



greater WELLINGTON

REGIONAL COUNCIL

Te Pane Matua Taiao

If calling, please ask for Democratic Services

Transport Committee

Thursday 20 February 2020, 9.30am

Council Chamber, Greater Wellington Regional Council
Level 2, 15 Walter Street, Te Aro, Wellington

Members

Cr Blakeley (Chair)

Cr Brash

Cr Gaylor

Cr Kirk-Burnnand

Cr Lamason

Cr Ponter

Cr van Lier

Cr Lee (Deputy Chair)

Cr Connelly

Cr Hughes

Cr Laban

Cr Nash

Cr Staples

Recommendations in reports are not to be construed as Council policy until adopted by Council

Transport Committee

Thursday 20 February 2020 at 9.30am
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Public Business

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Transport Committee
20 February 2020
Report 20.26



For Decision

STRATEGIC PRIORITIES FOR THE TRANSPORT COMMITTEE

Te take mō te pūrongo

Purpose

1. To outline the current strategic framework for transport to enable the Transport Committee (the Committee) to determine its strategic priorities for the 2019-22 triennium.

He tūtohu

Recommendations

That the Committee:

- 1 **Notes** the current strategic framework for transport as outlined in a range of adopted strategies and plans.
- 2 **Considers** the contributing elements to the Committee's proposed strategic priorities for the 2019-22 triennium (paragraphs 2 to 21).
- 3 **Agrees** to Committee's strategic priorities for the 2019-22 triennium being *either*:
 - a Option One - Outcomes Focus (paragraphs 30 and 31)
 - b Option Two - Activity Focus (paragraphs 32 and 33) *or*
 - c Option Three - Leadership Focus (paragraphs 34 and 35).
- 4 **Notes** that key performance measures relating to the agreed strategic priorities will be developed for the Committee's approval at its meeting on 2 April 2020.

Te horopaki

Context

2. Greater Wellington Regional Council (Greater Wellington) is one of a number of agencies that have important responsibilities and roles in transport, including the Ministry of Transport, New Zealand Transport Agency, territorial authorities and KiwiRail. The focus of Greater Wellington's role is on:
 - a Strategic planning for the regional transport network (governed by the Regional Transport Committee)
 - b The planning, delivery and management of public transport
 - c Travel demand management and road safety.

Committee's terms of reference

3. The Committee's terms of reference were adopted on 12 December 2019 (Committee and advisory body terms of reference and delegations for the 2019-22 triennium - Report 19.504). The primary focus of the Committee is around public transport, mode-shift and travel demand management and includes consideration of climate change mitigation.
4. The Committee's purpose is:

To oversee the development, implementation and review of Council's strategic direction and policies for transport and mode-shift; set the operational direction to deliver public transport and mode-shift; provide input into joint transport-related projects and initiatives; and ensure these matters promote the social, economic, environmental well-being of the region.

Wellington Regional Land Transport Plan

5. The Ministry of Transport has developed an outcomes framework for the transport system to make it clear what Government is aiming to achieve through the transport system in the long term. The five key outcomes are:
 - a Inclusive access
 - b Healthy and safe people
 - c Environmental sustainability
 - d Resilience and security
 - e Economic prosperity.
6. The Wellington Regional Land Transport Plan (RLTP) 2015 is a statutory document prepared by the Regional Transport Committee and adopted by Council. It sets out a 30 year vision for the development of the Wellington region's transport network, identifies 10 year transport priorities, and includes a programme of activities as a regional bid for funding through the National Land Transport Programme (NLTP).
7. The current Wellington RLTP was adopted in 2015 and reviewed in 2018. The Wellington RLTP 2015 has eight strategic objectives:
 - a A high quality, reliable public transport network
 - b A reliable and affective strategic road network
 - c An effective network for the movement of freight
 - d A safe system for all users of the regional transport network
 - e An increasingly resilient transport network
 - f A well planned, connected and integrated transport network
 - g An attractive and safe walking and cycling network
 - h An efficient and optimised transport system that minimises the impact on the environment.

