



Auckland Light Rail Engagement and Communications Research

PREPARED BY KANTAR PUBLIC

SEPTEMBER 2021

The three groups of Aucklanders we spoke to:



Locals

Residents living in suburbs in or near the project area.

Defined as residing in Auckland Central, Auckland CBD, Freemans Bay, Grey Lynn, Newmarket, Penrose, Newton, Arch Hill, Morningside, Kingsland, Mt Eden, Balmoral, Sandringham, Mt Albert, Mt Roskill, Three Kings, Royal Oak, Eden Terrace, Hillsborough, Onehunga, Otahuhu, Mangere Bridge, Mangere, Favona, Auckland Airport or Airport Oaks



Other Users

Commuters who travel (but don't live) in the areas close to the potential light rail routes.

Defined as travelling at least fortnightly in the shaded area depicted on the following map for a minimum of 3 minutes by car or bus, 5 minutes if cycling and 10 minutes if walking



Other Aucklanders

Other Auckland residents.

Defined as Auckland residents not living in the suburbs in or near the project area and not commuting in the areas close to the potential light rail routes

The following local boards were excluded: Rodney, Franklin, Waiheke and Great Barrier.

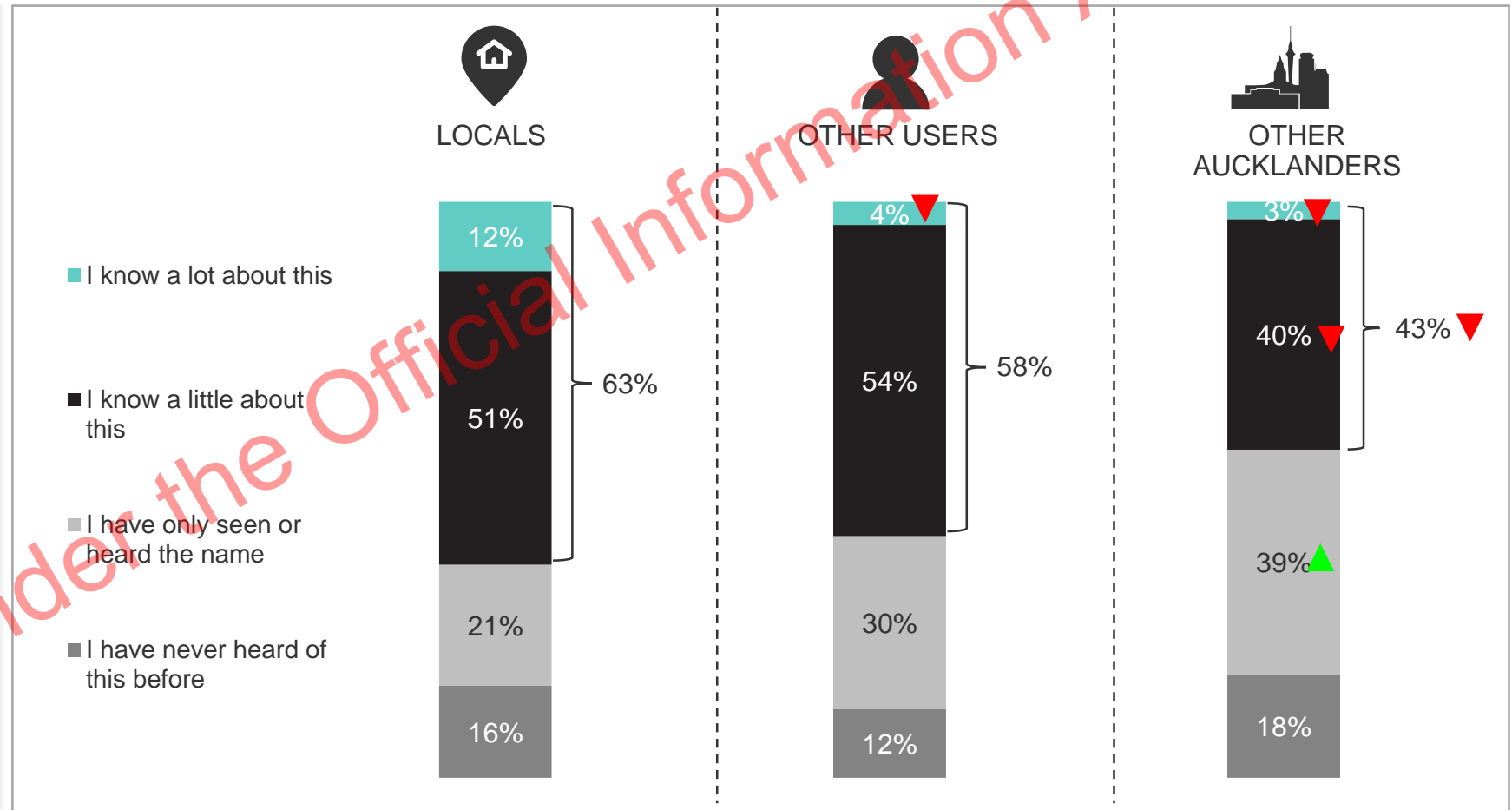
Most Aucklanders are aware of the project, but often only by name and few know ‘a lot’ about the project. Other Aucklanders have lower knowledge about the project (at two in five) than Locals or Other Users (at three in five).

FAMILIARITY WITH THE AUCKLAND LIGHT RAIL PROJECT

Prior to being shown campaign material within the survey, respondents were provided with the following description of Auckland Light Rail and asked their familiarity and support.

The Ministry of Transport, Waka Kotahi NZ Transport Agency, Auckland Council, Auckland Transport, Kāinga Ora and Mana Whenua are working together on the **Auckland Light Rail project** to look at how light rail can work best for the city.

This is not the same as the City Rail Link which is another transport project in Auckland and currently under construction in the Auckland CBD. The Auckland Light Rail project is still in the planning phase.



