



Manawatū rural community transport service proposal

Analysis, recommendations & financial estimations based on the Manawatū rural community transport survey 2021

Prepared by Aly Thompson, on behalf of Neighbourhood Support Manawatū

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1. Executive summary

The need for a rural community transport service in Manawatū has been discussed by various groups in different forums for more than three years since Āpiti residents began research into the topic in 2019 & 2020. In June 2021 a steering committee was established to continue exploration into a rural community transport service, and a market research survey to explore the demand and needs was undertaken in August through October 2021.

Support for a rural community transport service is evident, with representation widely across the Manawatū district from survey respondents. Based on survey respondents alone, 335 people would use the service immediately or within five years, representing approximately 1% of Manawatū District's population¹. This number is expected to grow when the service is established.

A rural community transport service would enable rural residents to stay connected with the rest of the District, improving wellbeing and increasing equity in access to transport services. 181 respondents stated that such a service would enable them to remain living rurally for longer, with many residents, particularly elderly, commenting that they can't afford to move into town or have no desire to do so.

Based on the analysis in this report, a rural community transport service could be established for \$157,263 and sustained for up to five years at an annual cost of \$146,910 not including any revenue from ticket sales. These costs include the provision of a paid full-time driver. Annual costs reduce to \$65,094 if a volunteer driver or drivers are used. Estimated revenue from ticket sales, based on initial service demand is \$48,720.

The proposed service would serve the Manawatū District in accordance with the territorial authority boundaries. It would operate on a daily basis, five days a week, and is designed to serve users who would need the service as often as weekly. The service will offer pick up from a chosen address and transport to and from Feilding, with the ability to transport shopping, mobility aids. The specific day of travel would not be guaranteed and would be determined by service on a week-by-week basis, with earliest bookings receiving priority for their preferred day of travel.

Where to next?

Support in principle is needed from Horizons Regional Council and Manawatū District Council for this service to succeed.

Funding from either or both Councils is needed and additional community funding needs to be sought. Potential funders include, but are not limited to: Lottery Grants Board,

¹ https://www.mdc.govt.nz/_data/assets/pdf_file/0028/15769/CDS-Who-we-are.pdf

Community Organisations Grants Scheme (COGS), Eastern and Central Community Trust and other regional public trusts.

A proposed funding breakdown is as follows:

Funder	Share of expenses	TOTAL YEAR 1 (establishment costs + annual expenses)
Horizons Regional Council	50%	\$152,087
Manawatū District Council	25%	\$76,044
Other community funding organisations	25%	\$76,044

The total cost for the first year of operation equates to less than \$10 per Manawatū District resident.²

It is proposed that a charitable trust be established to operate the service, sponsorship explored with vehicle providers, and comprehensive quotes obtained to determine preferred suppliers and definitive costs. It is also proposed that a project management consultant be engaged to support the establishment of the service, as well as legal advice to ensure compliance with all relevant rules and regulations.

It is expected that establishing a trust to operate this service may take a number of months, before it is eligible to apply for funding. In light of this, Neighbourhood Support Manawatū has offered to stand-in as the operating organisation until the service is established. This would enable applications for funding and work to establish the service to begin immediately, with the possibility of gifting the assets and operations to the new trust at a later date.³

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² https://www.mdc.govt.nz/_data/assets/pdf_file/0028/15769/CDS-Who-we-are.pdf

³ This offer is made in principle; this has not been approved by DIA and contractual implications of such an arrangement have not yet been explored in depth.

2. Introduction

This report has been prepared by Aly Thompson on behalf of Neighbourhood Support Manawatū, with support from St John, Manawatū Rural Support Service, and community representatives from the Manawatū District. This report, and the work it has resulted from, has been funded by Manawatū District Council's community development fund.

The need for a rural community transport service has been recognised and discussed by various groups in different forums for more than three years. In particular, Jane Renwick and June Barratt of Āpiti led some research in 2019 & 2020 to explore the need with a focus on access to health services. Their conclusion was that a service of some sort was needed, and their findings were presented to Manawatū District Council in late 2020.

In June 2021 the Manawatū Rural Community Transport Steering Committee, made up of the aforementioned organisations and individuals, was established to continue exploration into a rural community transport service.

The first key step in this process was to conduct a survey of the District to explore the demand for the service, who would use it, what for, and some location and demographic information. The results of this survey have been used as the basis for this report and the recommendations.

A rural community transport service would enable our rural residents to stay connected with the rest of the District and increase equity in access to transport services. Neighbourhood Support Manawatū and the organisations and individuals who were involved in the development of this survey and this resulting report also believe a rural community transport would increase wellbeing of residents across the Manawatū. Te Whare Tapa Whā, a Māori health model developed by Sir Mason Durie ONZ KNZM FRANZCP, is used by Manawatū District Council as the basis for their Community Development Strategy identifies four areas of wellbeing: Taha tinana (physical health), Taha wairua (spiritual health), Taha whānau (family health) and Taha hinengaro (mental health). All of these areas may be impacted for users of the service, through access to the service.

3. Recommendations for a rural community transport service

The following are recommendations by the Manawatū Rural Community Transport Steering Committee (the Committee) about how to service the needs of the community, as demonstrated by the results of the Rural Community Transport Survey 2021.

All recommendations are subject to funding and support from key agencies.

Forecasting service demand

To base our recommendations on conservative numbers, whilst still ensuring a service that has capacity to grow, we have estimated a minimum service demand by filtering the survey responses as follows:

- Profiles A-F⁴
- Respondents who would use it immediately when available
- Frequency of need weekly, fortnightly and monthly; or users who selected “other” and whose clarifying comment indicated that they may use it at least weekly.
- Users who indicated they would use the service daily are not included, as it is expected that their use needs would require them to still use their own vehicle.

This results in the following number of users, per week, by area. All totals are rounded up to the next whole number (see next page).

⁴ See section 6 and 8 for more details on user profiles

	Assumed weekly users	Stated weekly users	Total weekly users	Stated fortnightly users	Stated monthly users	Forecasted weekly users
Central (11-20km)	1	3	4	1	1	5
Central north (21-40km)		3	3	1		4
East (11-20km)		2	2			2
Far north (61km+)		2	2	1	1	3
Far north west (41-60km)	1	0	1			1
Far south (41-60km)		3	3			3
Feilding (<5km)		0	0	0	0	0
Feilding surrounds (6-10km)		0	0	0	0	0
North (21-40km)		0	0	0	0	0
North (41-60km)		6	6	2		7
North West (21-40km)		1	1			1
Pohangina Valley (41-60km)		1	1			1
South (21-40km)	1	2	3			3
West (11-20km)		3	3		2	4
TOTALS			29	5	4	34

This minimum demand is likely to result in approximately 5-7 passengers per day and allows for the likelihood of growth as further users who were not surveyed find out about and use the service.

Further analysis was conducted to include users who stated they would use the service within 1-2 years or within five years, but as the vast majority of respondents stated they would use the service immediately, the comparing totals didn't increase significantly enough to warrant inclusion in the report.

Proposed service design and processes

Overview

A community trust will operate a service which provides pick-up from each passenger's chosen address and transport to key locations in and around Feilding, as needed on a case-by-case basis for each passenger. Passengers can request travel on any day Monday-Friday but preferred day of travel is not guaranteed, due to logistical limitations.

It will employ two people to operate the service and be available Monday-Friday, year-round, excluding public holidays and a break over the summer period.

This service is expected to be sufficient for the needs of people who need to travel as often as weekly.

It is considered unrealistic to provide a service that supports daily transport needs, due to logistical challenges and cost.

Feilding has been chosen as the destination for the service because the majority of service-users will be able to meet their needs within the town. Offering Palmerston North as a destination would introduce complexity to the service coordination but would not enable access to additional services or needs for most users.

Vehicle size & capability

Based on the forecasted service demand, the service will be provided with a customised 12-seater diesel van.⁵

To enable safe transport of mobility aids, groceries and other purchased items, the van will also be equipped with a fully enclosed luggage trailer.

Due to the low number of wheelchair users who responded to the survey, the capability of carrying wheelchairs has not been included, however customisation to enable carrying a wheelchair could be explored further (this has not been included in the following financial estimations).

⁵ This would classify as a Small Passenger Vehicle service under NZTA rules. Diesel is recommended due to the requirement for towing a trailer and topography of the district. An electric vehicle is not feasible due to lack of charging facility and current vehicles in the market.

Booking & payment process

Passengers can book by telephone between 12pm and 4pm on weekdays, and by leaving a voice message or through a website at any time.

