

Revised Operational Plan structure

The following revised content shows the updated Operational Plan structure. The updated structure is required to incorporate new content which is indicated where provided. Revised content is either included in this document or referenced to another report on the order paper.

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1 Introduction

1.1 Process for updating the Operational Plan

2 Work Areas

2.1 Network planning

2.1.1 Supply and demand

2.1.1.1 Passenger transport market [NEW content]

Relevant policies: Policy 1.5

The Passenger Transport Plan provides an overview of passenger transport including information on patronage trends and targets. Further information is also available in Greater Wellington’s Annual Monitoring Report.

The concept of a passenger transport market recognises that people have a choice about the mode of transport they use (e.g. walking, driving, taking the bus or some other form of transport). For people to choose to use passenger transport it is important that a product is provided that meets their needs and wants. This concept of a passenger transport market is particularly important for the application of an umbrella Metlink brand – refer Section 2.6.2.2.

Who are our customers?

During 2006/07 a total of 34.1 million passenger trips were made on bus, train and ferry services, a decrease of 2.4% from 2005/06. Changes over the last year by passenger transport mode are:

1. Train patronage decreased 1.2%
2. Bus patronage decreased 3.0%
3. Harbour ferry patronage increased 0.6%.

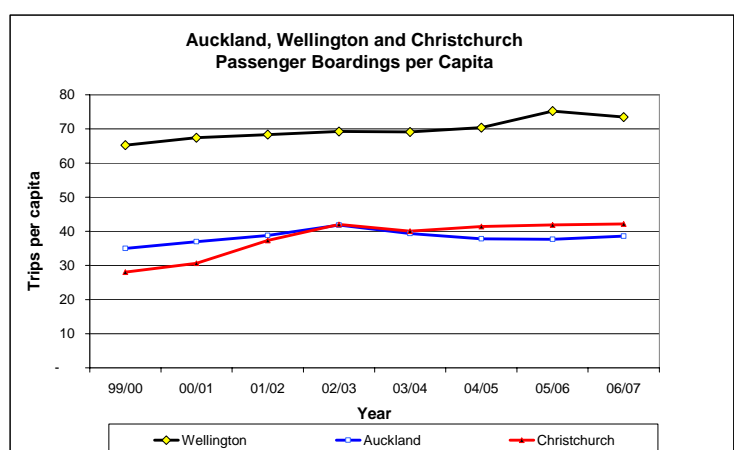


Figure 1 - Comparison of passenger boarding per capita

The reduction in the number of passenger trips by public transport is likely to be due to a combination of decreasing fuel prices during 2006/07, the September 2006 fare increase and Wellington bus service disruptions during February and March 2006. This downturn is contrary to the longer term trend identified in the Passenger Transport Plan of 3.3% growth per annum since 1999/2000.

Greater Wellington has the highest per capita use of public transport in New Zealand with each resident making an average of 73 trips by public transport in 2006/07. This compares with around 39 trips per person in Auckland and around 42 trips per person in Christchurch as shown in Figure 1.

Access to public transport services in Greater Wellington is excellent with around 90% of the region's residents within 400 metres (approximately 5 minutes walk) of a bus stop or station. Greater Wellington residents are served by seven rail lines and 106 bus routes as well as a harbour ferry and cable car line.

At the 2006 Census 17% of Greater Wellington residents indicated they used public transport to travel to work. This compares with just 7% in Auckland and 4% in Canterbury. Over recent years Greater Wellington residents have been increasing their use of public transport for commuting with 15% in 1996 and 16% in 2001 using public transport for travel to work.

A Public Transport Customer Satisfaction Monitor has been carried out annually since 2003. The Public Transport Customer Satisfaction Monitor is a telephone survey of 750 people in the Greater Wellington region, including Wellington City, Porirua, Kapiti and Hutt Valley. The survey has not been conducted in the Wairarapa due to the low population base.

Market share

Public transport usage was 69% in 2007, down from 75% in 2006.

One third (33%) of Wellington residents in 2007 were Regular Users of public transport (i.e. they have used public transport two to four days a week or more in the last three months), compared with 37% in 2006.

Just over a third (35%) of Wellington residents were Occasional Users of public transport in 2007 (i.e. have used in the last three months but less than two times a week).

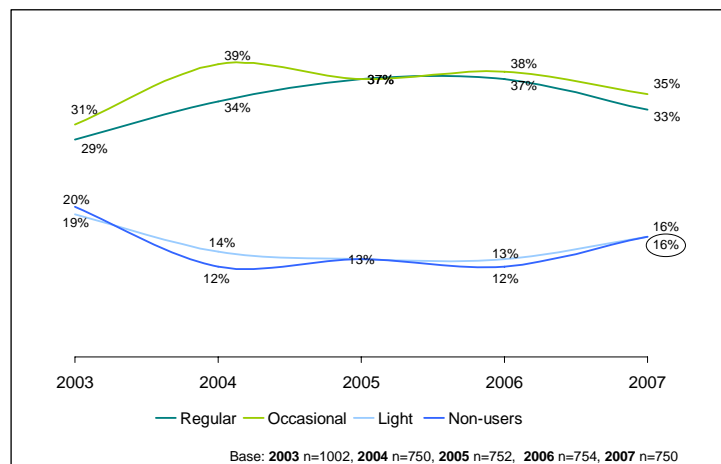


Figure 2 - Passenger transport market share

Stagecoach Wellington remains the service used by the greatest number of respondents (54%) followed by Tranz Metro (48%).

Table 1 - Segmentation based on passenger transport usage

Type of passenger transport user	Definition	2006 (%)	2007 (%)
Regular User	Have used PT 2 to 4 days per week or more in the last 3 months	37	33
Occasional User	Have used PT in the last 3 months, but less frequently than 2-4 days per week	38	35
Light User	Have used PT in the last 12 months, but not in the last 3 months	13	16
Non-user	Have not used PT in the last 12 months	12	16

Transport usage

Three quarters (77%) of the region's residents who use public transport say they choose to do so, with 23% saying it is their only option.

Three in five (57%) drive a private car as their main form of transport followed by taking the bus (17%).

Just over a quarter (26%) use buses and trains as their main form of transport, similar to previous years. Nearly half (46%) use public transport between 7am and 9am. About two fifths (42%) use public transport between 9am and 3pm, one fifth (39%) between 3pm and 6pm and a fifth (23%) after 6pm.