Over half of Locals and Other Users have seen or heard some element of the campaign. Active engagement with the campaign is higher among Locals than Other Users.

CAMPAIGN AWARENESS AND ENGAGEMENT

TOTAL CAMPAIGN AWARENESS =

Seen the static ad (bus back / bus stop, newspaper, online, out of house) OR

Listened to the radio ad OR

Saw the brochure OR

Saw a pop up stall at a local community event or market OR

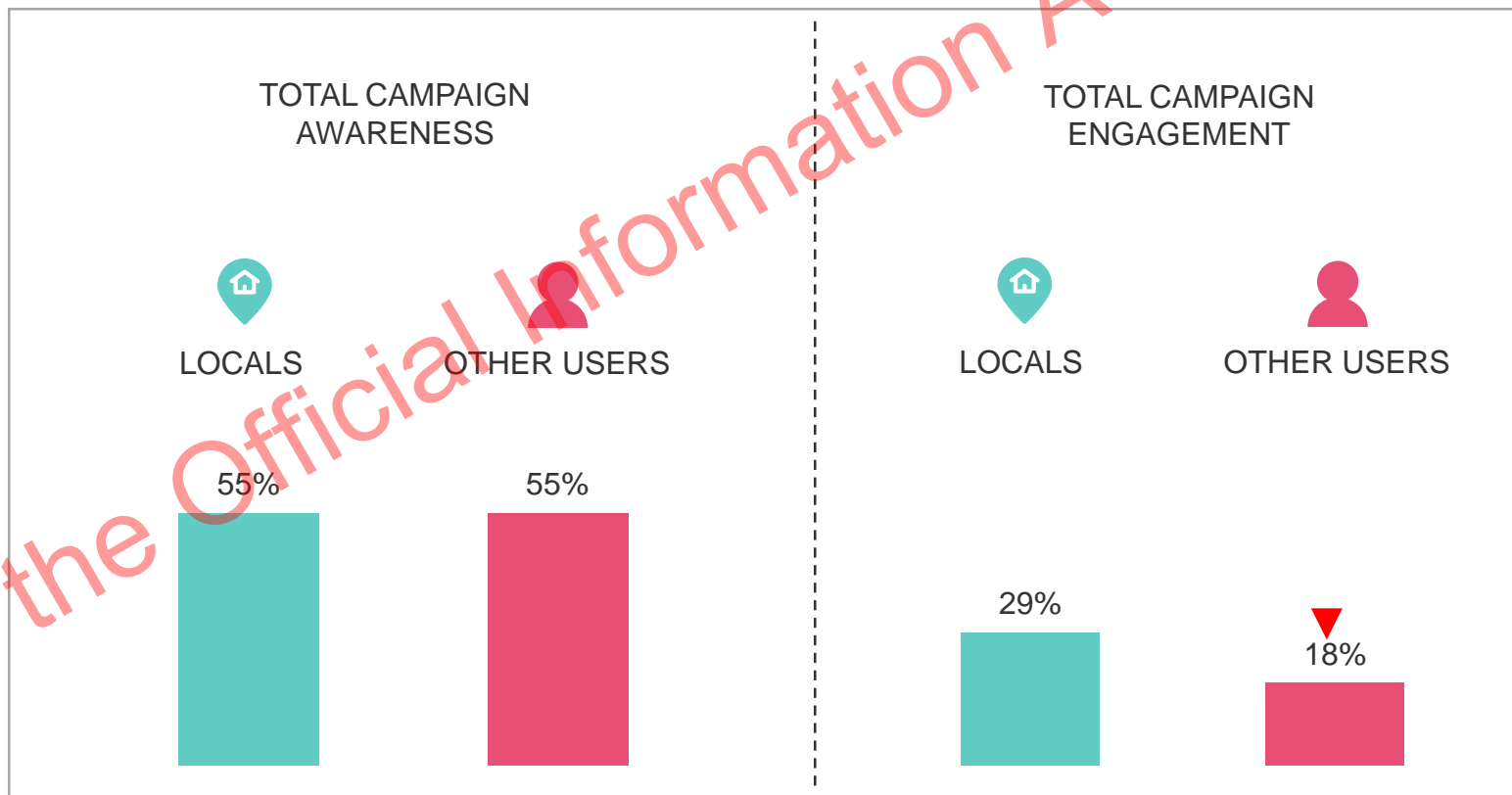
Aware of the website

TOTAL CAMPAIGN ENGAGEMENT =

Read or looked at some of the brochure OR

Stopped and looked at the information at a pop-up stall OR

Ever visited the website



Among Locals, awareness and engagement is higher among the under 50's and public transport users. Among Other Users, awareness and engagement is higher among the under 35's and public transport users.

There are many positive comments about the varied information sources, the bright, bold look of the campaign and the simplicity of the messages. Suggested improvements often focus on more detail about the project and more use of online advertising.

EFFECTIVE ASPECTS OF THE CAMPAIGN AND SUGGESTED IMPROVEMENTS - AMONG THOSE AWARE

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Effective aspects:

“Radio ad was *memorable, clear message.*”

“*Face to face stalls are good for direct communication with people who have concerns.*”

“*A lot of information in the brochures, such as the benefits of the light rail.*”

“*Very visual in the bus stops and on the backs of buses.*”

“*Colourful and eye catching, informative about plans.*”

“*The detail in simple pictures. Exciting and bold.*”

“*The images are eye catching.*”

“*The consistent look and feel of the comms. When I see an ad, I quickly identify it as an ad for Auckland light rail project. It's also simple and clear messaging, not wordy which is good, and it sticks.*”

“*Easy to understand about the project and giving the picture of future Auckland.*”

“*It tells the information we need to know without overcomplicating it.*”

Suggested improvements:

“*More awareness in workplaces.*”