Passengers will be asked at the time of booking for the following information:

- Pick-up address & number of passengers
- Physical assistance required
- Specific locations within Feilding they need to visit
- Any time-dependent commitments – e.g. doctor appointments
- Whether they wish to be connected to other transport services – e.g. St John health shuttle or Feilding-Palmerston North bus service.
- Payment details

Payment can be made in advance via credit or debit card, or online banking; or at pick-up via cash to driver.

Passengers will be encouraged to book their transport as far in advance as possible. The sooner the booking is received, the more certainty can be given for the passenger. Priority will be given to earliest bookings and subsequent bookings will be confirmed according to planned routes and logistics.

The last opportunity to book the service will be by 12pm the day prior to travel, but next-day service cannot be guaranteed, and will only be possible if the request aligns with prior bookings.

Passengers will receive confirmation of their **date** of travel by 5pm on the day of booking. They will receive confirmation of their **pick-up time** and **return pick-up time** by 5pm the day prior to travel.

In the event that a large number of bookings have been received for a specific date, which can't be managed for time and logistical limitations, an alternative travel date will be suggested.

Route-planning and scheduling

Two pick-up routes will be planned per day by the service coordinator (pending booking demand). Bookings will be group into two based on their proximity to each other and distance from Feilding.

Pick-ups will be scheduled between one of two time-slots: 8am – 10am for the furthest pick-ups, or 10am – 11am for those closer to Feilding.

Return pick-ups will be scheduled between one of two time-slots: 2pm – 4pm for the furthest drop-offs, or 4pm-5pm for those closer to Feilding.



Routes taken by the driver on any given day will be planned according to the bookings received, so travel time and arrival in Feilding will vary for each trip. Passengers who are ready to return home before their allocated time will be transported to an eatery or location of their choice, or the Feilding library, until the return time.

Service capacity

Based on this format, the service has the capacity to transport up to 24 people to and from Feilding, per day. This easily serves the minimum service demand estimated above, and future-proofs the service for the potential demand increase for up to ten years. Though it is not considered practical to offer a daily service, there is still capacity to cope with additional demand, should some passengers wish to use it more frequently.

In the event that demand increases beyond the service capacity, the service format could be easily duplicated by purchasing an additional vehicle, employing an additional driver, and employing an assistant to the service coordinator or extending the service coordinator's hours of work.

Staffing needs

Overview of daily schedule as follows:

Role	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm
Service coordinator					Phone bookings open				
					Web bookings processed		Route planning & booking confirmations		
Driver	Pick-up slot A		Pick-up slot B	Shuttle between locations available	Lunch break	Shuttle between locations available	Return slot A		Return slot B

Service coordinator

- Works 12-5 on weekdays to process bookings & plan next-day routes
- Paid 25 hours per week + booking fee per call received between 9am-12pm
- Provides routes to driver by 5pm weekdays, for next operating day
- Sends booking confirmations to passengers by 5pm weekdays

Driver

- Works 8am – 5pm daily (with the option to job-share on specific days)
- Scheduled lunch break 12-1pm
- Two paid 15 minute breaks per-day
- 11am-12pm and 1pm-2pm spent shuttling passengers between locations in Feilding, as needed

Pricing

Distance from Feilding	Price per trip (return)	Comparative vehicle operating cost ⁶
Up to 5km	\$20	\$1.58 \$7.90
6-10km	\$25	\$4.74 \$15.80
11-20km	\$30	\$17.38 \$31.60
21-30km	\$35	\$33.18 \$47.40
31-40km	\$45	\$48.98 \$63.20
41-60km	\$50	\$64.78 \$94.80
61+ km	\$65	\$96.38 \$126.40

Pricing is based on distance ranges based on the pick-up address and Feilding; all distances will be calculated to Feilding Library. If more than one passenger is travelling from the same origin address, only one fare will be charged (up to four passengers). This enables neighbours to travel together and share the cost.

These prices have been derived in conjunction with preparing financial estimations (see section 4), below, to forecast as service that is affordable in comparison to the cost of operating a personal vehicle, and which generates revenue to cover at least 30% of monthly expenses, significantly reducing the need for additional funding. The price indications given by respondents to the survey have been taken into account for affordability reasons but are not the only consideration to the final pricing.

Although we asked respondents to indicate their preference for a range of payment options, not enough data was received to enable accurate forecasting. Therefore, the service will operate on a per-trip payment basis for at least its first year of operation, after which time it is expected that sufficient data will enable additional payment options to be explored.

The prices shown do not indicate any discounts for users with Gold Cards, as this is dependent on the operating trust being accepted to the Total Mobility programme. It should also be noted that the scheme allows for normal fares to be subsidised by 50% up to a maximum fare, which would be set by Horizons Regional Council.⁷

⁶ Based on IRD's most recent per kilometre rates <https://www.ird.govt.nz/income-tax/income-tax-for-businesses-and-organisations/types-of-business-expenses/claiming-vehicle-expenses/kilometre-rates-2020-2021>

⁷ <https://www.nzta.govt.nz/resources/total-mobility-scheme/total-mobility.html>

Alternative service options

Before any procurement is undertaken it is recommended that the above service design be used as the basis for requests for proposal from existing transport service providers, to ensure the best value for money is achieved.

Additional alternatives which may be considered include, but are not limited to:

- The use of volunteer drivers (financial estimations have been included for this option)
- Different employment structure, such as a volunteer service coordinator or role-sharing between multiple employees or volunteers
- A seven-day service with reduced operating hours at weekends
- Extending the service to include Palmerston North destinations
- Providing additional or altered services during school holidays

4. Finance and funding

Summary of financial estimations

(Numbers have been rounded to the next whole number)

Establishment costs	\$157,263
Monthly expenses (paid volunteer driver)	\$11,255 \$4,437
Monthly revenue from ticket sales	\$5940
Annual expenses exc. monthly expenses / revenue	\$11,850
Annual expenses inc. monthly expenses, exc. monthly revenue (paid volunteer driver)	\$146,910 \$65,094

Funding proposal

(Numbers have been rounded to the next whole number)

Funding source	Share of expenses	Amount establishment	Amount annual	TOTAL YEAR 1
Horizons Regional Council	50%	\$78,632	\$73,455	\$152,087
Manawatū District Council	25%	\$39,316	\$36,728	\$76,044
Other	25%	\$39,316	\$36,728	\$76,044

Estimated revenue from ticket sales has not been included in the funding proposal for the first year, as it is not a dependable figure. It is recommended that revenue from ticket sales be recognised as profit at the end of each financial year, and used as funding in the subsequent financial year(s), to reduce the amount required from funding organisations and simplify the funding application process.

Detailed financial estimations

Establishment costs

Item	Estimation ex GST
Organisation set up – contractor fees for IT hardware and software procurement, recruitment costs	\$9,000.00
Vehicle purchase	\$120,000.00
Trailer purchase	\$10,000.00
IT equipment purchase	\$3,000.00
Website development	\$3,000
Service advertising	\$2,500
Legal advice	\$6,000.00
Licenses / permits	\$762.90
Unforeseen expenses budget	\$3,000.00
TOTAL	\$157,262.90

Monthly expenses

Item	Paid driver	Volunteer driver(s)
Wages for service coordinator – part-time	\$3,246.75	\$3,246.75
Wages for driver – full-time	\$5,194.80	\$0
Budget for contract fees for back-up drivers (to ensure service continuity in the event of driver illness)	\$1,623.38	\$0
Internet & mobile phone subscription	\$172.99	\$172.99
Website hosting inc. payment processing add-ons	\$75.00	\$75.00
Service advertising	\$150.00	\$150.00
Road User Charges (RUC)	\$380.00	\$380.00
Diesel	\$412.5	\$412.50
TOTAL	\$11,255.42	\$4,437.24

It should be noted that the service coordinator's time does not include provision for recruiting, training and coordinating volunteer drivers. If the service was to adopt this option, an additional resource may be required for that work, though it could potentially be undertaken by a volunteer.

Monthly revenue from ticket sales

The following estimate of revenue from ticket sales numbers is based on the forecasted service demand in section 8 and pricing as indicated in section 3 according to an anticipated average distance for their origin location group (see next page).