8. The Wellington RLTP 2015 seeks the following outcomes relating to Greater Wellington's responsibilities:
 - a Increased public transport use – measured by (a) Annual public transport (PT) boardings per capita; (b) PT mode share for journeys to work; and (c) PT mode share crossing the CBD cordon
 - b Improved public transport accessibility – measured by (a) Population living within 500 metres of a core bus service, or 500 metres of a bus stop or 1 kilometre of a rail station; and (b) Accessibility standards of vehicles, infrastructure, parking and facilities
 - c Improved quality of public transport – measured by (a) PT vehicle fleet emissions; and (b) Overall satisfaction with the region's PT system
 - d Improved PT reliability and journey times – measured by (a) Peak period PT travel times on core routes; (b) Peak period bus travel time variability along core routes; and (c) Rail service punctuality
 - e Improved road safety – measured by (a) Number of killed and seriously injured; and (b) Annual casualties
 - f Increased safety for pedestrians and cyclists – measured by number of vulnerable road user casualties killed and seriously injured
 - g Increased mode share for pedestrians and cyclists – measured by (a) Proportion of journey to work trips; and (b) Proportion of trips crossing the CBD cordon
 - h Increased use of active modes for journeys to school – measured by journeys to school
 - i Increased private vehicle occupancy – measured by peak period vehicle occupancy across the CBD cordon
 - j Reduced harmful emissions from transport – measured by (a) Transport generated emissions per capita; and (b) Concentrations of harmful pollutants.
9. The 2018 review of the Wellington RLTP 2015 identified three "Areas of Short-Term Focus". These are to be given particular focus and priority over the three year period from 2018-2021:
 - a Resilience
 - b Public transport
 - c Walking and cycling.
10. A new Wellington RLTP is currently being developed by the Regional Transport Committee for 2021. This is a work in progress; however the emerging draft strategic objectives are:
 - a People have access to good, affordable travel choices
 - b Transport and land use are integrated to support compact urban form, liveable places and a strong regional economy
 - c People can move around the region safely

- d The impact of travel and transport on the environment is minimised
 - e Journeys to/from and within the region are connected, resilient and reliable
11. Emerging focus areas are signalled via draft 'headline' targets for safety, climate change and mode shift – described in more detail below.

Wellington Regional Public Transport Plan

12. The Wellington Regional Public Transport Plan (RPTP), adopted in 2014, sets out how Greater Wellington will manage the public transport system to achieve the objectives of the Wellington RLTP. This has as a primary goal of 'Growing public transport patronage particularly at peak', with a secondary goal of 'Improving the accessibility of services'.
13. The Wellington RPTP identified a number of areas of focus, including:
- a Continually improving the Metlink network so that public transport services:
 - b Go where people want to go, at the times they want to travel
 - c Provide competitive journey times
 - d Provide value for money
 - e Are easy to understand and use
 - f Are safe, comfortable and reliable
 - g Provide flexibility, allowing people to change their plans
 - h Maintaining a PT network that includes core, local and targeted services
 - i Increasing the accessibility of public transport by providing information, facilities and services that are available to all members of the public.
14. A review of the Wellington RPTP is underway and this review will include alignment with the new Wellington RLTP. It is expected the next Wellington RPTP will be adopted in 2021.

Community feedback themes

15. Through our engagement with communities on transport-related processes over the past five years we've heard a desire for:
- Better public transport across the region
 - Less traffic in cities and reduced traffic congestion
 - Travel choices that are better for people's health and the environment
 - Safe roads and streets
 - A more resilient, reliable and adaptable transport network
 - Easy access to amenities
 - Action on climate change.

Emerging direction

16. The Government is currently reviewing the Government Policy Statement on Land Transport (GPS) 2018-28 and a new draft version is expected to be released early in 2020. There is no indication as yet as of the focus of this review other than the substantive inclusion of rail.

