



# Immigrants perspectives in making public transport inclusive in Auckland



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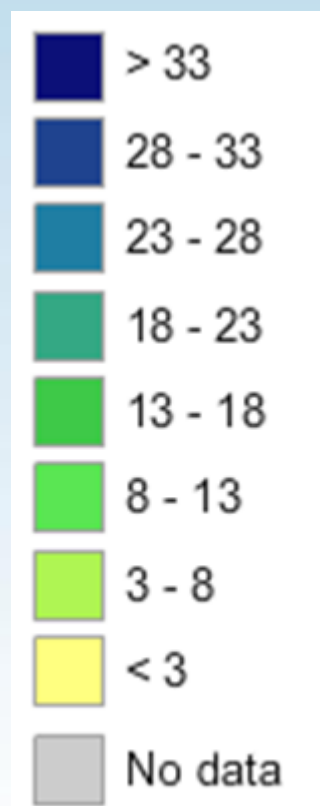
# Inclusive transport planning

- Public transport successes (such as Vancouver and Zurich) were made possible by engagement in public transport service planning.
- 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 roads
  - Ethnicity and gender and dependents relationships
- Transport assimilation – Time bound opportunity

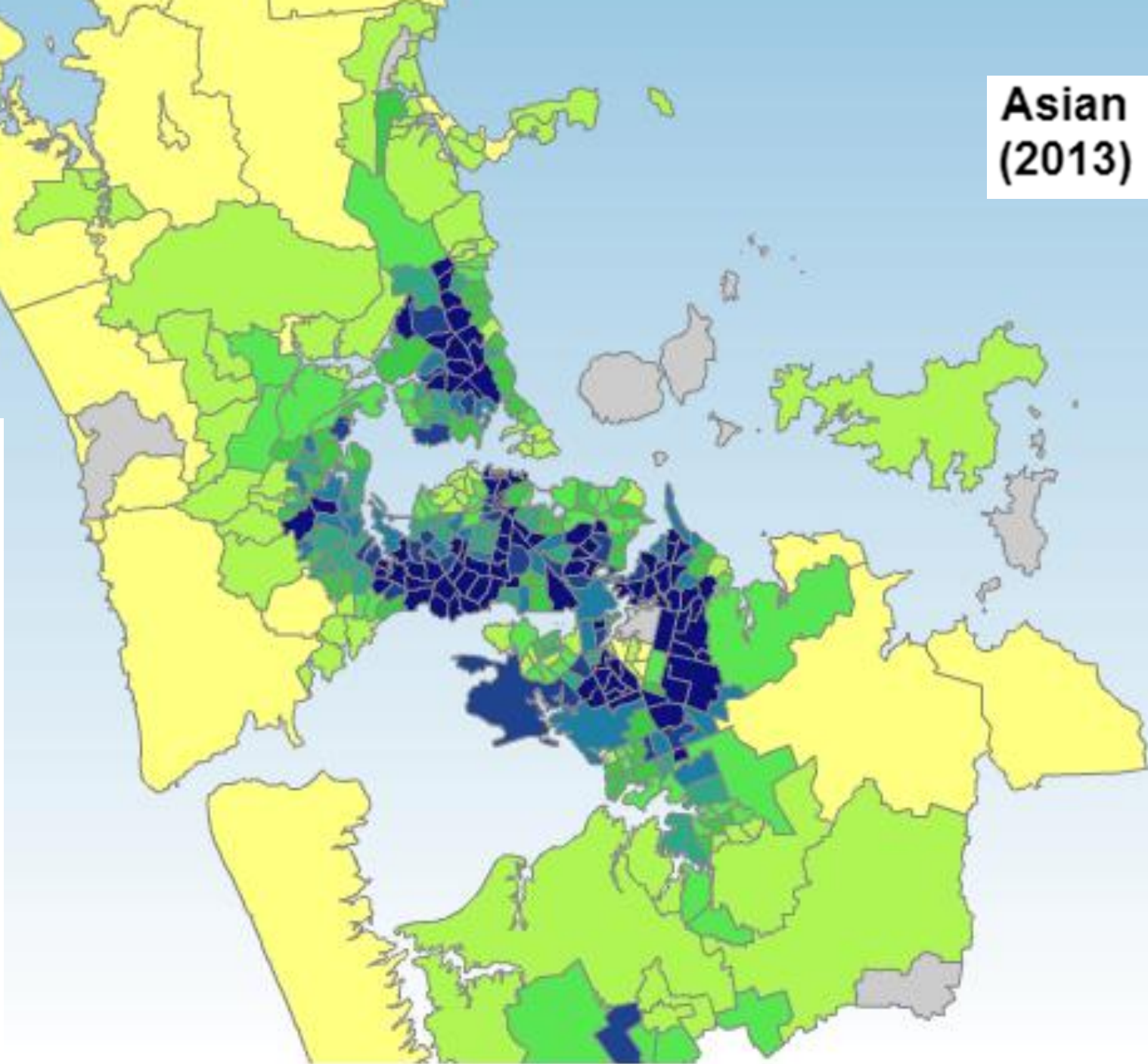
# Methodologies

- 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 - but crucial to understand for making public transport projects inclusive & successful.
- Chinese immigrants – Social media analysis
- Middle East (ME) – Semi structured interviews
- Indian-sub continent immigrations – Focus group and community leaders interviews

