



Highbrook Development Limited

Work Travel Survey

2023

Sept 2023



BUSINESS
EAST TĀMAKI



Purpose of the report, revision record and contents

Purpose of this report

In 2023, Highbrook Development Limited, Business East Tamaki and Auckland Transport agreed to complete a travel survey to understand travel behaviour in the Highbrook area. This report has been developed to summarise the overall results.

Issue and revision record

This report has been prepared by Auckland Transport for Highbrook Development Limited and Business East Tamaki. It should not be relied upon by any other party or for any other purpose. This document contains confidential information. It should not be shown to other parties without consent from Auckland Transport and from Highbrook Development Limited.

Version ID	Date	Originator	Checker	Comment
A	26.06.23	HS		Pre-close draft
B	01.08.23	HS	AM	Final draft
C	19.09.23	HS	AM	Final, updated with logos

Contents

Response rate	3
Response by business	4
Home address	5
Work patterns	6
Length of journey	7
Arrival & Departure	8
Reasons for travel (car users)	9
Fuel source of vehicles	10
Reasons for travel (sustainable modes)	11
Connections from Otahuhu	12
Improving the Journey to Work	14
Other insights about Highbrook	16
Comparison to other data	17



BUSINESS
EAST TĀMAKI



Response rates

5,000*

Estimated number of employees over 100+ businesses in Highbrook and tenants of Goodman.

1,015

Participants completed the work travel survey by 15 July 2023.

20%

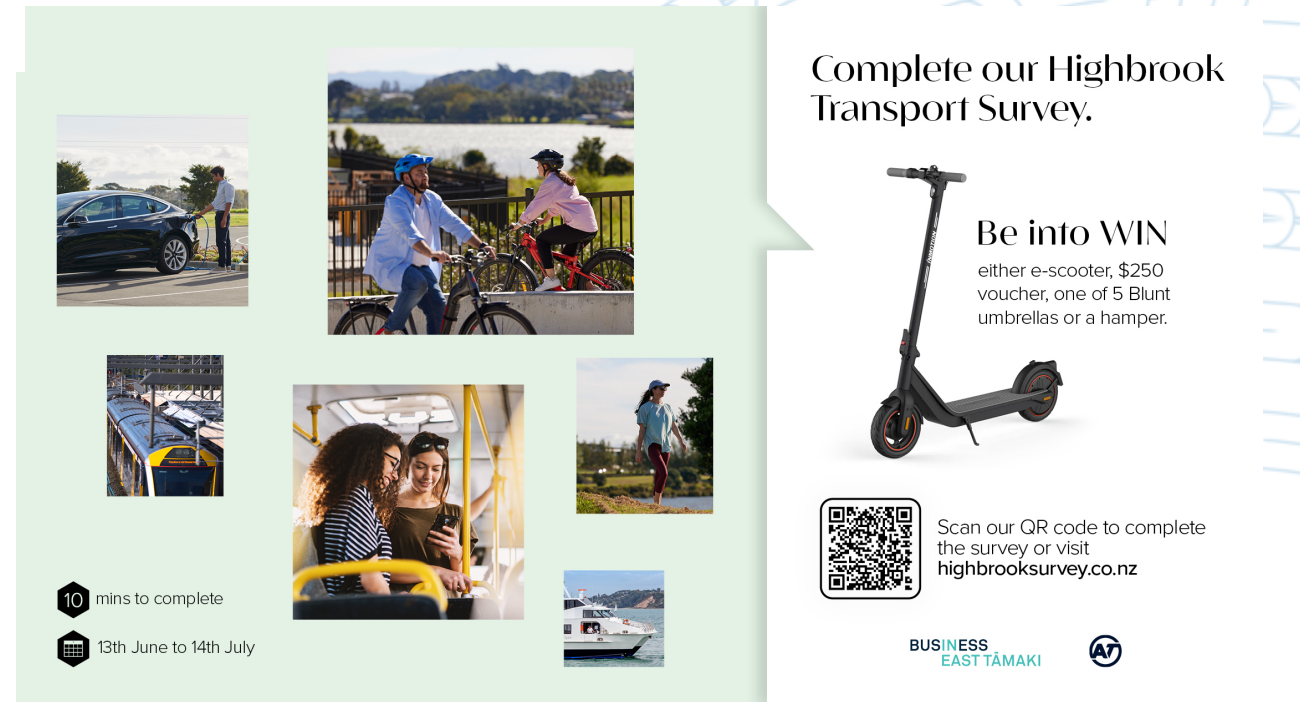
Approximate response rate.

2.5%

Calculated margin of error based on a 95% confidence interval.

Steps completed to maximize the response rate

- Goodman, Business East Tamaki and AT contributed great prizes, including an E-scooter, a \$250 Botany Downs voucher, five blunt umbrellas and a \$100 non-alcoholic gift hamper.
- A target of 1,000 responses was set. This was monitored and Goodman and Business East Tamaki followed-up businesses with a low response.
- A poster with a QR code to the survey was created and was used in internal communications and displayed in areas employees would likely congregate.
- Two in-person survey collection events were held at NZ Post sites with employees who don't have a work computer or email address. This helped to improve the representativeness of the response sample.
- Paper copies of the survey were distributed for night workers at NZ Post who weren't on-site during the in-person collection events.

A promotional poster for the Highbrook Transport Survey. It features a collage of images related to transport: a car, two people on bicycles, a train, two people on a bus, a person walking, and a boat. Text on the poster includes 'Complete our Highbrook Transport Survey.', 'Be into WIN either e-scooter, \$250 voucher, one of 5 Blunt umbrellas or a hamper.', a QR code, and 'Scan our QR code to complete the survey or visit highbrooksurvey.co.nz'. It also mentions '10 mins to complete' and '13th June to 14th July'. Logos for Business East Tamaki and AT are at the bottom.

Complete our Highbrook Transport Survey.

Be into WIN
either e-scooter, \$250 voucher, one of 5 Blunt umbrellas or a hamper.

Scan our QR code to complete the survey or visit highbrooksurvey.co.nz

10 mins to complete
13th June to 14th July

BUSINESS EAST TĀMAKI AT

Highbrook Transport Survey Poster used to advertise the survey.