17. The Government released last year the *Road to Zero* road safety strategy. This takes a whole of system approach towards moving towards zero deaths and serious injuries over time.
18. The NZ Transport Agency has developed a National Mode Shift Plan and has been working with Greater Wellington on the development of a mode shift plan for Wellington. This plan will identify the key measures to increase the use of public transport, walking and cycling in the region.
19. The Government also released a draft National Policy Statement on Urban Development in 2019 – this requires a ‘Future Development Strategy’ for high growth regions, including Wellington, and the Regional Growth Framework is in preparation as a joint initiative between local government, central government and iwi.
20. The next phase of Let's Get Wellington Moving was adopted by Council on 12 December 2019 (Funding and Partnering for the Next Phase of Let's Get Wellington Moving - Report 19.485) along with the bus priority programme (Joint Programme to Improve the Reliability of Travel Times for Buses - Report 19.486) and the bus network review for Wellington City (Bus Network Review Findings – Wellington City - Report 19.501). These initiatives will mean a strong focus on the development of mass transit and the implementation of bus priority measures through Wellington City, as well as the progressive implementation of enhanced bus services.
21. Emerging direction from the development of the Wellington RLTP 2021 indicates that the Regional Transport Committee is considering establishing some ‘headline targets’. These are likely to be across three priority areas:
 - a Safety: Reduced deaths and serious injuries on our roads
 - b Climate change: Reduced transport generated emissions
 - c Mode shift: Increased walking, cycling and public transport mode share.

Te tātaritanga Analysis

Determining strategic priorities

22. In determining its strategic priorities the Committee should give consideration to:
 - a Its terms of reference and areas of responsibility
 - b The existing strategic framework
 - c Emerging direction from the draft GPS 2021 and draft Wellington RLTP 2021
 - d Short-term priorities for Greater Wellington.
23. There is an extensive strategic framework covering the areas of responsibility of this Committee. The component plans have a statutory basis and have been developed through public consultation. This includes overall goals and objectives and key performance indicators.
24. This Committee’s strategic priorities are proposed to represent its short-term focus areas, where it wishes to focus efforts over the 2019-22 triennium. These strategic priorities are not intended to be exhaustive or to replace the statutory plans, and can

be adjusted by the Committee from time to time, as required. To achieve the desired focus it would be advantageous to have a smaller number of strategic priorities rather than a long list that just repeats the existing strategic framework. Most options outlined below focus on up to three such priorities.

25. It is intended that there would be a report against the agreed strategic priorities (and related key performance indicators) at each meeting of the Committee. This will enable members to judge progress and to provide direction on the desired focus, as required.
26. The key performance indicators can be developed subsequent to the Committee's adoption of strategic priorities.

Nga kōwhiringa Options

27. It is recommended that the strategic priorities for the Committee should focus on areas that it can directly influence, while being consistent with the broader transport strategic framework.
28. The strategic priorities could be framed in a number of different ways. Three options are proposed:
 - a Outcomes focus
 - b Activity focus
 - c Leadership focus.
29. These options all provide the opportunity for key performance indicators to be developed to measure progress.

Option One - Outcomes Focus

30. The following strategic priorities could be considered:
 - a Increasing the mode-share of public transport and active modes
 - b Reduced emissions from transport
 - c Increasing overall customer satisfaction
 - d Increasing mobility options
 - e Supporting urban forum outcomes across the region with public transport investment services.
31. This option would provide a focus on the key transport outcomes desired from the various activities underway in Greater Wellington. This option would influence the design and implementation of activities undertaken by Greater Wellington and would provide the public with a clear and succinct statement of what Council is hoping to achieve over the next few years. Performance indicators could be developed to measure progress and regularly reported back to the Committee, subject to appropriate data being readily available and updated at sufficient frequencies.

