

VISION FOR THE REGION
THE WAIKATO CARES LOCALLY, COMPETES GLOBALLY

WAIKATO REGIONAL COUNCIL'S MISSION
Working together to build a Waikato region that has a healthy environment,
a strong economy and vibrant communities



Notice of Meeting:

I hereby give notice that an ordinary Meeting of the Hamilton Public Transport Joint Committee will be held on:

Date: 18 May 2018
Time: 10.00 am
Meeting Room: Council Chamber
Venue: Waikato Regional Council, 401 Grey Street, Hamilton East

VRJ Payne
Chief Executive Officer

Hamilton Public Transport Joint Committee

Agenda

Chair	Cr R Rimmington
Deputy Chair	Cr D Macpherson
	Members
Waikato Regional Council	Cr R Rimmington Cr J Hennebry
Hamilton City Council	Cr D Macpherson Cr L Tooman
Waikato District Council	Cr D Fulton
Waipa District Council	Cr G Webber
NZ Transport Agency	M Kettle
Access & Mobility	G Pomeroy (non-voting)

Quorum Four (4)

Tau Bio
Democracy Advisor
11 May 2018

Telephone: 0800 800 401
tau.bio@waikatoregion.govt.nz
Website: www.waikatoregion.govt.nz

OBJECTIVE:

To oversee the implementation and monitoring of the Regional Public Transport Plan in Hamilton.

SCOPE OF ACTIVITY:

1. To consider and recommend on matters relevant to the implementation and monitoring of the Regional Public Transport Plan as it affects Hamilton City.

POWER TO ACT:

1. To recommend in respect of matters relating to the implementation and monitoring of the Regional Public Transport Plan as they affect Hamilton City.

REFERENCE DOCUMENTS:

Hamilton Public Transport Joint Committee Agreement (Doc#9436774)

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Report to provide the Hamilton Public Transport Joint committee with information on matters relevant to the implementation and monitoring of the Waikato Regional Public Transport Plan 2015-25.

Doc 12410488

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Hamilton Public Transport Joint Committee OPEN MINUTES

Minutes of a meeting of the Regional Public Transport Plan Development Subcommittee held in Council Chambers, Waikato Regional Council, 401 Grey Street, Hamilton East on Friday 16 February 2018 at 1.00pm.

	Present:
	Members
Waikato Regional Council	Cr R Rimmington
	Cr J Hennebry
Hamilton City Council	Cr D Macpherson
	Cr L Tooman
Waikato District Council	Cr D Fulton
Waipa District Council	Cr G Webber
NZ Transport Agency	A McKillop
Access & Mobility	G Pomeroy (non-voting)
Staff	In Attendance:
	Mike Garrett, Chief Financial Officer
	Andrew Wilson, Manager - Public Transport
	Gavin Dawson, Democracy Advisor

Apologies

G Pomeroy (for absence)
Cr L Tooman (for absence)

The apologies for absence from G Pomeroy & Cr Tooman were accepted

Accepted

Confirmation of Agenda

(Agenda Item 2)

Cr G Webber /Cr J Hennebry.

HPTJC18/01 THAT the agenda of the meeting of the Hamilton Public Transport Joint Committee of 29 September 2017, as circulated, be confirmed as the business for the meeting.

The motion was put and carried (HPTJC18/01)

Disclosures of Interest

(Agenda Item 3)

There were no disclosures of interest.

Minutes of Previous Meeting

Item 4, Doc # 11144181

Cr G Webber /Cr J Hennebry.

HPTJC18/02 THAT the Minutes of the Hamilton Public Transport Joint Committee meeting of 29 September 2017 be received and approved as a true and correct record.

The motion was put and carried (HPTJC18/02)

Hamilton Public Transport Update

Item 1, Doc # 11786761

The Manager, Public Transport (A Wilson) presented and spoke to the regional transport update (the paper) that provided the Hamilton Public Transport Joint Committee with information on matters relevant to the implementation and monitoring of the Waikato Regional Public Transport Plan 2015-25 as it affects Hamilton City.

Feedback was sought on the following questions raised in the paper regarding the transition to the new Electronic Ticketing system:

- Should passengers pay for new cards or should cards be issued for free as part of the transition process?

- To incentive early acquisition of cards, should Council offer a free travel period prior to the changeover date for people that present a new card to the bus driver?
- Should Council offer the ability to transfer existing credit from old cards to new cards?
- With the implementation of the new ticketing system, Central Government requires that Supergold card travel concessions must be administered via the new smart cards, should Council charge Supergold card passengers for the issuance of a smart card post the changeover date of the new system?
- In addition, should council require a minimum card balance on smart cards with an authorised Supergold card concession that enables free travel during off-peak periods?
- Should fares be increased by 5%?

The feedback provided is summarised below relating to the implementation of the new ticketing system and the questions noted immediately above:

It was agreed that there should be no charge for the cost of replacing the old cards to the new one. The basis for this approach is due to the fact that it is the council that is opting to upgrade and modify the existing system. It would be inappropriate to make passengers pay for this upgrade. It was noted that a charge for the new cards would have a potential negative impact on patronage across the network.

The use of the internet and mobile service kiosks were raised as potential options to allow passengers to replace their old cards with the new cards. The resourcing and funding of the options currently being explored were noted as a major factor that will influence the way in which it is implemented. It was agreed that measures should be used to incentivise existing card users to switch to the new system. It was seen as an equitable measure due to the fact that the system is being implemented by the Council. The matter will be explored and modelled in greater detail as the project progresses.

The risk of misuse of a grace period for passengers to receive complimentary travel, if they do not hold a new card was raised as a risk, along with the need to establish robust systems and methods to mitigate the risk and create positive customer experiences. The need for all bus drivers to understand and implement this measure in the preferred manner and purpose was agreed. The matter will be explored and modelled in greater detail as the project progresses.

It was agreed that there would be a period of six months to allow for a card swap from the existing system to the new system would be allowed.

It was agreed that existing card holders would be able to transfer credit from their old card to the new card within a six month period. It was noted that there will be existing card holders that do not use the bus service often and may need to switch to the new card after the six month implementation time period. The risk that this measure could provide a disincentive to switch to the new system was noted, and to mitigate this risk, a minimum balance of \$20.00 was the minimum amount a card holder could hold before a transfer to a new card would be provided after the agreed transition period. The matter will be explored and modelled in greater detail as the project progresses.

The new smart Supergold card that is being rolled out by Central Government was discussed, along with the impact that it will have on the project. The challenges that this new smart card were highlighted, as was the cost of incorporating the new smart Supergold card into the new system.

It was noted that the challenges noted immediately above are faced by a number of territorial authorities and they need to be considered at a collective level by those that are part of the consortium who are working together in the development of the new system. It was suggested that there should be a collective approach to these challenges to achieve a consistent and sustainable approach. It was agreed that the Chief Financial Officer would investigate the costs and report back to the committee, along with the proposed costs for the planned free week of travel.

The need to continue to invest and improve the public transport network was considered a priority. It was also acknowledged that there are a range of financial and non-financial constraints that impact on the ability of the Council to achieve this. The proposal of a 5% fare increase to enable further investment and development was discussed. A member of the committee felt that the ratepayers of the region were subject to high rates increases already.

The HCC committee member raised concerns that the proposed fare increase would have an adverse impact on the level of patronage, at a time when patronage had just started increasing. In addition, they added that there was a need to work in partnership and collaboration on the matters related to the development of public transport and the way in which it is funded.

It was agreed that any increases would need to be carefully considered and implemented. It was recommended the Chief Executive of the Waikato Regional Council be asked to make a submission to the draft Long Term Plan budget which will request an incremental 2.5% increase over a two year period.