Origin location	Forecasted weekly users	Corresponding price	Weekly ticket revenue	Monthly ticket revenue
Central (11-20km)	5	20	100	400
Central north (21-40km)	4	30	120	480
East (11-20km)	2	20	40	160
Far north (61km+)	3	45	135	540
Far north west (41-60km)	1	35	35	140
Far south (41-60km)	3	35	105	420
Feilding (<5km)	0	10	0	0
Feilding surrounds (6-10km)	0	15	0	0
North (21-40km)	0	30	0	0
North (41-60km)	7	35	245	980
North West (21-40km)	1	30	30	120
Pohangina Valley (41-60km)	1	35	35	140
South (21-40km)	3	30	90	360
West (11-20km)	4	20	80	320
Total			\$1025	\$4060
Share of monthly expenses (paid driver)				36%
Share of monthly expenses (volunteer driver)				91%

Annual expenses (excluding monthly expenses and revenue)

Item	Amount ex GST
ACC levies	\$1,140.00
Accountant charges	\$3,000.00
Charities fees	\$45.00
Vehicle servicing & maintenance	\$500.00
Vehicle Warrant of Fitness	\$90.00
Trailer Warrant of Fitness	\$75.00
Tyres	\$1,500.00
Insurances	\$5,500.00
TOTAL	\$11,850.00

Financial assumptions

The estimations are based on market research and supplier estimations. Wherever possible, the highest potential cost has been included and figures have been rounded up to allow for variance. Detailed research, such the cost of vehicle customisations has not yet been explored due to project limitations.

Vehicle use costs are based upon travel up to 250km per day, five days per week.

Full details of assumptions can be provided upon request.

Establishment costs do not include time cost associated with establishing the community trust. It is assumed that governance of the trust operating the service would be voluntary, and therefore that this step would be undertaken by those volunteers.

5. About the survey

The purpose of this survey was to determine the requirements for a rural community transport initiative in Manawatū District.

The survey was open for responses from 12 August to 12 October 2021. The survey was conducted using online survey tool Zoho Survey⁸. The survey was available online through Neighbourhood Support Manawatū's website and social media channels, and promoted through email, Facebook groups, and a postal flyer drop to all rural delivery addresses. Manawatū Rural Support Service assisted in promoting the survey to their clients. The survey could also be completed over the phone, and hard copies were available on request.

The survey consisted of 22 questions (see Appendix A).

Survey responses were voluntary and anonymous.

Demographic information was collected, voluntarily, to create profiles of the respondents.

Survey respondents could enter a draw to win one of five \$50 supermarket or petrol vouchers, as an incentive for completing the survey.

6. Survey responses

361 survey responses were received in total, from 1468 visits to the survey link.

The responses represent 24.6% of visits.

Response segmentation

Survey responses have been segmented to ensure meaningful analysis.

10 survey responses have been excluded from the analysis as they have been deemed out-of-scope, based upon the origin location of the respondents⁹.

User profiles of in-scope responses have been created by grouping respondents according to age, ability and service users within the household.

Profile groups are not listed in any particular order. These user profiles are named as follows:

⁸ <https://survey.zoho.com.au/>

⁹ Out-of-scope locations include Aokautere, Ashhurst, Pahiatua, Pahiatua Track, Palmerston North, Shannon/Tokomaru; they are excluded because the intention of the proposed service is to serve Manawatū District residents

- A – Able-bodied retirees
- B – People with disabilities or other limitations
- C – Individuals with dependents
- D – Able-bodied individuals
- E – Able-bodied youth and young adults
- F – Couples
- Z – Non-users / in-complete responses

More detail about each user profile is given section 8.

7. Overall service support & demand

The number of people who would use a rural community transport service, from in-scope responses, is 335, representing approximately 1% of Manawatū District's population.¹⁰¹¹

67.81% of survey respondents (238) indicated that they would use a rural community transport service; with 35.51% (125) indicating that they would use it immediately when available, or within five years; and 32.10% (113) indicating that they would use it in 5+ years or sometime in the future. 19.66% of survey respondents (69) indicated that they are not sure when they would use a service.

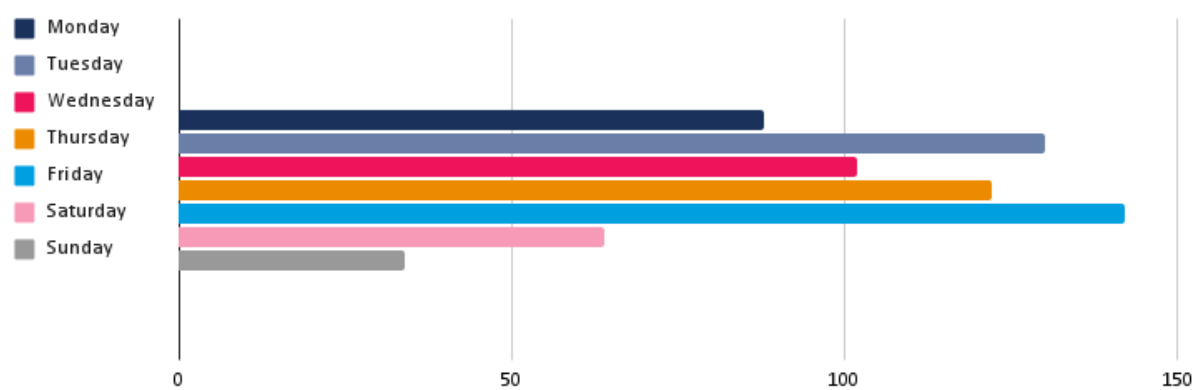
73.79% of survey respondents (269) either agree, or strongly agree to the statement: *I support the establishment of a rural community transport service in the Manawatū District.* 17.09% (60) neither agree nor disagree, and 9.12% (32) either disagree or strongly disagree to the same statement.

12.54% of survey respondents (44) indicated that they would not use a rural community transport service. 19 of those respondents also either disagree, or strongly disagree to the statement: *I support the establishment of a rural community transport service in the Manawatū District.* 25 respondents agree, or neither agree nor disagree, to the same statement.

115 respondents in Profiles A-F indicated that any day would be most convenient to travel. The following graph shows the demand for specific days of the week. Respondents could select multiple options. In the cases that respondents selected "any", as well as specific days, the specified days have been disregarded (see next page).

¹⁰ This number represents the total number of respondents in Profiles A-F, extrapolated to include the additional service users indicated in question 8. Unless otherwise stated, subsequent respondent numbers don't include extrapolation

¹¹ https://www.mdc.govt.nz/_data/assets/pdf_file/0028/15769/CDS-Who-we-are.pdf



8. Analysis by profiles

This section describes the different characteristics of the user profiles. Responses to the following questions have been analysed to give insights into expected user behaviour of each group.

- What would you like to use the transport service to access?
- How often do you need access to transport?
- Would a rural community transport service enable you to stay living rurally for longer?
- Gender
- Household income

Profile groups are not listed in any particular order.

Profile A: Able-bodied retirees

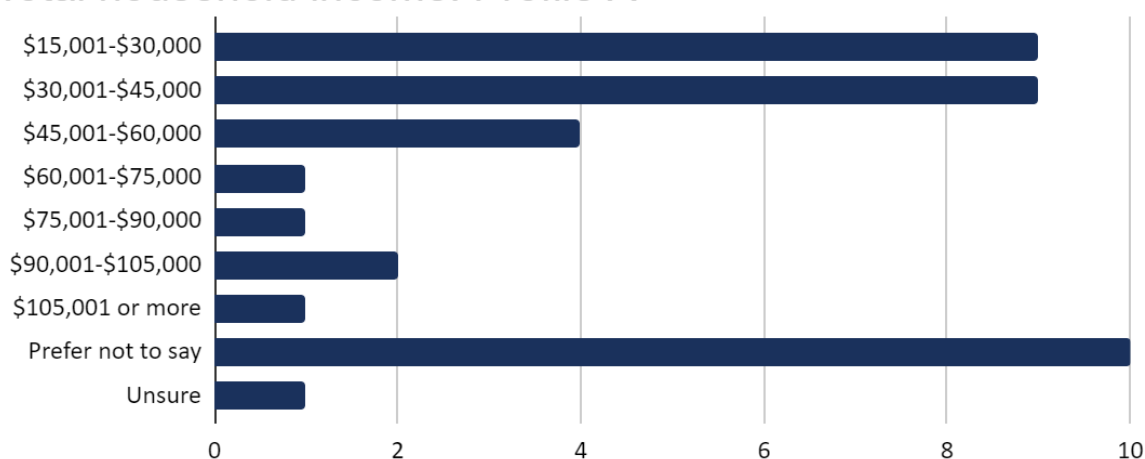
- Age: 65+
- Ability: no disability / unspecified
- Household users: all response options included
- 38 respondents fit this user profile.