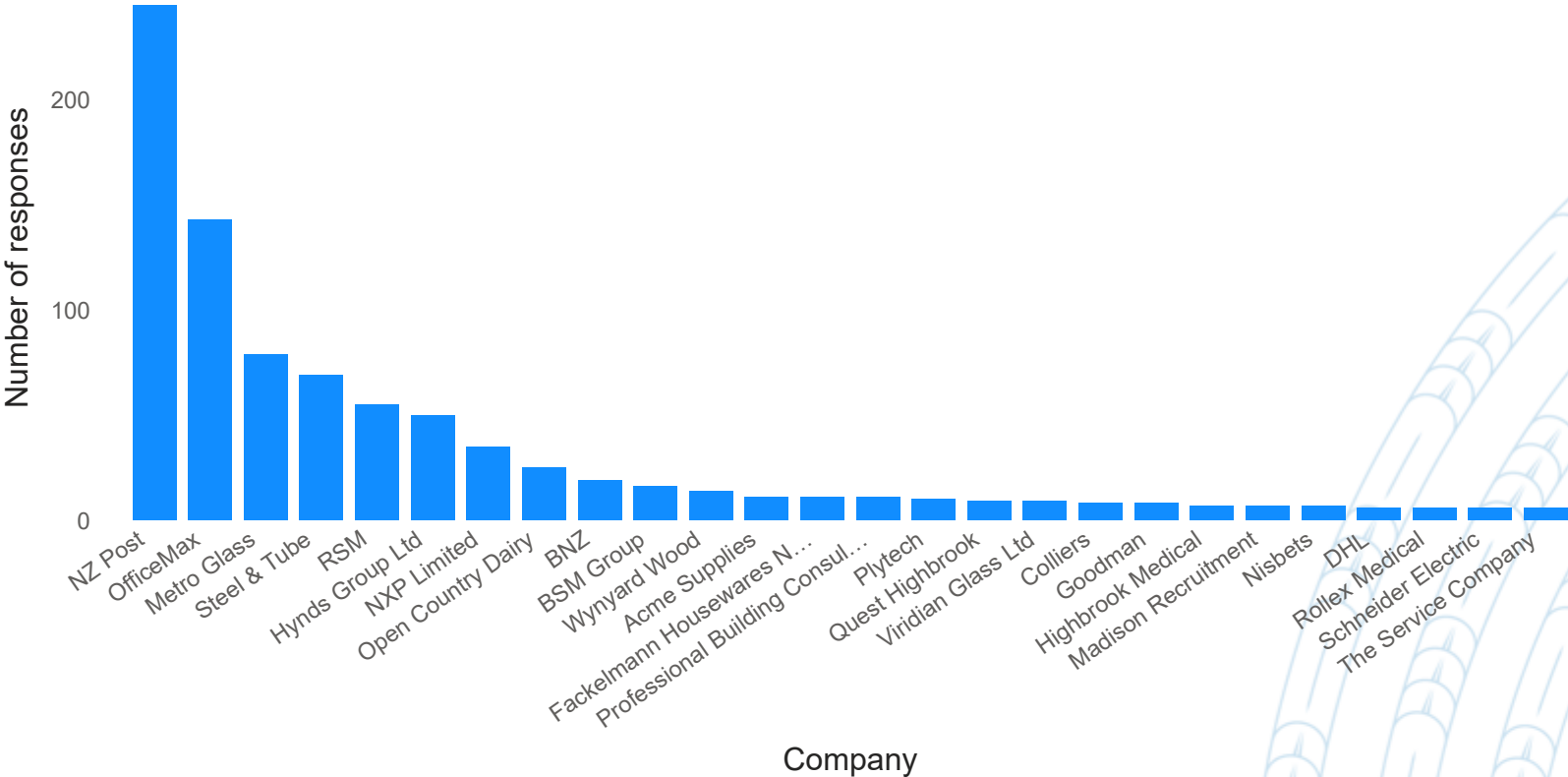


BUSINESS
EAST TĀMAKI



Response by businesses in Highbrook

What company do you work for?



In total, there were 100 businesses named by survey respondents. A response rate per business has not been calculated as it is unknown how many people were distributed the survey from each.

The graph displays the number of responses of the 31 businesses that achieved five or more responses. There were 69 businesses were less than 5 responses was received and 85 businesses with less than 10 responses received.

NZ Post had the highest total number of responses, with 245. This reflects the two in-person survey collection events and paper copies of the survey.

Just over 50% of all survey responses were from employees of NZ Post, Office Max and Metro Glass which had the three highest total number of responses.

Home address of respondents

The address that respondents start their journey to work from (i.e., for most people this would be their home) are predominantly distributed across the Auckland region, with some responses from people from other regions. Survey respondents were more likely to live south/east of the Isthmus. There were relatively few respondents who said they start their journey from Northwest or the North Shore. There were no public transport users who travelled from the North Shore or Northwest, which reflects the length people would have to travel.

The results don't show a strong geographic relationship among respondents who said carpooling or a shuttle would improve their journey to work and generally reflects the distribution of all employees (i.e., more likely to be south/east of the Isthmus).

Main mode of travel

All

Length of journey to w...

All

Work patterns

All

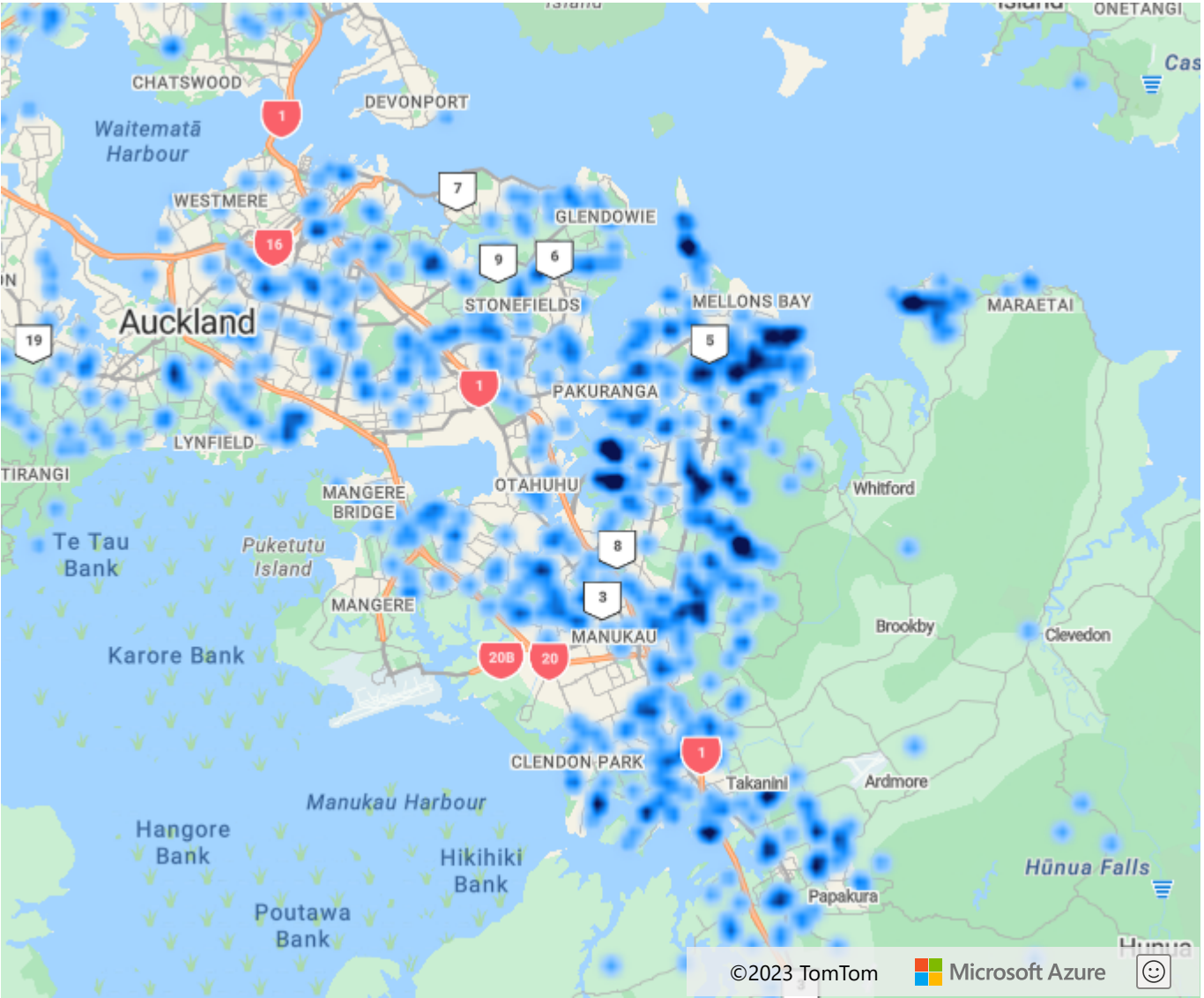
Reasons for car travel

All

Sustainable travel initiatives

All

From what street do you usually start your journey from, when travelling to work?.



BUSINESS
EAST TĀMAKI



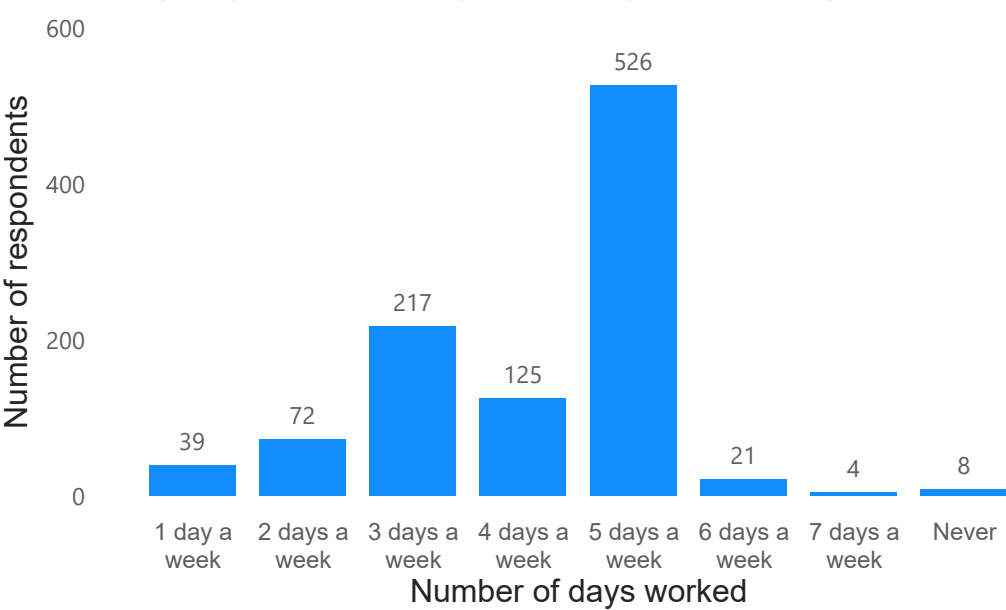
What are people's work patterns?

