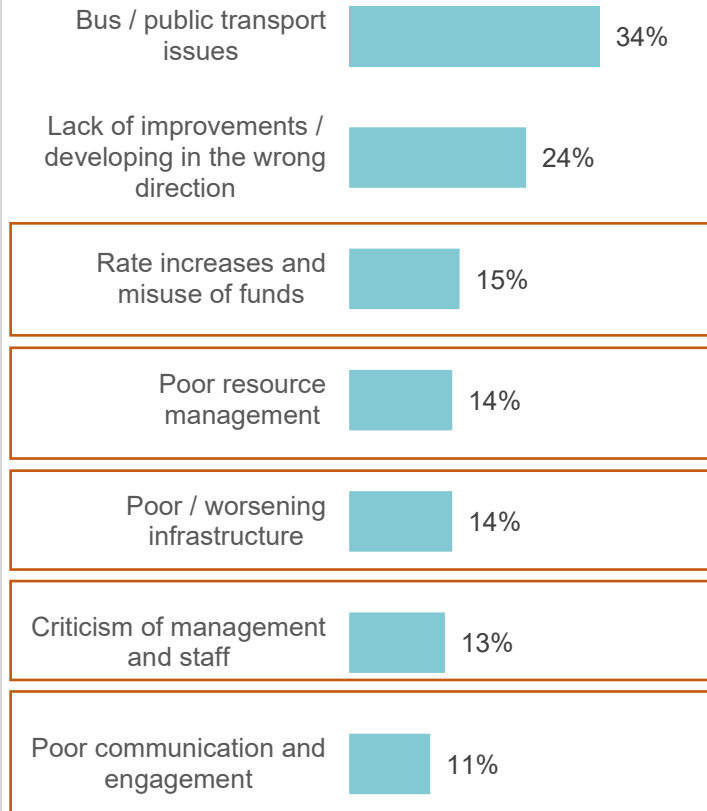
“Don’t know what progress has been made on anything. Seems very slow.”

“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 then 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.”

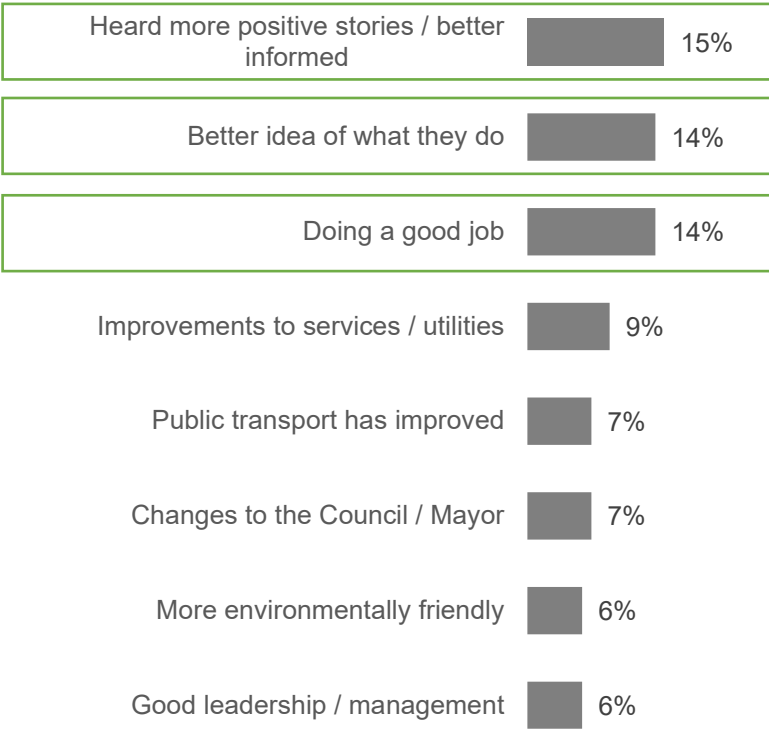
“Long period of bad culture, very hard to change.”

“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 clear 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."*

