Using Focus Groups to Solve a Cycling Mystery

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To Upper Hutt

Great Harbour Way Vision

Wellington Harbour
Horokiwi Escarpment
State Highway Two

Wellington Harbour
Horokiwi Escarpment
State Highway Two

Wellington Harbour
Horokiwi Escarpment
State Highway Two
Do you use the Cycleway?

- Never – I use the Shoulder
- No, I used it once but now use the shoulder
- Yes – always southbound
- Yes – both northbound and southbound
- Yes – occasionally southbound

Frequency and use of Cycleway

- Number of Respondents
- Irregular Cycling
- Regular Cycling

What would make you less likely to cycle?

- More traffic making it more dangerous
- Being forced to use the cycleway
- Other

A cycling mystery:

Why doesn’t anyone use the cycleway?
**Scenario 1**

**Current Situation**

- **Route 1:** SH2 shoulder for accessing/egressing SH2 north.
- **Route 2:** Exit/enter SH2 at Petone to access Esplanade and Hutt Road.

**Scenario 3**

- **Route 1:** SH2 shoulder for accessing/egressing SH2 north.
- **Route 2:** New SB/NB 3m wide reclamation seaward side cycleway accessed/egressed from Esplanade / Hutt Road / railway cycle path.

**Scenario 7**

- **Route 1:** 2m wide SH2 shoulder SB and NB.
- **Route 2:** New SB/NB 3m cycleway fenced from shoulder located on southbound carriageway to west of railtrack. Cycleway utilises rail reserve to pass under Petone roundabout and eventually connect up with Petone Rail Station. Can also exit and enter cycleway from Esplanade.

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### Table

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Destination</th>
<th>Would this scenario make you change your route choice?</th>
<th>Would this scenario make your journey (whether or not you change your route) faster, slower, safer, more dangerous, or no change?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenario 1</td>
<td>Wellington CBD</td>
<td>Wouldn’t change journey</td>
<td>Faster, but slightly slower.</td>
</tr>
<tr>
<td>Scenario 2</td>
<td>Petone NB Route 1</td>
<td>Wouldn’t make journey safer</td>
<td>No impact on my journey.</td>
</tr>
<tr>
<td>Scenario 3</td>
<td>Horokiwi</td>
<td>Would make journey safer</td>
<td>Would make journey slower but safer.</td>
</tr>
<tr>
<td>Scenario 4</td>
<td>NGauranga NB Route 1</td>
<td>Would make journey safer</td>
<td>No change NB.</td>
</tr>
<tr>
<td>Scenario 5</td>
<td>Why not using cycleway? (1 main reason)</td>
<td>N/A</td>
<td>Need to go down Hutt Road.</td>
</tr>
<tr>
<td>Scenario 6</td>
<td>Interim Scheme</td>
<td></td>
<td>Would make journey slower but safer.</td>
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</tbody>
</table>

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**Interim Scheme**
Different types of Cyclist

And the answer to the mystery?

How Focus Groups Influenced the Project