Option Two - Activity Focus

32. The following strategic priorities could be considered:
- a Development and implementation of bus priority and mass transit as part of the Let's Get Wellington Moving programme
 - b Decisions on public transport fleet and capacity
 - c Review of the Wellington Regional Public Transport Plan 2015.
33. This option would provide direction on the priority transport activities for Greater Wellington, focussing on the key programmes, projects and decisions to be progressed over the next few years. This approach would provide the public with clarity on the priority activities and influence the allocation of resources within Greater Wellington to activities. However, the relevance of these priorities to the public may not be obvious without supporting information. Performance indicators could be developed to measure the progress of the priority activities – this would be in the form of project milestone reporting. The priority activities would not cover the full range of responsibilities of the Committee.

Option Three - Leadership Focus

34. The following strategic priorities could be considered:
- a Seek Government funding to deliver enhanced capacity and reliability on the rail network including the Lower North Island Commuting Service
 - b Work with operators and the NZ Transport Agency to accelerate the delivery of a fully electric public transport fleet
 - c Build a strong partnership with Wellington City Council to deliver effective bus priority measures on core routes as part of Let's Get Wellington Moving.
35. This option would provide direction on the transport governance and leadership priorities for Greater Wellington, focussing on the role of the Committee and Councillors. This approach would provide the public with clarity on the leadership focus of Greater Wellington and highlight the required partnerships, relationships and support needed to achieve the desired outcomes (already set out in our strategies and plans). This option would avoid any confusion with existing transport strategies and plans. Performance indicators could be developed to measure the progress of the priority leadership activities – this would be in the form of milestone reporting. The priority activities would not cover the full range of responsibilities of the Committee.

Ngā hua ahumoni
Financial implications

36. There are no direct financial implications from the matter for decision. Financial implications will be assessed as individual project decisions are considered.

Te huritao ki te huringa o te āhuarangi **Consideration of climate change**

37. The matter requiring decision in this report was considered by officers in accordance with the process set out in Greater Wellington's *Climate Change Consideration Guide*.

Mitigation and adaptation assessments

38. There is no need to conduct climate change assessments on this matter. Officers note that all options ultimately involve a focus on getting more people on public transport, which will lead to an overall reduction in greenhouse gases for the region.

Ngā tikanga whakataua **Decision-making process**

39. The matter requiring decision in this report was considered by officers against the decision-making requirements of Part 6 of the Local Government 2002.

Te hiranga **Significance**

40. Officers considered the significance (as defined by Part 6 of the Local Government Act 2002) of the matters for decision, taking into account Council's *Significance and Engagement Policy* and Greater Wellington's *Decision-making Guidelines*. Officers recommend that this matter is of low significance given their procedural nature.

Te whakatūtakitaki **Engagement**

41. Given the low significance of the matter for decision, officers considered that no related public engagement was required. The key themes from engagement with the regional community on transport-related processes over the past five years (refer paragraph 16 of this report) were considered in developing the options for consideration and decision in this report.

Ngā tūāoma e whai ake nei **Next steps**

42. The Committee will determine its strategic priorities. Following this, officers will develop suitable performance measures to measure progress over-time – this will be reported back to the Committee on 2 April 2020 for its approval.
43. Each subsequent meeting of the Committee will include a report on progress against the agreed strategic priorities and related performance measures.

**Ngā kaiwaitohu
Signatories**

Writer	Luke Troy, General Manager Strategy
Approvers	Luke Troy, General Manager Strategy Greg Pollock, General Manager Public Transport

He whakarāpopoto i ngā huritaonga Summary of considerations
<i>Fit with Council's roles or Committee's terms of reference</i> The proposed strategic priorities address the Committee's purpose outlined in paragraph 4.
<i>Implications for Māori</i> The report references the existing strategic framework – this has been the subject of widespread public consultation including specifically with Māori. No additional consideration has been given to the implications for Māori in drafting this report.
<i>Contribution to Annual Plan / Long term Plan / Other key strategies and policies</i> The strategic framework provided by existing Greater Wellington's strategies and plans are specifically outlined in the Context section, and forms the basis of determining any strategic priorities.
<i>Internal consultation</i> The Strategy and Public Transport groups were consulted in the development of this report.
<i>Risks and impacts: legal / health and safety etc.</i> There are no identified risks relating to the content or recommendations of this report.