**Asian  
(2013)**

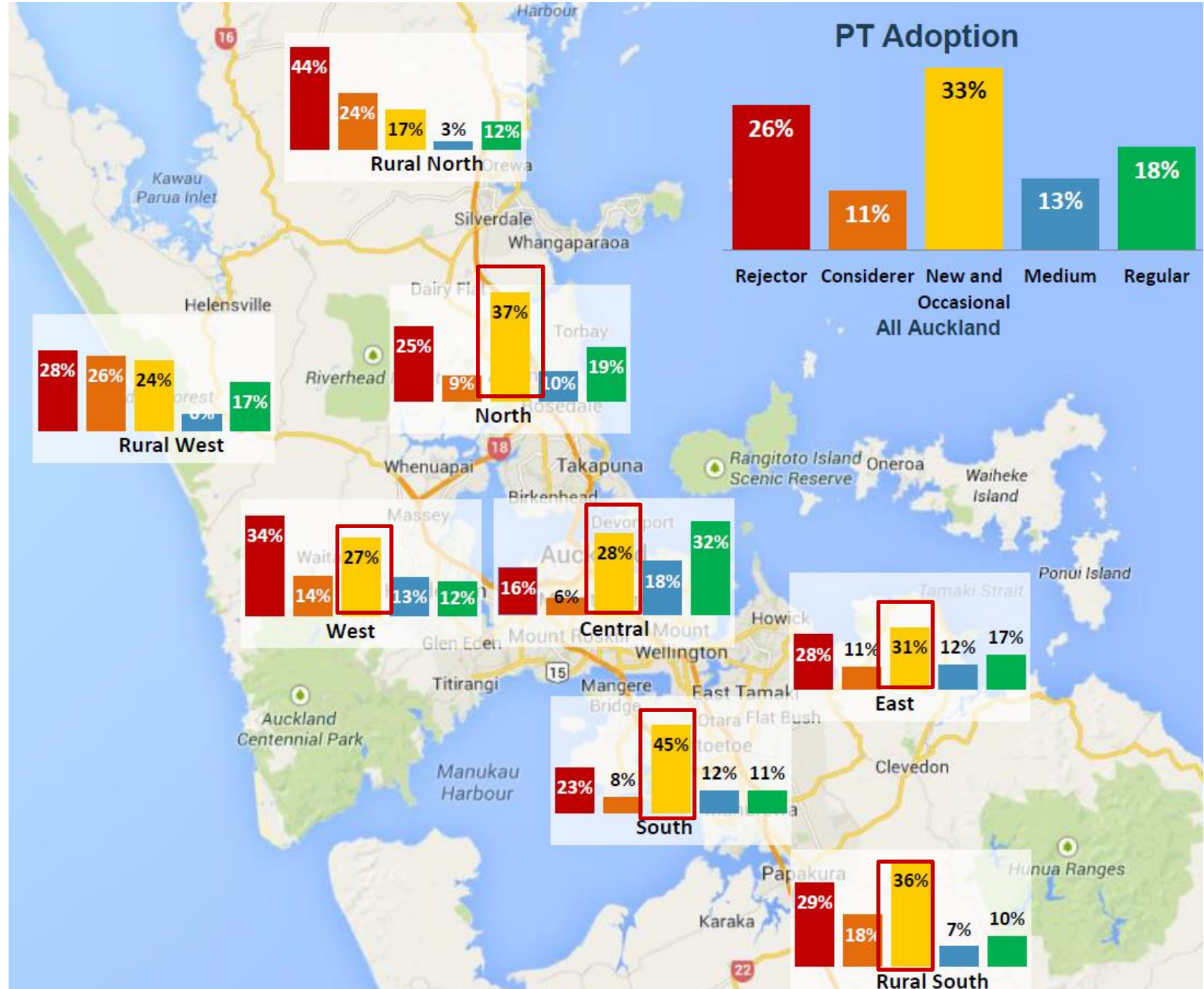


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Source: Auckland Transport Market Perceptions Survey, December 2014

# Results: Perceptions & Aspirations

## PT Infrastructure

- City Rail Link (CRL)
- Waitemata Harbour Crossing (AWHC)
- Rail to the airport

## PT Services

- Affordability
- Reliability, frequency, operating hours
- Customer services

# Results: Perceptions & Aspirations

## Chinese perceptions about PT infrastructure

“... rail development has very limited effect on relieving congestion... Auckland has low population density. Rail only benefits a minority of people where it goes. It is infeasible for the majority to use rail.”