Over two thirds (71%) typically use public transport on weekdays, significantly higher than in 2006 (65%).

Table 2 - Segmentation based on passenger transport usage

Form of transport	2003 (%)	2004 (%)	2005 (%)	2006 (%)	2007 (%)
Private car – driver	76	78	72	79	79
Private car –passenger	56	67	59	70	62
Walk	53	67	54	77	71
Bus	45	55	53	55	48
Train	35	44	42	42	37
Taxi	28	36	31	37	29
Bike	11	15	11	13	13
Wellington City cable car	-	-	9	9	10
Ferry	7	9	8	10	8
Motorcycle	2	3	2	2	3
Base	1,002	750	752	754	750

Reasons for using passenger transport

As in previous years, cost-saving benefits were a key driver for public transport use in 2007 and the most popular reason for using public transport was because it was 'cheaper than car/taxi' (29%). Other popular reasons were because 'parking is too expensive' (23%) and it is 'hard to find a park' (20%).

There was a significant decrease in the number of people choosing to use public transport because it is convenient (from 22% in 2006 to 8% in 2007). For people who don't use public transport, their main reasons are:

- Car is more convenient (31%)
- Times are not suitable (19%)
- Does not go where I want to go (15%).

Table 3 - Why do you use public transport?

Reason	2003 (%)	2004 (%)	2005 (%)	2006 (%)	2007 (%)
Cheaper than car/taxi	29	19	22	28	29
Convenience	16	-	19	22	8

Parking is too expensive	18	18	17	20	23
Hard to find a park	19	13	13	17	20
Don't have a car	18	9	11	12	10
Public transport is faster	10	10	12	14	15
Public transport is reliable	11	9	9	15	14
Less stressful than driving	-	-	7	11	12
Other	-	47	27	22	27
Don't know	1	5	2	2	2
Base	608	549	557	569	515

Table 4 - Reasons for light or non use (light and non-users)

Reason	2003 (%)	2004 (%)	2005 (%)	2006 (%)	2007 (%)
Drive a car/ more convenient to drive	33	25	39	27	31
Times don't suit	13	8	15	11	19
Doesn't go where I want	9	5	12	5	15
Not reliable – time	13	6	10	12	14
Not reliable – place	10	4	7	11	13
Public transport takes too long	5	9	6	5	6
Travelling by public transport is not value for money	4	3	5	4	6
Base	188	201	195	185	235

What do customers want?

Overall satisfaction with public transport services in the Greater Wellington region remains high and stable when compared to previous years. Ninety-three percent of respondents in 2007 describe Wellington public transport as 'fair', 'good', 'very good' or 'excellent'.

In 2007, nearly all people (91%) said they would use public transport services in the future, consistent with previous years.

Eight key factors were identified from the Public Transport Customer Satisfaction Monitor, including reliability and frequency of services, services that arrive on time, friendliness of staff and feeling safe at stops. Currently, people are primarily not satisfied with delay information but they are satisfied with the ease of accessing timetable information (Refer Table 5).

Table 5 - Motivating factors for using passenger transport

Motivating factors	Train users	Bus users
Ease of accessing timetable information	Above average	Average
Bus information is simple and easy to use	-	Above average
Information and delays is easy to get	Far below average	-

2.1.1.2 Demand projections and targets (previously 2.1.1.1)

2.1.1.3 Ensuring supply capacity (previously 2.1.1.2)

2.1.2 Network service reviews

2.1.2.1 Service reviews [NEW content]

[Refer Report 07.735]

2.1.2.2 Improvement/exit strategies [NEW content]

[Refer Report 07.735]

2.1.3 Network design

2.1.3.1 Access and mobility (accessibility) (previously 2.1.2.1)

2.1.3.2 Route coverage (including stop spacing) (previously 2.1.2.2)

2.1.3.3 Level of service for routes (previously 2.1.2.3)

2.1.3.4 Purpose specific services [NEW section]

Provision of express services (previously 2.1.2.6)

Services for special events (previously 2.1.2.7)

School bus services (previously 2.1.2.8)

Provision of night bus services (previously 2.1.2.9)

2.1.3.5 Total Mobility (previously 2.1.2.11)

2.1.3.6 Transport disadvantaged (previously 2.1.2.12)

2.1.4 Network efficiency

2.1.4.1 Guidelines for analysis [NEW content]

[Refer Report 07.735]

2.1.4.2 User charge guidelines [NEW content]

[Refer Report 07.735]

2.1.4.3 Service reliability (previously 2.1.2.5)

2.1.4.4 Bus or ferry services in competition with rail (previously 2.1.2.4)

2.1.4.5 Use of taxis and other non bus/rail/ferry providers (previously 2.1.2.10)

2.2 Modal plans

2.2.1 [Existing content]

2.3 Infrastructure standards

2.3.1 Passenger Transport Asset Management Plan (previously 2.3.1.2)

2.3.1.1 General

2.3.2 Crime prevention through environmental design (CPTED) [New content]

2.3.2.1 General

Relevant policies: Policy 2.1, Policy 3.8

The *National Guidelines for Crime Prevention through Environment Design in New Zealand* which have been prepared by the Ministry of Justice should be considered when providing or developing passenger transport infrastructure. The following seven qualities are identified for designing safer places:

Access	Safe movement and connections
Surveillance and sightlines	See and be seen
Layout	Clear and logical orientation
Activity mix	Eyes on the street
Sense of ownership	Showing a place is cared for
Quality environments	Well designed, managed and maintained environments
Physical protection	Using active security measures

Further information, including an implementation guide, is available as part of the national guidelines.

2.3.3 Accessibility and interchanges

2.3.3.1 Infrastructure accessibility (previously 2.3.1.1)

2.3.3.2 Transport interchanges (previously 2.3.1.3)

2.3.4 Commuter parking (park'n'ride) (previously 2.3.1.4)

2.3.4.1 General (previously 2.3.1.4)

2.3.5 Placement and design of stops and shelters [NEW section]

2.3.5.1 Placement of stops [NEW content]

Refer Section 2.1.3.2 on route coverage for information on stop spacing.