About half of respondents (526 or 52%) said they go to Highbrook five days a week. The majority of survey respondents said they work full-time, standard hours (766 or 75%); of those, about 54% said they work in Highbrook five-days a week. Most respondents who said they work full-time, non-standard hours said they work five days or more (85%) in Highbrook.

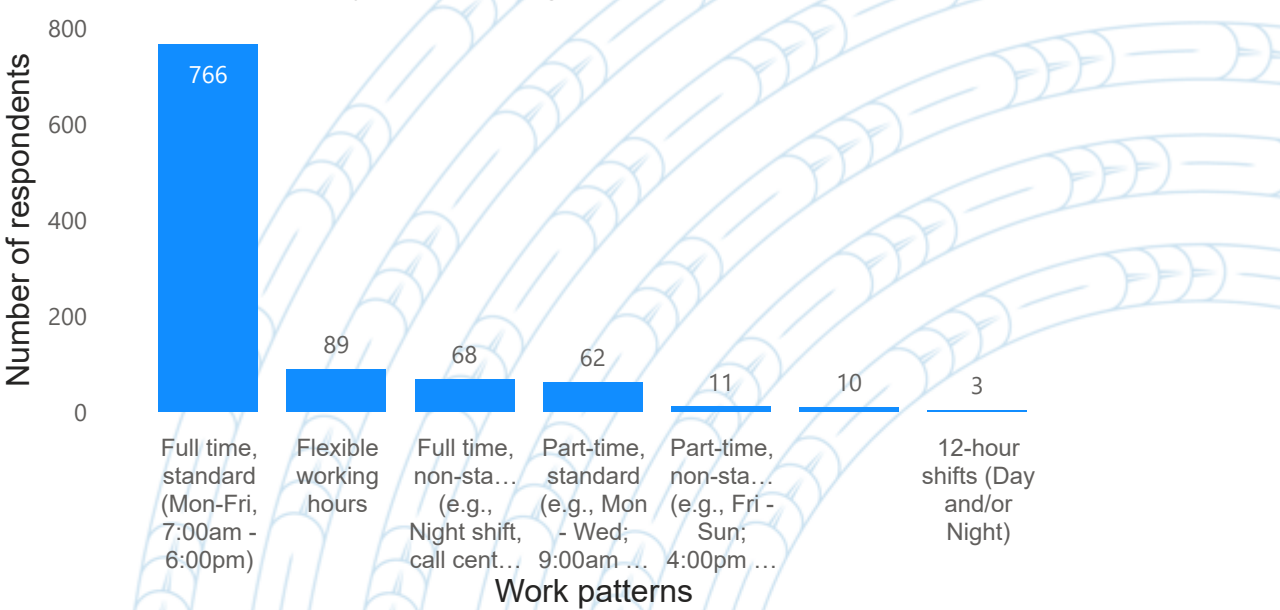
People who work part-time (standard and non-standard hours) were more likely to report working less than five days in Highbrook. The results show that, overall, there may be opportunities for increasing flexible working and working from home.

Note that the high proportion of standard work hours in the response may indicate some bias in the response. Additional data collection may be needed when designing initiatives.

How many days a week do you usually work at Highbrook?



What best describes your working hours?



BUSINESS
EAST TĀMAKI



Mode of travel to work

For the majority of respondents (870 total or 88%) car, as driver alone is the main way they get to work. A further 68 respondents (7%) said their main way to travel to work as a driver with passengers or as a passenger. Note that some of the drivers with passengers may be parents/guardians dropping their children off to school/daycare. People who they work full or part-time, non-standard hours were more likely to report using public transport as their main mode to get to work.

In terms of other modes of transport, approximately 27% of people said they used a non-car as driver alone mode. However, about 14% of car (alone) drivers said they sometimes carpool and about 3% said they sometimes use public transport. This indicates non-car driver travel options are 'back-ups' for people who don't usually drive as their main mode (e.g., bus as a 'back-up' for people who normally use the train).

Length of journey to ...

All

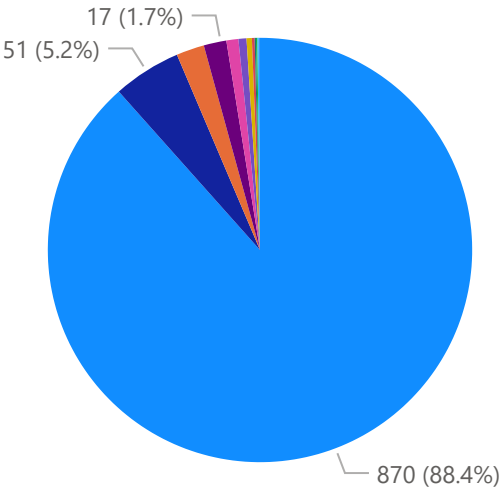
Work patterns

All

Days a week worked...

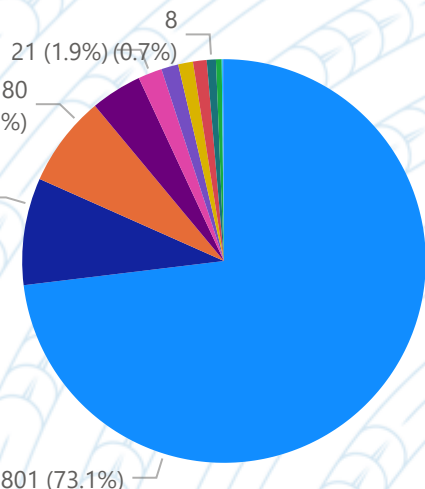
All

What is the one main way you usually travel to work - that is, the one you use for the greatest distance?



- Car - drove alone
- Car - drove with passengers
- Bus
- Car - as a passenger
- Train
- Motorbike/ motor scooter
- Bike/E-bike
- Walk/run
- Ferry
- Other (please specify)
- Rideshare app (e.g., Uber, Lyft)
- Scooter/E-scooter

What other means of travel do you usually use to get to work?



- Car - drove alone
- Car - as a passenger
- Car - drove with passengers
- Bus
- Rideshare app (e.g., Uber, Lyft)
- Train
- Walk/run
- Motorbike/ motor scooter
- Bike/E-bike
- Scooter/E-scooter
- Ferry
- Other (please specify)



BUSINESS
EAST TĀMAKI



How long are people's journey's to work?

Survey respondents were most likely to say their journey was between 16-30 minutes. About half of respondents said their journey was between 16-45 minutes.

A sense check of people's travel times (for those who said they work standard hours) was completed which found that the vast majority of people gave a correct estimate of their journey time, noting self-report questions often find under-reporting of journey time.

People who caught public transport were more likely to say their journey was greater than 45 minutes. People who work night shift or non-standard hours were more likely to report their journey taking less than 15 minutes.