A Wilson also provided updates on the following matters:

Consultation and communication of changes to bus routes – It was noted that there had been a number of changes to routes on the network that has impacted on passengers. The changes that have taken place and feedback received have highlighted the need for an inclusive and robust consultation process and communications plan, in relation to any changes to the network that might impact on passengers. Staff have developed a framework that will address previous concerns raised as outlined in figure 1.

Figure one: consultation process

	Consultation required?	Consultation process	Communication activities
Significant timetable or route change Examples:	Yes	1. Identify problem opportunity underpinning a potential service change.	Examples include: <ul style="list-style-type: none"> • Maildrops • Presentations/briefings • Add on to agendas for local community boards and

<ul style="list-style-type: none"> • New routes • Changing existing routes • Significant time table changes - adjusting trip times by more than 15minutes • Reducing / increasing serve levels • Removing bus stops 		<ol style="list-style-type: none"> 2. Discuss and Obtain endorsement for the proposed change from the PT Subcommittee. 3. Notify and discuss change with key stakeholders. 4. Notify and ask for feedback from bus users and local residents. 5. Assess feedback from stakeholders and users to ascertain whether change should go ahead. 6. PT joint committee to endorse final changes prior to implementation. 	<p>resident groups</p> <ul style="list-style-type: none"> • Posters and hand-outs on buses • Signage at bus stops • Social media • Stands within the local area • Adverts in local papers • Press release, articles in City News
<p>Minor operational changes</p> <p>Examples:</p> <ul style="list-style-type: none"> • Minor time table changes - adjusting trip times by less than 15minutes 	No	<p>No consultation required – move straight to passenger communication phase.</p>	<p>Examples include:</p> <ul style="list-style-type: none"> • Notices on bus stops • Handouts and posters on buses • Staff at key bus stops, travelling on buses working with drivers to get messages out • Social media • Notifications via the Transit realtime app

There was support from the committee for the framework

Transport for special events – BUSIT provided a range of services for special events in past few months. The services are well used and it was noted that there is room for development in this space. Of particular significance, it was noted that 500 passengers used services on offer during the HSBC NZ Sevens 2018 to get to and from the event and other late night services. Other events that BUSIT will be involved with also include the Hamilton Gardens Arts Festival and Balloons over Waikato. The plan for the Fieldays is now being developed with park and ride facilities and options a priority as part of the planning process being undertaken.

Central Connector/CBD Shuttle concept – Patronage on the CBD shuttle has declined significantly in recent years. There has also been frequent instances of antisocial social behaviour on the shuttle service. A number of CBD businesses have also requested that changes be made to the provision of the service. An option exists to create a high frequency 15 min “central Connector” corridor from the Waikato

Hospital campus, via the CBD on Anglesea Street through to the Base in the north of the City. It was noted that this could be achieved with minimal additional resource by amalgamating services and timetable for the CBD shuttle, Glenview Route, Mahoe Route, and a portion of the Northing Connector route between the Transport Centre and the Base. Moreover, the concept would lead to a stronger south/north connection through the CBD, services every 15 minutes, and reduce the need for passengers to change buses to get to the hospital and on to the Northern Connector Service through to Huntly. Constraints on implementing the change is the timing of creating a new CBD zone structure in the new ticketing system to allow for a special fare in this zone. Staff are currently investigating if this change can be made in time for the implementation of the system later this year as the project currently has a hold on any changes prior to Go Live and bus stop capacity at the Base.

Rotokauri Development, potential bus route changes – the continued development of Rotokauri and the building of new infrastructure has created an opportunity in the area to realign and improve bus routes and ensure new areas are serviced. The potential changes to be subject to further investigation would include: extending Route 8 – Frankton to The Base, traveling via Wintec, the future Rotokauri suburban centre and land secured for future bus / train interchange. Increasing platform capacity at the Base would be an essential prerequisite to enable this service improvement; and amending the Orbiter Route to travel via the future suburban centre and land secured for a future bus / train interchange. This means the Orbiter would no longer travel along Foreman Rd and portions of Avalon Drive and Tasman Rd. Endorsement is sought from the committee to commence more detailed investigations. The findings of these investigations will be presented to the committee prior to the commencement of public consultation.

District services

North Waikato

The Waikato Regional Council, in partnership with Waikato District Council, Auckland Transport and the NZ Transport Agency, have undertaken a public transport review focused on the North Waikato area. The aim of the project is to better understand community transport needs and identify potential public transport options that may be considered for funding as part of Waikato District Council's 2018-2028 Long Term Plan.

The North Waikato Public Transport review is being progressed in accordance with the pr NZ Transport Agency's businesses case approach. The review has identified a list of potential options for that have been subject to community feedback and associated funding proposals are to be included within Waikato Districts and the Regional Council's respective long term plans for consultation.

Waikato Regional Council staff have engaged with local communities (via community boards and community committees) on the proposed options. It is expected that the options will be refined following community feedback and detailed feasibility assessments. A staff recommendation report on the options was presented to Waikato District Council in October for funding and long term plan consideration.

Raglan & Huntly Services

In April 2017 new contracts were implemented for the Raglan and Huntly services. The new contracts resulted in the provision of all new buses, free passenger Wi-Fi, bike racks, along with additional capacity. The raglan service also received service level improvements with the provision of additional trips between Hamilton and Raglan on weekdays and expansion of services on weekends to include Sundays. Passenger feedback regarding the improvement has been positive and patronage on both the Huntly and Raglan services are increasing.

Further work is planned to refine the route within Raglan at the request of the local community board and work is underway to improve the reliability of the Huntly service. Both the services will benefit from further increases in seated capacity at peak times with the provision of double decker buses in early 2018.

Matamata Piako & Hauraki Districts

In April 2017 a new contract was implemented for the provision of services between Paeroa, Morrinsville, Te Aroha and Hamilton. The new contracts resulted in the provision of all new buses, free passenger Wi-Fi, bike racks, additional capacity and the introduction of weekend services between Morrinsville and Hamilton. Passenger feedback regarding the improvements has been positive and service has seen strong patronage growth since implementation of the new contract.

Further work is currently underway investigating the viability of establishing improved PT connections between Te Aroha and Morrinsville and as well as the University of Waikato and Waikato Hospital in Hamilton. The results of the investigation are due to be presented to Matamata Piako District Council for consideration.

Cr Rimmington /Cr Macpherson.

HPTJC18/03 THAT the report Hamilton Public Transport Update (Doc #11786761 dated 9 February 2018) be received.

The motion was put and carried (HPTJC18/03)

Meeting closed at 3.35pm

Report to Hamilton Public Transport Joint Committee May 2018 – To be received

File No: 03 04 21
Date: 11 May 2018
To: Chief Executive Officer
From: Chief Financial Officer
Subject: Hamilton Public Transport Update
Section: A (Committee has delegated authority to make decision)

Purpose

To provide the Hamilton Public Transport Joint Committee with information on matters relevant to the implementation and monitoring of the Waikato Regional Public Transport Plan 2015-25 as it affects Hamilton City.

Recommendations:

1. That the report Hamilton Public Transport Update (Doc #12432103 dated May 2018) be received for information.

Background

The Hamilton Public Transport Joint Committee has been established to oversee the implementation and monitoring of the Regional Public Transport Plan in Hamilton. The scope of activity of the Joint Committee¹ is:

'To consider and recommend on matters relevant to the implementation and monitoring of the Regional Public Transport Plan.'

The Waikato Regional Public Transport Plan 2015-25 (RPTP) was prepared in 2014/15 as a requirement of Part 5 of the Land Transport Management Act 2003. The purpose of the RPTP is to identify public transport services that will be provided over the next 10 years, along with the policies, procedures, information, and infrastructure to support the delivery of those services.