Findings profile A

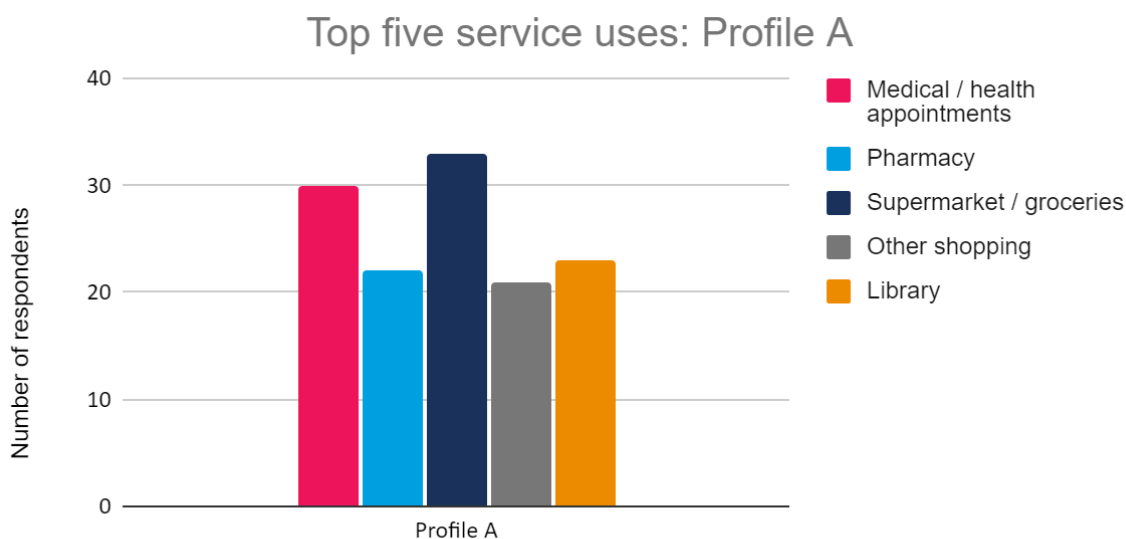
The respondents in this group are 69% female, 28% male and 3% non-binary.

The total household income in this group is indicated as follows:

Total household income: Profile A



The following graph shows the top five uses for a rural community transport service, by this group (see next page):



11 respondents in this group indicated that they need access to transport occasionally and 9 indicated once a week; the remaining respondents were evenly distributed among the other options.

29 respondents in this group indicated that a rural community transport service would enable them to stay living rurally for longer. Increasing age, loss of driving ability, deteriorating health, and a lack of desire to move into town were mentioned in the comments relating to this question.

Profile B: People with disabilities or other limitations

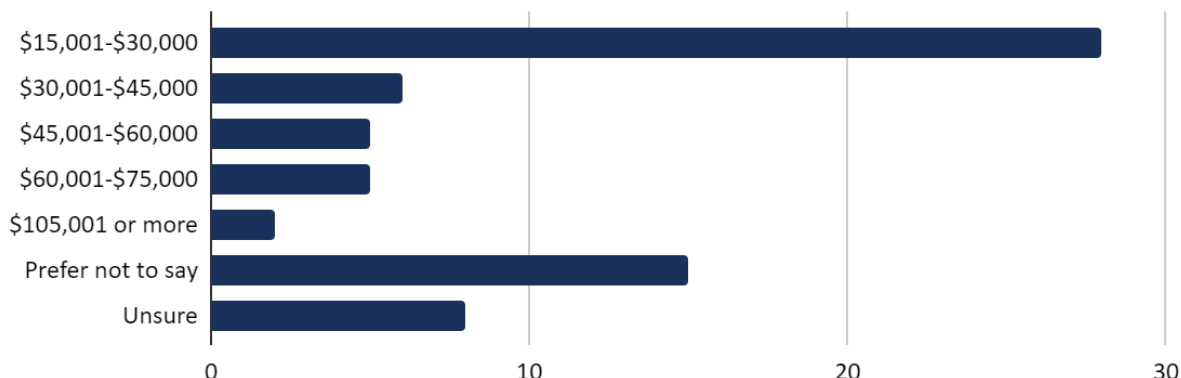
- Age: all
- Ability: all disabilities + “other” responses which mention a physical limitation
- Household users: all response options included
- 81 respondents fit this user profile

Findings profile B

The respondents in this group are 72% female, 24% male, 1% non-binary and 3% other gender.

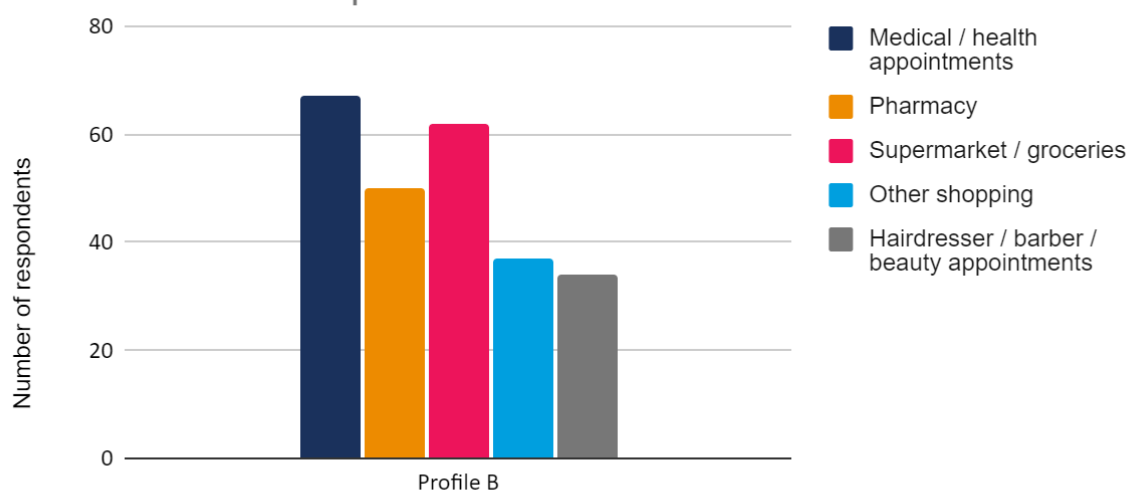
The total household income in this group is indicated as follows (see next page):

Total household income: Profile B



The following graph shows the top five uses for a rural community transport service, by this group.

Top five service uses: Profile B



33 respondents in this group indicated that they need access to transport once a week, 13 indicated daily, and seven either occasionally or once a fortnight. Five indicated once a month, four at specific times of the year, and the remainder of respondents were evenly distributed across the other options.

66 respondents in this group indicated that a rural community transport service would enable them to stay living rurally for longer. Dependency on spouses or other household members for transport, inability to drive due to health issues and the risk of health deterioration were mentioned in the comments relating to this question.

Profile C: Individuals with dependants

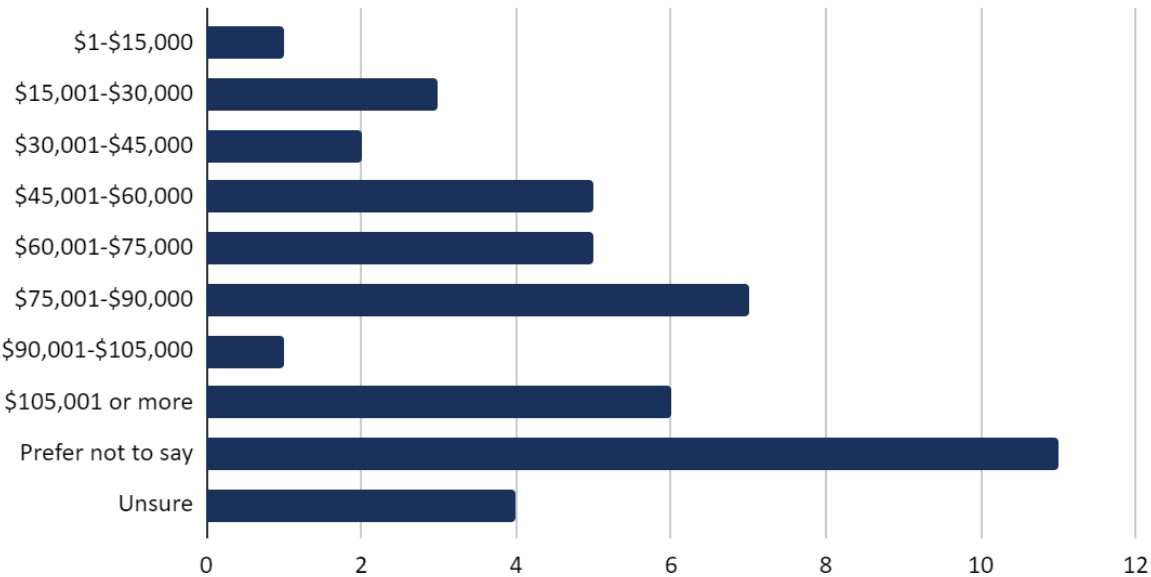
- Age: 25-64 / unspecified
- Ability: no disability / unspecified
- Household users: Individuals with children or other dependents¹²
- 54 respondents fit this user profile, corresponding to at least 108 passengers

Findings profile C

The respondents in this group are 89% female, 9% male and 2% non-binary.