Main mode of travel

All

Arrival time

All

Work patterns

All

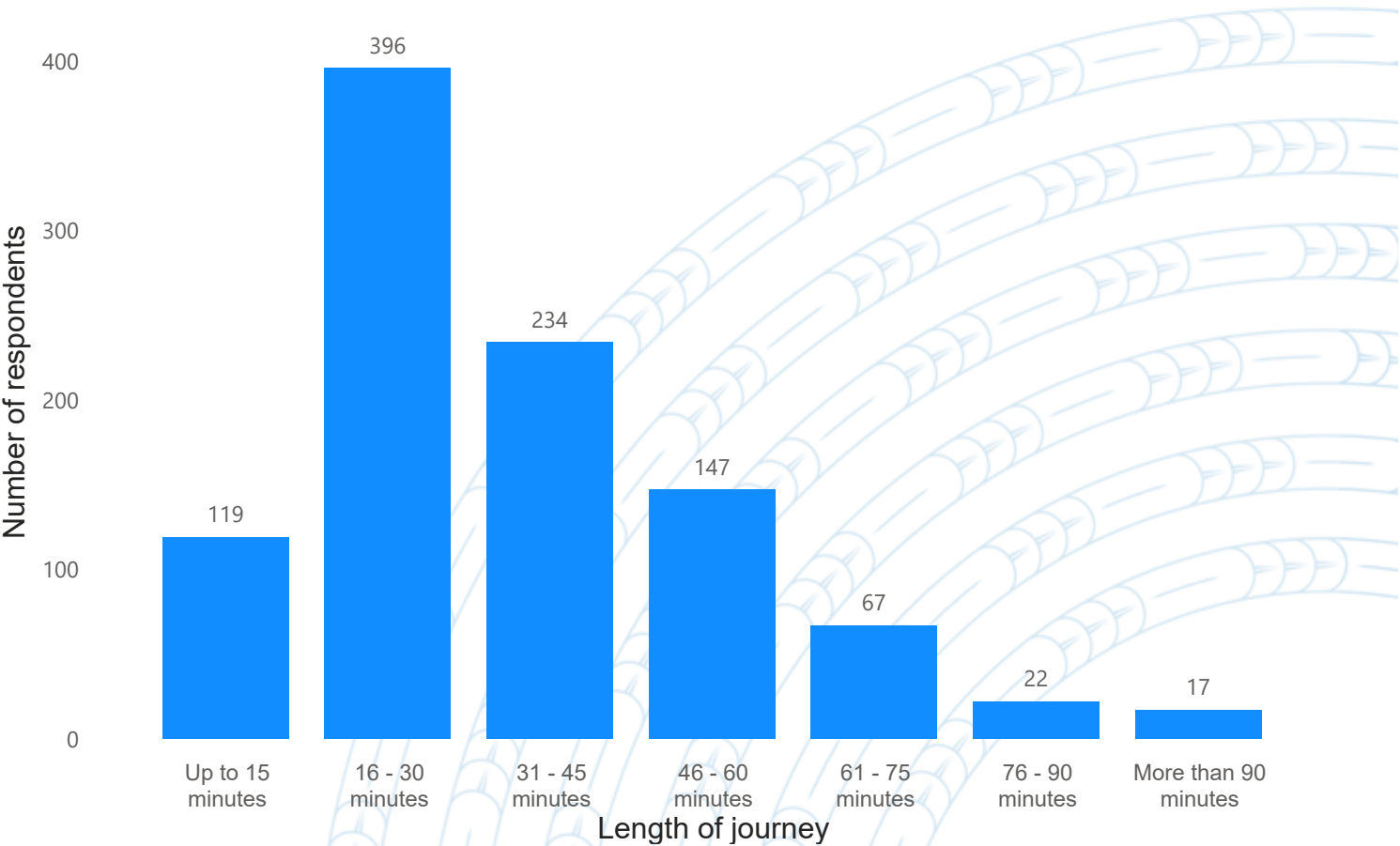
Days in Highbrook

All

Journey length

All

How long does your journey to Highbrook for work usually take?



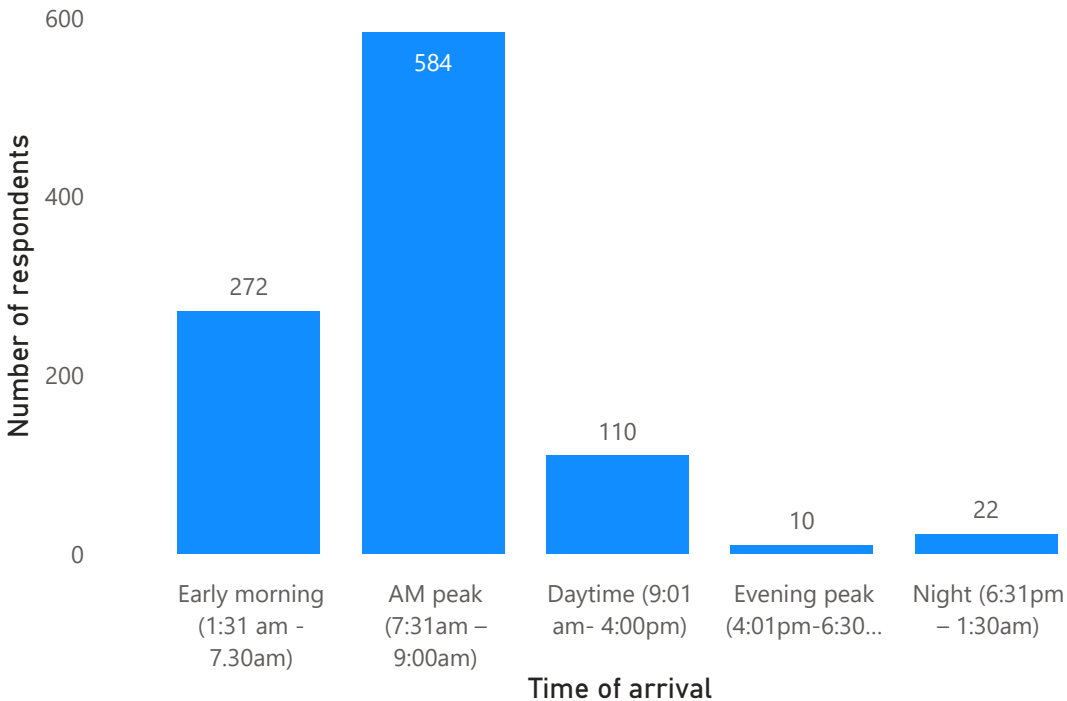
BUSINESS
EAST TĀMAKI



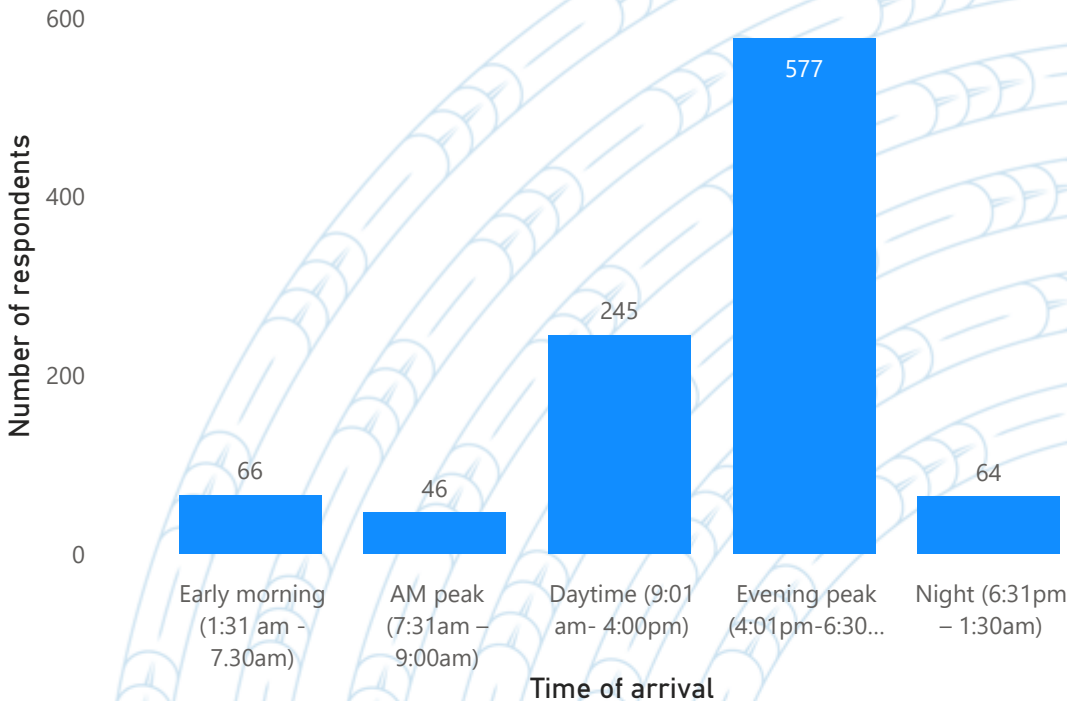
When do people travel to and from work?

The arrival and departure times of survey respondents follow 'dominant' peak periods for weekday travel. Most respondents arrive during the AM peak and leave during the PM peak. This indicates there may be some bias in the response of the survey. It is also possible people have reported their businesses 'office hours' rather than what they normally actually do.

If you travel to work during the work week (Monday to Friday), what time do you usually arrive at work?



If you travel to work during the work week (Monday to Friday), what time do you usually leave work?