The RPTP was developed in close collaboration between Waikato Regional Council, the Hamilton City Council, bus operators and other key stakeholders including the New Zealand Transport Agency (NZTA). The RPTP provides an agreed framework to grow an affordable public transport system that contributes to the economic, social and environmental vitality of the region.

¹ Terms of Reference – Hamilton Public Transport Joint Committee

Report Structure

This report is prepared quarterly or as required to provide the Hamilton Public Transport Joint Committee with information on matters relevant to the implementation and monitoring of the RPTP as it affects Hamilton City and surrounding districts.

The report is divided into three sections as outlined below. The topics covered in each section will vary as the implementation of the RPTP progresses.

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1 Regional Public Transport Plan Implementation

1.1 New Electronic Ticketing System Update

Action A33 of the RPTP (pg. 49) confirms Waikato Regional Council will investigate and implement a new electronic ticketing system for all contracted services in the region. A new and improved ticketing system is essential in terms of maintaining fare revenue assurance, enhancing network management and planning capabilities along with enhancing the journey experience for passengers.

The Regional Council has jointly procured a new ticketing system with a consortium of eight other Councils in New Zealand. A contract for provision of the new system has been awarded to INIT who is specialist provider of technology solutions for public transport systems. Implementation of the new system in the Waikato is anticipated mid-2018. The solution will:

- Provide a secure and proven platform for fare revenue and patronage data,
- Provide Tag-on Tag-off functionality to enable improved reporting and network planning capability,
- Provide online smart card top-up capability for passengers,
- Provide inter-operability between the eight consortium regions,
- Enable a migration to the National Ticketing Programme (NTP) solution once available.

Implementation of the new ticketing system will coincide with the changes to the regions current fare structure and policy. The changes have been previously endorsed by the joint committee.

1.1.1 Project Timing and Key Risks

An implementation date for the Waikato has been tentatively identified for the end of October 2018. However there is potential that the tentative date will need to be amended depending on the outcome of the first round of system acceptance testing, scheduled for the end of June.

Key risks associated the project include:

- Further project delays due to system build timing
- Components of the new system not being available from outset and needing to be subject to staged implementation. These components could include:
 - CBD fare zone
 - Fare capping functionality

1.1.2 Implementation planning

Detailed planning for implementation of the new system is currently underway with a number of critical decisions needing to be made. Key decisions relate to the transition process and how to swap out about 40,000 active smart cards (cards that have been utilised within the last 12 months) for new cards while minimising disruption to passengers and services.

At the last Joint Committee Meeting members considered initial options for how the transition may be managed. Committee members supported aspects of the proposed approach and sought that further work be undertaken in relation to other aspects.

Aspects that were supported by the committee included:

- Replacement cards should be issued at no cost to users prior to the changeover date
- Implementation of the new system should be leveraged as an opportunity to grow the number of PT users
- Users should be incentivised to acquire new cards as early as possible prior to the changeover date
- Users should be able to transfer credit from old cards to new cards

Aspects requiring further consideration induced:

- Ensuring the method of enabling credit transfer from old cards to new cards is customer focused
- How best to accommodate customers that have not acquired a new smart card post implementation of the new system
- Whether super card holders should be charged a smart card issuance fee post implementation of the new system

Informed by the direction provided at the last committee meeting, staff have reworked the proposed approach to transitioning from the old system to the new system for further consideration by the committee.

The revised, but not yet finalised, approach can be summarised as follows:

Pre-Implementation Phase

1. **The entire pre-implementation phase will be supported by extensive passenger communications and marketing via multiple channels.**
 - The primary objectives for marketing and passenger communications is to:
 - Ensure customers are aware that the change is coming and what it means for them
 - Ensure customers are aware that the fare structure and policies are changing and how it may impact them
 - Ensure people have access to good information to make their transition too and use of the new system as easy as possible
 - Promote the benefits of the new system and fare policies with the aim of attracting new users
2. **Customer services resources will be increased on a temporary basis to facilitate the transition process.**
 - Additional resources have been factored into implementation budgets and include:
 - Enhanced call centre functionally dedicated to ticketing enquires / issues
 - Provision of additional temporary staff to facilitate face to face support at key locations
 - Additional funding for marketing and communication activities

3. New new cards will be issued free to any person, not just existing BUSIT card holders, prior to the changeover day to incentivise early adoption and broader uptake of new cards.

- It is anticipated new cards will be available for uplift a couple months prior to the changeover date via the following channels:
 - Website, with capability for the cards to be mailed direct to a nominated address
 - The Hamilton Transport Centre
 - University of Waikato
 - On bus – exact timing to be determined
 - Mobile customer service staff
 - Select sites within regional towns
- Every new card will be issued with a supporting pamphlet informing people how to activate, top-up and use their new card. People will be encouraged to utilise online channels in preference to face to face options.

4. Users will be encouraged to run down credit on their existing BUSIT cards and top up new cards in the lead up to the changeover date. With the objective being to:

- Minimise the amount of credit that needs to be transferred to new cards post implementation.
- Maximise the amount of new cards that have preloaded credit at the time of system changeover, which will serve to minimise the need for card top-up transactions on and immediately following the changeover date, which has the potential to impact on-bus service delivery.

5. Travel on all services will be free, on presentation of a new new card, for up to 7 days prior to changeover date. Persons without a new card will need to pay for travel via cash or their existing BUSIT card as per normal.

- The free travel proposed is proposed as a strong incentive for passengers to acquire new cards prior to the changeover date.
- Transfer of stored value from existing BUSIT cards to new cards will commence during the free travel week for those that have acquired a new card.

Changeover day and beyond

6. On the day/night prior to the changeover date the old ticketing machines will be removed from all buses and the new ticketing devices installed ready for service the next day.

- Once the old machines have been removed it will no longer be possible to utilise existing BUSIT cards on any bus.

7. From the changeover date there will be customer service staff available via a dedicated call centre, at key customer service locations via a number of mobile teams that have the ability to:

- Proactively provide information and guidance for customers
- Respond to customer queries
- Enable issuance of new cards
- Transfer credit from old cards to new cards

8. From the changeover date onwards passengers will need to pay for travel with either cash or stored value preloaded on their new smart card. The following exceptions and policy would apply:

- Drivers will have discretion for a fixed period of time (Discretionary Period) to accommodate passengers that present an old BUSIT card and whom the driver believes may have been unaware of the system change – under this scenario the passenger will:
 - Be issued a new card for free
 - Be given the option of surrendering the old BUSIT card
 - Be granted free travel for one trip on the basis that they top-up their new card prior to undertaking any subsequent trips
- Persons that do not present either an old BUSIT card or a new new card will be expected to pay a cash fare as per current policy and practices.
- The duration of the Discretionary Period will be determined closer to the time of implementation. Post implementation the initial period will be monitored and may be extended in the event high numbers of people continue to present old BUSIT cards and genuinely appear to be unaware of the ticketing change.
 - When determining the duration of the initial Discretionary Period or when considering the potential to extend the period, an appropriate balance will need to be struck between ensuring a good customer experience and minimising the potential for misuse and lost revenue.
- Beyond the Discretionary Period all persons will be expected to pay a fare either with cash or via stored value preloaded on a new new card. An inability to do so would result in the person being ineligible to board the bus. The following exception would apply:
 - Persons deemed to be vulnerable should be able to board a bus in any circumstance as per current practices.

