

Black Ash Park and Ride Survey Results



The following briefly summarises the results of the survey carried out on the Black Ash Park 'n Ride service. On the 22nd September 2004 (Car Free Day) 233 surveys were completed during the morning period on the use of the Black Ash Park and Ride service, which was free to all users on the day.

- 43% of respondents were first time users of the Park and Ride service and 14% mentioned car free day specifically in their surveys. Indeed the difference in usage frequency from the March survey was apparent with a large number using it less than once a month (22%). These figures indicate that the free use of the park and ride facility for the week drew a large number of first/second time users. One comment made was that "free is great encouragement to try the service, I did and I will be using it again".
- Encouragingly the quality of the Park and Ride service was rated by 83% as Very Good, with the remaining 17% rating it as Good or Satisfactory. Also 99% of respondents said that they would use Park and Ride again. A number of calls for further Park and Ride facilities around the city were received. The positive

feedback from users included comments such as "excellent service", "great", "keep it going", "brilliant to have a facility like this" and many more were received.

- 76% of respondents were drivers and 23% were passengers. The female usage of the Park and Ride continues to be strong (73%) and 70% of respondents were traveling alone or with just one other person. The main reason for use was split between lack of parking in the city centre (27%), cheaper (20%) and avoid the stress of driving into the city (22%). Instead of using the Park and Ride 60% would have parked in a multi-storey and 15% would have used disc parking. The percentage that would have used public transport instead has decreased from the March surveys from 22% to 9%.
- The main purpose of the trip was shopping (63%), followed by work (16%), personnel business (13%), tourism (4%) and others (4%). The car free day concept and the free use of the Park and Ride may however have exaggerated the percentage of shoppers. The typical parking duration in September was 1 to 3 hours (57%) and several comments were received for discounted rates for shorter stays.
- The perception of cost of the service is similar to that of March. However calls for the cost to remain static and discounts for students and OAPs' were also received.
- The perception of security has dropped slightly in its ratings and several comments were received regarding improving this. However, the feeling of personnel security is better than the March surveys. Also the frequency of bus service was rated by 99% as Very Good to Satisfactory.

- The use of Lapps Quay remains feasible due to 100% of people rating it as Very Good to Satisfactory. However some suggestions were received for a more city central stop.
- The variation in methods of advertising has remained slight with the most notable difference being radio, which showed an increase from 26% to 31% from the March surveys. The ease of finding out about Park 'n Ride has increased to 98% rating it as Very Good to Satisfactory.
- Operational suggestions such as bigger spaces for vans, a second stop within the Black Ash site, provision of city centre information and maps, baby facilities and refreshments were also received.