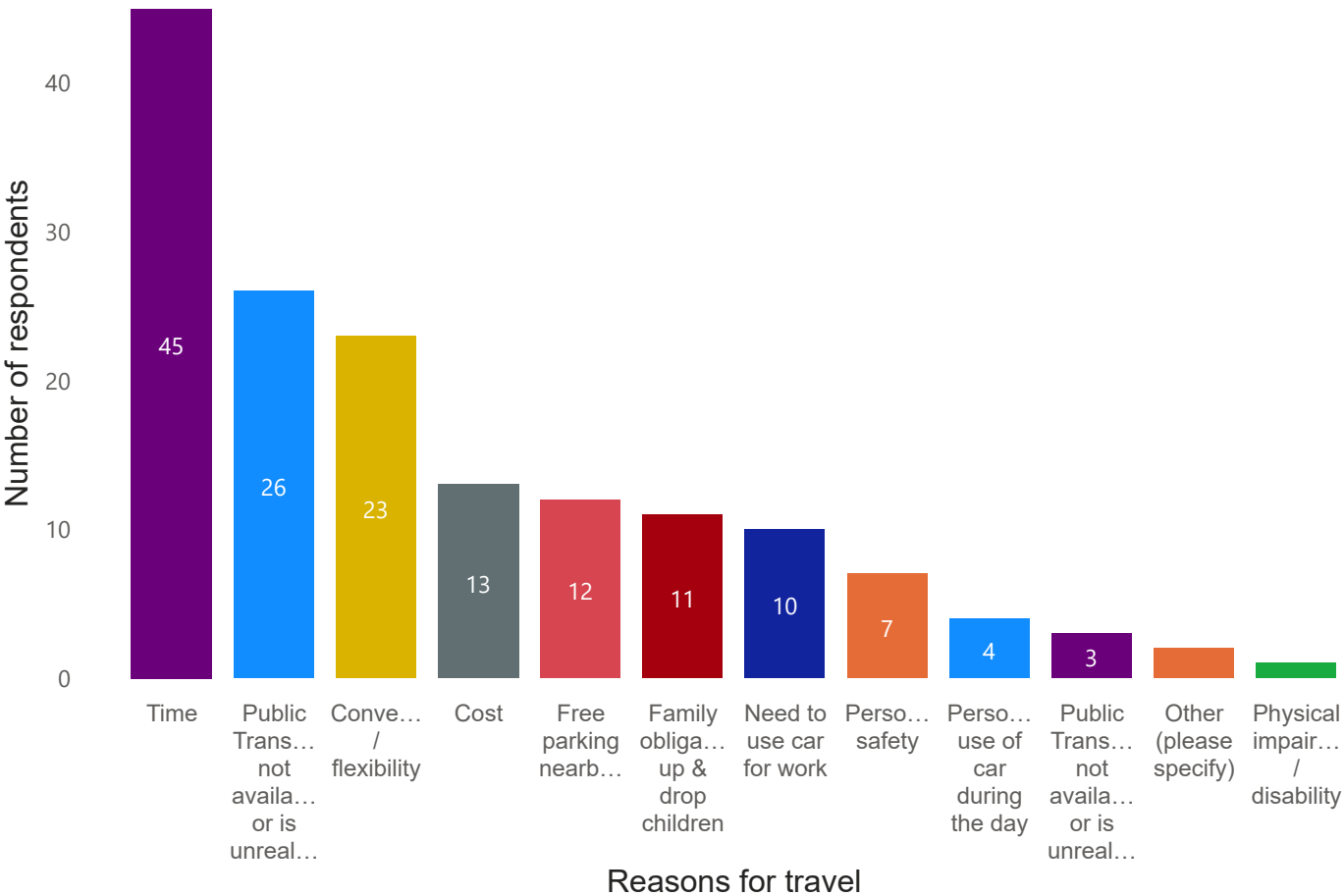


BUSINESS
EAST TĀMAKI



Why do people drive to work?

Why do you travel this way?



Survey respondents could select up to three options for this question. The top responses received were time (60% of people), public transport is not available/realistic (53%) and convenience/flexibility (37%).

About 50% of people who selected time also selected public transport is not available/realistic. For people with journey's longer than 45 minutes, the top most stated reason was that public transport is not available/realistic.

Three locations were reviewed for context to compare journey times from NZ Post: Otahuhu Train Station, Highland Park Library and Manurewa Train Station. Public transport journey times are between 2.5-3 times longer than driving at peak times (departing at 4pm, weekdays).

Arrival time
All

Work patterns
Full time, non-standard (e.g., Night shift, call centre)

Days in Highbrook
All

Journey length
All

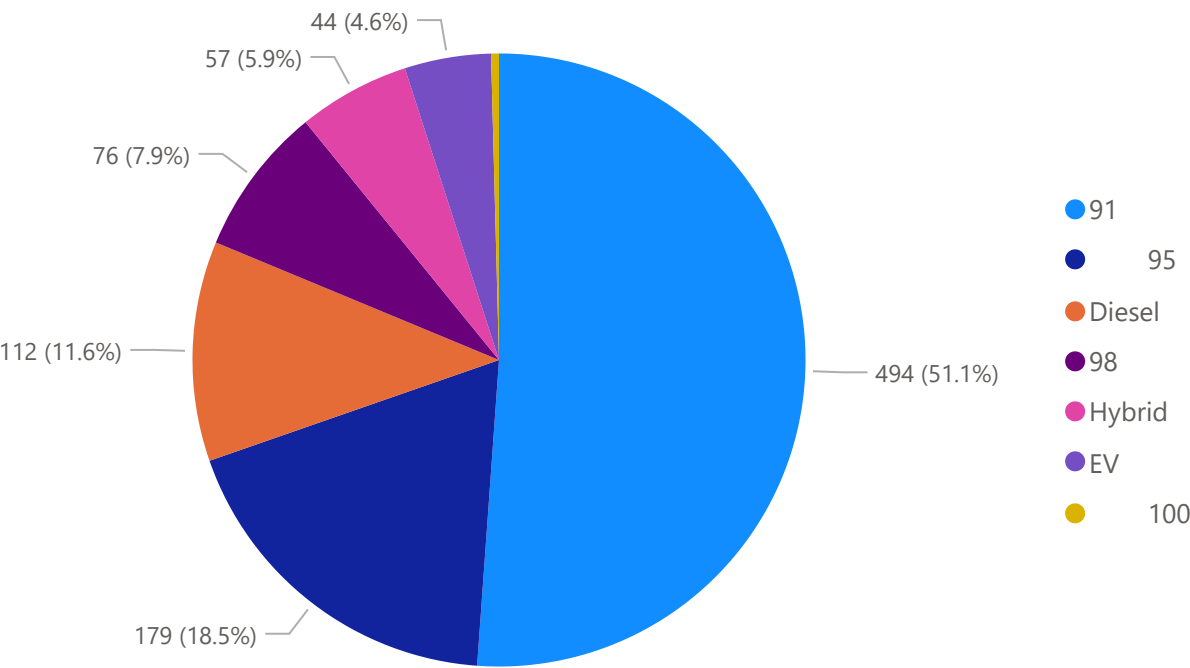


BUSINESS
EAST TĀMAKI



What's the fuel source on people's commute?

What is the fuel source of the vehicle you usually use during your commute to work?



About half of survey respondents said they fuel their vehicle with 91. Only about 11% of respondents said their vehicle was an EV or hybrid. People who work non-standard hours were more likely to report 91 as the fuel source of their vehicle (over 60%).

Data from Waka Kotahi for 2021 shows that about 1% of vehicles are EV or plug-in hybrid, indicating that the proportion of people using EVs in Highbrook is much higher than across Aotearoa. Refer to [AnnualFleetStatistics.pdf \(transport.govt.nz\)](#).