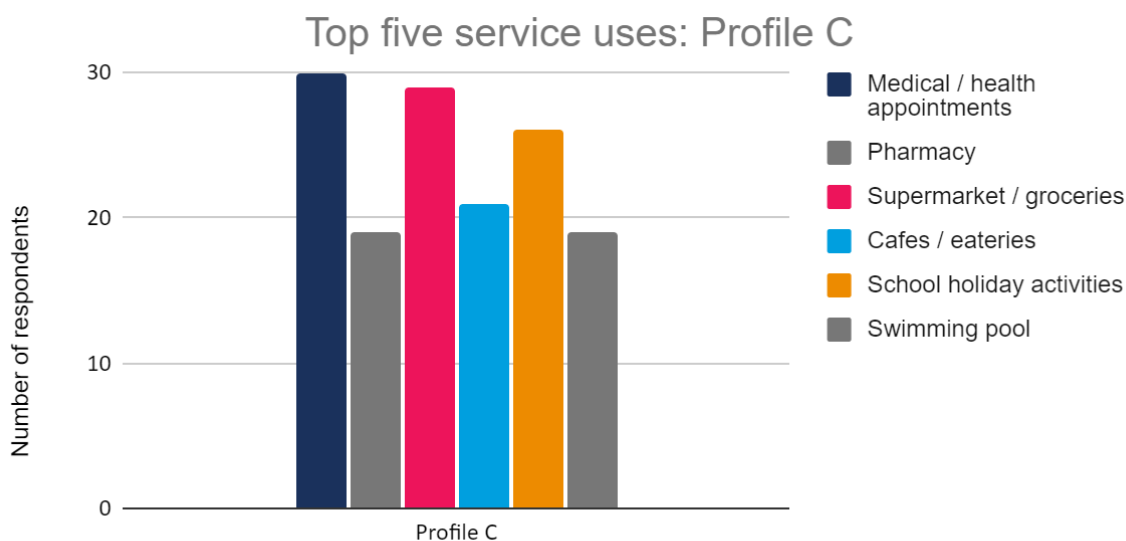
The total household income in this group is indicated as follows:

Total household income: Profile C



The following graph shows the top five uses for a rural community transport service, by this group (see next page).

¹² Respondents may also have selected other options but have only been included in this profile



18 respondents in this group indicated that they need access to transport daily, 13 indicated occasionally and five indicated once a week. The remainder of respondents were evenly distributed across the other options.

29 respondents in this group indicated that a rural community transport service would enable them to stay living rurally for longer. Decreasing isolation for children, maintaining independence while living rurally, and increasing petrol costs were mentioned in the comments relating to this question.

Profile D: Able-bodied individuals

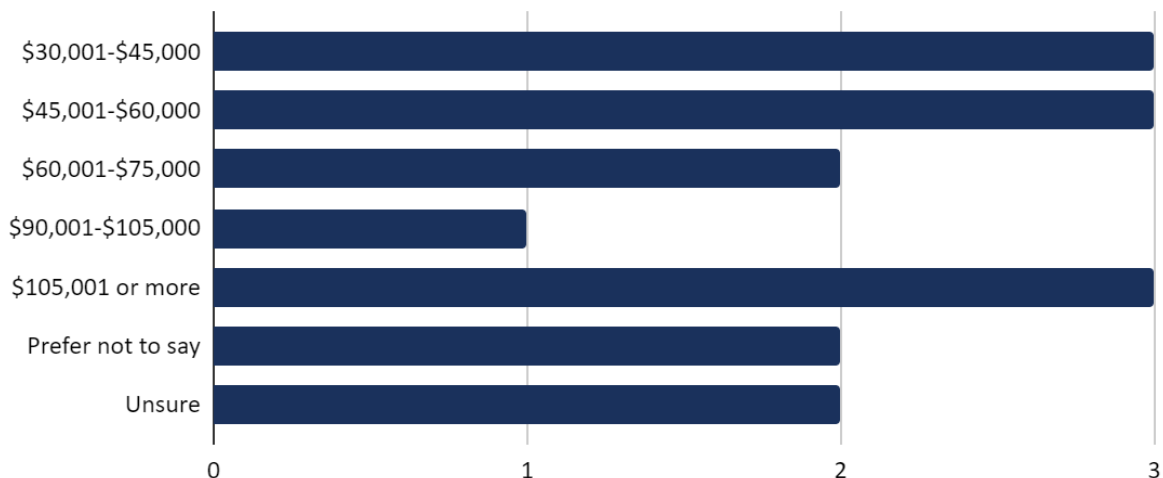
- Age: 25-64 / unspecified
- Ability: no disability / unspecified
- Household users: "just myself" / unspecified / "other" that doesn't fit other categories
- 27 respondents fit this user profile

Findings profile D

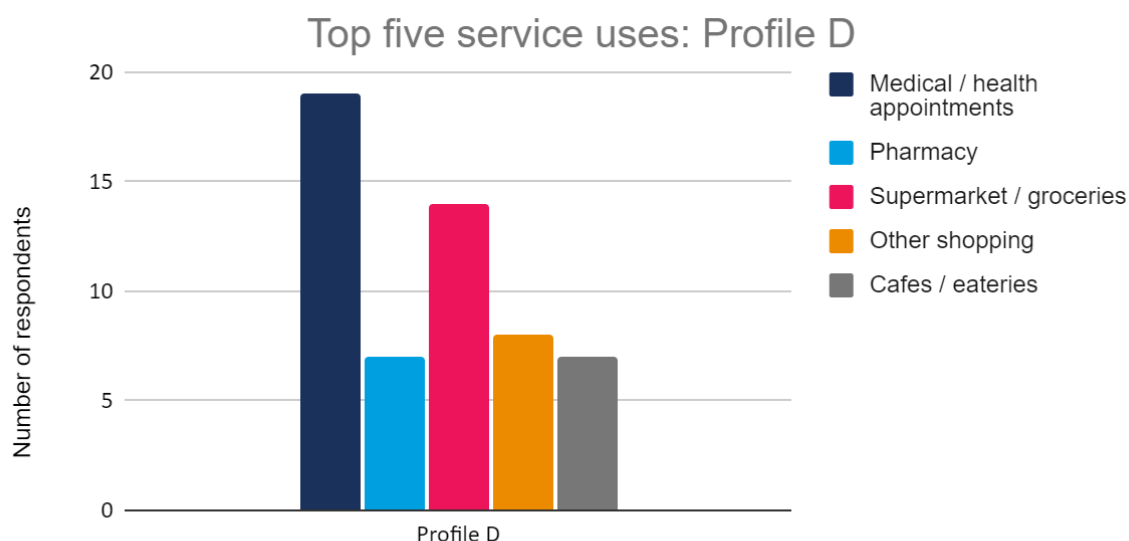
The respondents in this group are 84% female and 16% male.

The total household income in this group is indicated as follows (see next page):

Total household income: Profile D



The following graph shows the top five uses for a rural community transport service, by this group.



8 respondents in this group indicated they need access to transport either occasionally or once a week. The remainder of respondents were evenly distributed between specific times of the year, daily, once a month, or once a fortnight.

18 respondents in this group indicated that a rural community transport service would enable them to stay living rurally for longer. High costs of housing in town centres and a lack of desire to move into town were mentioned in the comments relating to this question.