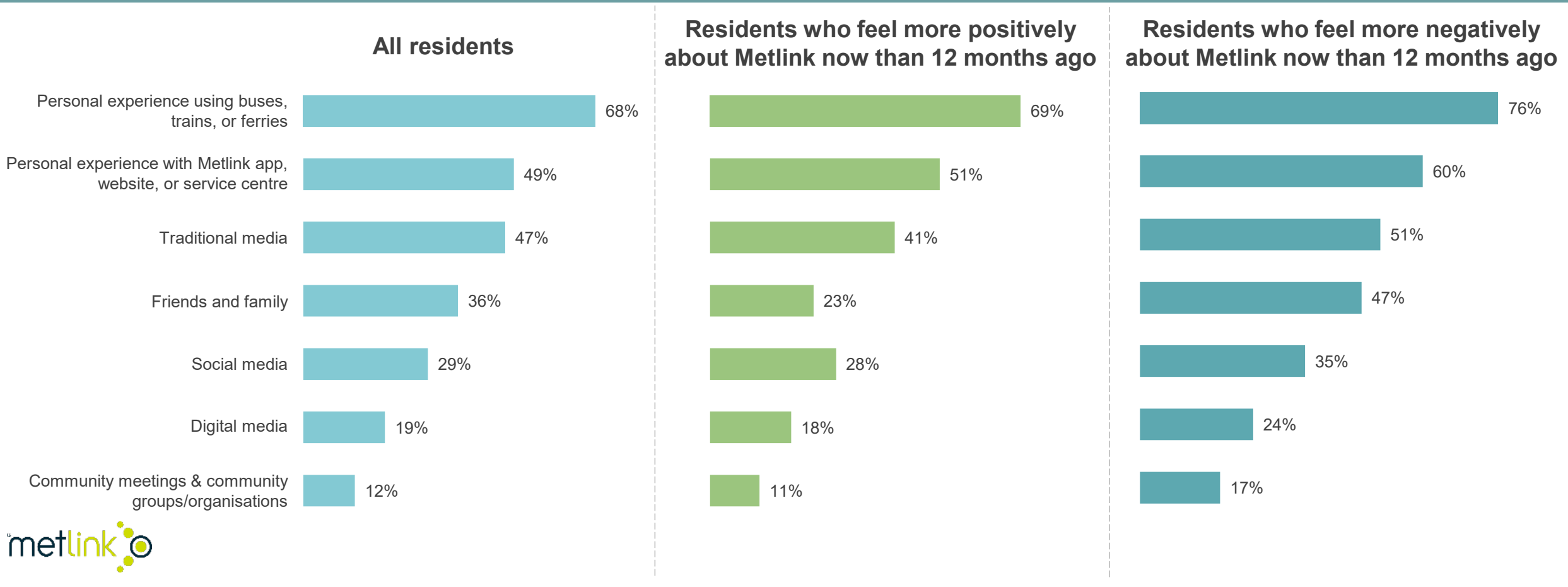
*"They appear to be acting quicker on issues regarding our harbour and coastline than the previous year."*

*"They do their part accordingly which is why city is managed well."*



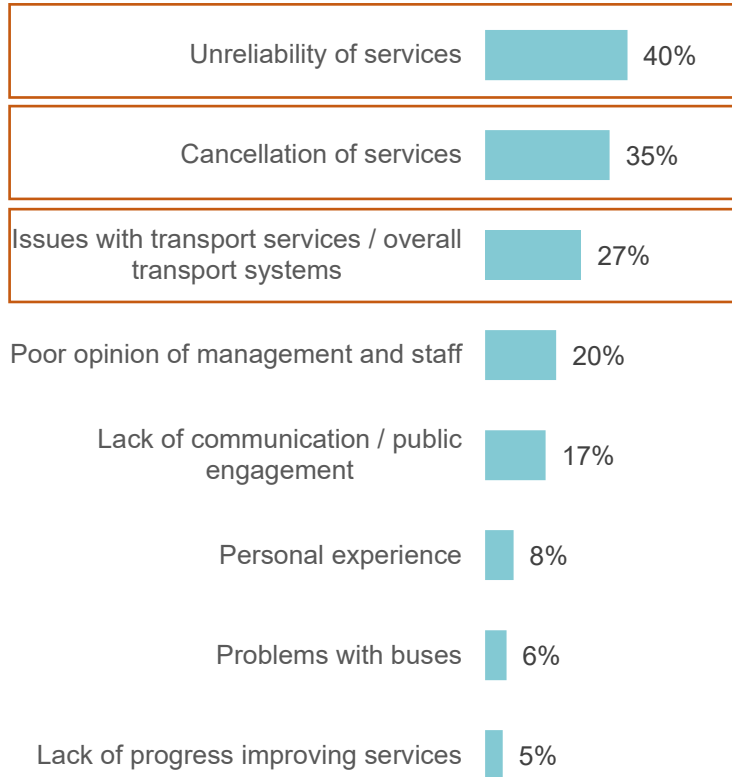
Personal experience, either using public transport itself or interactions via the app, website, or service centre, remain the biggest influence on perceptions of Metlink.

## 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.”*

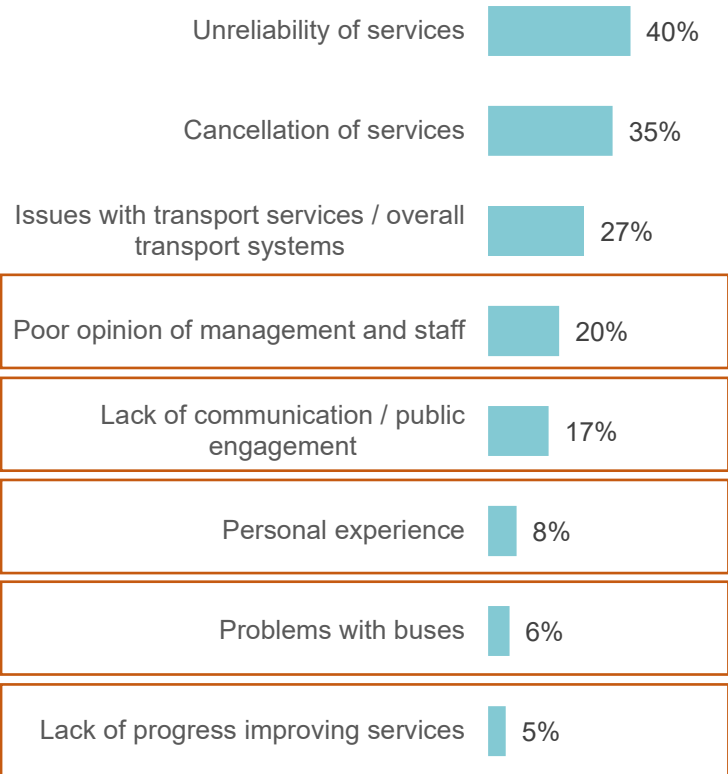
*“Although the train service runs very well and seems well organised the same cannot be said for the bus service.”*

