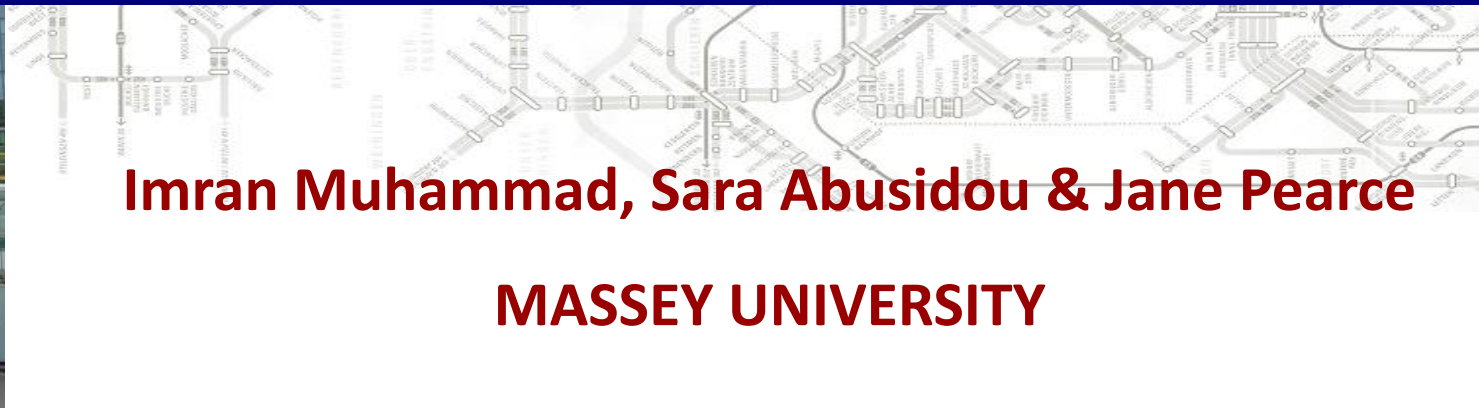




IPENZ Transportation Group Conference, Auckland

7-9 March, 2016

Middle Eastern communities' public transport needs & aspirations in Auckland



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Immigrants & public transport

- Immigrant communities display greater inclination to use public transport (Blumenberg, 2010)
 - Immigrants share of public transport is increasing in Toronto, Montreal, and California. Why?
 - Initial investment in the car, license, right-hand, left-hand driving culture, and safety perception on new roads
 - Ethnicity and gender and dependents relationships
- Transport assimilation – Time bound opportunity