“*Perhaps increase the posters and have TV ads, have more roadshows.*”

“*Could do an event to raise awareness.*”

“*More information on social media platform to inform people.*”

“*Catch the crowds from the public transport hubs.*”

“*Perhaps flood online news sites like stuff.*”

“*Explaining when it is likely to be ready. What benefits it will offer in more detail...like travel times, costs etc.*”

“*Need to tell us about fare, and route for this transport.*”

“*Tell us disruptions to our daily lives.*”

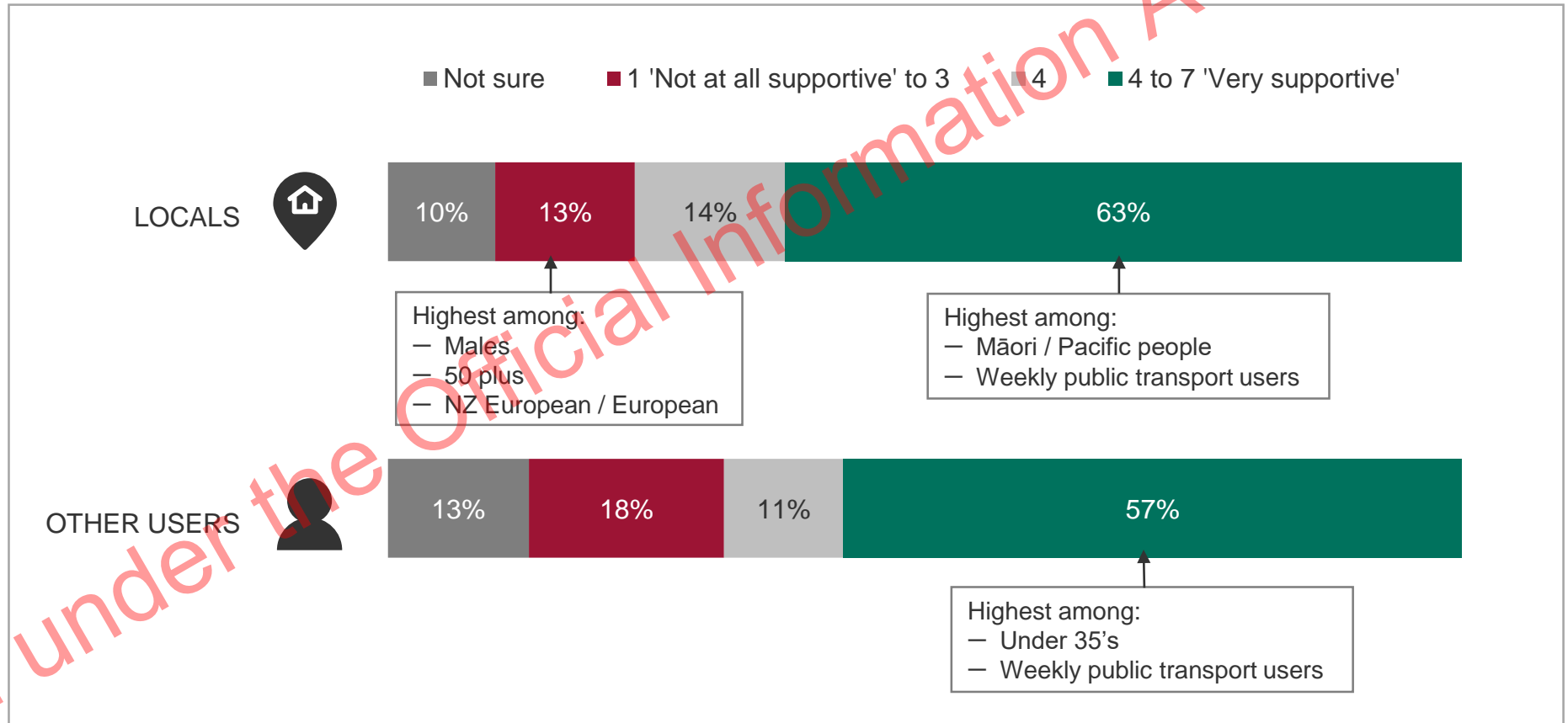
“*It lacks detail, how it will reduce commute time, what opportunities it will create.*”

“*I think the project needs to put some alternatives that have been proposed and weigh the pros and cons.*”

After seeing and hearing some of the information, three in five Locals and Other Users are supportive of the project. There is a low level of opposition among these groups, higher among Other Users at almost one in five.

SUPPORT FOR AUCKLAND LIGHT RAIL PROJECT – after listening to the radio ad and seeing the comms