*“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.”*

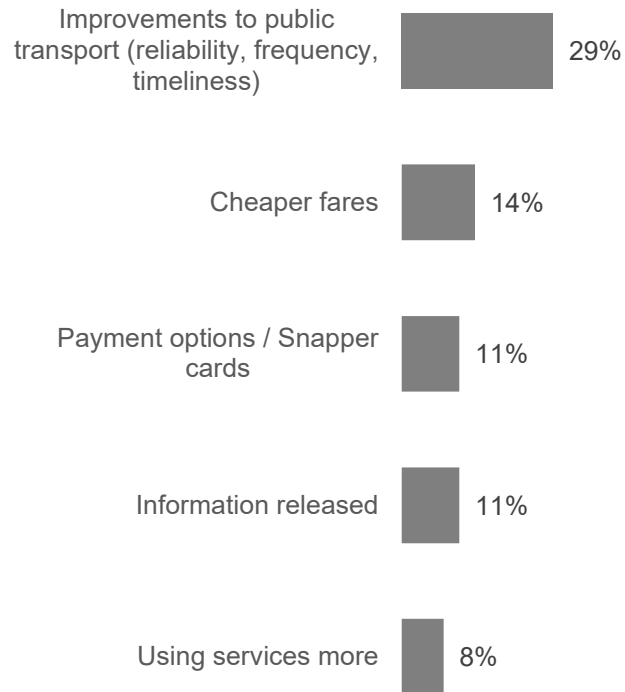
*“More news and continued terrible efforts with buses in Wellington particularly, general disorganisation, poor linking of services.”*

*“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.”*

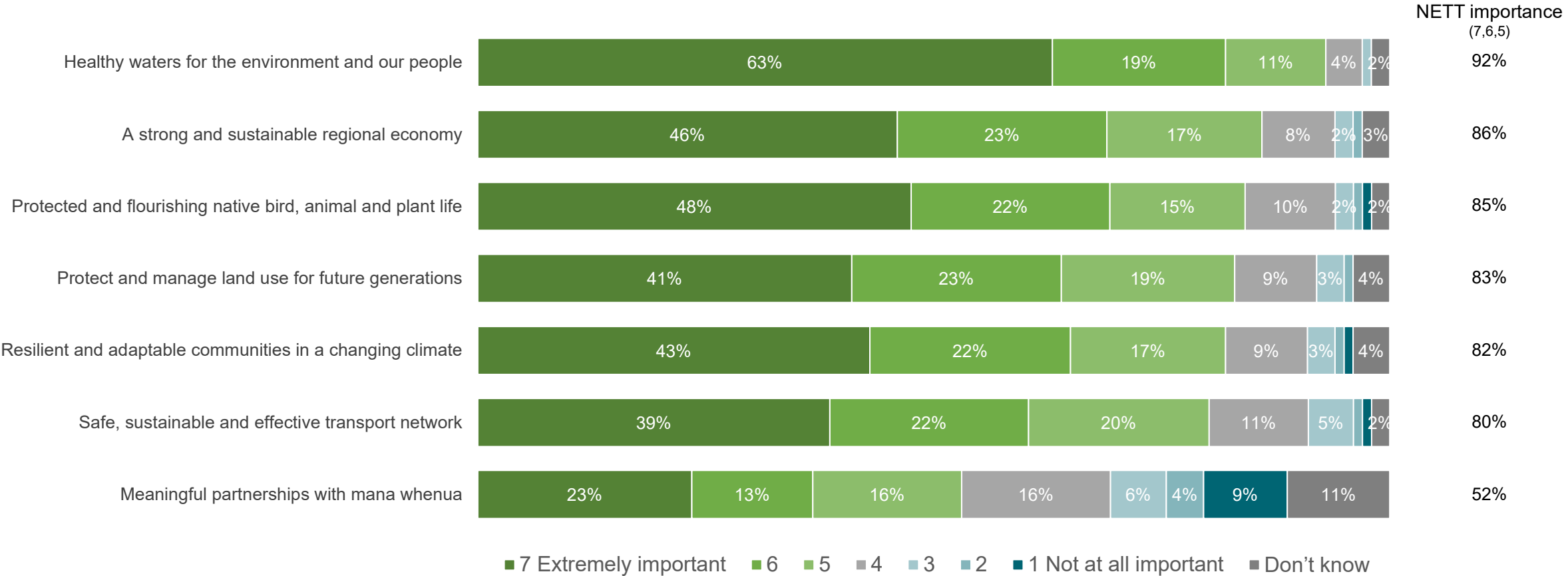
Base: Those who feel more positively towards Metlink, n=93.  
 Source: D6b.  
 Codes mentioned by less than 5% of respondents are not displayed on the chart.