Transport Committee
20 February 2020
Report 20.33



For Information

PUBLIC TRANSPORT PERFORMANCE

Te take mō te pūrongo

Purpose

1. To update the Transport Committee (the Committee) on current performance of, and interim customer satisfaction survey results for, the public transport network.

Te horopaki

Context

Operational performance

2. Metlink now has access to more information than ever before relating to the performance of its public transport network.
3. Officers have developed a monthly report drawing on available information to provide performance reporting at the level provided in other authorities.
4. To enable the public to easily access this information, operational reports are updated monthly when the information becomes available and are then published on the Metlink website.
5. **Attachment 1** to this report contains an overview (including commentary) of the key results in Metlink's monthly performance report for the month of December 2019. Performance data for the month of January 2020 was unavailable at the time of writing this report. If available, a report for the month of January 2020 will be tabled at the meeting.

Interim customer satisfaction survey results

6. Each May, Greater Wellington Regional Council (Greater Wellington) commissions an independent survey (through Gravitas Research and Strategy Limited) of customers' experiences of Metlink public transport in the region. This survey helps us identify and prioritise improvements for customers, provides performance measures for Greater Wellington's business plans and Annual Report, and meets Greater Wellington's reporting requirements to the NZ Transport Agency - a co-funder of the Wellington Region's public transport. We have been running this survey since 2014. The survey's independence and thorough on-vehicle surveying methodology provides a robust benchmarked measure of performance.
7. Interim satisfaction surveys, using the same methodology, have also been undertaken in November 2018 and 2019 on bus and rail services to measure the impact of changes

introduced to the region's public transport system in mid-2018. The November 2019 survey specifically measured satisfaction with rail and Wellington City bus services.

Te tātaritanga Analysis

Operational performance

Bus performance

8. Bus passenger boardings for the six months to December 2019 were 13.0 million. This is a growth across the region of 7.5% on the previous six months. In Wellington City, growth was 4.8% over six months. Officers are considering the impact that this increased patronage will have on plans for the network.
9. In December 2019, operators used the correct bus size 99% of the time, the same as in November 2019, which is a large improvement on 87% for December 2018. Punctuality was slightly higher in December 2019, compared to November, but reliability was slightly lower. Greater Wellington continues to review incentives for operators to ensure that behaviour and operational focus supports an improved customer experience across the network.
10. Reduction of timetabled services in response to the driver shortage has led to fewer unscheduled cancellations and greater stability of the network. Reliability improvements, in particular, have benefitted from isolating the vehicle size component and working closely with operators to better fit vehicle capacity requirements to demand.
11. New operational analytics are being trialled which focus operator attention on self-improvement to deliver a better customer experience across the network.

Rail performance

12. Rail passenger boardings for the six months to December 2019 were 7.3 million. This is a growth across the region of 2.5% on the previous six months, with peak patronage growth of 4.5%. Peak patronage information is used to identify the need for future capacity (train and network requirements).
13. Reliability and punctuality both improved in December 2019, compared to November 2019, and while trending in the desired direction are not yet at target levels. This performance has been impacted by lightning strikes and power outages and even a bomb threat at Wellington station. The Wairarapa Line has been most significantly affected by upgrade programmes and track work.

Ferry performance

14. Ferry patronage for the six months to December 2019 was up 2.1% on the previous six months. Note that patronage on ferry services for individual months is more affected by weather than other modes (for example, the departure from average ferry boardings in December 2019).