9. From the changeover date onwards people will be able to access a new new card for free under the scenarios listed below, a standard issuance fee of \$5 will apply for all other potential scenarios not otherwise listed:

- Card issuance and direct mail out via the website will remain free until the new ticketing system has been implemented within all nine regions comprising the regional consortium.
- New cards will be issued for free when an old BUSIT card is surrendered / swapped out at a customer service location at any stage within a 12 month period from the changeover date. Beyond the 12 month period a standard card issuance fee would apply.
- Free card exchange may be offered on-bus within a 12 month period from the changeover date provided customers are willing to surrender their BUSIT card to the driver. Note it will not be possible to conduct value transfer from an old card to a new card while on a bus. Therefore it is anticipated most customers with residual stored value above \$5 will opt to not surrender their card to a driver and instead seek to:
 - Undertake a free card swap and value transfer at a customer service location; or;
 - Access a free card via the website (free offering available for a limited time post changeover as noted earlier) and initiate a value transfer via the call centre
 - Purchase a card via a driver and initiate a value transfer via the call centre

10. **From one week prior to the changeover date and up to 12 months after the changeover date passengers will be able to transfer any unused credit exceeding \$1 from an old card to a new card via any of the following channels:**
- **At a customer service location**
 - **A mobile customer service team**
 - **Remotely via a call centre**
- Beyond the 12 month period any unused credit would be forfeit and reallocated to the PT reserve fund for expenditure on public transport improvements. Funds within the PT reserve cannot be used for any other purpose.
 - The 12 month period may be extended if high numbers of value transfer requests persist.
 - Only balances exceeding \$1 will be eligible for transfer due to the administrative costs associated with facilitating value transfers.
11. **new cards will always be free for SuperGold entitled passengers unless it is a replacement for a lost or damaged card. A \$5 fee will apply for issuance of a lost / replacement cards.**

In order to implement the transition approach outlined above the committee would need to endorse establishment of the follow policy:

1. Free new cards will be issued to any person, not just BUSIT card holders, prior to the changeover day to incentivise early adoption.
2. New cards will only be issued free after the changeover day under certain circumstances, in all other circumstances a \$5 fee will be charged for new cards (except for SuperGold holders).
3. Travel on all services will be free, on presentation of a new card, for 7 days prior to changeover day.
4. New cards will always be free for SuperGold entitled passengers unless it is a replacement for a lost card. A \$5 fee will be made for lost / replacement cards.
5. SuperGold card holders must use a new card, tag on and tag off, to secure free travel.
6. Remaining BUSIT card cash value of \$1 or more will be transferable to a new card on surrender of the BUSIT card or remotely via call centre for a period of up to 12 months following the changeover.
7. BUSIT card value transfers will be undertaken at specific locations set up for the purpose and value transfers will not be available on bus.
8. At the end of the 12 month card value transfer window, any remaining BUSIT card value will be forfeit and novated to council PT reserve funds for expenditure on future PT improvements.

The following outlines recommendations in relation each of the key polices outlined above, along with supporting rationale.

Recommendations 1 - Free new cards will be issued to any person, not just BUSIT card holders, prior to the changeover day to incentivise early adoption.

Rationale

Issuing free cards to all will encourage early take up not just from existing BUSIT card holders but from new passengers encouraged to try out PT.

It is estimated that between 40,000 and 50,000 cards will be issued. The cost of issuing cards will vary based on the method of issue.

The direct external cost for new card issue, ignoring staff costs and overheads are:

- Face to face/over the counter issue - \$2.24 per card
- Ordered online and issued by post - \$4.25 per card

Estimating that 40,000 cards will be issued face to face and 10,000 cards will be ordered online the total estimated cost of the free new card issue is \$132,100. (Note: the cost for an initial order of 75,000 new cards has already been factored into the project budget)

Passengers should not need to pay for the issuance of a new transport card due to changes imposed by Council and the cost of initially replacing / issuing cards has been included within project budget.

Issuing free cards prior to the changeover date encourages people to acquire cards early and top them up which will serve to minimise potential disruption when the system changeover occurs. Ensuring there is some stored value (paid for by the customers) loaded on cards will help minimise the potential for large numbers of people topping up cards on bus on the changeover date.

Recommendation 2 - new cards will only be issued free after the changeover day under certain circumstances, in all other circumstances a \$5 fee will be charged for new cards (except for SuperGold holders).

Rationale

No change, this recommendation is in line with current council practice where we charge \$5 for a new BUSIT card.

Recommendation 3 – Travel on all services will be free, on presentation of a new card, for 7 days prior to the changeover day.

Rationale

Free travel for new card holders 7 days prior to changeover encourages early take up of the new new card and will enable passengers to transfer remaining value from their existing BUSIT cards prior to the changeover day. This customer incentive will help to spread the load for staff who will process the value transfer transactions. Offering this incentive will significantly reduce the bottleneck of passengers wishing to transfer value immediately following changeover and improve the transition experience for customers.

The face to face process for issuing a new card and performing a value transfer is likely to take 4-5 minutes per person. With over 40,000 active cards this equates to an estimated 3,393 hours or 424 days for a full time equivalent staff member to facilitate the changeover of cards. This process will be disruptive to operations and passengers if the load is not spread out over a reasonable time frame.

The cost of foregone fare revenue will be offset by needing fewer temporary staff to manage card swap and value transfers in the week immediately following changeover.

Passengers will be required to pay a normal fare immediately after the changeover date with some discretion for drivers to accommodate people that may be genuinely unaware of the system change over.

The assumption has been made that 50% of passengers will obtain their new cards in advance of changeover and therefore providing 7 days of free travel for new card holders is estimated to cost \$66,000 in foregone revenue. Note that this excludes lost revenue for SuperGold as we will still claim back for those trips.

\$50,000 has already been budgeted into the project for foregone revenues. The value of the foregone revenue will also be mitigated by the need for fewer temporary staff to manage the card swap outs and value transfers immediately after changeover.

By offering a free travel week for new card holders it is assumed that 1/3 of BUSIT card holders will have run down their balance to less than \$1 prior to change over, a 1/3 will transfer value in the 2 weeks after changeover and 1/3 will transfer over the remaining 12 months. Approximately 13,000 value transfers will be required during the two weeks after changeover.

After changeover it is further proposed that there is a period where passengers that are unaware of the change and only have a BUSIT card for payment be accommodated by way of exception as outlined earlier in this report.

Recommendation 4 - new cards will always be free for SuperGold entitled passengers unless it is a replacement for a lost card. A \$5 fee will be made for lost / replacement cards.

Rationale

Once the new RITS system has been deployed the SuperGold free travel concession will only be available to a registered new card holder with a concession loaded on the card. The new card holder with a SuperGold concession will be required to tag on and tag off the services just like any other passenger using the service.

The new system automatically checks the concession entitlement and the entitlement window it is available for. By combining the SuperGold concession with the new card passengers will only need to carry one card for PT travel.

It will be a requirement of Government that the SuperGold travel concession is to be made available only via the new card and therefore it is recommended that free Bee cards are issued for SuperGold customers to maintain high levels of customer satisfaction.

A significant advantage of this approach for council is that we will have full visibility of SuperGold customer travel providing new data that can't easily be collected today. This will enable greatly improved evidence based PT planning for an improved customer experience.

The Ministry of Transport has stated:

- SuperGold cardholders will need to purchase the appropriate smartcard for each region in which they want to travel.

Ref: Sustainable funding of the SuperGold Card transport concession scheme Ministry of Transport June 2015

Recommendation 5 - SuperGold card holders must use a new card, tag on/off, to secure free travel.

Rationale

The requirement to deliver the super gold card concession via a smart card scheme has been mandated by Central Government. The Ministry of Transport has stated:

- From 1 July 2016 SuperGold cardholders will need to use smartcards, where available, to access free travel through the Scheme.

Ref: Sustainable funding of the SuperGold Card transport concession scheme Ministry of Transport June 2015

By requiring the use of a new card and tag on / tag off, important information on travel patterns for SuperGold holders become available for council enabling enhanced, evidence based, PT service planning.

Currently council is only able to collect information on the total number and value of trips taken by SuperGold passengers. There is very limited information available on the destination of SuperGold user trips meaning that PT planning for this important demographic is sub optimal.