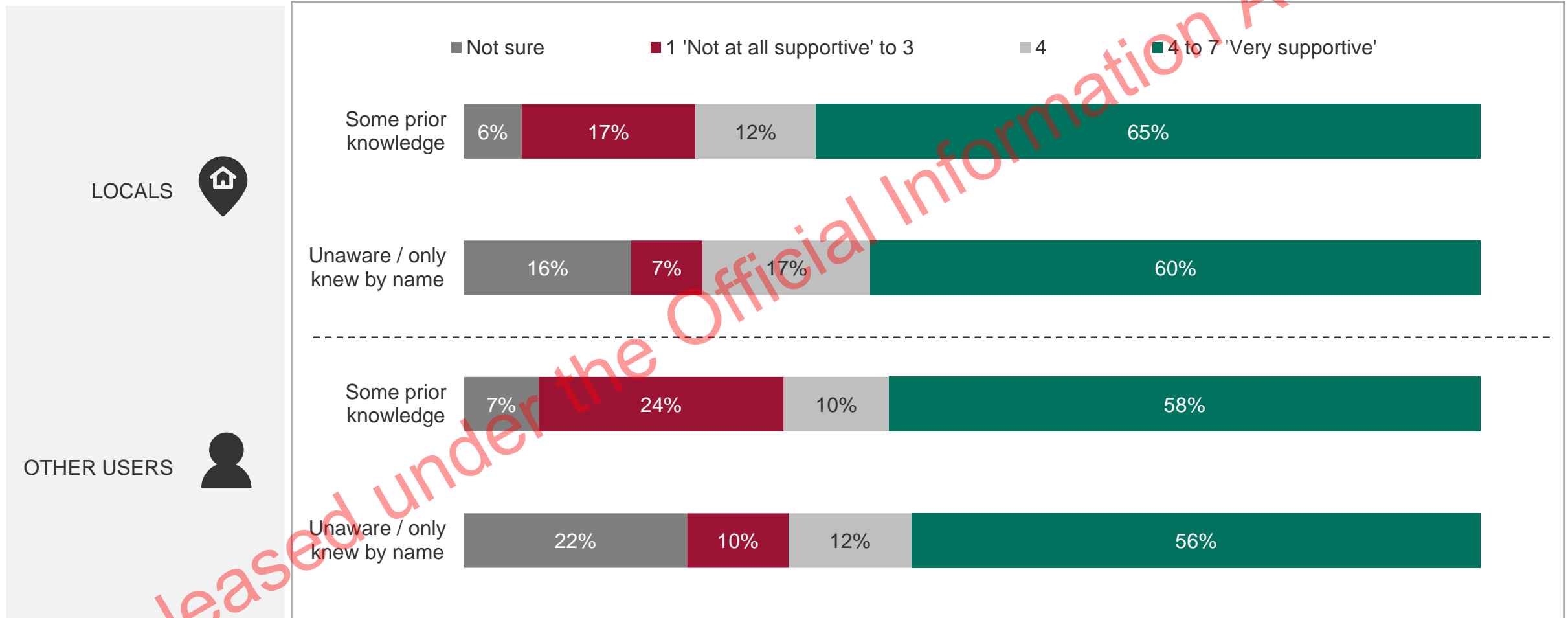
After listening to the radio ad and viewing the campaign material, respondents were asked their level of support towards the Auckland Light Rail project.



Note, that although respondents were able to magnify the images within the survey to aid their recall, they would not necessarily have read the information. As such, this support measure is not intended to evaluate the campaign material in detail but provide an indication of support among these groups if provided with some of the benefits of Auckland Light Rail.

Exposure to the campaign information is effective at generating support among those with little or no prior knowledge of the project previously.

SUPPORT FOR AUCKLAND LIGHT RAIL PROJECT – after listening to the radio ad and seeing the comms



Common reasons for being supportive include better connectivity, being faster, safer and more sustainable and helping to reduce traffic congestion. Concerns from those not in support include the disruption during construction, impact on local businesses and the cost.

REASONS FOR SUPPORTING AND OPPOSING

Reasons for supporting:

“Hopefully *reduce traffic on the roads* and *reduce carbon emissions*.”

“*Fast service, decrease congestion, avoid mishap*.”

“*Convenience* of transport, *safe* and *fun* way to see Auckland i.e., new experience, bringing about change in Auckland.”

“It will be *easier to travel* without taking your cars and it will be *safer to travel*.”

“Good to have *more PT options*, particularly *electric / environmentally friendly* ones. Good to *connect different parts of Auckland not currently well serviced by PT* and make the most of existing design / roads.”

“*Connecting more Aucklanders, making travel easier*, it would be great to be connected by rail”

“Anything to *reduce and streamline* the dreadful traffic in the CBD.”

“Helps people *move sustainably* and *reduces car traffic blockages*.”

“I enjoy rail and prefer over bus mode, *communities being connected, Town centres being developed*.”

Reasons for opposing:

“*I don't see the benefits outweighing the costs*.”

“*Lack of benefit to the whole commuter network*. Light Rail will not achieve a meaningful benefit to Auckland. Public money is better off spent in other projects.”

“*There are better city airport travel options*. This will be *expensive and disruptive to build*. Offers *limited route coverage*.”

“It's *too expensive for the amount of people it will transport* or has the catchment to transport. Auckland is just too spread out for this kind of project to be successful..”

“*Waste of money and impacting many businesses* without any financial support”.

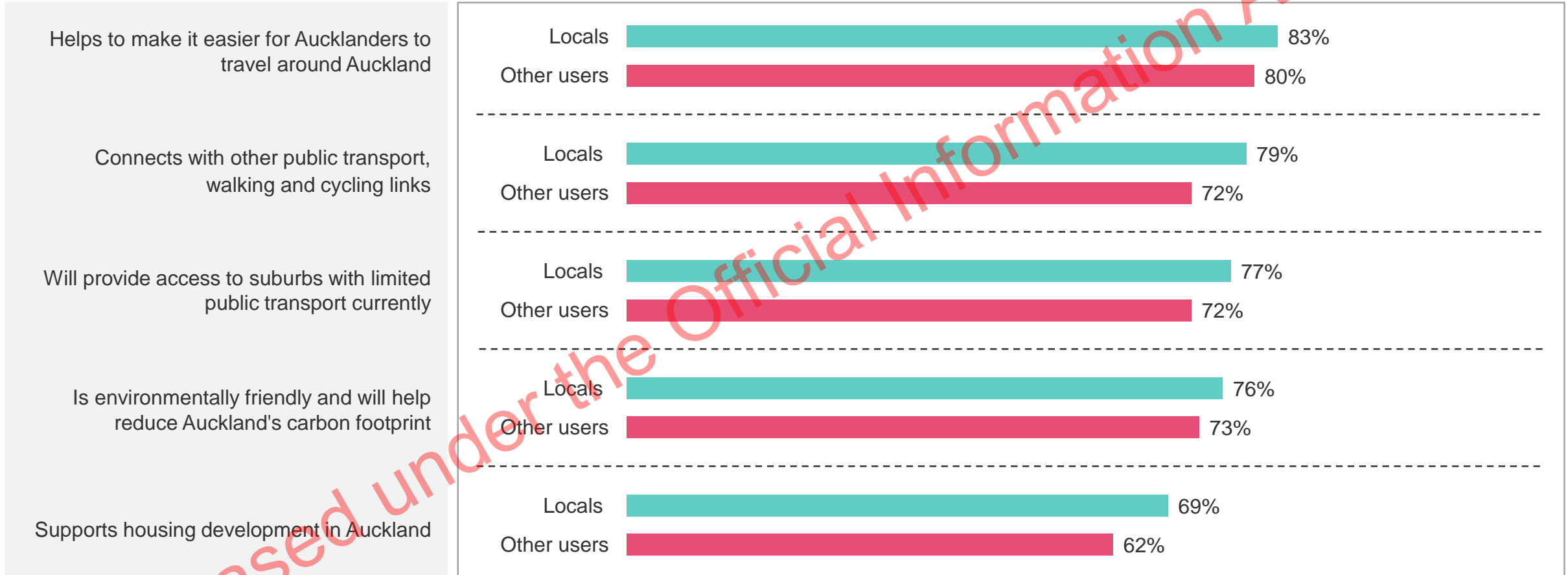
“*Create a mess just like the CRL and actually destroy local businesses*.”