Length of journey to work

All

Work patterns

All

Days a week worked in Highbrook

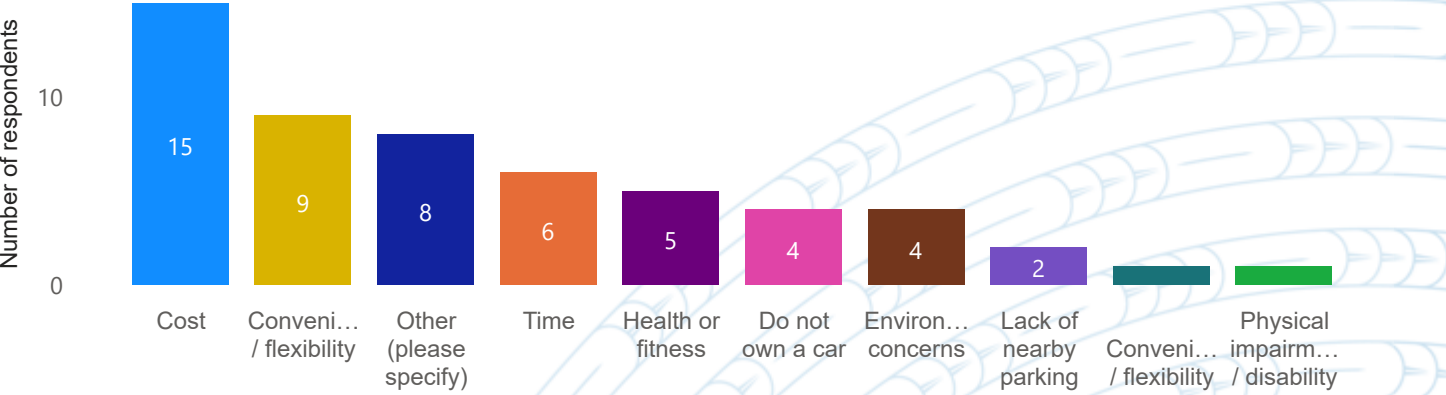
All

Why do people use public transport?

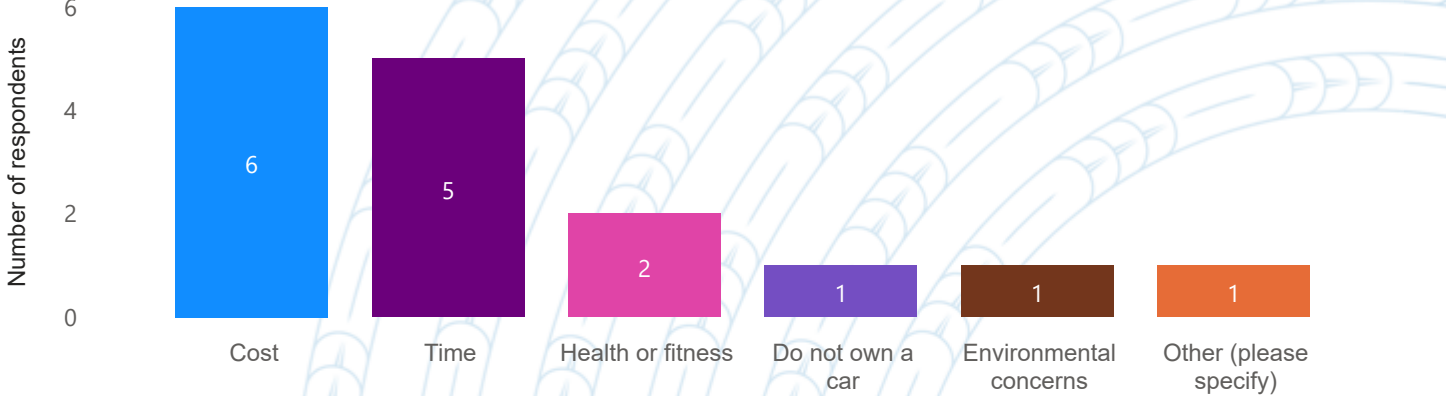
People who said they travel by bus or train were most likely to report cost being one of the reasons for travelling that way.

Note that people who said they used the ferry, walked, biked or used a shuttle were asked why they used those travel modes. However, due to the very low number of responses received against those modes, the information is not displayed here.

Why do you travel by bus?



Why do you travel by train?

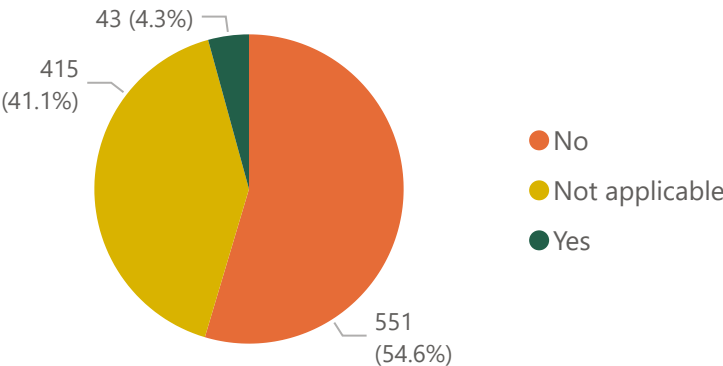


BUSINESS
EAST TĀMAKI

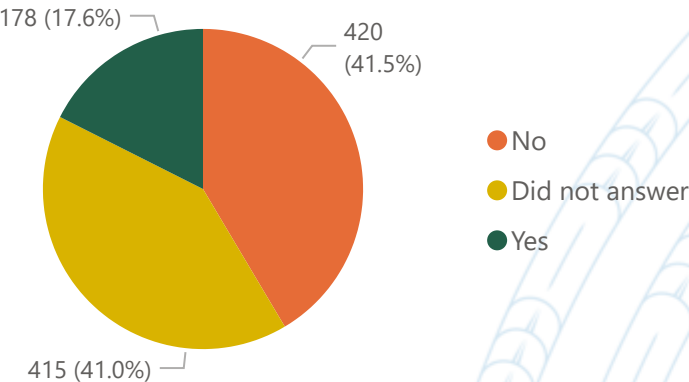


What do people think about connections to Otahuhu Train Station?

Do the connections from Otahuhu Train Station meet your needs?



If connections to/from Otahuhu Train Station were improved, would you use public transport more often?



Only 4% of respondents said that connections to Otahuhu Train Station meet their needs, when travelling to work in Highbrook. Of the respondents who said yes or no to this question, 30% (178 people) said improved connections would encourage them to use public transport more often. This indicates a potential increase from 43 people to 178 people who might use public transport via Otahuhu. People who worked non-standard hours (35%) were more likely to state that improvements would encourage them to travel by public transport.

Main mode of tr...

Length of jour...