Interim customer satisfaction survey

15. The results of the [November 2019 Public Transport Passenger Satisfaction Survey](#) show customer satisfaction with the Wellington Region’s public transport has improved in the last six months.
16. The survey shows an improvement with all aspects of the journey (including reliability, frequency, information, safety, payment and driver behaviour) since the May 2019 survey. This includes an overall increase of satisfaction with the trip for Wellington City bus users to 90% from 85%, and to 93% from 89% for train users.
17. There have been a particularly significant improvement in satisfaction with regards to Wellington city bus services being on time, to 70% from 58% in May 2019. This was previously one of the lowest performing aspects of service.
18. Other Customer Satisfaction Survey results can be found on [Metlink's network performance page](#).

Ngā āpitihanga

Attachment

Number	Title
1	Metlink’s monthly performance report – December 2019

Ngā kaiwaitohu

Signatories

Writers	Alard Russell – Commercial Manager (Acting) David Boyd – Customer Experience Manager
Approver	Greg Pollock – General Manager, Metlink

<p>He whakarāpopoto i ngā huritaonga Summary of considerations</p>
<p><i>Fit with Council's roles or Committee's terms of reference</i></p> <p>Reviewing performance trends related to public transport activities is a specific responsibility set out in the terms of reference for this Committee.</p>
<p><i>Implications for Māori</i></p> <p>There are no implications for Māori.</p>
<p><i>Contribution to Annual Plan / Long term Plan / Other key strategies and policies</i></p> <p>Certain performance measures in Greater Wellington's Annual Plan 2019/20 relate to matters reported on in the operational performance report.</p>
<p><i>Internal consultation</i></p> <p>No other departments were consulted in preparing this report.</p>
<p><i>Risks and impacts: legal / health and safety etc.</i></p> <p>There are no risks arising from this report.</p>

Metlink performance report



December 2019 – for the GWRC Transport Committee

This report contains a summary of key information for December and the year to date (July to December). It provides insight into the performance of our public transport network with a focus on patronage, reliability, punctuality and complaint trends.

The full monthly performance report is available under 'Performance of our network' on the Metlink website:

<https://www.metlink.org.nz/>

Patronage

Bus Passenger boardings

Bus has recorded passenger boardings growth of 5.0% for the month and 7.5% for the year to date, compared to the same period last year.

By area for December

	Dec-19	Dec-18	% Change
Wellington	1,284,625	1,225,610	4.8%
Hutt Valley	351,474	330,884	6.2%
Porirua	65,348	64,169	1.8%
Kapiti	39,371	36,863	6.8%
Wairarapa	8,814	9,533	-7.5%
Total	1,749,632	1,667,059	5.0%

By area - year to date (Jul-Dec)

	2019/20	2018/19	% Change
Wellington	9,579,264	8,995,721	6.5%
Hutt Valley	2,523,826	2,272,614	11.1%
Porirua	514,670	477,971	7.7%
Kapiti	328,120	297,850	10.2%
Wairarapa	85,363	82,026	4.1%
Total	13,031,243	12,126,182	7.5%

Rail Passenger boardings

Rail has recorded passenger boardings growth of 3.0% for the month and 2.5% for the year to date, compared to the same period last year.

By line for December

	Dec-19	Dec-18	% Change
Hutt Valley	401,300	388,756	3.2%
Kapiti	407,751	389,829	4.6%
Johnsonville	92,405	97,482	-5.2%
Wairarapa	54,424	52,215	4.2%
Total	955,880	928,282	3.0%

By line - year to date (Jul-Dec)

	2019/20	2018/19	% Change
Hutt Valley	3,127,406	2,994,909	4.4%
Kapiti	3,044,106	2,963,655	2.7%
Johnsonville	705,900	746,913	-5.5%
Wairarapa	395,342	391,180	1.1%
Total	7,272,754	7,096,657	2.5%

Peak rail patronage is up 4.5% for the year to date, compared to the same period last year. Peak patronage on our two busiest lines (Hutt Valley Line and Kapiti Line - which together provide 84% of our rail customers) are up an average of 5.4% for the year to date.