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# Community outcomes

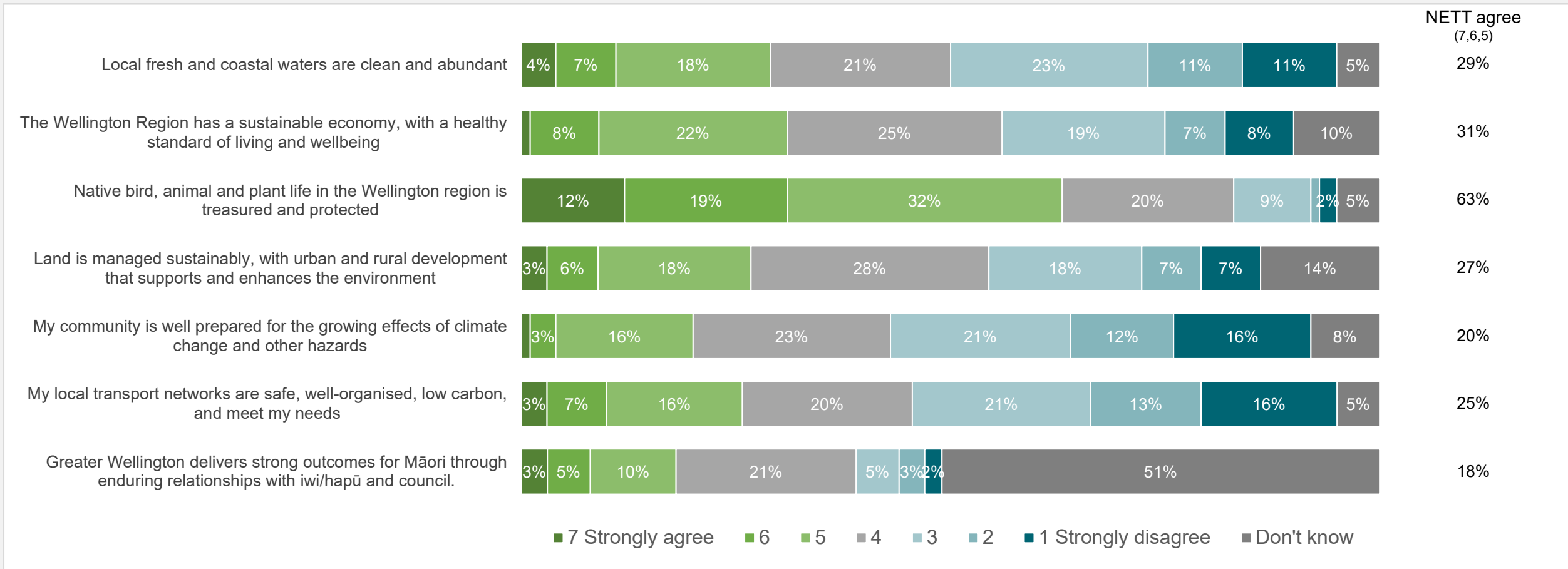
# Most Wellington Region residents feel the community outcomes Greater Wellington is responsible for are very important.

## Community outcomes – importance

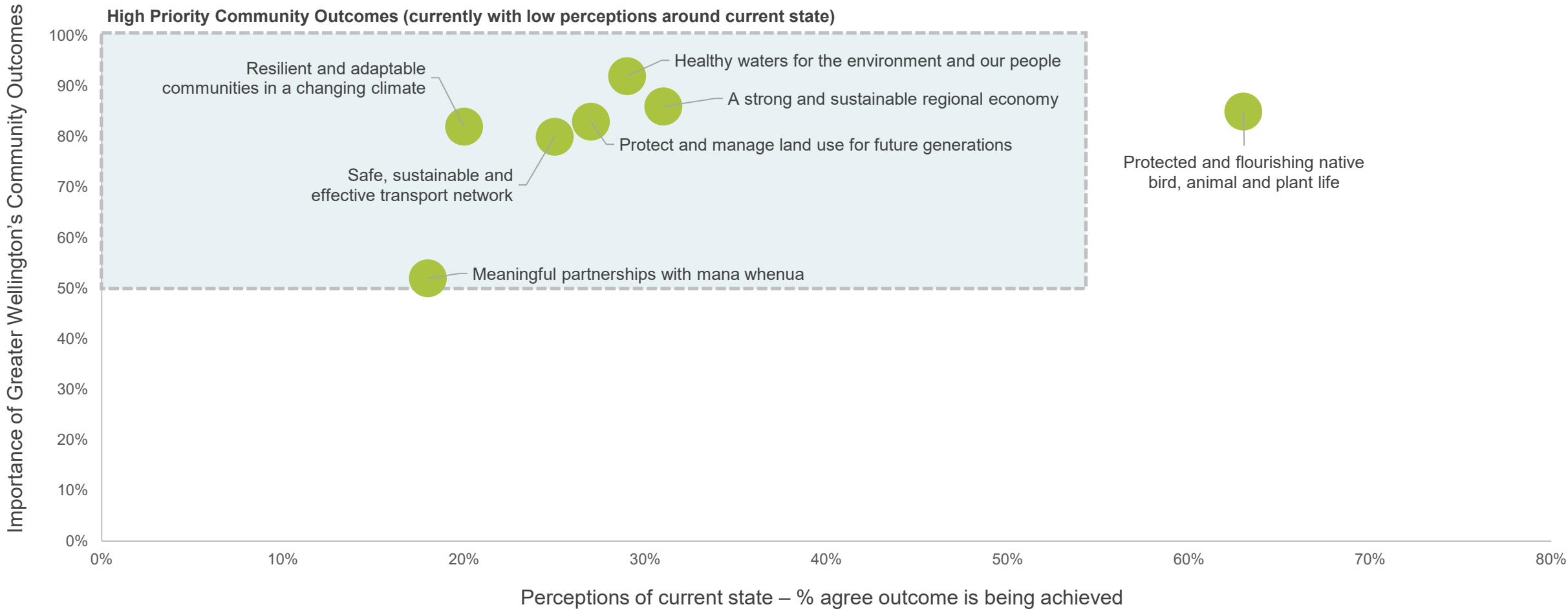


However, currently the community outcomes are not perceived by residents to be in a particularly good state. The one exception is the protection of our native bird, animal and plant life.