2.3.5.2 Placement and design of shelters (previously 2.3.1.6)

2.3.6 Bus priority measures (previously 2.3.1.5)

2.3.6.1 General

2.4 Vehicle standards (previously 2.3.2)

2.4.1 Vehicle standards (previously 2.3.2)

2.4.1.1 Vehicle accessibility (previously 2.3.2.1)

2.4.1.2 Vehicle Quality Standards (buses) (previously 2.3.2.2)

2.4.1.3 Ferry vessel standards (previously 2.3.2.3)

2.5 Fares and ticketing [NEW content]

2.5.1 Fare guidelines

2.5.1.1 General fare guidelines

Relevant policies: Objective 3.1, Policy 3.1, Policy 3.2, Policy 3.3, Policy 3.4

Greater Wellington aims to achieve the following objectives:

1. Fare levels should be competitive with the costs of using private vehicles
2. Fare levels should take into account the benefits and cost of services
3. Fares should be easy to understand, collect and administer
4. Fares should recognise the needs of transport disadvantaged.

The following guidelines will be considered when making decisions on fares:

5. Ensure fares are set competitively with the cost of using a private car for similar journeys by setting maximum standard fares for contracted services and encouraging commercial services to adopt the same fares as contracted services
 - a. Fares should be set in multiples of 50 cents for ease of cash handling
 - b. Non-cash fares should be set to provide a consistent relationship with the equivalent cash fare.
6. Fares should not penalise transfers between vehicles as part of a single journey
7. Premium fares (higher than the set maximum standard fare) may be considered for purpose specific services where they meet a specific demand and a viable passenger transport alternative is available offering a standard fare
8. Minimum fares may be set to balance demand between shorter distance services and longer distance express services. Minimum fares should be set so as to charge the minimum number of zones that a passenger must travel through to use that service

9. Simplified fare structures and ticketing systems should be implemented where possible and the range of integrated multi-operator fare products should be expanded to reduce average passenger boarding times
10. Incremental improvements should be made towards integrated fares, pending implementation of a fully integrated fare and ticketing system (refer Section 2.5.1.3 and Section 2.5.2.1)
11. Stakeholders should be consulted when developing new fare policies or fare changes
12. Period discount fares (refer Section 2.5.1.8) should be based on a number of zones they are valid for and should ideally be valid on all operators within that area.

Greater Wellington will investigate off-peak fares to spread patronage across lower use periods. Greater Wellington will also investigate and implement an equitable fare system for cycle carriage on trains.

2.5.1.2 Annual fare review

Relevant policies: Policy 3.1

Greater Wellington will review fares annually in order to:

1. Maintain equity, consistency and simplicity
2. Maintain an appropriate balance between maximising patronage and revenue
3. Ensure fares make a reasonable contribution to the upgrading of passenger transport services during the period covered by this plan
4. Ensure value for money for funders (including ratepayers), providers and users.

2.5.1.3 Integrated fares

Relevant policies: Policy 3.1, Policy 3.2, Policy 3.3

Greater Wellington is seeking to develop integrated fares based on the fare zone system where journeys are charged on the basis of how many fare zones are travelled through, with no additional cost for transfers between passenger transport services or operators as part of a single journey.

A limited number of integrated fare products are currently available with most fares not allowing users to transfer between different operators or modes.

Targets

1. Integrated fares will be investigated and implemented in consultation with stakeholders by 2010 (0-3 years).

2.5.1.4 Fare zone system

Relevant policies: Policy 3.2

Greater Wellington sets fares based on a fare zone system that divides the region into geographical zones (currently fourteen) radiating out from Wellington city. The fare zone system provides a broad relationship between the fare charged and distance travelled with the fare charged depending on the number and size of fare zones, which in turn determine the size of the fare increments.

The fare zone system is relatively easy to understand and facilitates straightforward transfers between services as well as the introduction of integrated ticketing systems (refer Section 2.5.2.1).

The fare zone system provides a compromise between simplicity, fairness and cost recovery. For example, Melbourne has just two fare zones which makes the system very simple for new users but potentially comes at a cost of more expensive short local trips and undercharging for longer trips, with a resulting higher public subsidy required.

The following guidelines should be considered when determining fare zone boundaries:

1. Fare zone boundaries should be geographically aligned so that fare zones encompass whole suburbs or localities. This simplifies transactions and does not penalise users for travelling short distances within their local area.
2. Fare zone boundaries should be the same for all passenger transport modes including bus, rail and ferry services.

Greater Wellington's current fare zones (as of 4 September 2006) are shown in Figure 3.