Profile E: Able-bodied youth & young adults

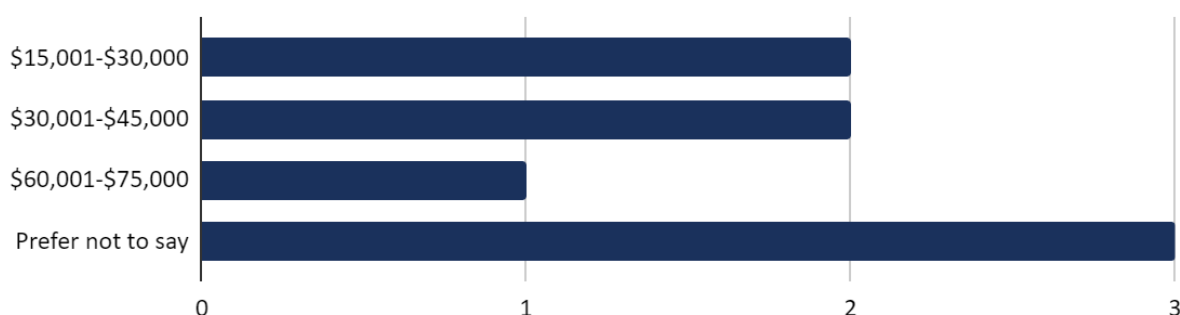
- Age: 14-24
- Ability: no disability / unspecified
- Household users: all response options included
- 11 respondents fit this user profile

Findings profile E

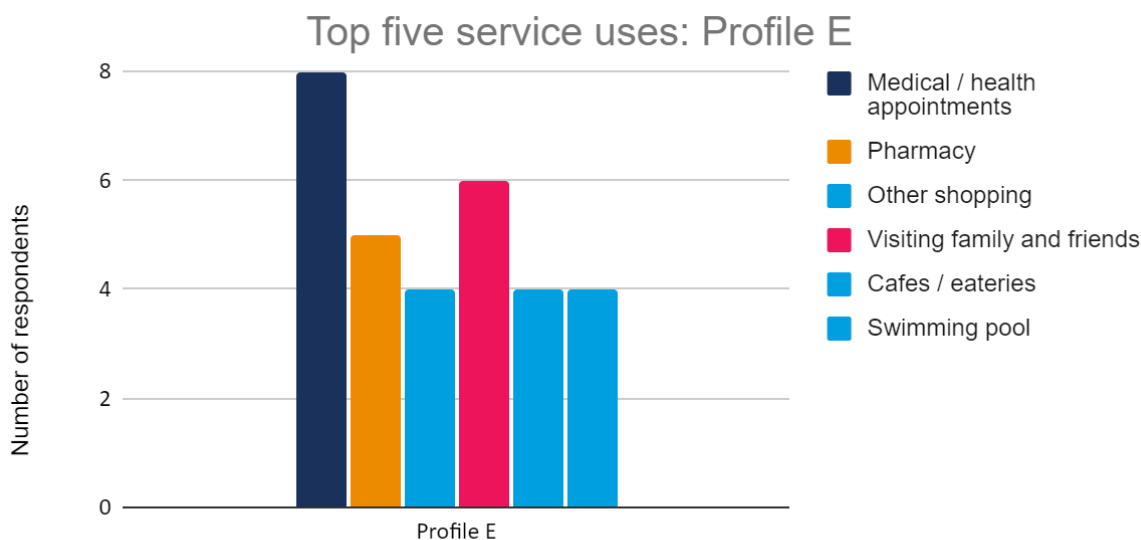
The respondents in this group are 80% female and 20% male.

The total household income in this group is indicated as follows:

Total household income: Profile E



The following graph shows the top five uses for a rural community transport service, by this group.



Seven respondents in this group indicated they need access to transport daily, and two indicated occasionally or once a week.

Nine respondents in this group indicated that a rural community transport service would enable them to stay living rurally for longer. Having no access to vehicles was mentioned in the comments relating to this question.

Profile F: Couples

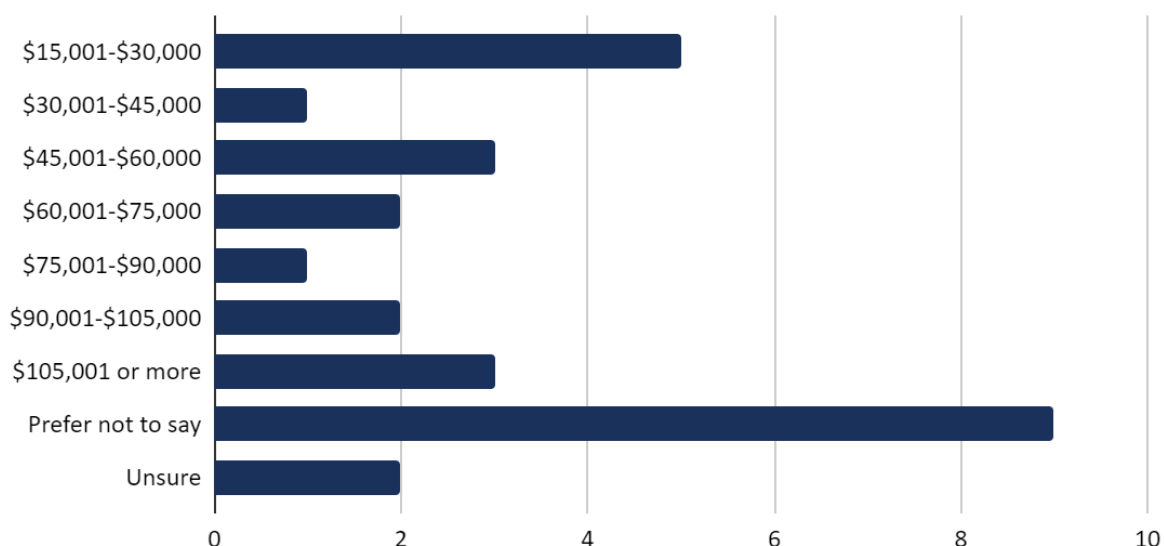
- Age: 25-64 / unspecified
- Ability: no disability / unspecified
- Users: "Myself and my partner" (includes those who also selected "just myself")
- 35 respondents fit this user profile corresponding to 70 passengers

Findings profile F

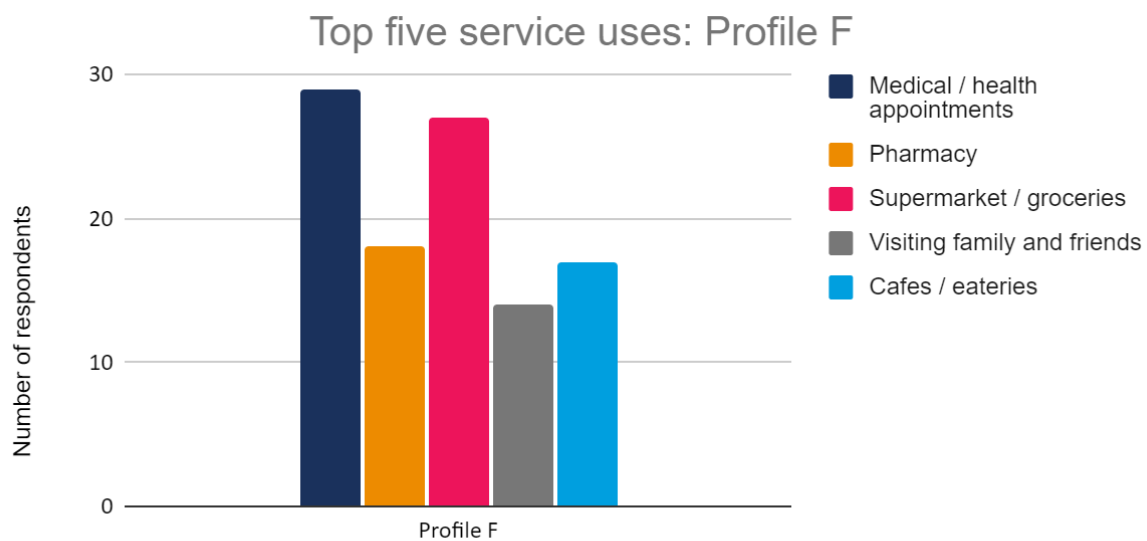
The respondents in this group are 86% female and 14% male.

The total household income in this group is indicated as follows:

Total household income: Profile F



The following graph shows the top five uses for a rural community transport service, by this group (see next page).



14 respondents in this group indicated that they need access to transport once a week, five indicated occasionally, four indicated once a fortnight and three indicated daily. The remainder of respondents were evenly distributed between specific times of the year, once a month, and other.

28 respondents in this group indicated that a rural community transport service would enable them to stay living rurally for longer. Potential loss of driving ability, lack of desire to live elsewhere and environmental considerations were mentioned in the comments relating to this question.

Profile Z: Non-users / incomplete responses

- Selected "I would not use a rural community transport service", or
- Did not answer Q6 onwards, or
- Stated no one in their household would use the service in Q7
- 104 respondents fit this user profile

The respondents in this group are 53% female and 47% male.

9. Other findings

The following findings present selected statistics and insights from the survey.

Ethnicity and language

257 survey respondents answered the question about ethnicity. Of these respondents 10 identified as Maori, 213 as New Zealand European, and 25 as “other”.