Recommendation 6 - Remaining BUSIT card cash value of \$1 or more will be transferable to a new card on surrender of the BUSIT card for a period of up to 12 months following the changeover.

Rationale

Some councils implementing RITS may not offer the ability to transfer unused credit from old cards to new new cards due to the large effort and cost involved. They are instead looking to strongly incentivise customers to run down any remaining balance prior to the changeover.

WRC staff are of the view that not allowing value transfer will create a significant level of dissatisfaction for customers and recommend that value transfers are offered for a finite period, up to 12 months, following changeover.

Managing value transfer from the BUSIT card to the new card is a big undertaking requiring up to 424 FTE staff days. A defined end date for the value transfer process is proposed to ensure clear communication for customers and to minimise the ongoing operational costs for WRC.

To provide a value transfer from the BUSIT card to the new card there are a number of systems and processes required to ensure that it is done with high levels of integrity and to remove the potential for fraud.

Once existing equipment has been decommissioned the only way to confirm the value balance held on a card will be to interrogate a historic data archive. There will be a cost associated with maintaining establishing and maintaining a data archive for any significant period following the transition.

Staff are recommending that the value transfer process is limited to cards with a balance of \$1 or over as this will reduce the number of value transfers required by about 15% or approximately 6100 cards equivalent to 63.5 FTE staff days.

This will provide a substantial saving in time and cost, improved customer experience at the counter due to smaller queues for little risk.

The breakdown of BUSIT card values below indicates that the majority of cards hold a balance of less than \$10.

BUSIT Card Value Balance							
Data from period: Jul2016 - Jun 2017							
Most recent transaction in the period							
Card Balance \$	\$0 - \$5	\$5 - \$10	\$10 - \$15	\$15 - \$20	\$20 - \$50	\$50 - \$100	\$100 +
Number of Cards	13,907	11,868	7,240	3,568	3,796	277	31

Recommendation 7 – Face to Face BUSIT card value transfers will only be undertaken at specific locations set up for the purpose and value transfers will not be available on bus.

Rationale

Value transfer is likely to take approximately 4-5 minutes per card. With over 40,000 potential transfers this equates to an estimated 3,393 hours or 424 days for full time equivalent staff. Ideally the value transfer process will be carried out face to face by WRC staff as details of the BUSIT card value will need to be verified against a BUSIT card value database. The BUSIT card will be surrendered and destroyed as part of the process once the value has been transferred and the card value database updated.

It is vital to protect business as usual operations at the transport centre counter and on buses to maintain good levels of customer service.

To support this outcome, it is planned to set up dedicated pop-up style counters specifically to carry out the value transfer process. It is also planned that these pop-up counters will be mobile so that we can publish a schedule of locations /dates and offer the service in different geographic locations as appropriate.

After an initial period the volume of value transfers will have significantly reduced and the transport centre front counter can perform the value transfer service as part of business as usual. It is proposed that mobile value transfer pop up counters be provided on scheduled dates at key locations outside of the Hamilton area.

The period that dedicated value transfer counters will be needed is estimated to be up to 4 weeks but the schedule for a mobile value transfer service will continue until the end of the value transfer window. The service will be monitored and adjusted as required.

In addition is intended that value transfer transaction can also be initiated via a customer phoning into the ticketing call centre.

Recommendation 8 - At the end of the 12 month card value transfer window, any remaining BUSIT card value will be forfeit and novated to council PT reserve funds.

Rationale

Continuing to offer a BUSIT card value transfer for ever is not practical for the reasons outlined in recommendation 6 above but we do need to ensure customers are offered a fair transfer window and are given every opportunity to transfer any large balances.

Once the transfer window has ended it is recommended that any residual BUSIT card balances are novated to WRC PT reserve funds.

Legal advice has been taken and initial feedback confirms that a 12 month transfer window, supported by a good marketing campaign, is fair and reasonable. It was also recommended that on nearing the end of the 12 month transfer window a decision could be made to extend if it was deemed necessary.

Legal advice is currently being sought to confirm if changes are required to the current BUSIT card terms and conditions.

1.2 Fare Increase

Action A31 of the RPTP (pg. 51) requires council to carry out an annual review of fare levels and performance against the fare box recovery policy in order to determine the level of annual fare changes.

Council has not adjusted fares over the past four years in order to avoid exacerbating a declining trend in patronage. Over the same time period operating costs have increased and fare revenue has decreased resulting in a greater proportion of the operating costs being funded via public subsidises.

At the previous Joint Committee meeting a potential 5% fare increase for Hamilton based services was considered but not supported by committee members.

An alternative scenario was identified whereby a fare increase may be implemented in a staged manner via two smaller 2.5% over the next two years.

Subsequent discussions, triggered by emerging signals from Central Government, have resulted in a recommendation whereby the second fare increase should be subject to first considering policy detail that may emerge from central government's desire to consider reducing passenger's fares as a means of encouraging greater use of PT. Detail relating to this is likely to emerge over the coming year. In the meantime it recommended that the initial 2.5% fare increase is implemented.

Timing of an initial 2.5% fare increase is planned to coincide with the implementation of the new ticketing system, which will also coincide with range of other fare policy changes outlined below. Should the ticketing project be delayed, consideration may need to be given to implementing the fare increase ahead of the new system.

Other fare policy changes (previously endorsed by the committee) that will be implemented as part of rolling out the new ticketing system include:

- implementing a zonal fare structure encompassing the entire region,
- extending free passengers transfers across all public services within the Waikato region in association with the use of smartcards only,
- excluding free passenger transfers in association with cash tickets,
- rationalising ticketing products and minimising the use of cash,
- setting cash fares at a standardised premium of 40% relative to smartcard fares (rounded to the nearest 10 cents) across all routes and services within the region,
- utilising standard (adult) smartcard fares as the common reference point for all other fares,
- introducing daily and weekly fare capping for passengers
- standardising the concession discount at 30% off the standard adult smartcard fare for all concession groups and products, and;
- a proposal to phase out of the 60 plus concession over time subject to public consultation and further council consideration

1.3 Ministry of Education Update

The Ministry of Education previously advised its intention to review and potentially withdraw some school bus services in the Waikato come July 2018 where alternative suitable public transport already exists. The buses bring pupils from outlying areas into special character schools in Hamilton.

It was subsequently confirmed that 8 out of the 10 bus routes earmarked for withdrawal will continue to be provided. The outcome followed a review involving the ministry, schools and Waikato Regional Council which found that alternative public transport options would be impractical for students once factors such as transfers, waiting times and overall journey times were considered.

The two remaining school bus routes that were to be subject to change in July 2018 include:

- the 2509 Morrinsville MoE service to Sacred Heart Girls College in Hamilton, and;
- the 2364 Cambridge MoE service to St Johns College in Hamilton.

However the withdrawal of the 2509 Morrinsville MoE service has been postponed for at least a year due to an error in how the route was originally assessed. The bus route was originally assessed on the basis of servicing Sacred Heart Girls College only. It has since become apparent that the route also services St Johns College. The assessment has been updated and based on the criteria for a practical and acceptable alternative previously agreed by the effected Schools MoE believe the service still eligible for withdrawal.

The updated assessment also showed the public bus from Morrinsville would not have capacity for the 55 students that may seek to use the service. In consideration of this MoE have committed to retaining the school service until at least July 2019, allowing enough time for an already planned review of the public service to occur. The final decision by the MoE would be informed by the outcome of the public service review and any network changes that may occur as result of the review.

In the meantime, withdrawal of MoE's 2364 Cambridge service is proceeding as signalled by the Ministry. From July, students will need to travel on the public Cambridge bus provided by Council. The existing public bus is expected to have sufficient capacity to accommodate students that may transfer from the discontinued MoE service. Students that do utilise the public buses will need to pay a fare, which is currently not required on the MoE service.