“... the question is how the CRL could possibly run profitably and generate a positive return on the investment ... CRL and AWHC cost will be passed onto Auckland's residents.”

“... investment in the bus system and bus only lanes is superior than rail investment.”



# Results: Perceptions & Aspirations

## Indian and ME perceptions about PT infrastructure

\* Indian sub-continent and the Middle Eastern communities aspire to have an effective rail based public transport system in Auckland

“... trains are more attractive, more effective and a more efficient means of travel”

“I love trains because it provides a more relaxed travel experience compared to a bus”

“trains are KOOL & don't stuck in traffic”

# Results: Perceptions & Aspirations

## Public transport services – Affordability

“... I honestly feel that bus tickets are too expensive. [That’s why] I’ve only ever used it once.”

“... I couldn’t believe that it cost \$5 to travel (from New Lynn) to the central city by bus each way... How are poor people like me supposed to survive?”

“... When public transport becomes too expensive, then it doesn’t deserve to be called ‘public’ transport.”

# Results: Perceptions & Aspirations

## PT services – Reliability, frequency & operating hours

“...In recent months, my bus has never arrived on time.”

“... we get only hourly bus service and so often it never even shows up”.

“... Compared to bus, I feel trains are even less reliable. Basically my train is late everyday.”

www.stuff.co.nz

NEWS

## Bus' no-show leaves passengers stranded

By SIMON MAUDE

Auckland Transport's new timetable is missing the bus.

Irate commuters contacted the *North Shore Times* after being told there's not enough buses to run a new service.

Dozens of travellers are winding up stranded, then late because Birkenhead Transport's timetabled 8am 972 Beach Haven Wharf to Auckland University bus isn't showing up.

Passengers waiting at Birkenhead's Verbena Rd stop are furious.

Financial analyst Jason Ko says over the past two weeks the 972 he expects around 8.10am has hardly shown.

He double-checked Auckland Transport's (AT) new timetable that came into effect in February.

"I waited and waited last week and just assumed it was really late, but I thought I would try again this week. I need to catch the 8.10am to get to work by 9am, last week I was late."

A mother of one passenger using the route contacted Birkenhead Transport.

Staff told her the 8am 972 hadn't been running at all.

Birkenhead Transport told her it did not have enough buses to match the new timetable.

Anxious commuters are forced to take a gamble waiting for the next 972 bus or make a 700 metre beeline for Verrans Corner bus routes.

University student Crystal Zeng says she prefers to catch the



**Walking shoes:** Crystal Zeng says she will now walk 700 metres to another bus stop for more reliable services.

yet to go up at Verbena Rd.

AT's website still says "during peak times [the] service will operate every 15 minutes".

"It's false advertising really. There should be a notice on the bus stop saying it won't be running until further notice," Worley says.

Birkenhead Transport declined to comment, directing inquiries to AT.

AT media manager Mark Hannan says it's aware of issues with the 8am 972 service and is working with Birkenhead Transport to fix this.



**Figured out:** Financial analyst Jason Ko now tries for earlier buses because Verbena Rd's scheduled 8.10am isn't showing.

# Results: Perceptions & Aspirations

## PT services – Customer services

“... I say ‘Hi’ to the bus driver every time when I board the bus, but they often do not respond.”

“... once I only had a \$20 note when I got on the bus, so the driver asked me to go to the dairy shop nearby to get change. But once I got off the bus, he shut the door and drove away. I felt cheated.”

“We have one Chinese, native Chinese speaker in our group who we involved him, we went to Avondale markets a few weeks ago and he was completely swamped. There was a queue of people waiting to talk to him. Every time he was talking he had a big audience of Chinese speakers, you know, that’s absolutely true. We’re not, **we’re not yet connecting with [Asians]**”



# Conclusion

- Immigrants have the potential to increase public transport patronage.
  - Reduce the gap between immigrants needs, perceptions and aspirations of public transport.
- inclusive public transport planning should be considered for future projects
  - Focus on cross cultural communication
  - Engage ethnic communities in designing services, and infrastructure (station design, signage etc.)
  - Airports, food chains, tourism industry, libraries and universities provide example for learnings