“It is another *enormous cost to the taxpayer and ratepayer* that will only benefit very few people.”

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There are a wide range of benefits that are viewed as important by both Locals and Other Users that can help to further strengthen support.

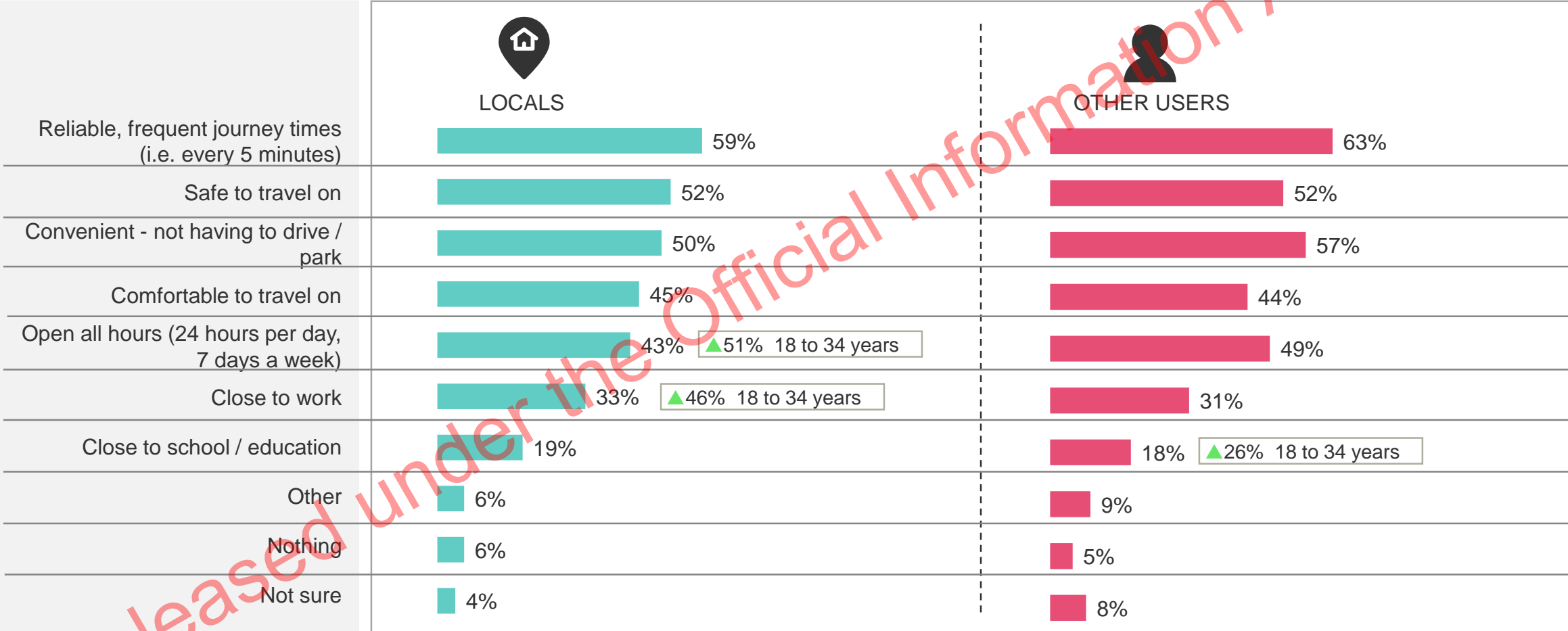
IMPORTANCE THAT AUCKLAND LIGHT RAIL...



Notes: 1) Agreement codes 5 to 7 are shown on a 7 point scale where 1 is 'not at all important' and 7 is 'very important'