1.4 Waipa District

1.4.1 Service Review

Waikato Regional Council, in partnership with Waipa District Council, are commencing a review of public transport services within the Waipa District.

Existing services comprise the - Te Awamutu (24) and the (20) Cambridge routes. These contracts commenced on 5th January 2011, with an initial term until 5th January 2015, and a further four year renewal period up to 5th January 2019, so are due for retendering.

The review is to be informed by consultation and data collection exercise to occur throughout June and July, followed by a series of structured workshops from July to September. The tender process is expected to commence in November 2018.

A joint workshop between staff and officials from both Waipa DC and HCC is also planned.

Based on initial workshop with Waipa District Councillors the review will need to consider the viability of:

- increasing service levels between Cambridge and Hamilton
- increasing service levels between Te Awamutu and Hamilton
- establishing connections between Cambridge and Te Awamutu
- Realigning the Te Awamutu service to connect with the Airport & Hamilton
- Park and ride facilities
- PT priority measures on the approach to Hamilton
- Connections within Waipa towns.

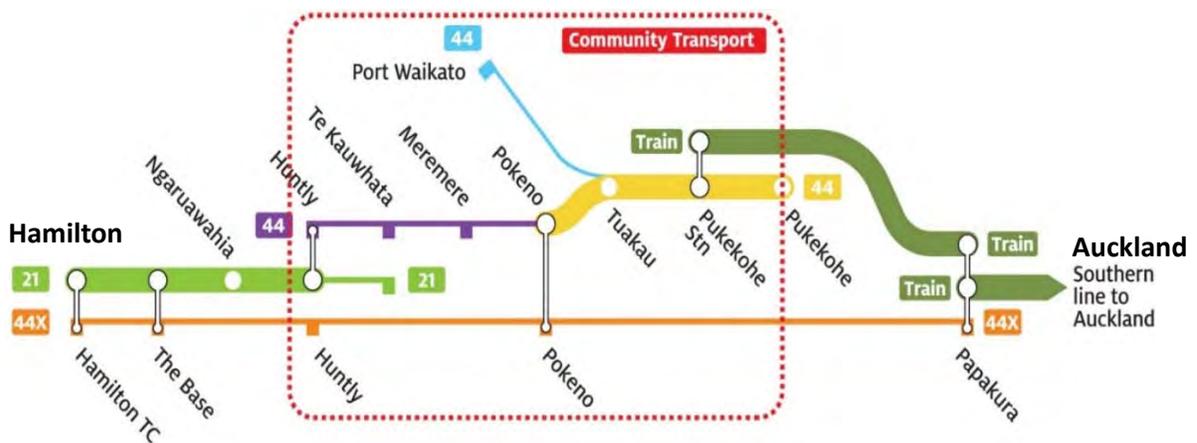
1.5 Waikato District

1.5.1 North Waikato PT Improvements

As reported at the last meeting, Waikato Regional Council, in partnership with Waikato District Council, Auckland Transport and the NZ Transport Agency, have undertaken a public transport review focused on the North Waikato area.

The review has been completed. Resulting in a proposed list of service improvements that have been included within respective draft LTP budgets. Subject to LTP budgets being confirmed the project will move into an implementation phase whereby the agreed service level improvements will be progressively implemented over the next year and a half.

The following outlines the planned service improvements:



- **Pokeno to Pukekohe (route 44 as shown in yellow)** - Provision of a regular bus service between Pokeno and Pukekohe via Tuakau weekdays and on weekends. Designed to integrate with train services from Pukekohe to Auckland.
- **Huntly to Pukekohe (route 44 as shown in purple)** - Provision of a daily peak return service between Huntly and Pukekohe via north Waikato towns Monday to Friday, providing community connectivity and broader access to essential services.
- **Te Kauwhata to Hamilton (route 21 as shown in green)** – Extension of the existing Huntly bus service extended to Te Kauwhata for one return trip during peak periods on weekdays, providing access to employment, education and social opportunities.

- **Hamilton, Huntly, Pokeno to Papakura Express Service (route 44x as shown in orange)** – Now superseded by start-up passenger rail proposal. Not intended to proceed to implementation.
- **Port Waikato to Pukekohe (route 44 as shown in blue)** – options include retaining the existing once a week service, or replacing the timetabled bus with a community transport option.
- **Community Transport Initiatives** – this option will investigate the opportunity of community initiated transport solutions to provide improved transport access, particularly in areas where public transport may not be a suitable/cost effective option.

1.5.2 Raglan & Huntly – Double decker Update

Consultation is underway in Huntly for revised route options to serve the town with the double decker. The double decker will alleviate the overcrowding on this service. Because of the height of the vehicles and the low rail bridge over Main Street in Huntly, the standard timetabled route into Huntly cannot be run. An interim route for the double decker services only which is being progressed, and may become permanent following consultation is via William St and Hakanoa Street.

Planning for the deployment of double deckers to the Raglan service is also well advanced. Testing demonstrated that telecoms lines are too low on residential streets within Raglan such as Government Road and Wallis Street for the double decker vehicle to pass safely. WRC has been working with Chorus who own the infrastructure to resolve the issue of the low telecoms lines. Chorus has now agreed to fund and undertake the works to raise the cables, however timescales are to be confirmed.

Protected Pohutukawa trees with low branches are also present on Bow Street which will require only a minor route modification for the double decker vehicle once the issue of the telecom cables has been resolved.

1.6 Matamata Piako & Hauraki Districts

In April 2017 a new contract was implemented for the provision of services between Paeroa, Morrinsville, Te Aroha and Hamilton. The new contracts resulted in the provision of all new buses, free passenger Wi-Fi, bike racks, additional capacity and the introduction of weekend services between Morrinsville and Hamilton. Passenger feedback regarding the improvements has been positive and service has seen strong patronage growth since implementation of the new contract.

Further work is currently underway investigating the viability of establishing improved PT connections between Te Aroha and Morrinsville and as well as the University of Waikato and Waikato Hospital in Hamilton. The results of the investigation are due to be presented to Matamata Piako District Council for consideration.

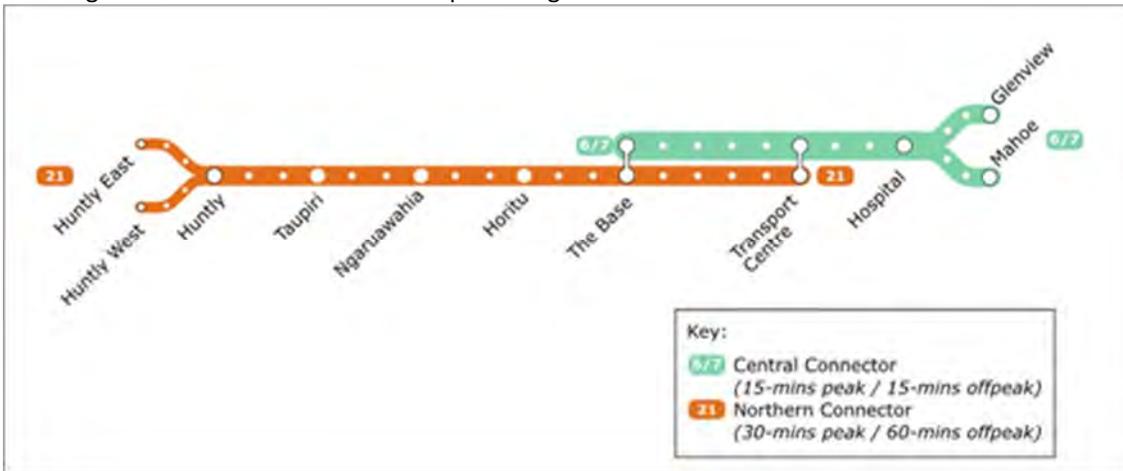
2 City Services

2.1 New Central Connector Service

Staff are currently pursuing the development of a high frequency 15 min “central Connector” corridor from the Waikato Hospital campus, via the CBD on Anglesea Street through to the Base in the north of the City. As previously reported creation of the Central Connector concept would result in:

- A strong north/south connection within the CBD with buses traveling in both directions from the top end of town to the bottom end of town every 15 minutes (existing CBD shuttle only travels in one direction).
 - Shorter distance travel within the CBD could be potentially be further supported with the provision of discounted fare zone (options still to be confirmed and are subject to ticketing system capability and costs).
- A direct service every 15 minutes in both directions between the CBD and Hospital campus on Pembroke street
- A half hourly direct service from Mahoe and Glenview through to the Hospital, CBD and The Base without the need to transfer between buses.
- A direct service every 15 minutes for Te Rapa residents to make connections through to the Hospital, CBD and The Base without the need to transfer between buses.
- An opportunity to simplify and improve the reliability of the Northern Connector Service through to Huntly.

