

Easton memorial

Makara Peak Mountain Bike User Survey

February 1999-2000

Executive Summary

The Makara Peak Mountain Bike Park (MPMP) user survey conducted over two days in February 2000 has established that there is a high frequency of use (219 people counted) in comparison to other Wellington City Council managed tracks (as described in the Wellington City Council Track Survey report of Autumn 1998)

The predominate use of the MPMP is Mountain Biking involving 58.6% of users the next biggest group, walkers, 20.7%.

The MPMP is mostly used by locals from the Western Ward (61.5%). Users tend to be male (68.7%) with the majority of users aged between 20 and 49 years.

Most users of the MPMP enter at the South Karori Road carpark (45.8%) and St Albans Ave (32.5%). These users tend to either drive or ride to the Park to start their recreation.

Tracks used the most are service roads, Koru, Missing Link and Magic Carpet.

The majority of those surveyed were satisfied with the tracks and their maintenance. Many comments praised the work of the volunteers to get the Park to where it is today.

Results of the survey contain much more information data than has been assessed in this report. This extra information will be of benefit to the MPMP volunteer committee.

Introduction:

The main purpose of this project was to survey the users of Makara Peak Mountain Bike Park and determine the following.

1. Establish an estimate of numbers using the park

2. Estimate proportions of main user groups
3. Determine the level of satisfaction
4. Determine preferred tracks/facilities
5. Determine desired tracks/facilities
6. Estimate return rate of visitors
7. Find out how people heard about the park
8. Estimate % who drive to park
9. Estimate average age, sex & home town

Methodology

Park users were surveyed at five entrance points. The surveyor asked the questions and filled out the survey form according to the answers given. Prompting was given when the interviewer appeared to find a question confusing. An individual head count was taken for those entering the Park and an individual from each group was asked to help complete a 4 minute one page questionnaire upon leaving the park. A Survey form and MPMP map showing the five survey points are attached.

Time Frame

The Survey was conducted over two days, one weekday (Tuesday 1st February 2000)

and one weekend day (Sunday 6th February 2000). Survey hours were 7am to 8pm both days.

Primary School and High School grades had resumed classes by the 1st February.

There were no advertised mountain bike events on the 1st or 6th of February in the Wellington area. The Hutt Valley MTB Club held a small working bee in the MPMP (attended by four people) on Sunday 6th of February.

Weather: Tuesday 01 February 2000 - Fine.

Sunday 06 February 2000 - Strong norwesterly, low cloud, cool.

Surveyors

Seven surveyors were used for the project, three of which were used for both days. All park users who were asked to complete the questionnaire did so happily.

Sites

Surveyors were located at five entrance /exit points to the Park

1. South Karori Road
2. St Albans Avenue
3. Allington Road (Top)
4. Allington Road (Play Area)
5. Makara Hill Road Summit

Number Surveyed

Total Users counted: This accounts for the total number of people counted entering the MPMP at the 5 survey locations between 7am & 8pm on both days.

Tuesday 01/02/2000: 83 people

Sunday 06/02/2000: 136 people

Total Surveyed: 83 people were surveyed as they were leaving the MPMP. This is the combined total taken from both the Tuesday and Sunday.

Analysis of the survey results

The following is a summary of the survey results as they relate to the set objectives of the survey brief. The entire survey results can be read in appendix 1.

Data was analysed using SPSS (the Statistical Package for Social Sciences). Efforts to reduce errors were undertaken by rechecking 10% of the questionnaires against the input data.

Summary of results

1. Establish an estimate of numbers using the Park

Total Users counted: This accounts for the total number of people counted entering the MPMP at the 5 survey locations between 7am & 8pm on both days.

Tuesday 01/02/2000: 83 people (for a fine weekday)

Sunday 06/02/2000: 136 people (for a cool windy weekend day)

The following is a questimate for users of the Park over 12 months based on the two days surveyed.

Weekdays : 83 (users) X 260 (weekdays) = 21,580

Weekends: 136 (users) X 105 (weekend days) = 14,280

Estimate of the total annual use = **35,860 visits per annum**

Note: Seasonal fluctuations in visitation levels may occur but have yet to be measured.