All

All

Work patterns

All

Sustainable travel initiatives

All

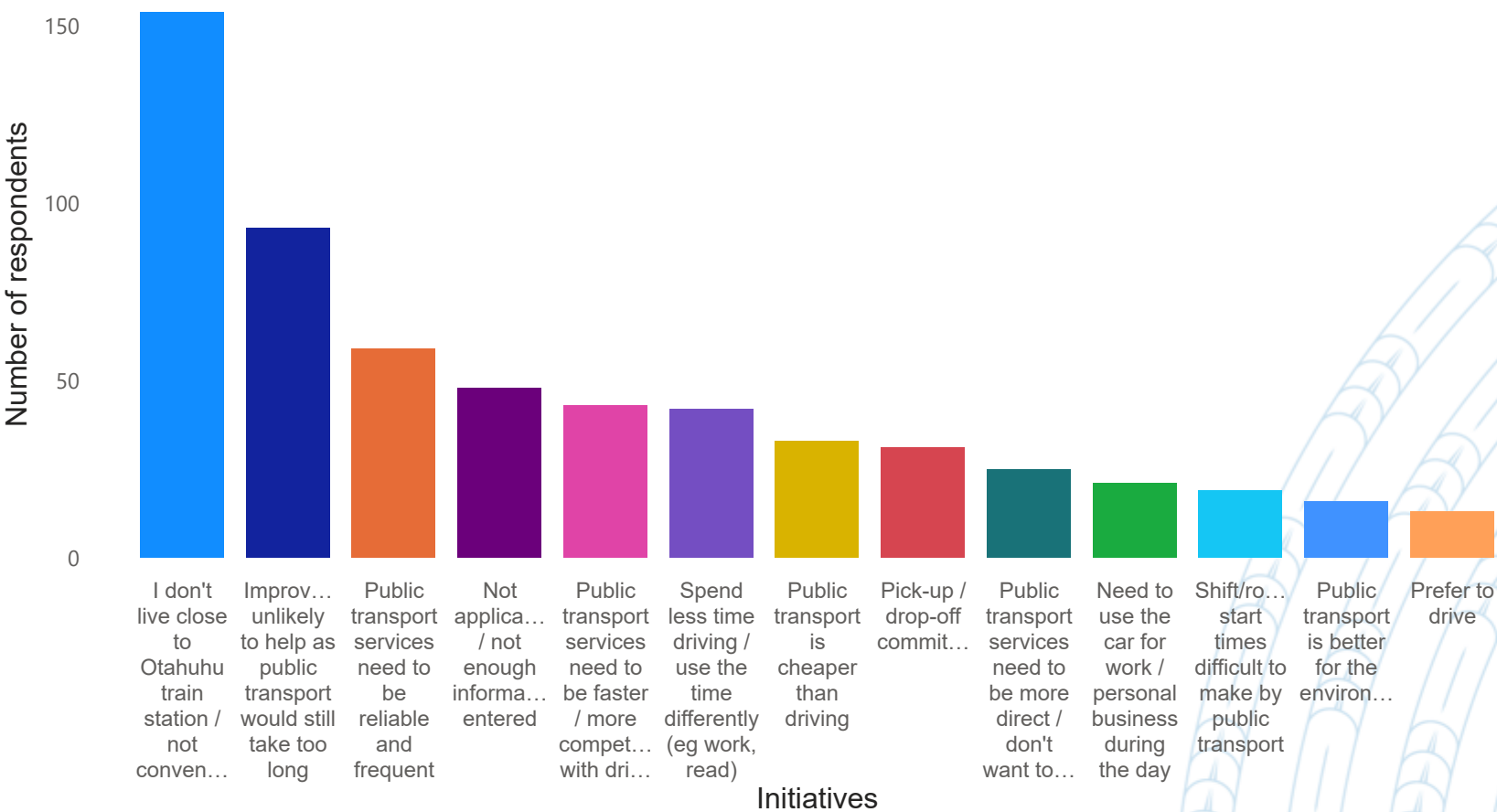


BUSINESS
EAST TĀMAKI



Why did people answer that way about Otahuhu connections?

Why / why not?



This was an open-ended question. All responses were reviewed and were grouped into common themes. These are displayed on the graph.

The most common reason why people said they would not use public transport was because Otahuhu train station wasn't a convenient location for them, followed up improvements unlikely to help with overall journey time by public transport. Some respondents were sceptical about improvements and reiterated the importance of a frequent and reliable service.

Respondents who said yes, said that they would like to spend less time driving, either because of the fact that it is stressful and means they have less time in their day to do things they want or because of environmental reasons.

Would better connections increase public transport use?
All

Main mode of travel
All



BUSINESS
EAST TĀMAKI



What would improve people's journey to work?

The most commonly selected options were a more reliable public transport service and a more frequent public transport service.

About 385 people, or 37% of respondents said nothing would encourage them to use public transport/improve their journey to work.

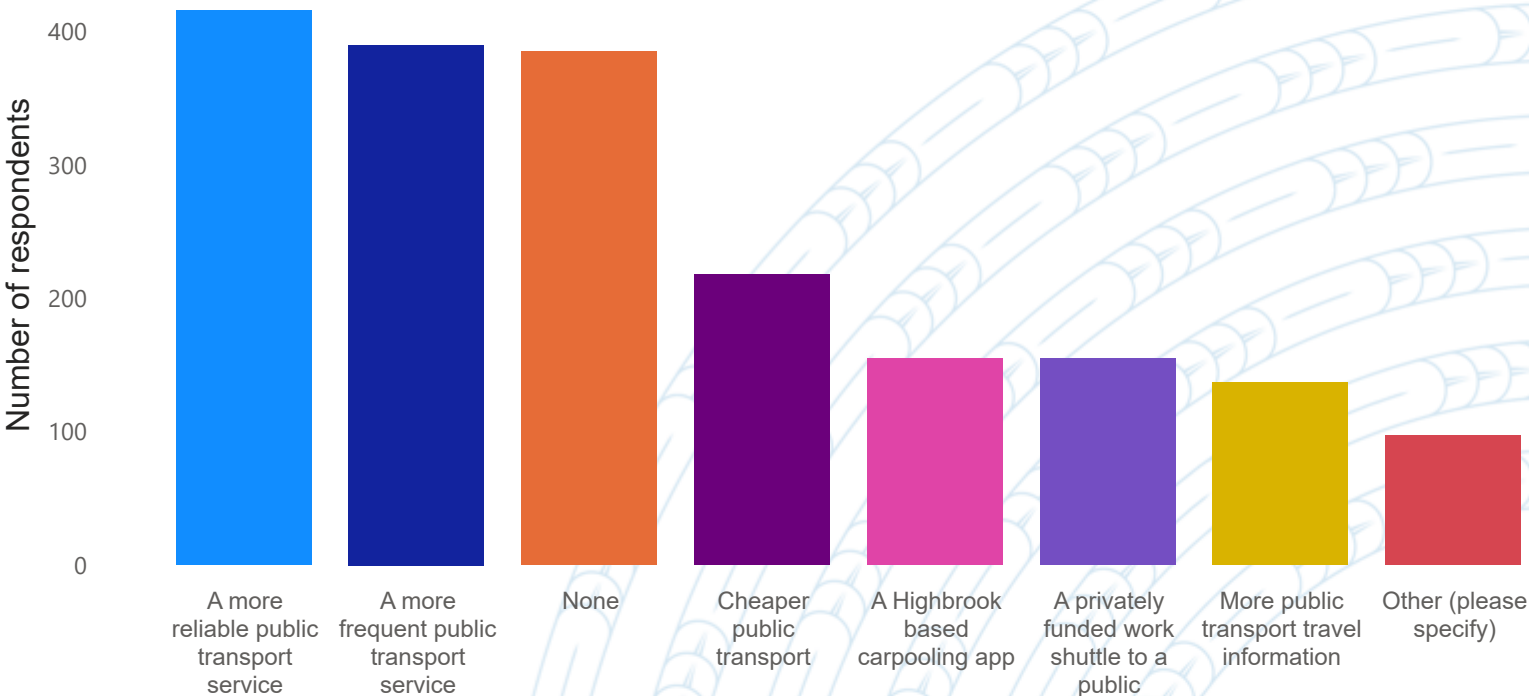
There were 97 respondents who selected 'other'. Just over half of the respondents used the 'other' field to reiterate their selected option or explain why they picked that option.

Of the 46 respondents who provided new / different ideas to those presented, about half (24 responses) said more direct or faster public transport services was required.

Six people said improvements to cycle connections would improve their journey. There was seven respondents who said better management of traffic signals or increasing number of lanes/building more roads would improve their journey to work.

Overall, the response to this question reflects the general sentiment collected in earlier questions.

Would any of the following improve your journey to work or encourage you to use public transport more often?



BUSINESS
EAST TĀMAKI



What would improve people's journey to work?

"I have the AT app. There are more days of notification of public transport issues than not. With work and home commitments I cannot afford to be stranded."

"Having taken the bus to work over a few months I have found the inconsistent bus times, frequent cancellations and lack of covered bus shelters frustrating (I have to take 2 separate busses to get to work from home)."

"Maybe a shuttle would be ideal running from 6 am to 6 pm. This would help a lot, especially when people have to drive 5 minutes to get a subway. Wouldn't it be more economical and green if less cars were in Highbrook and we had the one mode of transport running?"

"I don't want to travel by car for so many reasons - emissions and cost being the main reason. The opportunity to be able to catch a train or bus would allow for doing other things rather than 'dead time' sitting in traffic."

"Would be good to check who travels on what day, and have a carpooling app which shows who is travelling that day, and we can make plans to possibly go in on the same day :)"