343 respondents indicated English as their first language; five respondents indicated Te Reo Maori; three respondents stated “other”.

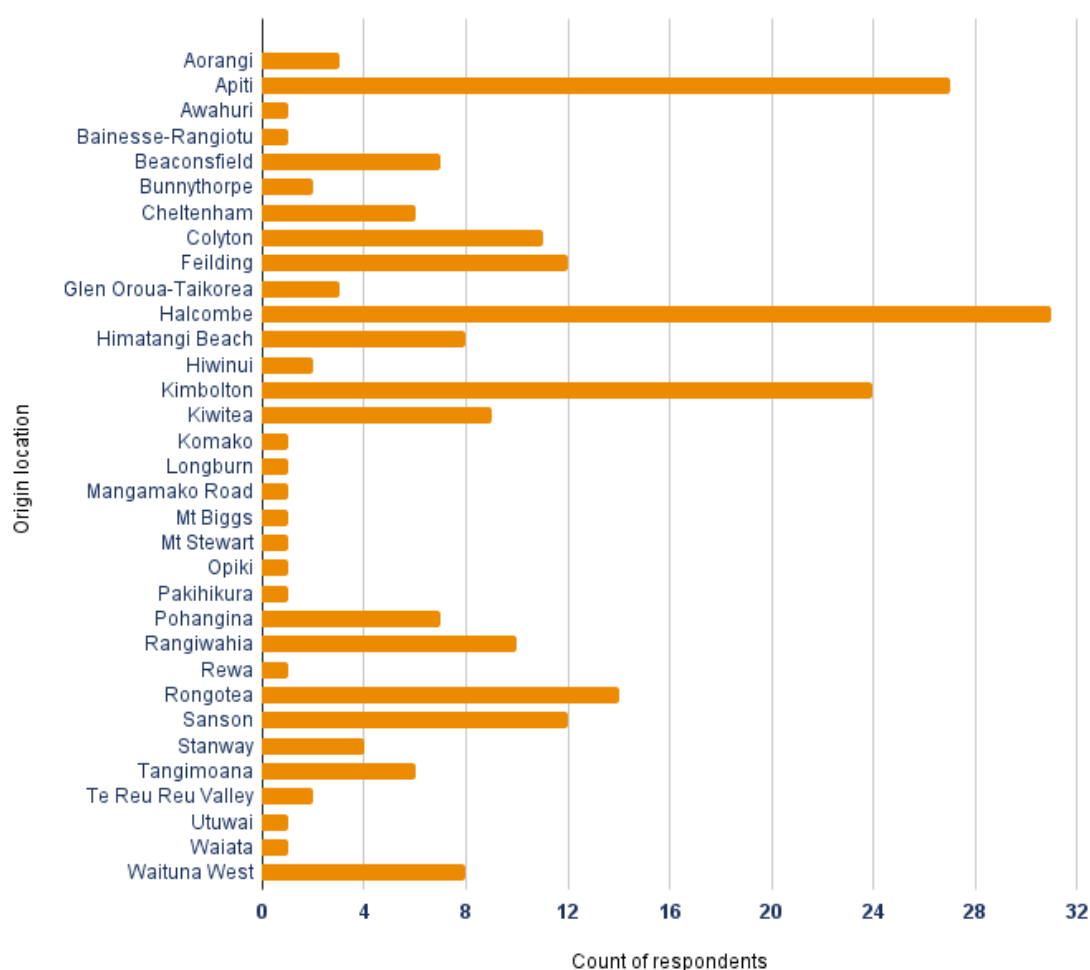
Survey completion assistance

91.5% of respondents in Profiles A-F completed the survey for themselves. 8.5% completed the survey to assist someone else. The following table shows the number of people who assisted someone to complete by profile.

Profile group	Number of respondents
A – Able-bodied retirees	3
B – People with disabilities or other limitations	21
C – Individuals with dependents	2
D – Able-bodied individuals	1
E – Able-bodied youth and young adults	2

Origin locations

The following graph shows the origin locations of in-scope survey respondents (see next page).



For the purposes of further analysis and service design, origin locations have been grouped into 14 areas (see Appendix B).

Destinations

The overwhelming preferred destinations are Feilding and Palmerston North with 175 and 142 respondents stating those locations, respectively. Users were able to state multiple destinations, with many stating both Feilding and Palmerston North .

Marton, Bulls and Foxton were stated as preferred destinations by 14, 11 and 10 respondents, respectively.

11 respondents stated ambiguous destinations, were unsure, or stated "any town" (or a similar phrase).

Apiti, Levin and Ashhurst were stated as preferred destinations by eight, seven and six respondents, respectively.

Kimbolton and Halcombe were stated as preferred destinations by four respondents each.

Taihape, Whanganui and Sanson were stated as preferred destinations by three respondents each.

Cheltenham, Pohangina and Longburn were stated as preferred destinations by two respondents each.

Kiwitea, Rangiwahia, Waitarere Beach, Bunnythorpe, Colyton, Otaki, Glen Oroua school, Wellington, Mt Taylor and Rongotea were stated as preferred destinations by one respondent each.

Accessing medical services

Survey respondents were asked where they currently attend the majority of their medical/health appointments.

116 respondents indicated Feilding, with 81 of those respondents also stating that they would like to use the service to access medical or health appointments.

90 respondents indicated Palmerston North, with 74 of those respondents also stating that they would like to use the service to access medical or health appointments.

The following table shows the other locations selected, and the number of respondents who also stated that they would like to use the service to access medical or health appointments:

	Bulls	Foxton	Levin	Marton	Taihape
Other locations selected	9	3	2	1	3
Number of respondents	6	6	0	1	1

Environmental considerations

Survey respondents were asked whether they would choose to use a rural community transport service instead of their personal vehicle (when possible) in the interests of reducing environmental impact.

242 respondents answered this question with 69% answering yes, 12% answering no and 19% stating they weren't sure.

Service payment and affordability

181 respondents in personas A through F would be willing to pay for a rural community transport service, corresponding to 246 passengers. For those who said no or were unsure, comments relating to the question mentioned that it would depend on the price, whether they could use their Gold Cards, and whether it would be more affordable than running their own vehicle.

108 respondents would prefer to pay per-trip, 30 would prefer a monthly subscription for unlimited use, 37 would prefer a ten-trip concession and 26 would prefer a five-trip concession. Four respondents indicated they would use any or more than one of the payment options, six respondents mentioned the ability to use the Bee card or their Gold Card would be preferable.

The following table shows the average and range of amounts that respondents would be willing to pay for each preferred payment method, segmented by origin area (see Appendix B). For the purposes of this analysis, respondents who selected “other” have been excluded (see next page).

Preferred method of payment	Origin location group	Number of responses	Average price	Minimum price	Maximum price
Five-trip concession	Unspecified	2	\$27.50	\$5.00	\$50.00
	Central (10-20km)	2	\$12.50	\$5.00	\$20.00
	Central north (20-40km)	2	\$12.50	\$10.00	\$15.00
	Far north (60km+)	0	\$0.00	\$0.00	\$0.00
	Feilding (<5km)	1	\$5.00	\$5.00	\$5.00
	North (20-40km)	1	\$35.00	\$35.00	\$35.00
	North (40-60km)	1	\$5.00	\$5.00	\$5.00
	Pohangina Valley (40-60km)	2	\$17.50	\$15.00	\$20.00
	South (20-40km)	2	\$10.00	\$10.00	\$10.00
	West (10-20km)	4	\$18.00	\$2.00	\$30.00
Monthly subscription for unlimited use	Unspecified	1	\$60.00	\$60.00	\$60.00
	Central (10-20km)	2	\$30.00	\$20.00	\$40.00
	Central north (20-40km)	5	\$81.00	\$5.00	\$160.00
	Far north (60km+)	1	\$10.00	\$10.00	\$10.00
	Far north west (40-60km)	1	\$30.00	\$30.00	\$30.00
	Far south (40-60km)	2	\$10.00	\$5.00	\$15.00
	Feilding (<5km)	1	\$30.00	\$30.00	\$30.00
	Feilding surrounds (5-10km)	2	\$75.00	\$50.00	\$100.00
	North (40-60km)	3	\$30.00	\$30.00	\$30.00
	North West (20-40km)	1	\$40.00	\$40.00	\$40.00
	South (20-40km)	3	\$23.33	\$10.00	\$50.00
	West (10-20km)	5	\$28.00	\$15.00	\$50.00