### Community outcomes – current state



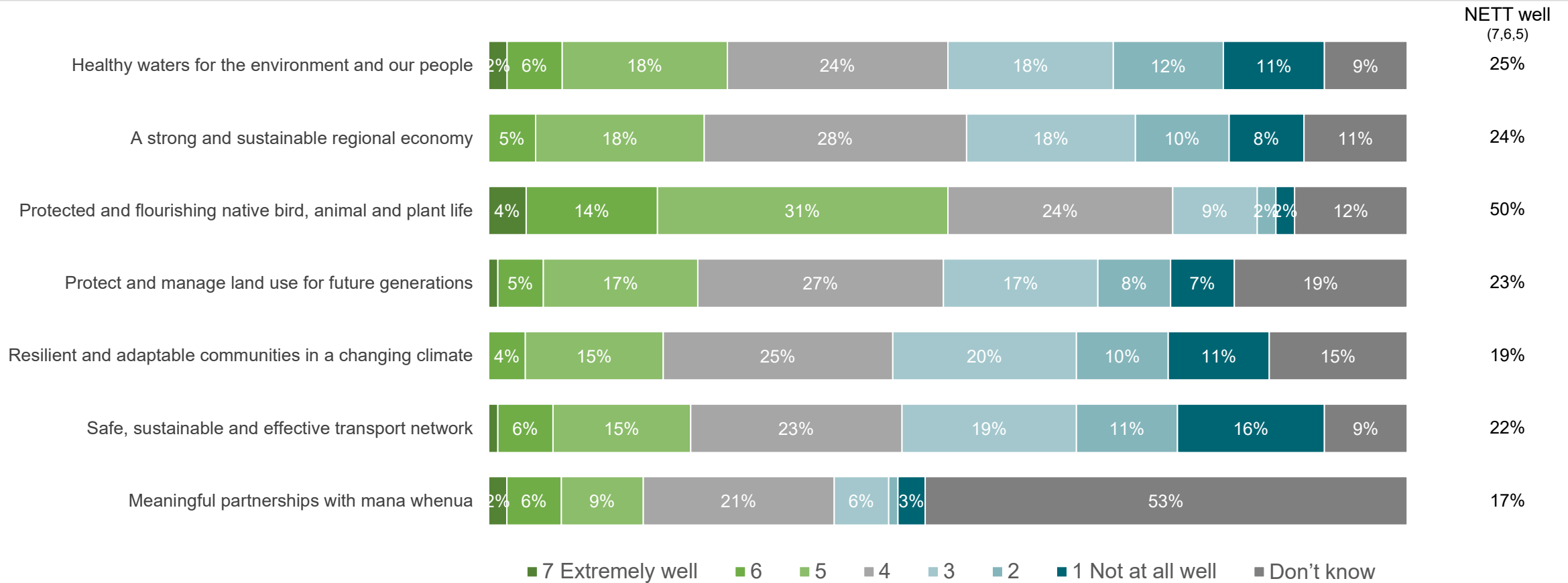
When we plot perceived importance against perceived current state, we can clearly see that six of the seven community outcomes are currently underperforming against expectations.