2. Estimate the proportions of the main user groups

58.6 % Used the MPMP for mountain biking.

20.7% Used the MPMP for walking.

13.8% Used the MPMP for exercise with the dog.

5.7 % Used the MPMP for running

1.1% Used the MPMP for Pest control

Note: These above figures are based on those users who completed questionnaires

From the individual count taken of users on the Tuesday and Sunday, the two dominant user groups were:

Tuesday: 01/02/2000 60% Mountain Bikers, 30% Walkers

Sunday: 06/02/2000 78% Mountain Bikers, 12% walkers

3. Determine the level of satisfaction

To answer this question we have taken results from comments regarding the maintenance of the tracks, frequency of visits, and other general comments written on the survey form.

Of the 83 survey forms collected 100% of respondents ticked the 'Yes' box for the question "Do you feel the tracks are well maintained?" Some 25% of respondents also made a comment about the tracks. The most frequent comment was related to a number of tracks that were overgrown. Two respondents indicated the tracks were well maintained considering the effort was from volunteers.

Some 71% of users surveyed use the MPMP at least once a month, this is a high frequency of use.

Other comments provided in the survey have praised the extensive volunteer work gone into the park from building tracks to planting native vegetation. A number of comments have suggested there is no conflict between users as exists in other Wellington parks/reserves and that bike riders are considerate to walkers.

It would appear from the users surveyed that the level of satisfaction for the existing tracks and facilities in MPMP is high. Track maintenance is a concern for some users.

4. Determine the preferred tracks/facilities

(Note: this relates to which tracks used on the day of the survey.)

19.3%	used Service roads.
19.3%	used Koru
13.3%	used Missing Link.
10.4%	used Magic carpet.
6.8%	used Varleys
6.8%	used Skills area
6.4%	used Pylon 19 Live wire
5.6%	used Ridge line
5.6%	used Leaping Lizard
4.0%	used Starfish
2.4%	used Trickle Falls.

Note: Given that service roads must be used to access most of the tracks, the level of use of service roads must have been higher than 19.3%. It would appear that service roads do not register as tracks/facilities for many users.

5. Determine desired tracks/facilities

The following results came from the question "Which three tracks did you enjoy the most"

21.3%	Koru
18.6%	Missing Link.
13.3	Ridge line
9.6%	Magic carpet.
8.5%	Service roads.
6.9%	Varleys
6.4%	Leaping Lizard
5.3%	Pilon 19 Live wire
5.3%	Starfish
2.1%	Trickle Falls.
1.6%	Skills area

The three most desired tracks are **Koru**, **Missing link** and the **Ridge line**. Magic Carpet and Service roads are also popular from these results.

6. Estimate the return rate of visitors

Apart from first time users recorded some 71% use the MPMP at least once a month. This is a high frequency of use.

We can also ascertain that the 20.5% first time users indicate that this facility is still new and gaining much interest.

How frequently do you use the park?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1st time	17	20.5	20.5	20.5
Daily	5	6.0	6.0	26.5
4-6 x a week	4	4.8	4.8	31.3
2-3 x a week	16	19.3	19.3	50.6
Weekly	19	22.9	22.9	73.5
2-3 x a month	7	8.4	8.4	81.9
Once a month	8	9.6	9.6	91.6
A few x a year	6	7.2	7.2	98.8
Yearly	1	1.2	1.2	100.0
Total	83	100.0	100.0	
Total	83	100.0		

7. Find out how people heard about the park

- 44.9% Word of mouth
- 15.7% Print media
- 6.7% Bike shops
- 4.5% Electronic media
- 3.4% Road signs
- 3.4% Community newsletters

Note: We do not know from the results of this question what initially stimulated the 44.9% word of mouth response. We can only assume that print media, bike shops and the electronic media (ie: E-mail newsletters) were the main way that users initially heard about MPMP.

8. Estimate the percentage who drive to the park

How did you get to the park?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Car (parked)	30	36.1	36.1	36.1
Bike	30	36.1	36.1	72.3
Walk/run	23	27.7	27.7	100.0
Total	83	100.0	100.0	
Total	83	100.0		

Although we did not ask this specific question it appeared that the overwhelming majority of those who drove to the MPMP were mountain bike users.