The diagram below illustrates the concept at a high level.



The objective is to have the Central Connector service later this year, to align with the introduction of the new ticketing system. Implementation timing is dependent on the following matters being addressed:

- Creation of a new discounted fare zone within the CBD
- Enabling additional platform capacity at The Base
- Planning for the provision of bus stop changes on Anglesea St and within the Glenview and Mahoe catchments

Staff are making progress on all matters identified above. In addition targeted consultation is about to commence with an emphasis on engaging with users who may be affected by the changes to bus services within the CBD and to provide context for how the route structure within Glenview and Mahoe catchments can be simplified and improved. It is proposed to begin widespread consultation with stakeholders later this month.

2.2 Orbiter Double Decker Update

A total of four Double Decker vehicles have been ordered; two for use on the Orbiter service in Hamilton City, and two for use in Waikato district which will be deployed on Raglan and Huntly routes.

The two double deckers for Hamilton have been in service for approximately a month. Use of the double deckers has generated widespread public interest and support. There has been a considerable novelty factor in the introduction of the buses primarily positive feedback from bus users and residents.

Press coverage has also been positive with articles in the Waikato Times, Hamilton News (two articles), Waikato News, Te Awamutu Courier and Piako Post. A bus trip with The Breeze radio station was also organised and undertaken with recorded interviews played on air and supported with video on The Breeze social media sites.

BUSIT's Facebook page has also received a significant amount of feedback and requests to ride on the new buses. In response to this, two double decker events were held the last two days of the school holidays. The first was an open day at The Base, where over 1,200 people experienced rides. The following day a joint promotion was undertaken with Hamilton Zoo, running a double decker bus out to the zoo. Around 400 people used this service. Both days were a big success and brought bus travel to the forefront of many family's minds.

WRC has also started accepting requests for kindergarten and school visits and will be working to form an education programme around sustainable transport to support these visits. More widespread paid marketing will be undertaken shortly about the improvements to the Hamilton bus service, with focus on the additional capacity the double decker buses bring.



2.3 Rotokauri Development – Proposed Bus Route Changes

Development within the Rotokauri Structure plan areas is progressing, notably with the recent construction of new roads. The new roading connections provide an opportunity to realign and improve bus routes and ensure new areas are serviced. The potential changes to be subject to further investigation include:

- Extending Route 8 – Frankton to The Base, traveling via Wintec, the future Rotokauri suburban centre and land secured for future bus / train interchange. Increasing platform capacity at The Base would be an essential prerequisite to enable this service improvement.
- Amending the Orbiter Route to travel via the future suburban centre and land secured for a future bus / train interchange. This means the Orbiter would no longer travel along Foreman Rd and portions of Avalon Drive and Tasman Rd.

Endorsement was sought and received at the last meeting to commence more detailed investigations. The investigation will include targeted consultation, which will inform any final decision in relation to the potential changes. At present likely implementation would be later this year or early next year.

2.4 Growth Planning

Growth within the City and wider sub-region is occurring on multiple fronts. Servicing all this growth with traditional forms of public transport will present a significant challenge. A goal of WRC is to ensure provision of services as early as possible as areas develop. However, this needs to be balanced against the realities of what may be affordable or practical.

Opportunity exists to consider potentially more effective and affordable approaches to servicing growth area through the provision of demand responsive transport (DRT) solutions. DRT is user-oriented form of public transport characterised by flexible routing and scheduling of small/medium vehicles to facilitate ridesharing between pick-up and drop-off locations according to passenger needs. DRT services can also be particularly well suited to providing solutions for passengers with special needs.

DRT services are used in a variety of situations to address a wide range of user needs. Some of the potential use cases within the Waikato include:

- providing cost-effective coverage to spread-out, low-density areas
- serving as a precursor for more comprehensive services as population builds in new growth areas
- providing travel options during low-demand periods
- responding to specific community needs such as enabling greater mobility for people with special needs

DRT services operate on a flexibility continuum between fully flexible unscheduled door-to-door services to less flexible full-size bus services that operate scheduled route that can deviate within predefined parameters.

The service offered can change over time as demand increases or decreases. For example, PT can be introduced to an emerging suburb by starting a fully flexible DRT service and offering long-term subscriptions enabling the route to be established by regular users over the first one to two years. After this period, it can become a fixed-route service using the established pattern of use.

Ridership on DRT services is usually quite low (less than ten passengers per hour), but DRT can provide coverage effectively and typically have lower operating costs than traditional forms of public transport.

DRT solutions are being increasingly utilised by transport authorities around the world, this is in part due to advancements in and increased accessibility of technology that makes provision of DRT solutions easier and more effective.

Staff are investigating the viability of DRT solution in Waikato and will report back to future meeting with the findings.

3 Operations Activity Report

This section of the report provides information of key operational activities and service performance metrics relevant to public transport service. Operational activities covered in this report include:

- Patronage Update
- Marketing update

3.1 Patronage Update

The following table summarises patronage for services that operate within or connect to Hamilton for the period through to the end of April 2018.

Cambridge, Te Awamutu, Raglan and Morrinsville connections with Hamilton continue to experience steady growth. Patronage on the Huntly to Hamilton service remains relatively flat for the period covering 12 months to the end of April. It is anticipated the deployment of the double decker and upcoming service improvements will stimulate further growth for the Huntly service.

When looking at April compared to same month a year prior, patronage on Hamilton based service and for the Hamilton to Huntly service are down. The reasons for the reduction is unclear however caution should be applied when looking and monthly result in isolation relatively small difference. The April result for Hamilton is inconsistent with recent trends and will be investigated further.

While patronage growth for Hamilton services is relatively flat for the period covering 12 months to the end of April 2018, it is important to note that patronage since the implementation of service improvements of tracking at about 1.7%, which is expected to flow through to the 12month results as the year progresses.