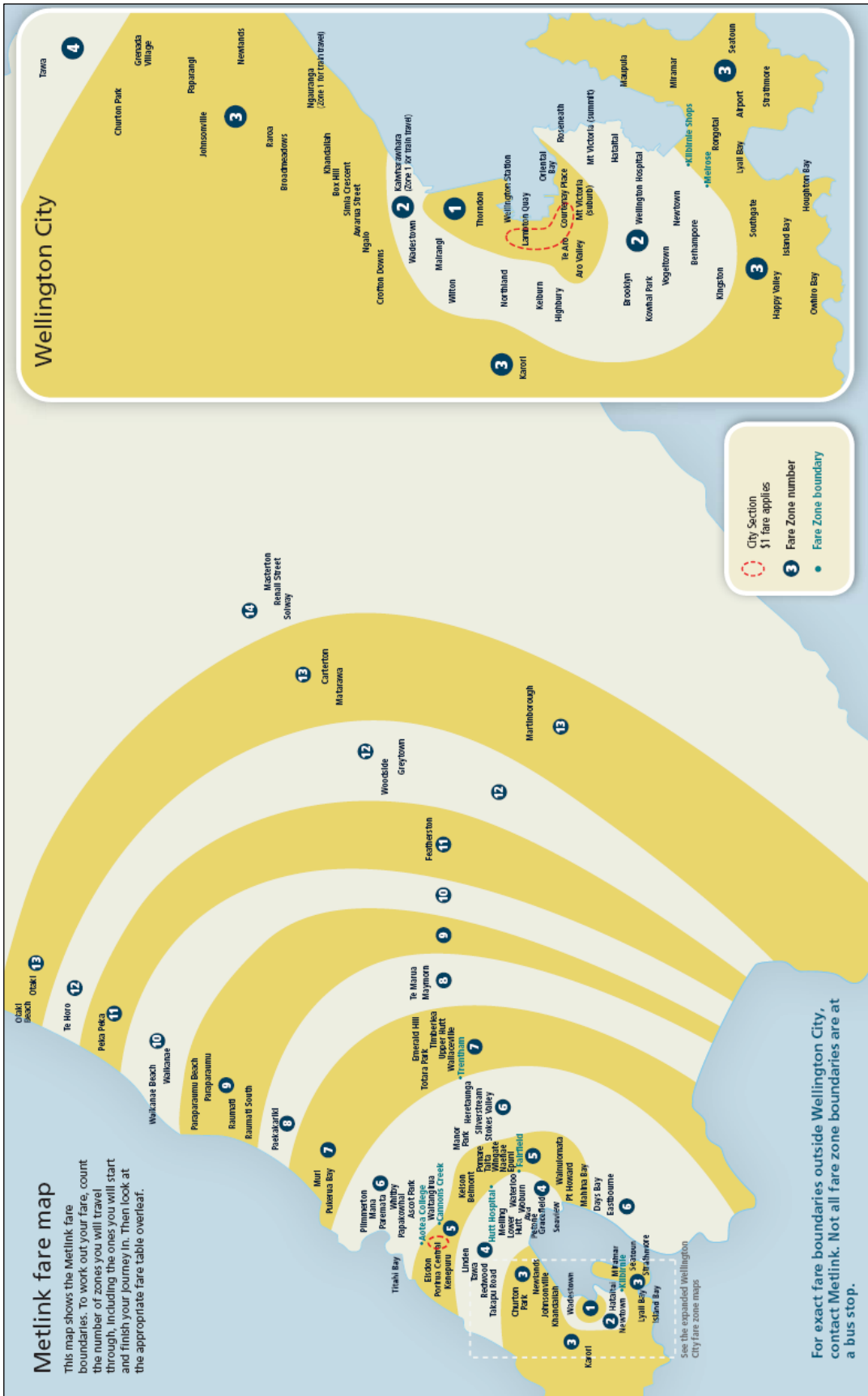


Figure 3 Metlink fare zone map

2.5.1.5 Standard cash fares

Relevant policies: Policy 3.2

Greater Wellington's passenger transport fares are currently based on a standard cash fare payable for each trip.

Greater Wellington currently sets maximum standard cash fares for contracted services as set out in Table 6. For simplicity commercial services generally adopt the same maximum fares as contracted services.

Table 6 Standard cash fares

Number of zones	Adult cash fare per trip	Concessionary cash fare per trip ¹
City section	\$1.00	\$0.50
1	\$1.50	\$1.00
2	\$2.50	\$1.50
3	\$3.50	\$2.00
4	\$4.00	\$2.00
5	\$4.50	\$2.50
6	\$6.00	\$3.00
7	\$7.00	\$3.50
8	\$8.00	\$4.00
9	\$9.00	\$4.50
10	\$10.00	\$5.00
11	\$11.00	\$5.50
12	\$12.00	\$6.00
13	\$13.00	\$6.50
14	\$14.00	\$7.00

A number of exceptions apply to the above standard cash fares as follows:

1. Premium fares are charged on some purpose specific services that meet a specific demand and where there are alternatives offering standard fares. These are generally commercial services such as the Airport Flyer and commuter services
2. 3 zones is the maximum fare for Go Wellington (previously Stagecoach Wellington) bus journeys entirely within zones 1-3, irrespective of the number of fare boundaries crossed
3. 3 zones is the minimum fare for a number of express services including the Island Bay Express, Karori West Express and Brooklyn Express services
4. 8 zones is the minimum fare for Wairarapa Train Line journeys commencing and terminating between zones 1 and 7 (between Wellington and Upper Hutt).

¹ Refer Section 2.5.1.6 and Section 2.5.1.7 for concessionary fares guidelines and eligibility

Refer pre-purchase and period discount fares in Section 2.5.1.8 and premium and special fares in Section 2.5.1.9 for further exceptions as well as information on other fare products available.

2.5.1.6 Concession fare guidelines

Relevant policies: Policy 3.4

Greater Wellington will ensure access to concession fare products is fair and equitable across the region (i.e. if we have a senior fare it is applied across the whole region, not only to parts of the region). Any changes to concessionary fares will be subject to public consultation about who should qualify, as well as community willingness to pay through increased fares and/or rates.

The following guidelines should be considered in setting concessionary fares:

1. Criteria for eligibility for concessionary fares should be standardised across all modes and operators
2. A standard means of identifying those persons eligible for concessionary fares should be implemented across the region
3. Introducing off-peak fares should be considered to complement or possibly replace other forms of concessionary fares.

Greater Wellington will continue the availability of school term passes for train travel but they will now be priced relative to other fares, with effect from 1 January 2008.

Concession fares guidelines and standards are currently under review.

Targets

2. Concessionary fare guidelines and standards, including eligibility criteria and identification, will be reviewed and updated by 2010 (0-3 years).

2.5.1.7 Concession fare eligibility

Relevant policies: Policy 3.4

The following persons are currently eligible for concession fares as at 4 September 2006:

1. Children aged 5 to 15
2. Secondary school students aged 16 to 19 in school uniform or on production of a current school photo identification
3. Wellington City pensioner and beneficiary permit holders on Go Wellington (previously Stagecoach Wellington) services only. Not available before 9.00am or between 4.00pm and 6.00pm on weekdays
4. Blind Permit Holders will receive the concession fare on production of a valid Blind Permit
5. Senior Citizens using a Go Rider smartcard on Valley Flyer (previously Cityline Hutt Valley) services. Not available for travel to and from Wellington (zones 1-3). Not available before 9.00am on weekdays.

Children under 5 years travel free.

2.5.1.8 Pre-purchase and period discount fares

Relevant policies: Policy 3.1, Policy 3.2, Policy 3.3

Pre-purchase and period discount fares provide a discount on standard cash and concessionary fares to encourage use of these fare products which improve vehicle loading efficiency by not requiring driver cash transactions. Pre-purchase and period discount fares are primarily designed for regular users such as commuters and are offered through a range of ticketing products.

Pre-purchase fares are available through 10-trip tickets or Smartcard top-ups (depending on the operator) with a fare deducted for each trip.

Period discount fares allow unlimited travel on certain operators within a certain area for a period of time and are available through a number of ticketing products and passes outlined in Section 2.5.2.3 . Period discount fares are useful for users making multiple trips or transfers as part of a single journey.