9. Estimate average age, sex & home town

What sex are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	57	68.7	68.7	68.7
Female	17	20.5	20.5	89.2
Mixed group	9	10.8	10.8	100.0
Total	83	100.0	100.0	
Total	83	100.0		

What is you age category

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not specified	1	1.2	1.2	1.2
Under 18	8	9.6	9.6	10.8
20-29	18	21.7	21.7	32.5
50-64	7	8.4	8.4	41.0
30-49	40	48.2	48.2	89.2
65+	4	4.8	4.8	94.0
Mixture of ages	5	6.0	6.0	100.0
Total	83	100.0	100.0	
Total	83	100.0		

Users of the park are predominately male 68.7 % and 20.5% female. Note that 10.8% of users where classed as a mixed group, ie: both male and female users in one group.

Some 48.2% of users where aged between 30-49 years, 20.7% where aged between 20-29 and 9.6% where under 20 years old.

What is you place of residence

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Eastern ward	6	7.2	7.2	7.2
Western ward	51	61.4	61.4	68.7
Southern ward	3	3.6	3.6	72.3
Northern ward	4	4.8	4.8	77.1
Lambton ward	2	2.4	2.4	79.5
Onslow ward	2	2.4	2.4	81.9
Tawa	4	4.8	4.8	86.7
Hutt/Kapiti	3	3.6	3.6	90.4
Rest of North Island	3	3.6	3.6	94.0
Mixture	5	6.0	6.0	100.0
Total	83	100.0	100.0	
Total	83	100.0		

Somewhat predictably the predominate users of the Park are from the Western ward.

Makara Peak Survey

Wellington City Council



Tūmēke Pōneke
Wellington City Council

Time _____

Date _____

Location _____

Number in Group _____

What is the purpose of your visit?

- Mountain biking
- Walking
- Running
- Exercise with dog
- Other _____

Where did you enter the park?

- South Karori Road
- St Albans Avenue
- Makara Hill Road
- Allington Road (top)
- Allington Road (play area)
- Other _____

How did you get to the park?

- car (parked)
- car (dropped off)
- bike
- walk/run
- bus
- other _____

How frequently do you use the park?

- 1st time
- daily
- 4-6 x a week
- 2-3 x a week
- weekly
- 2-3 x a month
- once a month
- a few x a year
- yearly

What is your age category?

- under 18
- 20-29
- 50-64
- 18-19
- 30-49
- 65+

What sex are you?

- Male
- Female

What is your place of residence?

- Eastern ward (see map)
- Western ward
- Southern ward
- Northern ward
- Lambton ward (central city)
- Onslow ward (Ngaio area)
- Tawa
- Just outside Wellington (Hutt/Kapiti)
- Rest of North Island
- South Island
- Overseas

How did you find out about the park?

- Word-of-mouth
- Bike shops
- Print media
- Electronic media
- Community newsletters
- Other _____

Which tracks did you use?

- Service roads
- Koru
- Varleys
- Missing Link
- Ridgeline
- Leaping Lizard
- Pylon 19/Livewire
- Starfish
- Trickle Falls
- Magic Carpet
- Skills area

Which 3 tracks do you enjoy most?

- Service roads
- Koru
- Varleys
- Missing Link
- Ridgeline
- Leaping Lizard
- Pylon 19/Livewire
- Starfish
- Trickle Falls
- Magic Carpet
- Skills area

How do you feel about spending some (ie: 25%) of the park's budget on conservation?

- Good
- Bad
- Indifferent

What track features did you like or dislike? (tick for 'good', cross for 'bad', dash for 'indifferent')

- muddy surface
- uneven surface (ie: rocky or rooty)
- steep grades
- vegetation overgrown
- limited line of sight
- narrow track surface (single track)
- other user types
- number of other users
- signs
- views
- native bush
- other _____

Do you feel the tracks are well maintained?

- Yes
- No
- Comment _____

What other tracks have you used in Wellington recently?

What types of tracks and facilities would you like to see in the park? (eg: toilets, tables, shelters, maps)

What bike shops do you frequent?

Other Comments:

Thank you for your time.