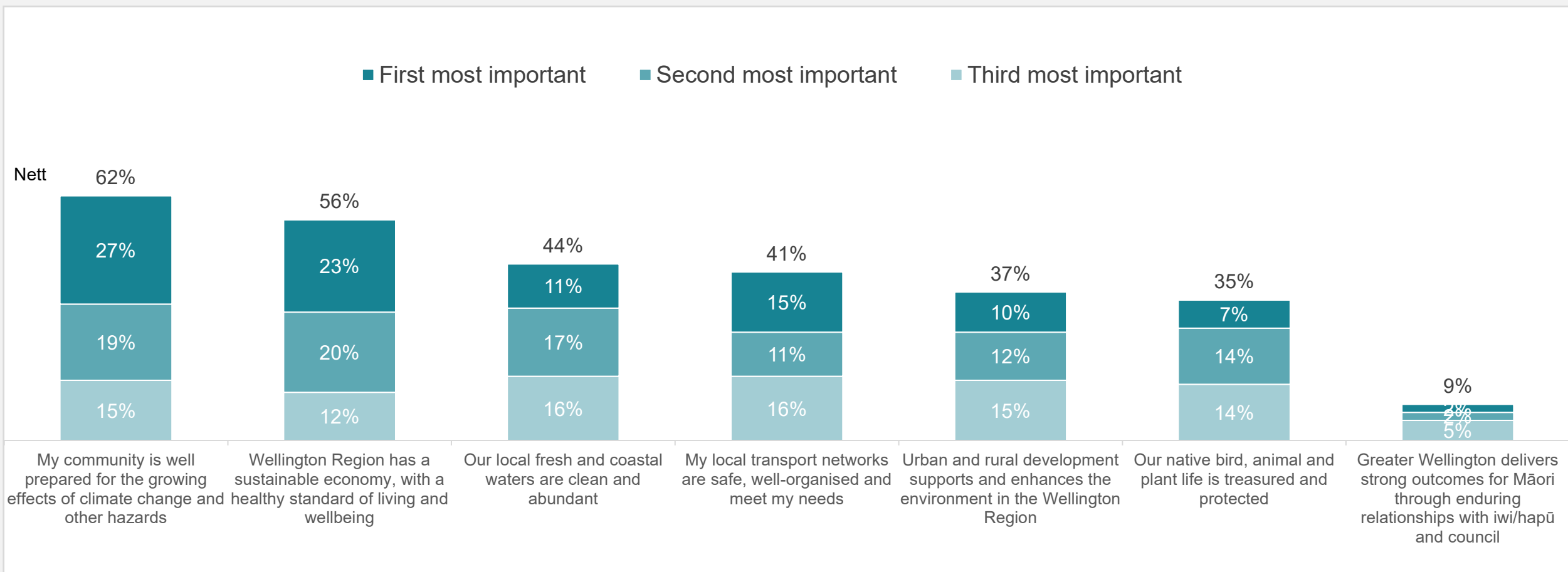
When asked specifically how well Greater Wellington was achieving each outcome, residents tended to be relatively critical. Again, protecting our native bird, animal and plant life was seen to be the relative strength.

## 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 Wellington, 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 drive 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 t 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.**

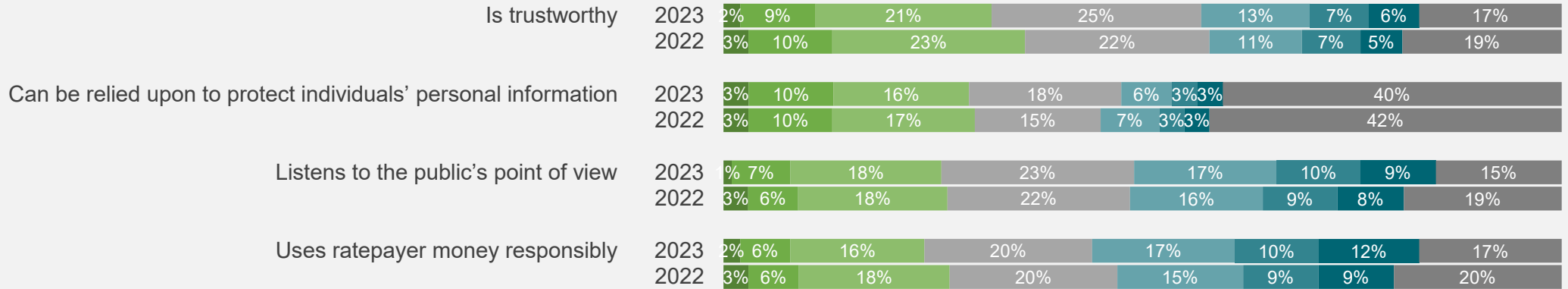
## Demographic analysis

	Location						Area type		Public transport use		Gender		Age			Health	Ethnicity			Household income		
	Total	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
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%	52%	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%

