

Generated Pass-by and Diverted Trips



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Objective

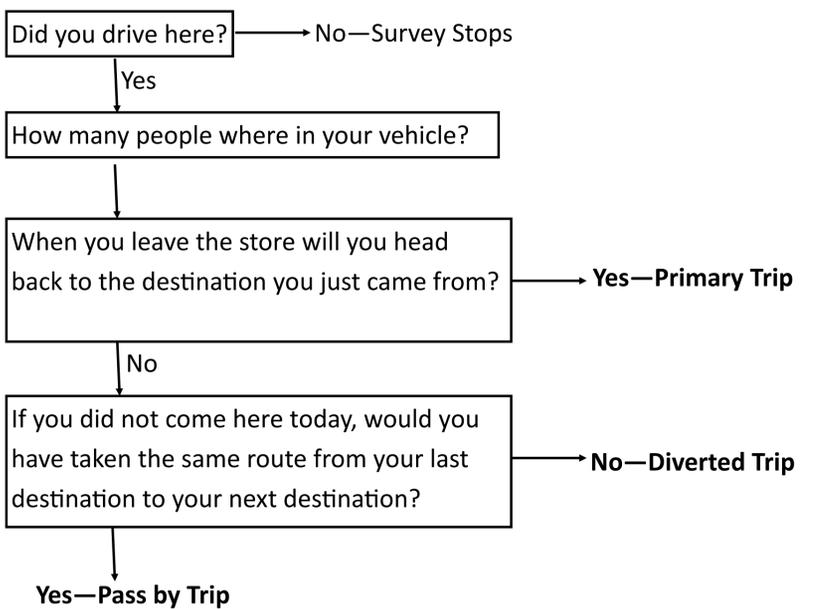
The goal is to find how supermarkets affect the amount of pass by and diverted trips on New Zealand roads and to also test data collection methods.

Background

- Internationally there is a lack of data in the field of Pass by and Diverted trips and no data has been collected in New Zealand
- Surveys have been performed in the past that covered a similar scope but did not focus on pass by and diverted trips.
- Data from the Trip Rate Information Computer System (TRICS) suggests that pass by trips increase the closer a location is to a town centre.
- TRICS data also states that primary and diverted trips are more prevalent at locations with a higher number of facilities.

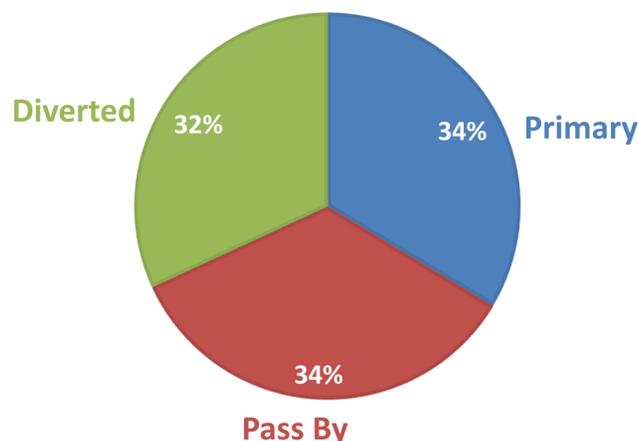
Methodology

- Survey customers entering into supermarket premises and ask them a maximum of four questions.
- Collect a minimum of 50 entry's per location survey.
- Analyse both the raw data and the survey method to find trends with in the data.

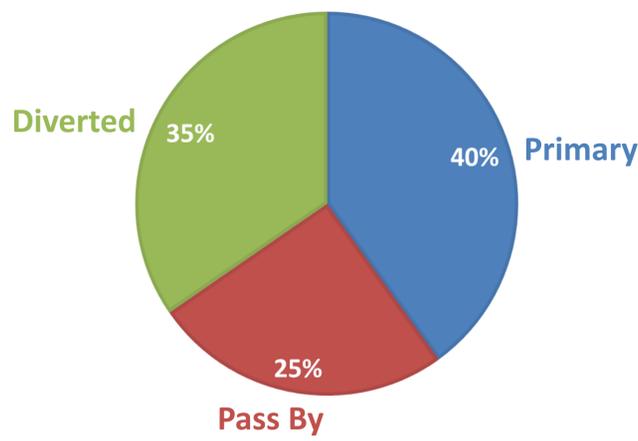


Results: Based on Time Period

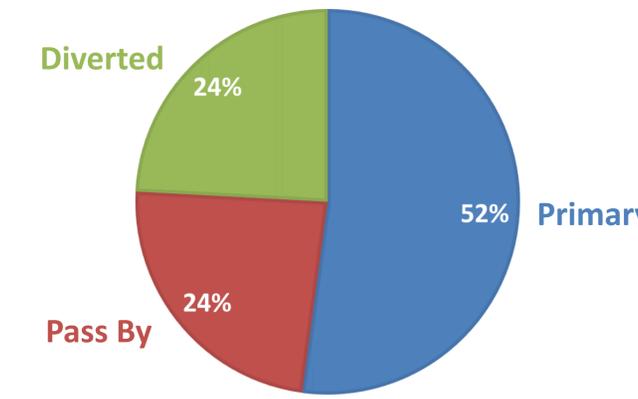
WEEKDAY PEAK HOUR (5pm-6pm) TRAFFIC PROPORTIONS



WEEKDAY OFF PEAK (1pm-2pm) TRAFFIC PROPORTIONS

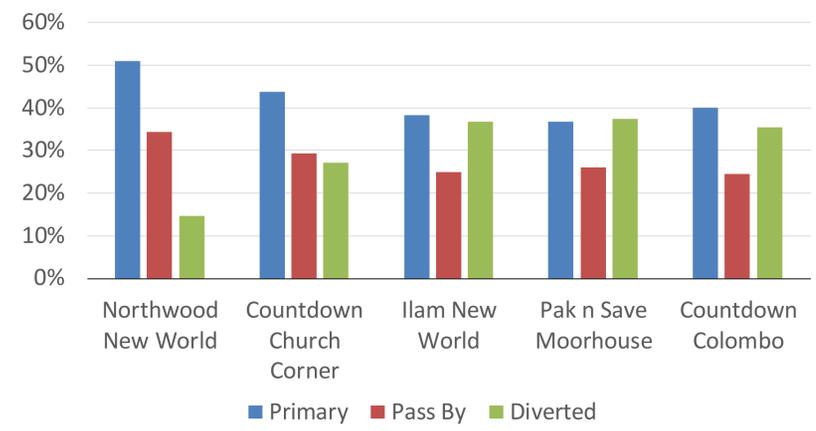


WEEKEND PEAK HOUR (5pm-6pm) TRAFFIC PROPORTIONS



Results: Based on Location

PROPORTION OF TRIPS BY LOCATION



Initial Analysis

- The chosen survey method performed well as it was easy to gather data because the questions were quick and easy to answer.
- Pass by trips were the highest for stores that were on main arterial routes.
- Diverted trips were highest for stores that were close to but not on main arterial routes.
- There were less primary trips made during the weekday peak hours.
- The weekend peak had the highest primary trip rate.

Recommendations

- For high volume stores, it would be best to use 3 - 4 surveyors. It was found that we were not able to successfully approach 80% of the customers during the peak hour.
- A larger variety of stores could provide a deep insight into more general and site specific trends.
- Other land uses such as petrol stations and fast food restaurants could be investigated in the same manner. This would provide a deeper understanding of pass by and diverted trips.

Title of project

Objective

Results

Health and Safety

Background



Ethics

Conclusion/
Recommendations

Methodology



Contact information