Pre-purchase and period discount fares are currently set as follows:

1. Pre-purchase fares² – set at 20% discount on equivalent cash fares, pre-purchase fares are outlined in Table 7.
2. Daily fares – set by various operators to cap the cost of travel during any one day. Daily fares are provided through a range of ticketing products offered by operators.
3. Monthly fares – set at 24 times the standard cash fare for train fares as outlined in Table 8 and otherwise as set by various operators to cap the cost of travel during any one month. Monthly fares are provided through a range of ticketing products offered by operators.
4. Quarterly fares – 5% discount on three equivalent monthly tickets rounded to the nearest dollar for train fares as outlined in Table 8 and otherwise as set by various operators to cap the cost of travel during any quarter (3-month period).
5. School Term fares³ – set at equivalent monthly fare for train fares as outlined in Table 8 and otherwise as set by various operators to cap the cost of travel during any one school term.

Table 7 Pre-purchase fares

Number of zones	Adult discount fare per trip	Concessionary discount fare per trip
1	\$1.20	\$0.80
2	\$2.00	\$1.20
3	\$2.80	\$1.60
4	\$3.20	\$1.60
5	\$3.60	\$2.00
6	\$4.80	\$2.40
7	\$5.60	\$2.80
8	\$6.40	\$3.20
9	\$7.20	\$3.60
10	\$8.00	\$4.00
11	\$8.80	\$4.40
12	\$9.60	\$4.80
13	\$10.40	\$5.20

² Pre-purchase fares are available through 10-trip tickets or Smartcard top-ups (depending on the operator).

³ School term fares are valid for one school term and are available for primary and secondary school students.

14	\$11.20	\$5.60
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Table 8 Train monthly and quarterly (including school term) period discount fares

Number of zones	Adult		Concessionary ⁴	
	Monthly fare	Quarterly fare	Monthly fare	School term fare
1	\$36.00	\$103.00	\$24.00	\$60.00
2	\$60.00	\$171.00	\$36.00	\$90.00
3	\$84.00	\$239.00	\$48.00	\$120.00
4	\$96.00	\$274.00	\$48.00	\$120.00
5	\$108.00	\$308.00	\$60.00	\$120.00
6	\$144.00	\$410.00	\$72.00	\$130.00
7	\$168.00	\$479.00	\$84.00	\$140.00
8	\$192.00	\$547.00	\$96.00	\$150.00
9	\$216.00	\$616.00	\$108.00	\$160.00
10	\$240.00	\$684.00	\$120.00	\$170.00
11	\$264.00	\$752.00	\$132.00	\$180.00
12	\$288.00	\$821.00	\$144.00	\$190.00
13	\$312.00	\$889.00	\$156.00	\$200.00
14	\$336.00	\$958.00	\$168.00	\$210.00

2.5.1.9 Premium and special fares

Relevant policies: Policy 3.1, Policy 3.2

Premium and special fares apply to some services because they meet a specific demand that warrants a different fare regime. Premium and special fares are often provided on commercial services that are not subsidised by Greater Wellington.

Greater Wellington will seek to rationalise these premium and special fares over time as it moves towards integrated fares. However, there will likely always be a need for some services that charge premium or special fares.

The following tables outline the existing premium and special fares that apply to services across the region. Also refer to the ticketing products and passes outlined in Section 2.5.2.3.

Please note fares may change and special promotions may be available from time to time that differ from the fares below.

⁴ Eligibility for concessionary fares is set out in Section 2.5.1.7.

Table 9 Train only off-peak fares⁵

Number of zones	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare for multi-trip tickets
1	\$1.50	na	na	na
2	\$2.00	na	na	na
3 (Johnsonville Rail Line only)	\$2.00	na	na	na
3	\$2.50	na	na	na
4	\$3.00	na	na	na
5	\$3.50	na	na	na
6	\$4.50	na	na	na
7	\$5.00	na	na	na
8	\$6.00	na	na	na
9	\$6.50	na	na	na
10	na	na	na	na
11	na	na	na	na
12	na	na	na	na
13	na	na	na	na
14	na	na	na	na

Table 10 Johnsonville Train Line monthly and quarterly (including school term) fares

	Adult		Concession ⁶	
	Monthly fare	Quarterly fare	Monthly fare	School term fare
Standard Rate	\$75.00	\$214.00	\$48.00	\$90.00
Peace Train (valid all services except those arriving at Wellington Station between 8:00am and 8:30am Monday to Friday)	\$55.00	\$156.00	na	na

⁵ Off-peak train fares are available for some train services operating between 9:00am and 3:00pm Monday to Friday (as shown in train timetables).

⁶ Eligibility for concessionary fares is set out in Section 2.5.1.7.

Table 11 Airport Flyer (Route 91) fares

Number of zones	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare for multi-trip tickets
City section	Na	na	na	na
1	\$3.50	\$2.80	\$2.00	\$1.60
2	\$4.50	\$3.60	\$2.50	\$2.00
3	\$5.50	\$4.40	\$3.00	\$2.40
4	\$6.50	\$5.20	\$3.50	\$2.80
5	\$7.50	\$6.00	\$4.00	\$3.20
6	\$8.50	\$6.80	\$4.50	\$3.60
7	\$9.50	\$7.60	\$5.00	\$4.00
8	\$10.00 (STARPass)	\$8.40	\$5.50	\$4.40
9	\$10.00 (STARPass)	\$9.20	\$6.00	\$4.80

Table 12 Harbour ferry fares

Number of zones	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare (Student or senior / Child / Family)	Discount fare for multi-trip tickets (Student or senior / Child / Family ⁷)
1-6	\$8.50	\$7.00	\$7.00 / \$4.50 / \$47.50	\$4.60 / \$2.90 / na
Motiu Somes Island return trip	\$18.50	na	\$15.50 / \$10.00 / \$55.50	na

Table 13 Kapiti Commuter (Route 77K) fares

Number of zones	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare for multi-trip tickets
1-9	\$9.00 (\$16.00 return)	\$7.00	na	na
10	\$10.00 (\$18.00 return)	\$8.00	na	na

⁷ Family is two adults and two children

Table 14 Wainuiomata Commuter (Route 80) fares

Number of zones	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare
1	\$1.50	\$1.20	\$1.00	\$0.80
2	\$2.50	\$2.00	\$1.50	\$1.20
3-5	\$6.00	\$6.00	\$6.00	\$6.00

Table 15 Stokes Valley Commuter (Route 90) fares

Number of zones	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare
1-6	\$6.00	\$6.00	\$6.00	\$6.00

Table 16 Runciman Commuter bus (Routes 92, 93, 98 and 99) fares

Number of zones	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare
1-8	\$7.00	\$5.60	\$5.00	\$4.00