Continued from previous page

Preferred method of payment	Origin location group	Number of responses	Average price	Minimum price	Maximum price
Per trip	Unspecified	3	\$20.00	\$5.00	\$50.00
	Central (10-20km)	9	\$6.11	\$4.00	\$10.00
	Central north (20-40km)	10	\$7.10	\$3.00	\$10.00
	East (10-20km)	3	\$5.67	\$3.00	\$10.00
	Far north (60km+)	6	\$16.67	\$10.00	\$40.00
	Far north west (40-60km)	1	\$20.00	\$20.00	\$20.00
	Far south (40-60km)	2	\$7.50	\$5.00	\$10.00
	Feilding (<5km)	3	\$3.00	\$1.00	\$5.00
	Feilding surrounds (5-10km)	1	\$5.00	\$5.00	\$5.00
	North (40-60km)	9	\$8.33	\$5.00	\$20.00
	North West (20-40km)	5	\$10.40	\$2.00	\$25.00
	Pohangina Valley (40-60km)	2	\$8.50	\$7.00	\$10.00
	South (20-40km)	13	\$11.77	\$5.00	\$40.00
	West (10-20km)	18	\$7.47	\$1.00	\$25.00
Ten-trip concession	Unspecified	3	\$6.33	\$5.00	\$8.00
	Central (10-20km)	2	\$55.00	\$50.00	\$60.00
	Central north (20-40km)	8	\$30.63	\$5.00	\$60.00
	Far north (60km+)	2	\$37.50	\$25.00	\$50.00
	Far south (40-60km)	3	\$17.33	\$2.00	\$30.00
	North (40-60km)	1	\$5.00	\$5.00	\$5.00
	Pohangina Valley (40-60km)	1	\$50.00	\$50.00	\$50.00
	South (20-40km)	3	\$40.00	\$20.00	\$50.00
	West (10-20km)	7	\$33.57	\$20.00	\$50.00

10. Appendix A: Survey questions

Survey introduction and explanatory texts have been removed. Text in italics has been added for clarity, but was not included in the survey itself.

Q1. Are you completing this survey for yourself or assisting someone else?

- I am completing this survey for myself
- I am assisting someone else

Q2. What is your first language?

- English
- Te Reo Maori
- Other (Please specify) (*free text answer field*)

Q3. I support the establishment of a rural community transport service in the Manawatu District (*likert scale*)

- Strongly disagree – 1
- Strongly agree – 5
- Any additional comments? (*free text answer field*)

Q4. When would you start using a rural community transport service?

- | | |
|---|-----------------|
| • Immediately when available | • In 1-2 years |
| • Sometime in the future | • In 2-5 years |
| • Not sure | • In 5-10 years |
| • I would not use a rural community transport service | • In 10+ years |

Q5. What would you like to use the transport service to access / attend? (*multiple answers could be selected*)

- | | |
|---|--|
| • Medical / health appointments | • Other shopping |
| • Support services (such as, WINZ, Age Concern, Probation Service etc.) | • Visiting family and friends |
| • Pharmacy | • Cafes / eateries |
| • Plunket | • Movie theatre |
| • Play groups | • Library |
| • Church / spiritual groups | • Hairdresser / barber / beauty appointments |
| • Clubs / interest groups | • School holiday activities |
| • Iwi services | • Homeschooling activities |
| • Supermarket / groceries | • Cemetery visits |
| • Banking / ATMs | • Swimming pool |
| • Postal service | • Other sports |

- Gym or exercise programme
- Other (Please specify) *(free text answer field)*

Q6. To help us deliver a service that is accessible to everyone in our community, please tell us if any of these apply to you

- Vision impaired
- Hearing impaired
- Cognitively impaired
- Difficulty walking or climbing steps
- Wheelchair user
- Other mobility assistance user
- None
- Other (Please specify) *(free text answer field)*

Q7. Who would use the service from your household at any one time? (Select all that apply)

- Just myself
- Myself and my partner/spouse
- Myself and my carer
- Myself and my dependent(s)
- Myself and my children
- Myself and my service animal
- Other (Please specify) *(free text answer field)*

Q8. Would a rural community transport service enable you to stay living rurally for longer?

- Yes
- No
- I'm not sure
- Would you explain why? *(free text answer field)*

Q9. Would you choose to use the rural community transport service instead of your personal vehicle (when possible) in the interests of reducing environmental impact?

- Yes
- No
- I'm not sure
- Would you explain why? *(free text answer field)*

Q10. Which area do you live in? (choose your closest location)

- | | | |
|----------------|-------------------|---------------|
| • Apiti | • Glen Oroua- | • Oroua Downs |
| • Baines- | • Taikorea | • Pakihikura |
| • Rangiotu | • Halcombe | • Pohangina |
| • Beaconsfield | • Himatangi Beach | • Rangiwhia |
| • Feilding | • Hiwinui | • Rewa |
| • Cheltenham | • Komako | • Rongotea |
| • Colyton | • Kimbolton | • Sanson |
| | • Kiwitea | • Stanway |

- Tangimoana
- Taonui
- Te Reu Reu Valley
- Umatoī
- Utuwai
- Waituna West
- Other (Please specify) (*free text answer field*)

Q11. Where would you like to travel to? Please list any locations that apply (*free text answer field*)

Q12. Where do you currently attend the majority of your medical/health appointments?

- Feilding
- Bulls
- Foxton
- Levin
- Marton
- Palmerston North
- Taihape
- Other (Please specify) (*free text answer field*)

Q13. How often do you need access to transport?

- Daily
- Once a week
- Once a fortnight
- Once a month
- Occasionally
- At specific times of the year
- During school holidays
- Other (Please specify) (*free text answer field*)

Q14. Which day(s) of the week would be most convenient for you to have access to transport?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- Any

Q15. Would you be willing to pay for a rural community transport service?

- Yes
- No
- Unsure
- Would you explain why? (*free text answer field*)

Q16. How would you prefer to pay for a rural community transport service?

- Per trip
- Five-trip concession
- Ten-trip concession
- Monthly subscription for unlimited use

- Other (Please specify) (*free text answer field*)

Q17. Based on your answer to the previous question, how much could you reasonably afford to pay for a transport service? i.e. per trip, per 5-trip concession, per 10-trip concession, per month (please enter a number) (*free text answer field*)

Q18. What is your gender?

- Male
- Female
- Non-binary
- Other

Q19. What age group are you in?

- | | |
|------------|---------------|
| • Under 14 | • 45-54 |
| • 14-18 | • 55-64 |
| • 19-24 | • 65-74 |
| • 25-34 | • 75-84 |
| • 35-44 | • 85 or older |

Q20. What is your ethnicity?

- New Zealand European
- Māori
- Other (Please specify) (*free text answer field*)

Q21. From all the sources of income, what is the total income annually (before tax or anything is taken out) for your household?

- | | |
|---------------------|----------------------|
| • loss | • \$60,001-\$75,000 |
| • zero income | • \$75,001-\$90,000 |
| • \$1-\$15,000 | • \$90,001-\$105,000 |
| • \$15,001-\$30,000 | • \$105,001 or more |
| • \$30,001-\$45,000 | • Prefer not to say |
| • \$45,001-\$60,000 | • Unsure |

Q22. Are there any other comments you would like to share? (*free text answer field*)

11. Appendix B: Origin location grouping

Origins are grouped by direction from Feilding and the expected distance range for passengers from that origin. In the cases that an origin location spans a wide distance, it has been added to the higher-distance group.

Group	Included origin locations
Central (11-20km)	Beaconsfield
	Cheltenham
	Colyton
Central north (21-40km)	Kimbolton
	Kiwitea
East (11-20km)	"Between Bunnythorpe and Ashhurst"
	Bunnythorpe
	Hiwinui
Far north (61km+)	Mangamako Road
	Rangiwahia
	Utuwai
Far north west (41-60km)	Pakihikura
	Rewa
Far south (41-60km)	Himatangi Beach
Feilding (<5km)	Feilding
Feilding surrounds (6-10km)	Aorangi
	Awahuri
North (21-40km)	Waiata

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Group	Included origin locations
North (41-60km)	Apiti
North West (21-40km)	Stanway
	Te Reu Reu Valley
	Waituna West
Pohangina Valley (41-60km)	Komako
	Pohangina
South (21-40km)	Bainesse-Rangiotu
	Glen Oroua-Taikorea
	Longburn
	Opiki
	Rongotea
	Tangimoana
West (11-20km)	Halcombe
	Mt Biggs
	Mt Stewart
	Sanson

12. Appendix C: Survey Completion

72% of survey responses were complete (i.e. the respondent answered all questions).

28% survey responses were incomplete.

The following graph shows the drop-out rate of respondents.

