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Report to the Passenger Transport Committee
From Dr D J Watson, Division Manager Transport

Other Matters of Interest – November 2002

1. Purpose

To bring to the attention of the Committee other matters of interest not mentioned elsewhere in the order paper.

2. Financial Performance

Attached is a summary of the Division's financial position as at 30 September 2002 (**attachment 1**). Overall, the Division has a favourable operating variance of \$175,000.

3. Tranz Rail Issues

3.1 Current contract

Tranz Metro have provided patronage data that indicates that patronage has increased, for the first three months of this year, at about 2% over the same period last year. They are therefore seeking reinstatement of the contract payment reductions currently made on the assumption of there being a lesser patronage increase and hence Transfund New Zealand patronage funding at a lower level than budgeted to the Council.

3.2 EE refurbishment

No progress has yet been made toward the start of the English Electric carriage refurbishment. Transfund New Zealand are reviewing their approach to the funding of the refurbishment programme at their next meeting. It is anticipated that Transfund New Zealand will propose a funding approach in keeping with their emerging proposals for all public transport funding (the "back to basics" review). The approach is likely to be output based funding. The operator (bus or rail) funds the capital expenditure and receives funding support over the term of any contract.

3.3 CPP

Transfund New Zealand are expected to consider an alternative CPP for Wellington urban rail services at their December meeting.

4. Service Monitoring

The table below shows the level of missed or delayed bus trips for the September month by operator.

In Service Failures Resulting in 11 Minute+ Delays September 2002		
<i>Operator</i>	<i>Number of services</i>	<i>% of total services</i>
Runciman Motors	Nil	
Community Coach Services	Nil	
Mana/Newlands	9	0.04%
Cityline	7	0.07%
Stagecoach	55	0.12%

These figures do not include the 452 trips lost due to the Stagecoach stopwork meeting on 23 October.

5. Security Issues at Commuter Carparks

Over the last four or five months there has been a dramatic increase in anti social behaviour at Paremata, Porirua and Redwood commuter carparks involving wilful damage, breaking into cars and stealing cars.

From our security cameras at Paremata carpark we have been able to supply the police with footage of most of the incidents that have occurred there for them to follow up on. We have no cameras however in the other carparks.

The police have been doing regular patrols of the carparks and the occasional stake out, and have had some success in arresting two offenders. It is the police's opinion however that several groups of offenders are operating in this area at present and the number of incidents would support this view.

As part of our response to this problem we have joined with the community police office in Porirua to produce leaflets for the police to place on commuters cars parked at these sites. The leaflets are a reminder of good habits when parking all day and are a way of informing people that we are working for their security.

The community office is also working on a plan which would see local community members checking the carparks from time to time and providing a much needed human presence to deter offending. We are supporting these measures.

In addition we have supplied the police with plan layouts of the carpark sites for identifying where incidents take place, and have established good lines of communication with a wide range of their staff at Porirua Police Station and the Porirua Community Police Station.

6. Other Infrastructure

6.1 Ngaio commuter carpark

The 22 additional spaces have now been completed and there is space available most days.

6.2 Johnsonville commuter carpark

All work is now completed and the 38 new parking spaces are completely taken up each day.

7. Progress on Marketing Projects

7.1 Increasing public transport patronage - market research

A market research brief was finalised in October and provided to NFO (they carried out the Hutt Valley focus group research).

7.1.1 Objectives

The objectives of the research are:

- To gain a thorough understanding of the profiles, needs, wants, motivations and perceptions of user and non-users across the region.
- To understand the decision-making process, the motivations and barriers to using public transport (both intrinsic and extrinsic motivations and assessing the viability of possible incentives).
- To identify what segments exist in the market and which offer the greatest potential for growth.

The results from this research will then be used to formulate our marketing strategy and guide communication messages aimed at the segments that offer the greatest growth potential.

7.1.2 Research stages

The research will be split into four stages:

- (a) Desk research analysis – looking at existing public transport research and using this to inform the second stage of our research. This is currently taking place.

- (b) Foundation qualitative research – to understand the market dynamics and identify what segments exist in the market. A report will be delivered in January 2003.
- (c) Quantitative research – to measure the size of segments, profile them demographically and identify their communication needs. A final report will be delivered in February.
- (d) Qualitative research – to test communication messages, material and promotions/incentives. This will follow stages 1-3.

7.1.3 Reporting

The research reports will be issued to Councillors as they become available.

7.2 **Hutt Valley bus improvements – marketing activities**

7.2.1 Communications plan

Given the strategic importance of this project, we have appointed communication and design specialists to work with us to develop a communications plan.

7.2.2 Objectives

The objectives of the communications plan are:

- To work with the stakeholders to build support and endorsement for the improvements.
- To create awareness of the changes and benefits to both users and potential users and ensure a smooth transition to the new services.
- To improve the perceptions of users and potential users of the bus services.
- To encourage trial of the buses by new/potential users, particularly of the core services, and retain and increase patronage by existing users, both at peak and off-peak times.

7.2.3 Future Bus Reviews

We plan to use our experience with the Hutt Valley bus review to develop a template for the roll-out of the other four bus reviews (Wellington City, Kapiti Coast, Wairarapa and Porirua), which are due to take place over the coming years.

7.3 **Communications Research**

It is important that we assess each stage of the process and evaluate our performance.

As a result, we are currently evaluating the ‘Steer us in your direction’ newsletter that was distributed at the end of September to all households in the Hutt Valley,

Wainuiomata and Eastbourne to inform residents about the possible changes to bus services.

7.3.1 Research results

A report will be available shortly. The findings from the research will help us with next stage of communication to the public about the Hutt Valley bus review.

7.4 **Liaising with other Regional Councils**

A visit was made to Emma Jamieson, Communications Advisor - Transport at Environment Canterbury on 25 September to learn about their experiences and share information. Contact has also been made with the transport communications and marketing staff at Auckland Regional Council and a visit will be made at end of November.

8. Land Transport Legislation

LGNZ are to reschedule their Land Transport Forum for 5 December 2002 on the basis that the much awaited Transport Bill will enter the House prior to that date.

9. Petition for Bus Service to Pak N Save

A petition submitted by Kathleen Johnson of Titahi Bay has been submitted requesting that the Citylink bus service run by Mana Coach Services be re-routed to serve Pak n Save on Parumoana Street, Porirua. The petition has 579 signatures and is supported by Porirua City Council. A copy of the covering page of the petition is attached (**attachment 1**). Anthony Cross will speak to this report at the meeting.

10. Staff Issues

The restructuring of the Division is moving into the implementation stage. A presentation of the restructuring will be given in a workshop to take place at the conclusion of this meeting.

11. Communications

There is nothing additional to be communicated.

12. Recommendation

That the report be received.

DAVE WATSON
Divisional Manager, Transport

Attachments:

- 1- Summary of division's financial situation as at 30 September 2002**
- 2- Petition for bus service to Pak n Save, Porirua**