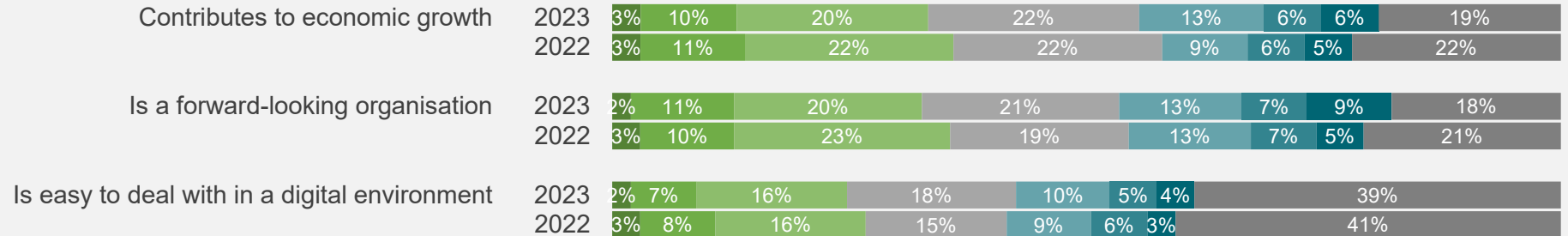
# Appendix

# Detailed reputation attributes: Greater Wellington.

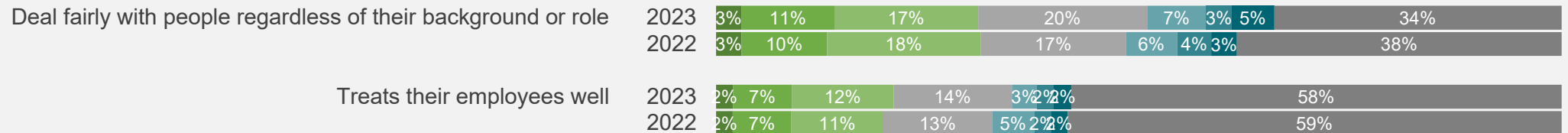
## TRUST



## LEADERSHIP



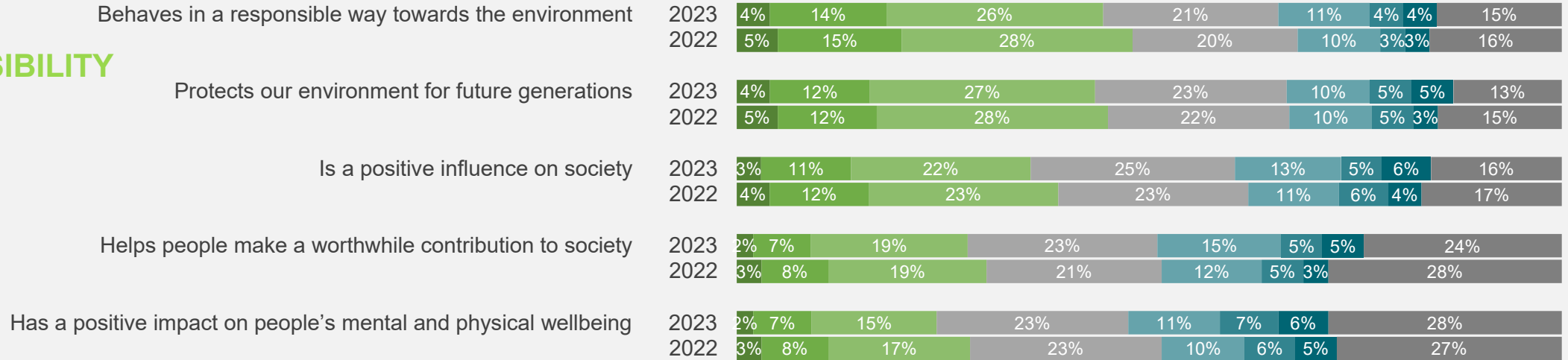
## FAIRNESS



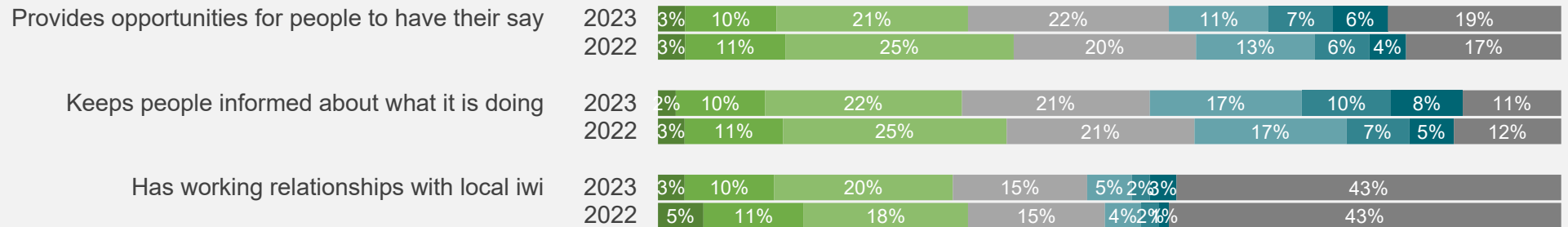
7 Strongly agree 6 5 4 3 2 1 Strongly disagree Don't know