Immigrants & public transport

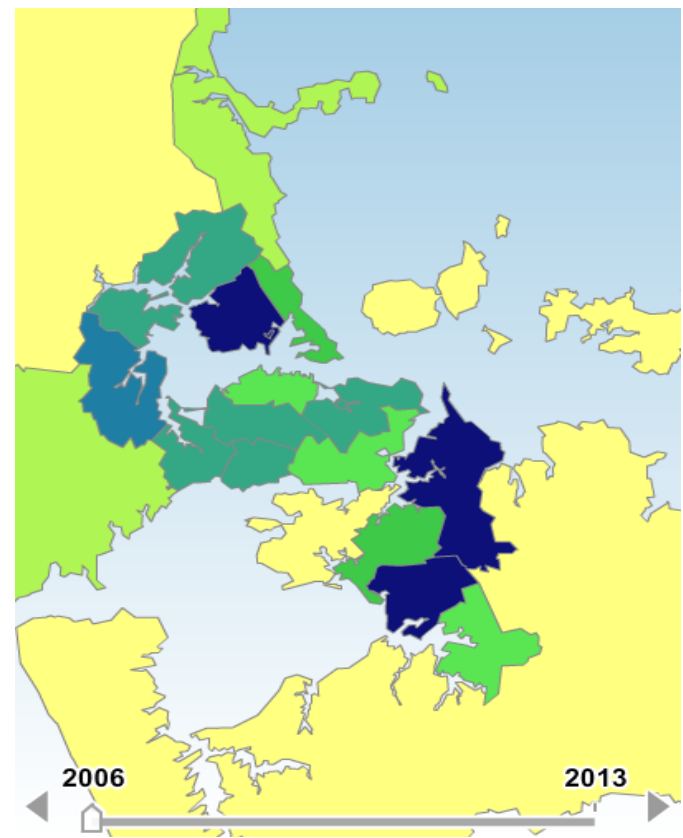
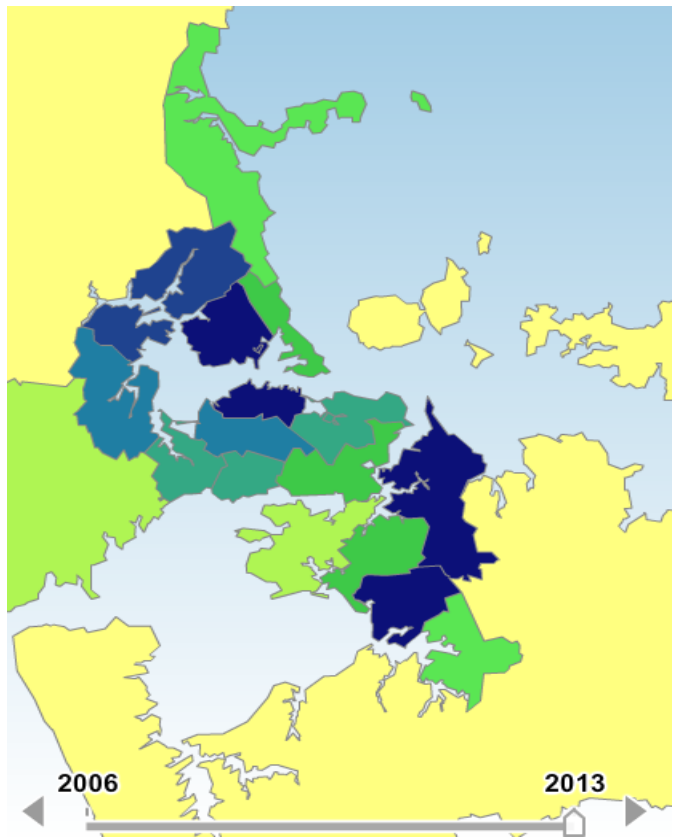
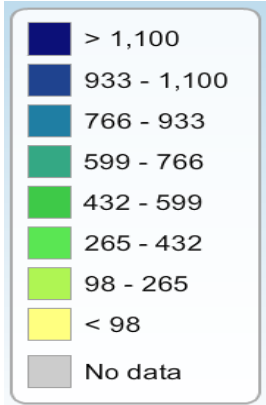
- Mobilities theories focus on subjective factors which shape people travel behaviours.
 - Subjective factors – Everyday experiences, values, structure of feelings, perceptions, and biases.
- Hard to measure/quantify and convert into projects - but crucial to understand individual im(mobilities) and useful for making transport planning inclusive.