Table 17 After Midnight Services

Area	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare for multi-trip tickets
Travel within Wellington (zones 1-3), Porirua (zones 4-6) or Hutt City Council Valley (zones 4-7)	\$4.00	Unavailable	Unavailable	
Travel between Wellington (zones 1-3) and Porirua (zones 4-6) or Wellington (zones 1-3) and Hutt Valley (zones 4-7)	\$8.00			

Table 18 Stadium Connection fares

	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare for multi-trip tickets
Hutt Valley Train Line and Paraparaumu Train Line	\$7.00	na	\$4.00	na
Johnsonville Train Line	\$3.00	na	\$2.00	na

Table 19 Carriage of bicycles on trains fares

	Adult		Concessionary	
	Cash fare	Discount fare for multi-trip tickets	Cash fare	Discount fare for multi-trip tickets
1	\$1.50	na	na	na
2	\$2.50	na	na	na
3	\$3.50	na	na	na
4-14	\$4.00	na	na	na

Table 20 Cable car fares

Number of zones	Adult			Concessionary		
	Cash fare	Return fare	Discount fare for multi-trip tickets	Cash fare (Child or student / Senior)	Return fare (Child or student / Senior / Family ⁸)	Discount fare (Child or student / Senior)
1	\$2.50	\$4.50	\$1.50	\$1.00 / \$1.50	\$2.00 / \$2.80 / \$12.00	\$0.75 / \$1.10

2.5.2 Ticketing guidelines

2.5.2.1 General ticketing guidelines

Relevant policies: Policy 3.3, Policy 3.5

Greater Wellington will ensure a range of ticket products are available that best meet the needs of users taking into account the requirements of operators.

The following guidelines will be considered when making decisions on ticketing, also refer fare guidelines in Section 2.5.1:

1. Standard cash tickets (valid for a single trip) should be available for purchase on all passenger transport services

⁸ Family is two adults and two children.

2. Transfer tickets should be introduced, in consultation with operators, for all journeys requiring transfers between services and/or operators. Transfer tickets are currently available on the following services:
 - a. Mana and Newlands Coach Services for transfers to other Mana and Newlands Coach Services
 - b. Valley Flyer (previously Cityline Hutt Valley) services for transfers to other Valley Flyer services within the Hutt Valley only (except routes 80, 90 and 91 The Flyer)
3. Pre-purchase ticket products (e.g. 10-trip tickets and Smartcards) should be available to discourage use of cash (refer Section 2.5.1.8). Smartcards are available for use on Mana Coach Services, Newlands Coach Services, Valley Flyer, Runciman Motors, Madge Coachlines and Classic Coaches. 10-trip tickets are available for Go Wellington (previously Stagecoach Wellington), Tranz Metro and some other operators
4. Period passes based on period discount fares should be available to discourage use of cash and should be priced according to the fare zone system for a specific number of zones they are valid for (refer Section 2.5.1.8).

2.5.2.1 Integrated ticketing

Relevant policies: Policy 3.3, Policy 3.5

Greater Wellington is investigating and plans to implement a regional Metlink branded integrated ticketing system. The system will allow passengers to pay for any trip with one payment card.

Integrated ticketing, especially in combination with an integrated fare system, will make the use of public transport easier and more convenient. Passengers will be able to use public transport without knowledge of the fare system, because the integrated ticketing system calculates the correct fare automatically. This will contribute towards increased patronage.

A business case is currently being developed. In developing an integrated ticketing system Greater Wellington will apply the following guidelines and standards:

1. The system will be under Greater Wellington or other public agency control and it will be obtained through an open market tender or another manner approved by Land Transport NZ.
2. The system will be run independently of any operator so that all operators have confidence in the integrity of the system, and the patronage and revenue information in the system is secure from any other competing commercial interest.
3. The system will have an open interface to allow for the integration of all operator ticketing systems. Funding responsibilities for the development cost of interfaces with legacy or other operator systems still need to be determined. Greater Wellington does not expect to carry the full burden of such costs, especially for any new operator systems introduced.
4. Entry to the system will be open and equitable to all operators, with minimised cost barriers to encourage new operator entry and open competition for services within the Wellington region passenger transport marketplace.
5. An Operator Ticketing Working Group will be established to work with Greater Wellington on the project. All operators contracted to provide passenger transport services in the Wellington region will be entitled to be a member of the group. The main aim of the group will be to help Greater Wellington define requirements for the system.

6. All operators will be required to support the principles of the system as agreed in the Operator Ticketing Working Group. All Greater Wellington contracted services will be required to accept the payment card.
7. The system will support an integrated fare system between services and operators (refer Fare Guidelines section) and a reduced number of standardised and integrated multi-operator tickets across the region. It must also enable ready implementation of new fare arrangements. These might include off-peak, capped fares, continuous, through journey and differential fare policies as Greater Wellington might decide from time to time.
8. The system must be operated in a manner that protects the privacy of customer information.
9. All ticketing pre-payments must be secured in a manner that protects the financial interest of passenger pre-payments from undue commercial risk.

The above guidelines and standards will be replaced once a full business case has been completed for integrated ticketing in the Wellington region.

Targets

3. Business case and programme for implementation of integrated ticket system agreed by 2010 (0-3 years).
4. A region-wide integrated ticketing system implemented by 2016 (4-10 years).

2.5.2.2 Electronic ticketing

Relevant policies: Policy 3.3, Policy 3.5

Greater Wellington is investigating electronic ticketing on trains.

Targets

5. Electronic ticketing will be investigated in consultation with stakeholders by 2010 (0-3 years)
6. Electronic ticketing will be implemented by 2016 (4-10 years)

2.5.2.3 Daily, monthly and quarterly period passes

Relevant policies: Policy 3.1, Policy 3.2, Policy 3.5

The follow tables provide a summary of the daily, monthly and quarterly period passes available in the region. Period passes are based on period discount fares (refer Section 2.5.1.8) and allow unlimited travel on certain operators within a certain area for a period of time.

