

**Interviewee:** Rob Greenaway

**Title:** Consultant

**Interview Date:** 01/17/24.

**Interview Time:** 10:00 – 11:00 AM

Introduction question, what do you do as a consultant?

- Mayor infrastructure projects.
- Anything that has a big social impact.
- He doesn't do many surveys anymore, but over the years he has changed the structure he uses.
- The conflict questions are important!
- Contract recreation.
- On resource consent- wind farms, marine farms anything that has a social impact but focuses on the recreation side.
- Local authority planning work- not as much anymore.
- They do survey a bit differently- usually management focused.

Can you describe your experience conducting this survey back in 2016?

- The survey was easy to implement, the survey staff is the most important part.
- Analyzing the results as they come in is crucial.
- There must be consistency when asking the questions and the instructions must be followed by everyone the same way.
- It is important to keep the samples random and not biased.
- It is important to count non-respondents, take note of the date, time, interviewer, location, type of user, and reason for not responding.
- The questions must be selective, and the goal should be to do 10 surveys per hour.
- This survey is qualitative and quantitative, which is better than the 2016 survey.
- Easy to implement- challenge was good survey staff
- Analyze results as they come in- make sure it is consistent between surveys
- Critical thing is consistency, using the same sample techniques, make sure you apply a random sample and aren't just doing what you are comfortable with
- Example use try to interview every third person
- Appendix 2- schedule which was helpful for times and locations
- Maybe shorten questionnaire- use an indicator question
- It's good that we have qualitative stuff it will provide a stronger product

Tell us what it was like working with the different user groups? Did you notice a lot of conflict between them?

How did you get all user groups to talk to you (especially cyclists)?

- Signage, cones, fluorescent jackets, and IDs are helpful. Example: "Visitor Survey" + regional council logo.
- You must be loud, confident, and clear. Big smiles go a long way.
- Pick a direction and face it so it's easier to catch their attention.
- Incentives can skew the responses, but in this case, it could be helpful.
- "Go to natural bottlenecks and ask questions there, not necessarily in parking lots as often"

- “Set targets for groups like 50 commuters and 50 noncommuters for example. 50 should be the min to properly represent a user group”
- You need signage and cones
- Do something with the GWRC logo on it and it being big
- Be loud and confident
- Speaking loudly and clearly
- Being in their way without being unsafe
- Use both logos- they pay rights to it so they are more likely to stop
- Could use incentives- it could affect random sampling, but we aren’t doing as big of a survey

In each of the survey sites you were at:

- Mouth to Ewen Bridge
- Ewen Bridge to Fraser Park
- Fraser Park to Trentham memorial Park
- Trentham Memorial Park to Harcourt Park

Did you find it was more successful to stand on the trail or in a car park, etc.

- Go to high use areas most affected by the proposal- (ask Myfanwy)
- “Be on the trail- that way you get only the people using the length of the corridor not across to get to the river”
- Going around curves or something that slows people down
- Don't go to the mouth to Waione bridge
- Rail bridge near Petone would be good for the students
- Use the counter data to find spots to stand- surveying close to the counters

If you had to talk to commuters, where would you recommend standing?

- Hard to figure out where they are coming in- go to crash points/ bottle necks, anywhere to get them to slow down

Did you have any issues with people talking to you for too long or cutting the survey short because they had to leave?

- Generally, don’t get people talking too long- comes down to us
- If they say they don’t have time just ask them the most important questions
- Have a nonresponse sheet

Do you have any recommendations for organizing and analyzing the data you collected?

- Critical- analyzing questionnaires as they come in
- Enter the data into a spreadsheet
- Grouping up the qualitative responses is important
- Refusals- page 8, include location to non-respondents

Did you encounter any challenges with this survey? If so, what were they and how did you overcome them?

- The biggest challenge is having a long schedule and having an issue with the survey staff.

What is one thing you would've done differently?

- Wouldn't do anything differently.

Do you have any other tips and tricks that you could recommend for the survey we are conducting?

- Surveys near counters
- “Ensure you ask the basic questions, gender, age, origin, activity”
- Set targets for each of these groups- ex 50 commuters 50 non commuters
  - This could help focus our interview
  - 50 is the minimum from the user groups