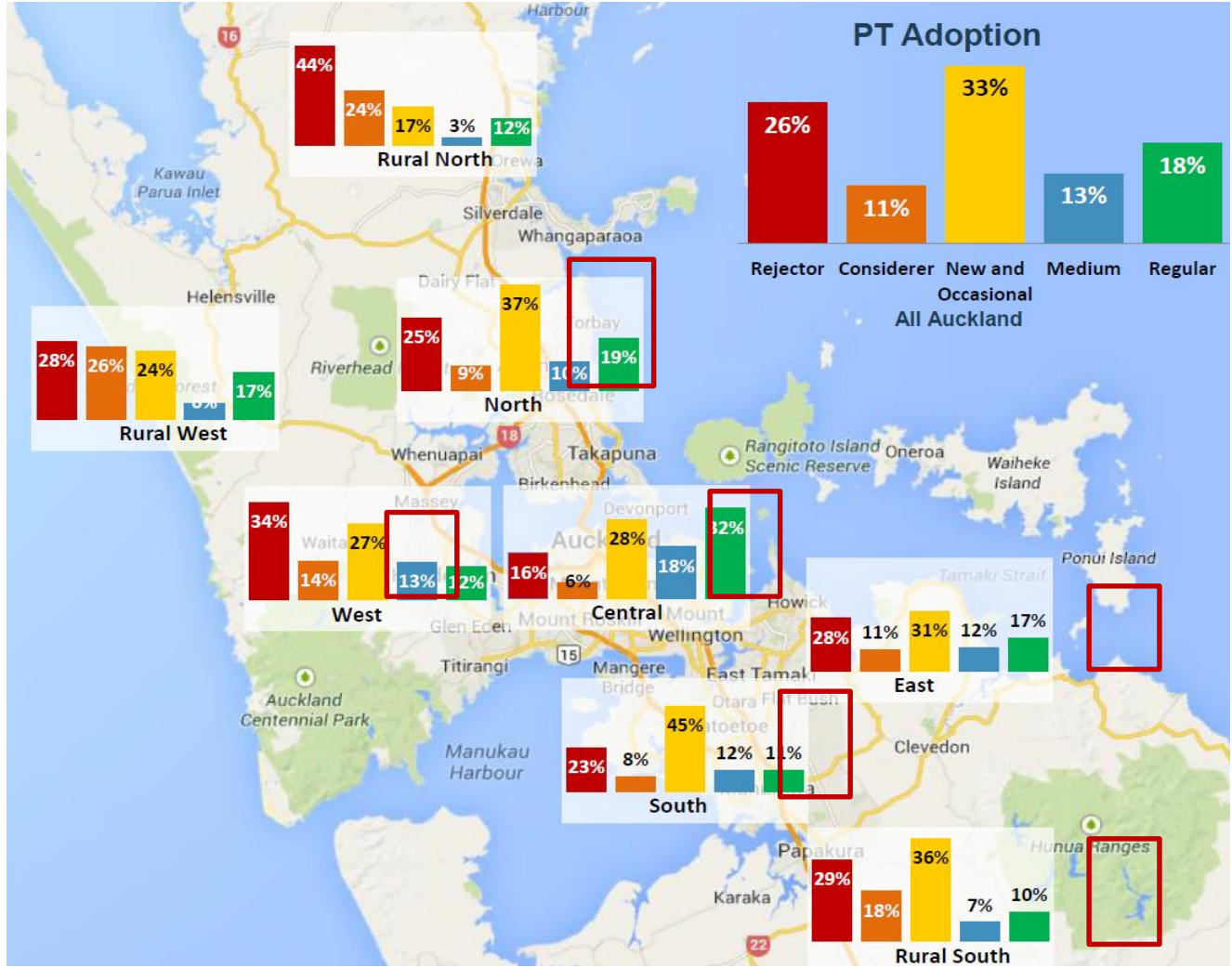
Research Question

How can exploring the everyday experiences of MR communities improve public transport planning and policies in Auckland?

Objectives

- To explore the everyday transport experiences of ME communities to understand their needs
- To understand MR communities' aspirations for public transport





Source: Auckland Transport Market Perceptions Survey, December 2014

Results: Perceptions & Aspirations

Improving convenience

- A convenient PT network
 - Greater availability/coverage at off-peak time– Why?
 - Residential location of ME communities which generally suffer poor PT coverage
 - Female pick-up children from school

“... PT is a whole regional issue but I think in the North Shore it’s the worst for getting public transport, except the Northern Busway which is fantastic”

Results: Perceptions & Aspirations

Improving reliability and certainty

- A reliable PT network
 - Accuracy and certainty of departure and arrival time
 - PT should provide confidence to their passengers that services can cater to their needs

“... if I had a meeting in town I would never catch or depend on the bus to get to the meeting to be on time, it’s not reliable at all. For a meeting I would rather withstand the hassle of finding parking then withstand the hassle of not reaching the meeting on time”

Results: Perceptions & Aspirations

Improving travel time and directness compared to cars

- Make PT direct
 - Higher frequency and efficiency to achieve shorter time
 - Make PT competitive to car in term of travel time

“... I’ve taken buses to visit friends and it was about a 1 hour 45 minute ride. Honestly speaking, it is too much time from point A to B with young children and the unpredictable weather of Auckland. And I’m just mentioning about time, not the cost involved for this journey”

Results: Perceptions & Aspirations

Change negative perception of PT

- Perception develop by +ve & -ve experiences
 - +ve experiences include – PT services, quality of buses and infrastructure, and customer services
 - Positive experiences alter negative experiences

“... I used the underground trains in London which are so so convenient. You literally can travel to any place so that would be amazing if Auckland had something like this”

“... negative perceptions’ of public transport are the greatest disincentive for the ME community to use buses.

Results: Perceptions & Aspirations

A rail-based public transport network

- Make PT attractive by prioritising rail in Auckland
 - Rail will change negative perception, but how?
 - Increase journey quality
 - Travel time and reliability

“I like trains because they provide a more relaxed and kool travel environment compared to a bus. ... I loved trains when I was overseas...you don't get stuck with traffic, with a bus you're on a public road but with a train it's more consistent and reliable time-wise”

Results: Perceptions & Aspirations

Proactive engagement in decision making process

- ME communities have no experience or have limited knowledge in civic decision-making and priority setting
 - Improve communication between AT and ethnic communities

“I wish there was something to participate in and for the Council to be more active because currently, based on what they are planning I don’t know how they collected their information or data. As a resident we have no access to the information, maybe it is online but I don’t know if it’s available or not”

Conclusion

- Immigrants have the potential to increase public transport patronage.
 - Understand cultural perceptions of PT among different immigrant communities. Different immigrants groups behave differently to transport problem.
 - Reduce the gap between immigrants needs and aspirations of public transport by building relationships beyond formal consultation processes

Conclusion

- Make inclusive transport planning in Auckland
 - Focus on cross cultural communication
 - Engage ethnic communities in public transport services design, station design, signage and activities