

ABSTRACT SUBMISSION FORM

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Overview of Presentation

Transport research finds that the ethnicity is a critical factors in explaining travel behaviour. New Zealand cities have become increasingly ethnically diverse, and transport planning policies can therefore, benefit from drawing on the plurality of cultures and values that underpin the social fabric of ethnic communities. The growing Asian population in Auckland provides an opportunity to transform an automobile-dependent city into public transport friendly city, as in most Asian countries people make extensive use of public transport.

This research explores the opportunities for improving Auckland's public transport by studying the everyday experience and aspirations of the city's Chinese community. This paper reports data collected from Chinese community social media to explore daily experience of public transport in Auckland. The research identifies communication, expectations and perception gaps between Chinese users of existing and future public transport systems, and institutional practices.