Table 21 Daily period passes

Product	Cost	Zones in which travel is valid	Operators that product valid on
Discovery pass	\$11.00	1-6 (Coastal) 1-8 (Hutt Valley)	Bus operators: Go Wellington Valley Flyer The Flyer Mana Coach Services (excl Kapiti) Newlands Coach Services Rail operators: None
STARPass	\$10.00	1-8 (Hutt Valley)	Bus operators: Go Wellington Valley Flyer The Flyer Rail operators: None
Metlink Explorer*	\$15.00 (including free travel for one accompanied child)	1-9	Bus operators: Go Wellington Valley Flyer The Flyer Mana Coach Services Newlands Coach Services Rail operators: Hutt Valley & Melling Train Lines Paraparaumu Train Line Johnsonville Train Line
3 Day Weekend Rover (valid Friday to Sunday inclusive)	\$15.00	1-9	Bus operators: None Rail operators: Hutt Valley & Melling Train Lines Paraparaumu Train Line Johnsonville Train Line
Day Rover**	\$10.00	1-9	Bus operators: None Rail operators: Hutt Valley & Melling Train Lines Paraparaumu Train Line Johnsonville Train Line
Wellington Daytripper*	\$5.00	1-3	Bus operators: Go Wellington
Hutt Valley	\$5.00	4-8	Bus operators:

Daytripper*			Valley Flyer Rail operators: None
Wairarapa Day Excursion* (child)	\$15.00 (\$8.00)	1-14	Bus operators: None Rail operators: Wairarapa Train Line only
Senior Citizens All Day Pass*	\$5.00	1-8	Bus operators: Go Wellington Valley Flyer The Flyer Rail operators: None

* Only available after 9.00am on weekdays and all day on weekends and public holidays.

** Only available from commencement of off-peak services (as shown in train timetables) on weekdays and all day on weekend and public holidays.

Table 22 Daily group period passes (for up to four people travelling together)

Product	Cost	Zones in which travel is valid	Operators that product valid on
Wellington Group Daytripper	\$12.00	1-3	Bus operators: Go Wellington Rail operators: None
Hutt Valley Group Daytripper	\$12.00	4-8	Bus operators: Valley Flyer Rail operators: None
Group Rover **	\$10.00	1-9	Bus operators: None Rail operators: Hutt Valley & Melling Train Lines Paraparaumu Train Line Johnsonville Train Line
Wairarapa Group Excursion*	\$30.00	1-14	Bus operators: None Rail operators: Wairarapa Train Line only

* Only available after 9.00am on weekdays and all day on weekends and public holidays.

** Only available from commencement of off-peak services (as shown in train timetables) on weekdays and all day on weekend and public holidays.

Table 23 Monthly period passes

Product	Cost	Zones in which travel is valid	Operators that product valid on
Platinum Pass	\$165.00	1-6 (Coastal) 1-8 (Hutt Valley)	Bus operators: Go Wellington Valley Flyer The Flyer Mana Coach Services (excl Kapiti) Newlands Coach Services
Train Monthly	Refer Table 8 Train monthly and quarterly (including school term) period discount fares		Bus operators: None Rail operators: Hutt Valley & Melling Train Lines Paraparaumu Train Line Johnsonville Train Line
Gold Pass	\$95.00	1-3	Bus operators: Go Wellington The Flyer Rail operators: None
Go Rider Monthly	\$95.00 (plus one-off card issue fee of \$7.50)	4-8 (Hutt Valley)	Bus operators: Valley Flyer The Flyer Rail operators: None
Bus King (primary and secondary school children only)	\$77.00	1-3	Bus operators: Go Wellington Rail operators: None
Metlink HuttPlus	\$50.00 plus Trans Metro monthly ticket	4-8 (Hutt Valley)	Bus operators: Valley Flyer (routes 110-170) Rail operators: Hutt Valley & Melling Train Lines Paraparaumu Train Line
Harbour Ferry Monthly (concession)	\$222.00 (\$152.00)	1-6	Ferry operators: East by West

2.6 Marketing and information [NEW content]

2.6.1 Customer satisfaction

2.6.1.1 General

Relevant policies: Objective 1.1

Greater Wellington will seek to:

1. Continuously improve customer satisfaction levels
2. Increase the proportion of business and community stakeholders who believe that their investment in passenger transport represents good values for money in terms of social, environmental and economic efficiency benefits
3. Increase the proportion of road users rating the roading congestion benefits of passenger transport favourably.

Greater Wellington will regularly measure customer satisfaction against an agreed set of values (reliability, convenience, friendliness, simplicity and quality) or characteristics and continuously seek to improve performance and customer perceptions.

2.6.1.2 Complaint services

Relevant policies: Policy 3.7, Policy 3.6

Greater Wellington will seek to:

1. Improve customer satisfaction with the way that complaints are handled
2. Improve systems for dealing with public transport complaints to enable more effective recording, tracking, reporting and analysis of complaints to deliver a higher level of customer service.

Targets

7. Establish a system for dealing with public transport complaints that is easy to use for staff and operators and enables effective recording, tracking, reporting and analysis of complaints by 2010 (0-3 years).

2.6.2 Promoting passenger transport

2.6.2.1 General

Relevant policies: Policy 3.6, Policy 3.7

Promoting passenger transport to those people who are most likely to be encouraged to use passenger transport helps increase patronage by letting people know what is available. Further information on the passenger transport market is available in Section 2.1.1.1.

Greater Wellington aims to promote passenger transport by:

1. Making public transport information simple and easy to find
2. The application of the Metlink brand
3. Promoting the benefits and encouraging the use of public transport

4. Keeping the community informed of ongoing service developments and planning.

In promoting passenger transport Greater Wellington will:

1. Take a lead role promoting the benefits, and encouraging the use, of public transport and keeping the community informed of ongoing service developments and planning
2. Work with representatives of transport disadvantaged communities to improve the accessibility of information for these groups
3. Use the Metlink brand as the primary means of promoting passenger transport.

2.6.2.2 Umbrella Metlink brand

Relevant policies: Policy 3.6

Metlink is the brand name for Greater Wellington's public transport network. This brand was launched in October 2005 with the support and cooperation of the parties in the region that have some responsibility for public transport. This includes the region's bus, train and harbour ferry operators and the city and district councils.

Metlink was introduced to simplify public transport by bringing all of the region's bus and train and harbour ferry services under one name. The region's operators have kept their individual names but together form the integrated Metlink public transport network.

Greater Wellington will apply the Metlink brand to all parts of the passenger transport network, including fleets, ferries, infrastructure, and customer information, to make public transport easy to recognise and use and grow patronage.