Service	Boarding Type	Monthly Result – April 2018		12 Months to Date	
		Number of Boardings	% change compared to same month last year	Number of Boardings	% change compared to same period one year prior
Hamilton Urban Services	1 st Boardings	188,054	-3.32%	2,681,078	0.27%
	Transfers	54,369	-5.45%	796,170	-0.28%
	Total	242,423	-3.80%	3,477,248	0.14%
20 – Cambridge / Hamilton	1 st Boardings	3,966	-1.19%	54,914	10.10%
	Transfers	66	n/a	806	n/a
	Total	4,032	-0.58%	55,720	9.96%
21 – Huntly / Hamilton	1 st Boardings	14,710	-12.79%	233,381	1.14%
	Transfers	1,026	-0.15%	12,556	-8.24%
	Total	15,736	-12.06%	245,937	0.61%
22 – Morrinsville / Paeroa / Hamilton	1 st Boardings	2,249	14.36%	32,570	17.40%
	Transfers	16	n/a	229	n/a
	Total	2,265	15.02%	32,799	18.20%
23 – Raglan / Hamilton	1 st Boardings	3,723	3.22%	62,487	7.86%
	Transfers	26	n/a	2,263	n/a
	Total	3,749	0.06%	64,750	8.27%
24 - Te Awamutu / Hamilton	1 st Boardings	4,622	-0.44%	66,828	6.31%
	Transfers	57	n/a	1,758	n/a
	Total	4,679	-2.58%	68,586	6.01%
Network Total	1 st Boardings	217,324	-3.67%	3,131,258	0.91%
	Transfers	55,560	-5.63%	813,782	-0.34%
	Total	272,884	-4.07%	3,945,040	0.65%
Notes: <ul style="list-style-type: none"> • 1st boardings are boardings where passengers pay a fare. • Transfers are free boardings usually associated with a passenger changing buses in order to complete a journey. All boardings on the Hamilton CBD shuttle service are also counted as transfers. • Patronage numbers exclude special events. • Percentage comparisons have been adjusted to account for differences between years such as the number of working days that fall within a given month. 					

3.2 Marketing Update

The last two months have seen a number of communications, marketing and community engagement campaigns undertaken as we push to continue the positive messaging about the Hamilton bus network upgrade.

The introduction of Hamilton's two double-deckers has received huge support from bus users and Hamiltonians in general. Positive press and social media feedback, and two very successful double decker open days were held to harness this positive publicity. 1,200 people were carried on the buses on The Base open days and 400 on the services to the Hamilton Zoo.



University and Wintec marketing campaigns were undertaken to promote bus usage in O-Week, and A semester, with a special focus on new students to the university. All halls of residences were visited, talks and presentations given, stands at all O-week events including the University's Amazing Race

Balloons over Waikato marketing ran well this year, and huge effort was put in by the team over the weekend when bad weather postponed the Nightglow event until the Sunday.



The BUSIT site (complete with showcasing the new double decker bus) at **the Waikato Show** was successful with thousands of people visiting the site.



Community engagement work continued with visits to Frankton Kindergarten, the Western Community Centre and the Celebrating Age Centre. BUSIT staff also attended the Rototuna open day

Work was undertaken within the **Nawton community** to promote the new improved bus services to The Base, including a mail drop and community events. This campaign was also undertaken to encourage respect of the drivers.

Engagement is underway with the **Huntly community** with regard to changing the route in town to accommodate the double decker, as well as future route improvements.



Radio, social media and outdoor media has been undertaken to promote the Chiefs rugby shuttle.



Social media is now being used daily as a marketing tool, rather than just a customer service avenue. We now have more than 2,300 followers on the BUSIT Facebook page, and are working hard to have a friendly and more personal tone with our posts and messages.

Ongoing marketing has been undertaken for the Transit realtime app, with downloads increasing to 6,000 free downloads so far. We're now working on improving our passenger communication via realtime service alerts, and online maps.

Extensive work is also happening behind the scenes to overhaul the current BUSIT website. The website is our most-used avenue of passenger information and the upgrade will improve these communications. The website is responsive, engaging and personalised, and will go live before the middle of the year.

Let the bus go first is a driver awareness campaign rolling out on bus backs, online and radio advertising to help keep the city moving. This is a campaign created at the request of bus drivers.



4 HCC Infrastructure Update

4.1 Bus shelters

12 new shelters will be installed by end of June 2018:

- 258 Thomas Road
- 46 Clarkin Road
- 121 Discovery Drive
- Ruakura Road outside Hilda Ross
- Ruakura Road outside Vision College
- Opposite 24 Hudson Street
- 696 Te Rapa Road
- Opposite 149 Maeroa Road
- Rawhiti Street outside Forlongs
- 3 Urlich Ave
- 36 Bader Street
- Opposite 207 Dixon Road outside Summerset down the lane

4.2 Accessible kerbs:

- 258 Thomas Road
- Rawhiti Street
- 36 Bader Street
- Dixon Road

4.3 Adshel

Adshel are refurbishing existing sites and installing new shelters at other sites. Many of the new Adshel sites have existing HCC shelters, these will be removed and relocated to existing sites that require upgrading.

New Sites:

- Tristram Street outside Language Centre
- 126 Grey Street
- 487 Anglesea Street
- 125 Pembroke Street – existing HCC shelter moving to 53 Mardon Road
- Anzac Parade - existing HCC shelter moving to 35 Deanwell Ave
- 454 Hukanui Road - existing HCC shelter will be relocated to 213 Grandview Road

Upgraded Sites:

- Norton Road near Founders Theatre
- Collingwood Street

4.4 Passenger Rail Facilities – Rotokauri

Scoping work has commenced on the park and ride land that was purchased last year in Rotokauri, opposite The Base. This land was purchased adjacent to a potential rail siding alongside Tasman Road and indicatively shown in the Hamilton District Plan.

This scoping work will investigate how best this land might be utilised considering;

- Its desirability to become a north Hamilton public transport hub - with or without passenger rail
- Its interaction with The Base and its future long-term planning
- The future bus routing as this part of the city grows, particularly considering the route options for the flagship Orbiter Service
- Its interaction with the wider transport network and the form and function of any public road that abuts the transport hub including the potential closure of Tasman Road to all or some traffic.

Staff are engaging with key stakeholders, including Kiwi Rail, Kiwi Properties Ltd (as the main conduit to TGH and The Base), Auckland Transport and Waikato Regional Council.

An update on the outcome of the scoping works will be presented at the next Joint Committee meeting.

4.5 Transport Centre and Bus Shed Rejuvenation

A major upgrade of the Transport Centre building and environs has been included in the Hamilton Draft 10-Year Plan for 2019/20. The rejuvenation is to facilitate an improved customer level of service and operational efficiency. The Transport Centre is a key feature in increasing the uptake of public transport particularly for central city commuters and shoppers – it needs to be attractive, pleasant and highly functional.

The design will accommodate an enclosed platform area (like airport departure gate waiting areas) and automated entry/exit gates aligned to provide direct access to/from the waiting bus. Care will be taken to ensure the design does not preclude any potential future development of a lower level as an

integrated railway interchange directly linked to a new rail platform on the north side of the adjacent ECMT line.

The existing bus maintenance shed in the western corner of the Transport Centre site, has been included in the Hamilton Draft 10—Year Plan for 2018/19. The shed failed an Initial Seismic Assessment (ISA), has asbestos in the roof and the welfare facilities (bathroom, toilet and kitchen) for the bus drivers are seriously inadequate.

The results of the (ISA) indicate the bus shed has a provisional grading of D (30% New Building Standard (NBS)). A grade D building is classified as high risk to life safety. It is proposed to demolish the existing shed and install a prefabricated, transportable building in approximately the same location.

Hamilton City staff are working closely with Waikato Regional Council and Go Bus for these projects.

4.6 Rototuna North bus stops

Consultation took place in December regarding the placement of new bus stops to accommodate the Rototuna North service. There was resistance from residents who did not wish to have a stop outside of their properties. All sites, along with the community feedback, were presented to the Regulatory and Hearings Committee. All sites were approved with the following exceptions:

- Borman Road outside Cumberland Drive Childcare Centre
- 398 & 401 Borman Road

For these sites staff were requested to undertake further investigation and will be considered at the Regulatory and Hearing Committee on 1 August 2018. All other sites are now fully operational.

5 Assessment of Significance

To the best of the writer's knowledge, this decision is not significantly inconsistent with nor is anticipated to have consequences that will be significantly inconsistent with any policy adopted by this local authority or any plan required by the Local Government Act 2002 or any other enactment.

Andrew Wilson
Manager, Public Transport Operations
Waikato Regional Council

Mike Garrett
Chief Financial Officer
Waikato Regional Council