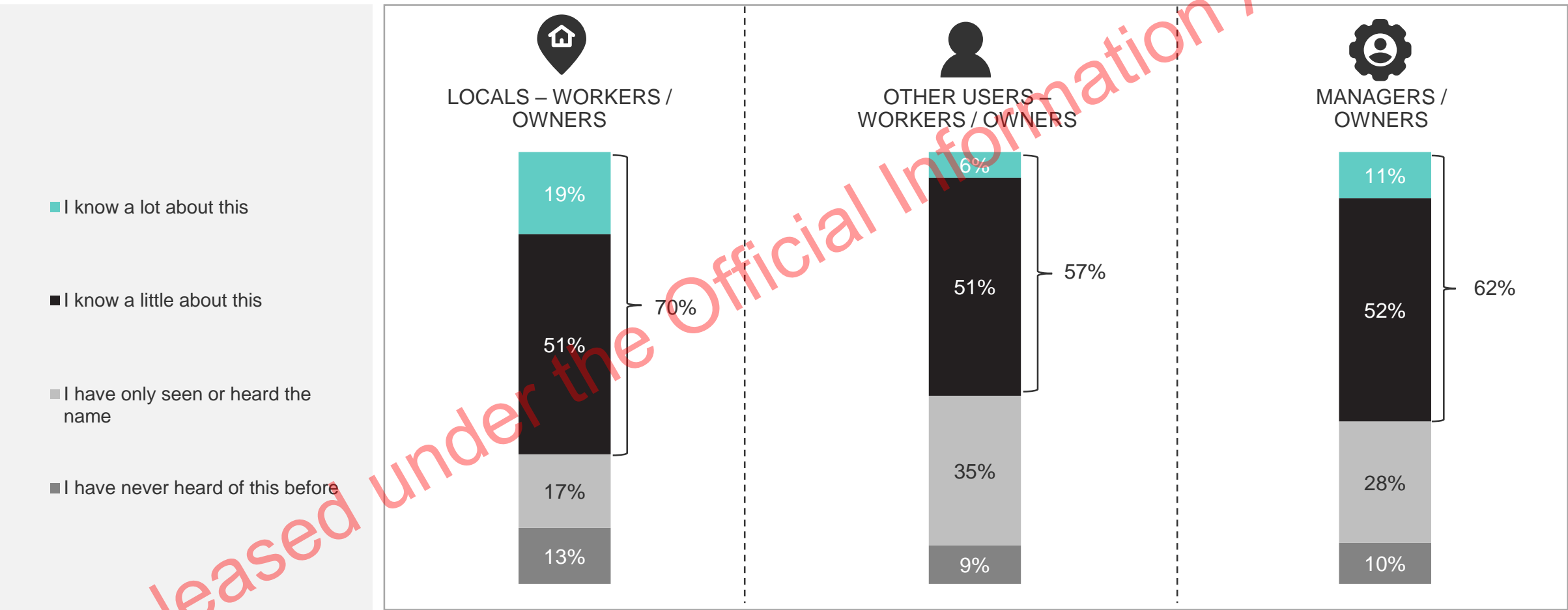
A wide range of aspects would encourage use including frequent, reliable journey times, safety, convenience and comfort. Proximity to work and being open all hours would also help encourage use among Locals aged under 35.

ASPECTS WHICH WOULD MAKE LIGHT RAIL ATTRACTIVE TO USE



Focusing on workers and business owners within the project area, although most are aware, few know 'a lot' about it. Those who are Local are more likely to have some knowledge than Other Users.

FAMILIARITY WITH THE AUCKLAND LIGHT RAIL PROJECT



Over half of Locals and Other Users workers and business owners have seen or heard some element of the campaign and many have actively engaged with it.

CAMPAIGN AWARENESS AND ENGAGEMENT

TOTAL CAMPAIGN AWARENESS =

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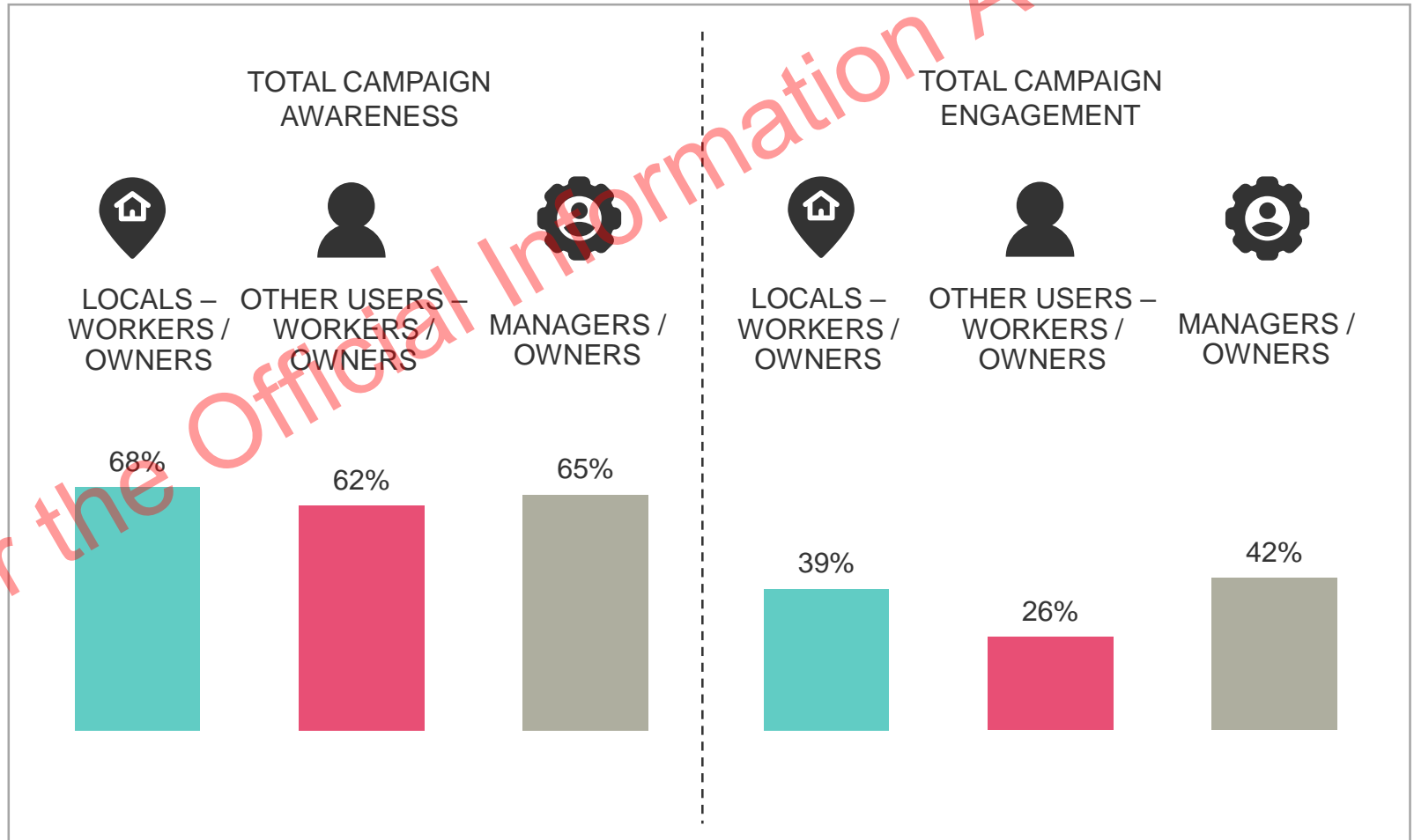
Aware of the Light Rail website