# Detailed reputation attributes: Greater Wellington, continued.

## SOCIAL RESPONSIBILITY



## ENGAGEMENT

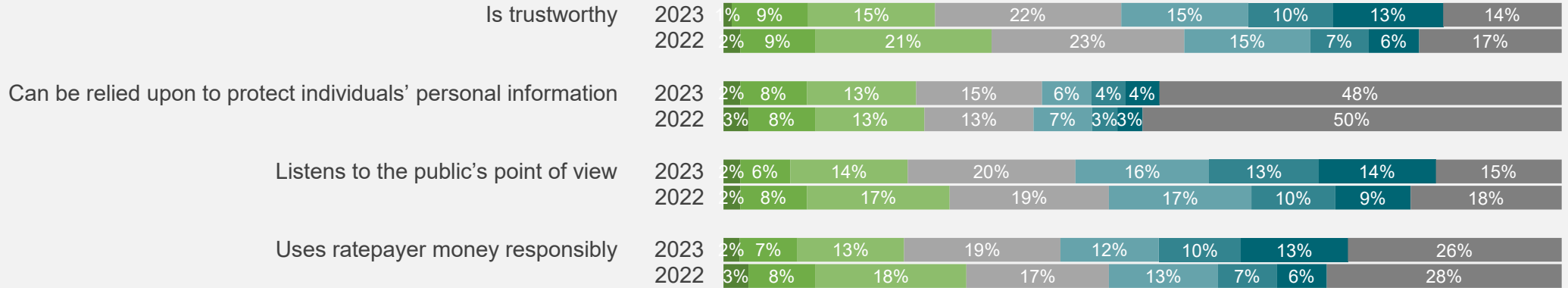


■ 7 Strongly agree ■ 6 ■ 5 ■ 4 ■ 3 ■ 2 ■ 1 Strongly disagree ■ Don't know

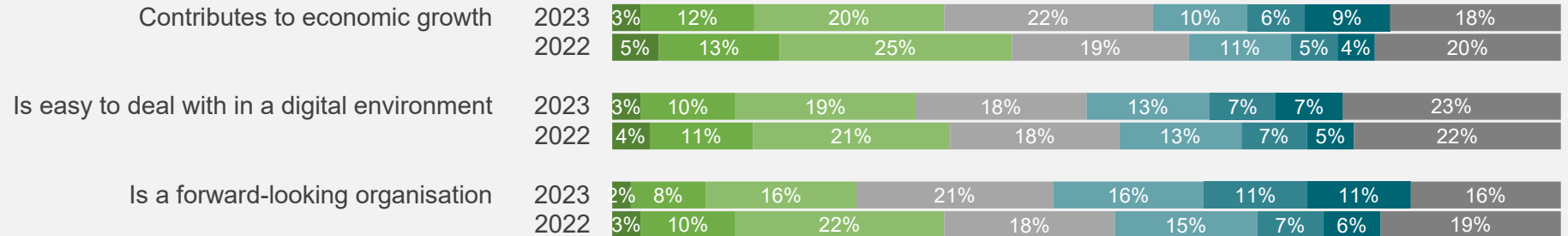


# Detailed reputation attributes: Metlink.

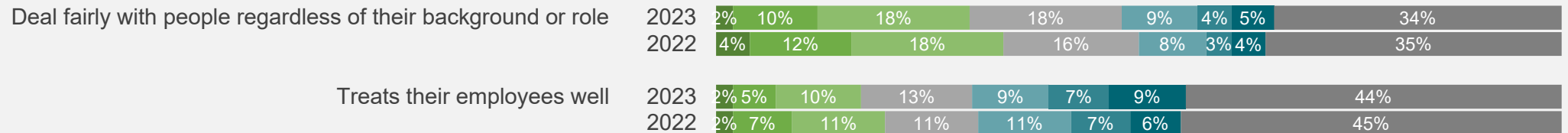
## TRUST



## LEADERSHIP



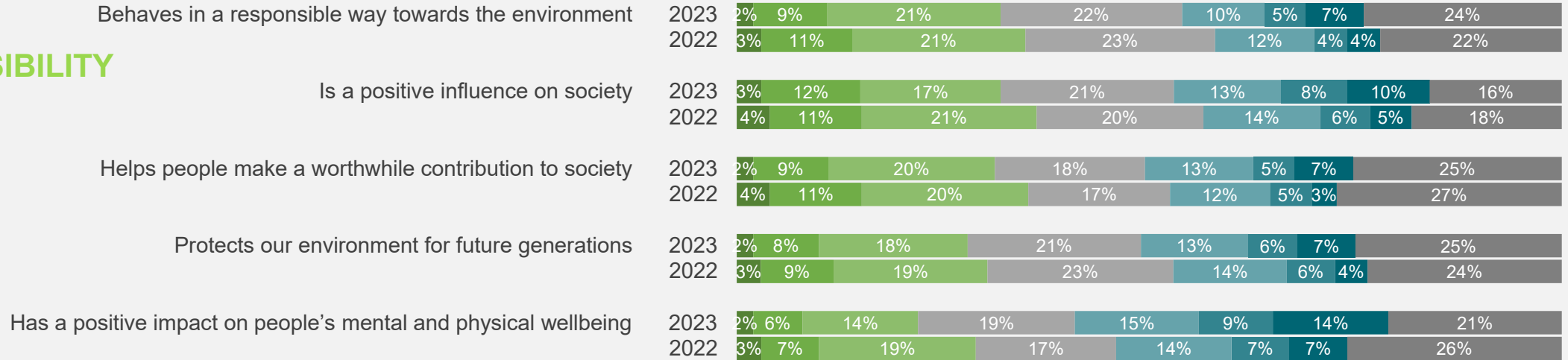
## FAIRNESS



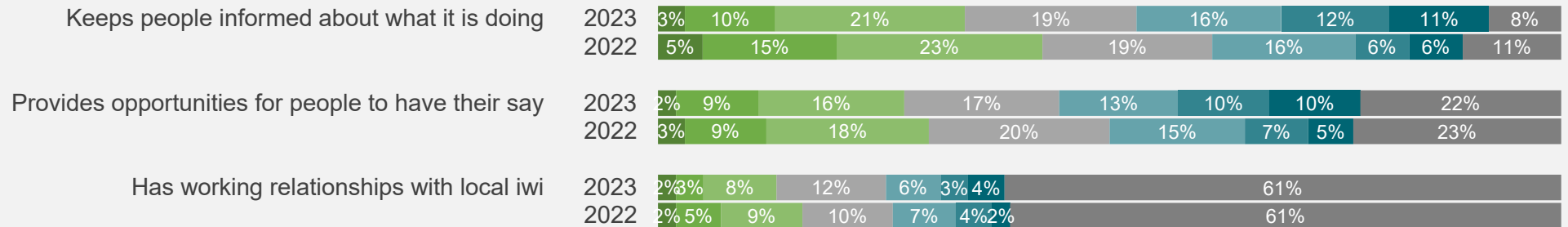
7 Strongly agree 6 5 4 3 2 1 Strongly disagree Don't know

# Detailed reputation attributes: Metlink, continued.

## SOCIAL RESPONSIBILITY



## ENGAGEMENT



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



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