2.6.2.3 Metlink brand values

Relevant policies: Policy 3.6

Five brand values were identified through market research and agreed to by operators prior to the launch of the Metlink brand. These are now also recognised in the Passenger Transport Plan as "essential qualities or characteristics" of the ideal passenger transport system for the region⁹:

Convenience	Coverage, degree of integration, frequency and travel time of passenger transport services maximises convenience for passengers
Reliability	Services, vehicles and information are reliable and deliver on passenger expectations
Simplicity	Passenger transport services are easy to use and understand
Quality	Passenger transport services are comfortable and clean as per user expectations
Friendliness	Passenger transport is safe and provides a positive experience for passengers.

Greater Wellington and public transport operators are responsible for delivering on these values.

2.6.2.4 Promoting the Metlink brand

Relevant policies: Policy 3.6

Greater Wellington will continue to promote the Metlink network and brand to customers and potential customers, this includes:

⁹ Refer Vision, outcomes and targets section of Passenger Transport Plan

1. The development and execution of Metlink generated promotional campaigns to encourage the use of passenger transport
2. Working with the bus, train and harbour ferry operators on their campaigns to ensure they are co-branded and the relationship between their brands and the Metlink brand is clear
3. Development and management of the Metlink brand and the use of the brand across all parts of the public transport network.

Greater Wellington will maintain and promote the Metlink brand to ensure:

1. Metlink is a dominant and strong Greater Wellington regional brand that has high, positive public recognition
2. Metlink branding is highly visible on all parts of the PT network, including fleets, infrastructure, information and promotional material, to enable easy recognition and use by the public
3. Operators are supportive of the Metlink brand and work together to deliver promotional campaigns.

Targets

8. Metlink branding is highly visible on all parts of the PT network, including fleets, infrastructure, information and promotional material by 2010 (0-3 years)
9. All operators continue to support the Metlink brand and work together to deliver promotional campaigns
10. At least 30% of people know Metlink is the name of Greater Wellington's public transport network when unprompted (up from 20% in 2007) by 2010 (0-3 years)
11. All operators' promotional campaigns include the Metlink brand according to the Metlink brand guidelines.

2.6.3 Information services

2.6.3.1 General

Relevant policies: Policy 3.7, Policy 3.6

Greater Wellington will continue to provide information about the passenger transport network and services to the public, this includes:

1. Providing information about current services, such as fares, multi-modal ticketing products, routes, times and maps and any planned changes to services, such as public consultations, service developments and special events
2. Working with the public transport operators to advise the public of any unplanned service disruptions.

Greater Wellington will seek to increase the amount of information provided at bus stops and train stations. Greater Wellington will also continue to publish Metlink News, a newsletter aimed at public transport users.

Greater Wellington will seek to:

1. Provide information that is timely, reliable, and easy to understand, obtain and use

2. Improve legibility, accessibility and availability of passenger transport information
3. Ensure information about delays is provided in a timely and efficient manner, particularly information about train delays.

Targets

12. At least 65% of people find Metlink information easy to obtain (up from 58% in 2007) by 2010 (0-3 years)
13. Mean satisfaction that information is simple and easy to use is at least 3.9 out of 5 (up from 3.8 in 2007) by 2010 (0-3 years)
14. Mean satisfaction with information about delays is at least 3.2 out of 5 (up from 2.9 in 2007) by 2010 (0-3 years)
15. Mean satisfaction with information about train disruptions is at least 3.2 out of 5 (up from 2.9 in 2007) by 2010 (0-3 years)
16. All information provided by Greater Wellington is easy to understand and delivered in a friendly, timely, professional and consistent manner.

2.6.3.2 Metlink Service Centre

Relevant policies: Policy 3.7, Policy 3.6

Greater Wellington will continue to maintain and develop the Metlink Service Centre in line with caller demand and seek to ensure:

1. The service centre operates on a 'best practice' basis as determined through benchmarking against industry standards
2. Staffing is effectively matched to call volumes so that the lost call rate is always below 5% of calls
3. Information provided by the service centre is delivered in a friendly, timely, professional and consistent manner
4. That the service centre provides a high level of customer service
5. That a proactive, open, trusting and responsive partnership relationship is maintained with all operators to deliver an improved service to customers
6. That all operators continue to be supportive of the Metlink Service Centre and we work together to deliver information about passenger transport services.

Targets

17. At least 90% of people are satisfied they have received correct information from the Metlink Service Centre (currently 81%) by 2010 (0-3 years)
18. The lost call rate is no more than 5% of all calls received by the Metlink Service Centre on a monthly basis
19. All information provided by Metlink Service Centre staff is easy to understand and delivered in a friendly, timely, professional and consistent manner
20. Proactive, open, trusting and responsive partnership relationships are maintained with all operators.

2.6.3.3 Metlink website

Relevant policies: Policy 3.7, Policy 3.6

Greater Wellington will continue to develop the Metlink website as a means for passengers to obtain information.

During 2006-07 387,885 website visits were recorded compared to 496, 418 calls taken by the Metlink Service Centre.

Targets

21. At least 70% of users think the Metlink website is either excellent or good (up from 60% in 2007) and easy to use (up from 58% in 2007) by 2010 (0-3 years)
22. The number of website visits exceeds the number of calls to the Metlink Service Centre by 2010 (0-3 years).

2.6.3.4 Metlink timetables

Relevant policies: Policy 1.12, Policy 3.7

Greater Wellington will seek to ensure timetable information is readily available and maintain an outlet distribution system around the region for timetables.

Targets

23. 100% of train stations have timetable information by 2010 (0-3 years)
24. 80% of bus stops have timetable information by 2010 (0-3 years)

2.6.3.5 Metlink txtBUS/txtTRAIN

Relevant policies: Policy 3.7

Greater Wellington will continue to develop the txtBUS/txtTRAIN system as a means for passengers to obtain information. Greater Wellington is also investigating the implementation of a widely accessible real-time passenger information service that could include upgrading the txtBUS/txtTRAIN system to provide real time information (refer Section 2.6.3.6).

Targets

25. At least 3,000 txtBUS/txtTRAIN messages are received per month (up from 2,000 per month in 2007) by 2010 (0-3 years)

2.6.3.6 Real time information

Relevant policies: Policy 1.8, Policy 3.7

Greater Wellington is investigating the implementation of a widely accessible real-time passenger information service.

Section under development.

2.7 Miscellaneous

2.7.1 [Existing content]

2.7.2 Operator information (previously 2.6.3.1)

2.7.2.1 General

[Refer Report 07.735]

2.7.3 [Existing content]