TOTAL CAMPAIGN ENGAGEMENT =

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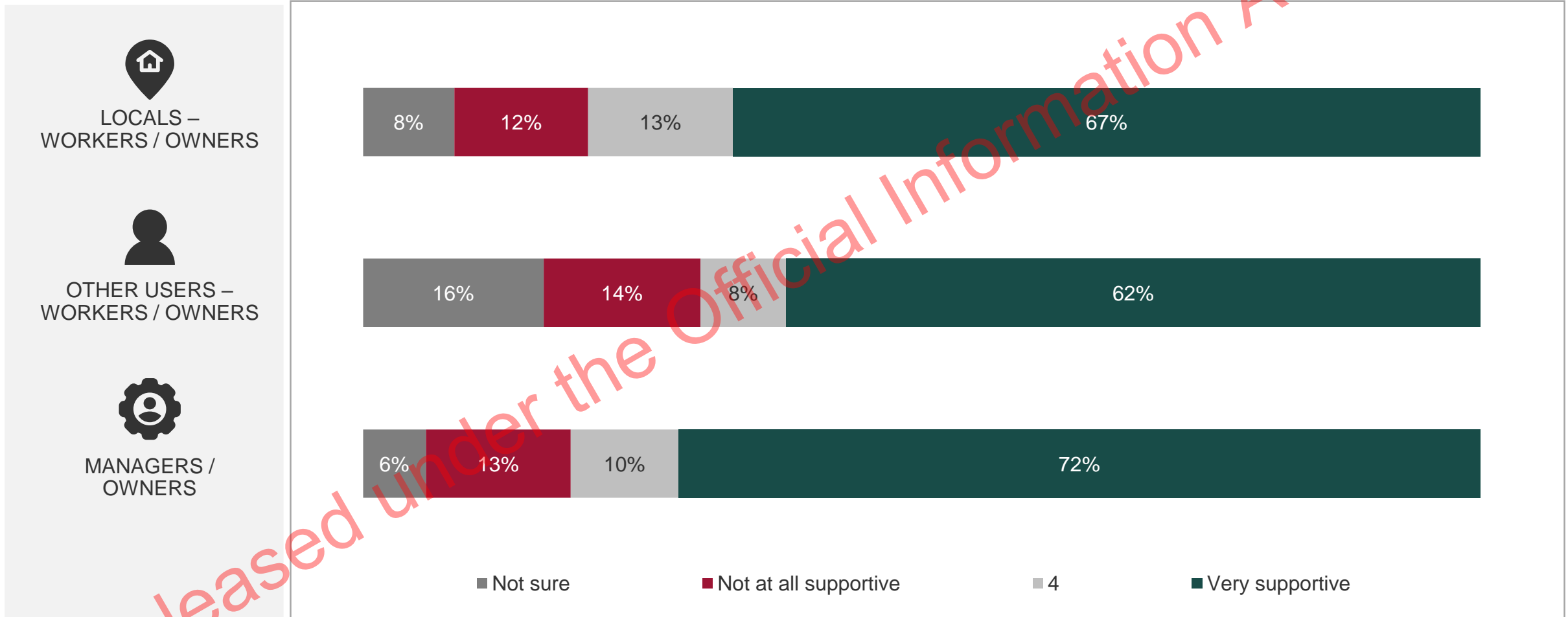
Stopped and looked at the information at a pop-up stall OR