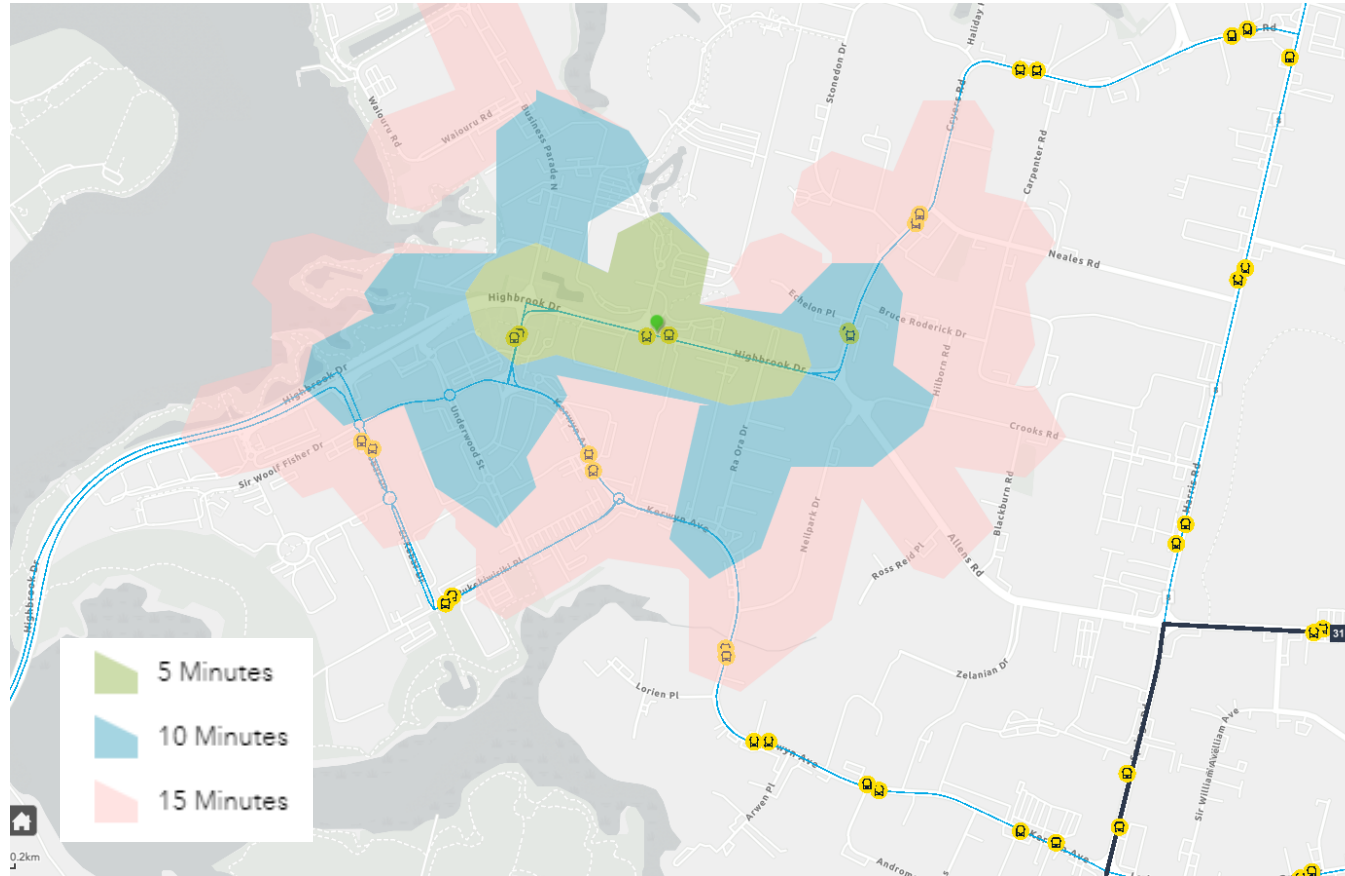
"To reduce the risk of feeling stranded. There is also a 1.6km walk from the closest bus stop to our business which needs to be account for when thinking of overall travel time."



BUSINESS
EAST TĀMAKI



What would improve people's journey to work?



Survey respondents indicated that the distance from their workplace to the nearest bus stops was between 5-15 minutes.

This is demonstrated in the figure to the right, which shows a service walk map around the bus stops outside Fisher and Paykel Healthcare, from Highbrook Drive.

The distance people have to walk, coupled with infrequent services (which have been cancelled more regularly lately due to the bus shortage) means many people perceive using public transport to be 'too hard'.

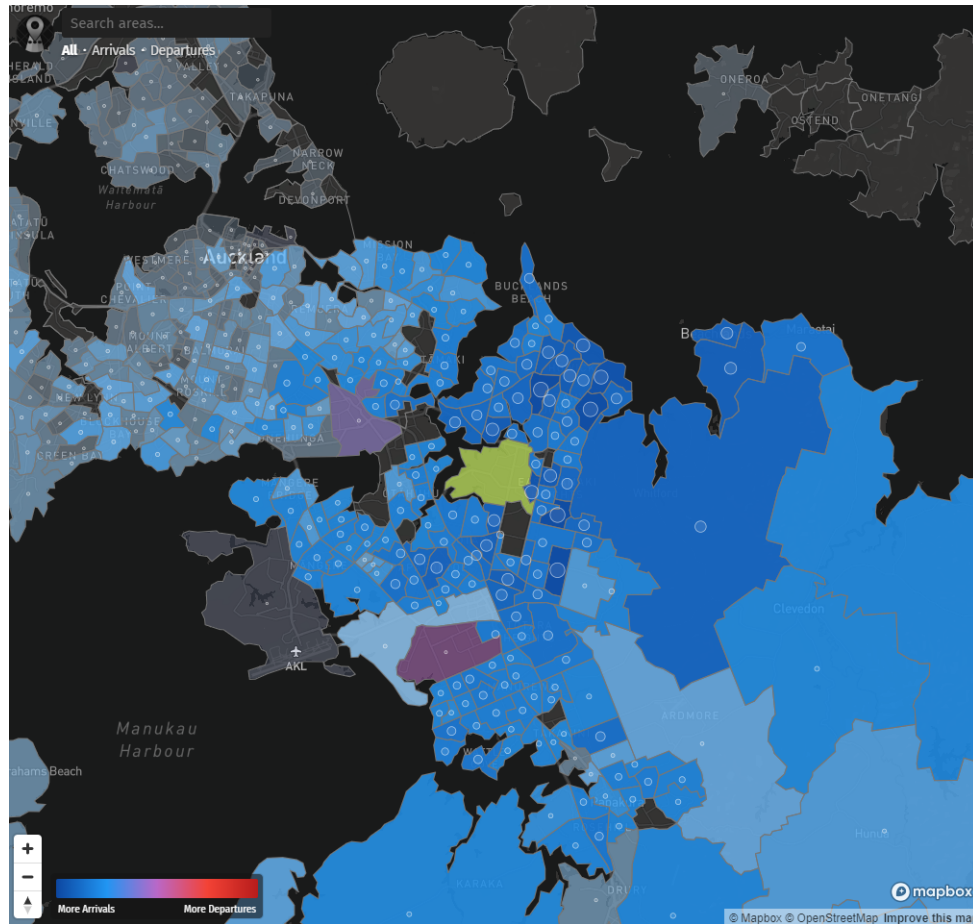
People also indicated that a lack of food options and other activities meant people needed their car during the work day to complete personal errands/business.



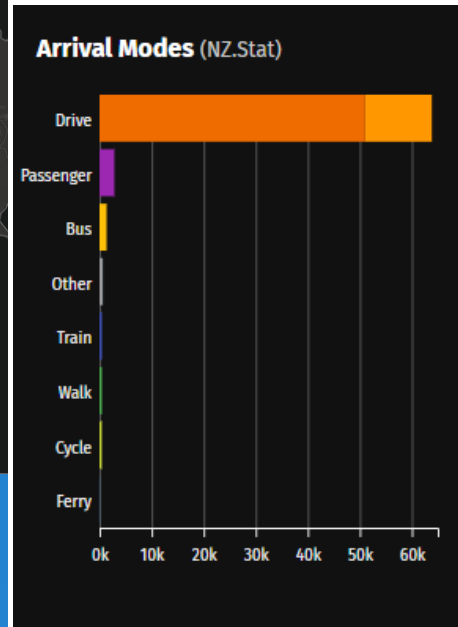
BUSINESS
EAST TĀMAKI



How do the insights compare to other data sources?



Census 2018 Journey to Work Origin Map.



Census 2018 Journey to work mode share graph.

Census 2018 Journey to Work data has been reviewed. Highbrook Business Park is located within the East Tamaki Statistical Area Unit 2 (SA2). Census 2018 data shows that:

- About 23,000 people travel to East Tamaki SA2 for work, with only 78 of those people also living in the area. This means there is a large demand for travel in/out of the area.
- About 91% arrive by car, as driver and 4% arrive as a passenger; 2% arrive by bus. People travelling by car is higher than for the Auckland region (about 70%).
- Most people arrive from adjacent suburbs to the north (e.g., Highland Park, Botany), the east (e.g., East Tamaki Heights) and the south (e.g., Otara, Ormiston).
- Suburbs with the highest number of arrivals were Highland Park (1%), Sommerville (1%), Baverstock (1%) and Ormiston South (1%).
- The average distance of car trips to work in Highbrook is 13.8km, compared to 11.3km for the Auckland region.



BUSINESS
EAST TĀMAKI