Ever visited the Light Rail website

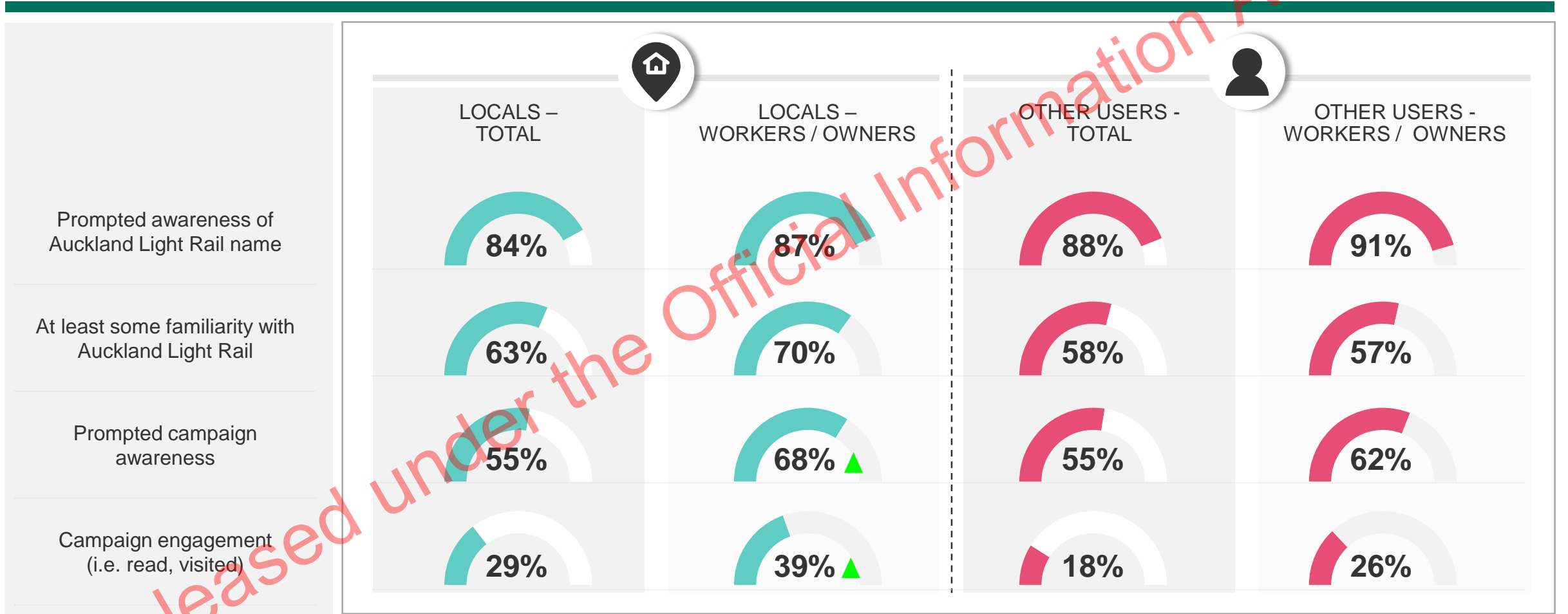


After seeing and hearing some information, there is strong support for the project among workers and business owners, and only a low level of opposition at just over one in ten.

SUPPORT FOR AUCKLAND LIGHT RAIL PROJECT (after seeing and hearing some of the sources of information)

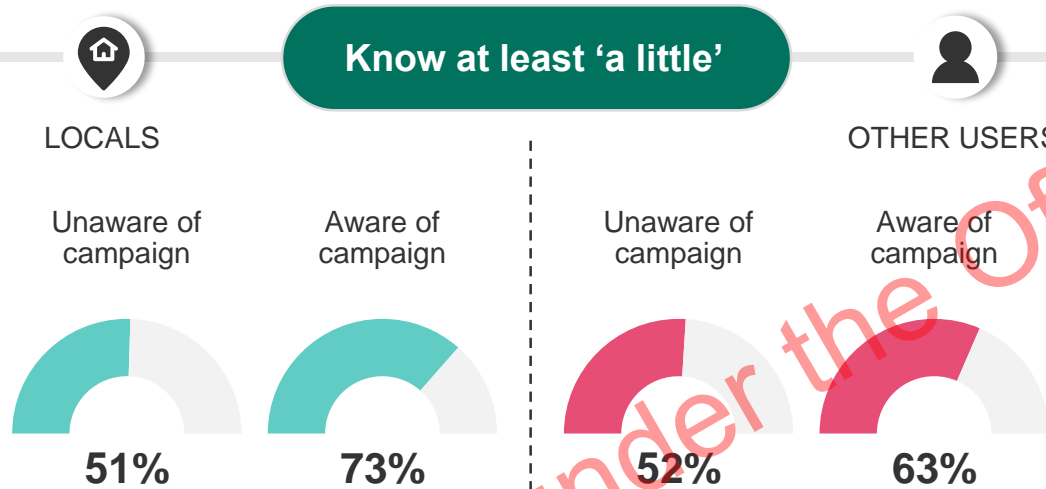


Key metrics



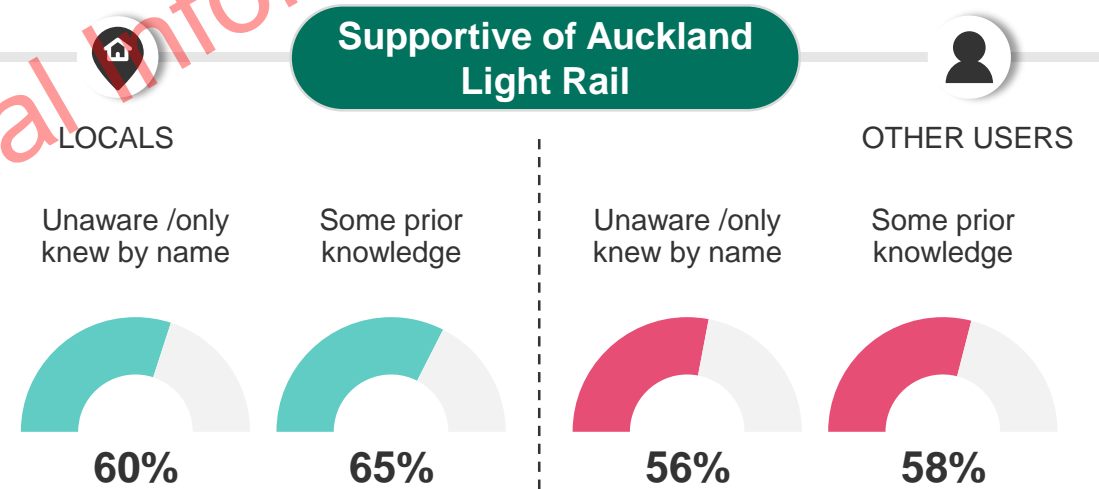
Effectiveness of the campaign

Locals and Other Users who were aware of the campaign were more likely to claim that they knew either 'a little' or 'a lot' about the project compared to those not aware of the campaign.



Although cause and effect cannot be proved, there is a clear difference in knowledge reported by campaign awareness prior to being surveyed.

After seeing an overview of the campaign materials within the survey, Locals and Other Users who were previously either unaware of the project or only knew it by name had a similar level of support as those who already had some knowledge about it.



The campaign information is good at developing support for Auckland Light Rail.