Ferry Passenger boardings

Ferry boardings show an increase of 2.1% for the year to date compared to the same period last year. Weather conditions often affect the numbers of passengers using the ferry.

For December

	Dec-19	Dec-18	% Change
Total	17,318	19,053	-9.1%

Year to date (Jul-Dec)

	2019/20	2018/19	% Change
Total	95,608	93,635	2.1%



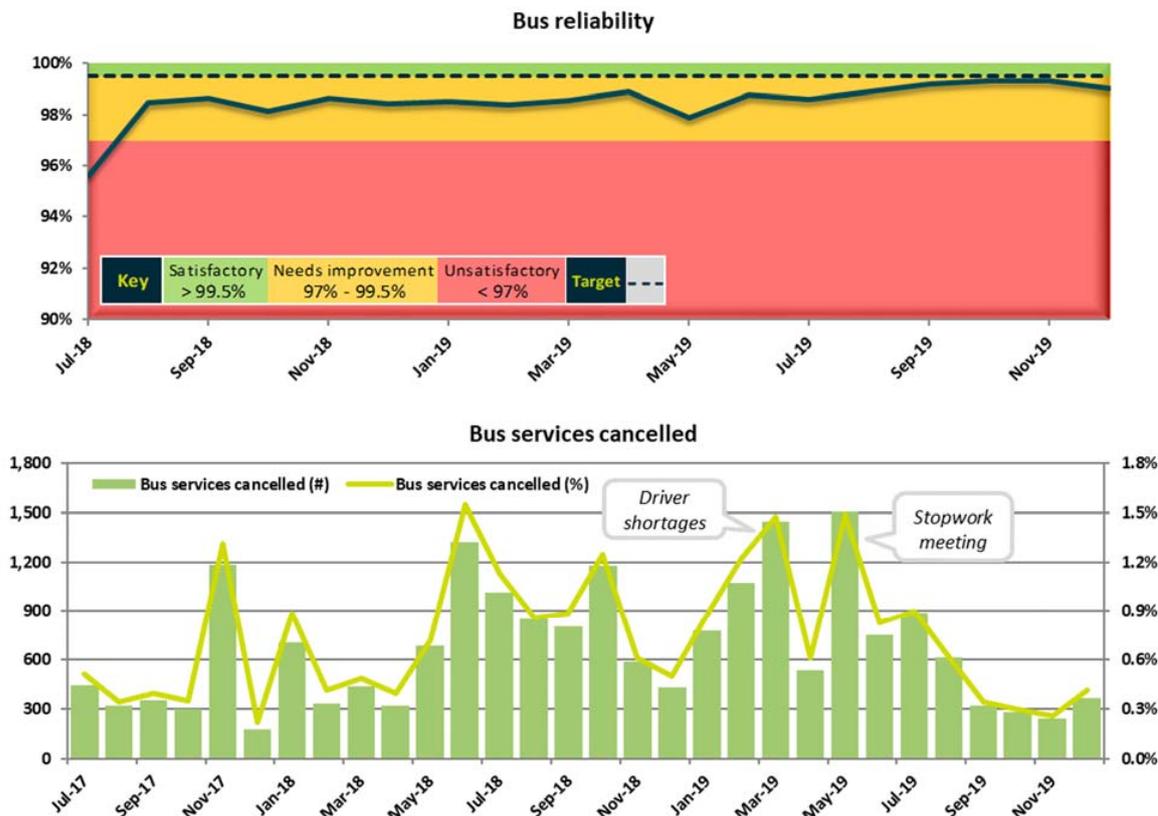
Bus service delivery

Attachment 1 to Report 20.33

Reliability

The bus reliability measure shows the percentage of scheduled services that actually ran, as tracked by RTI and Snapper systems.

In December 2019, 99.0% of bus services were delivered reliably. Reliability this month was affected by several service disruptions, with the knock on effect of having to cancel trips to enable a return to timetabled services.

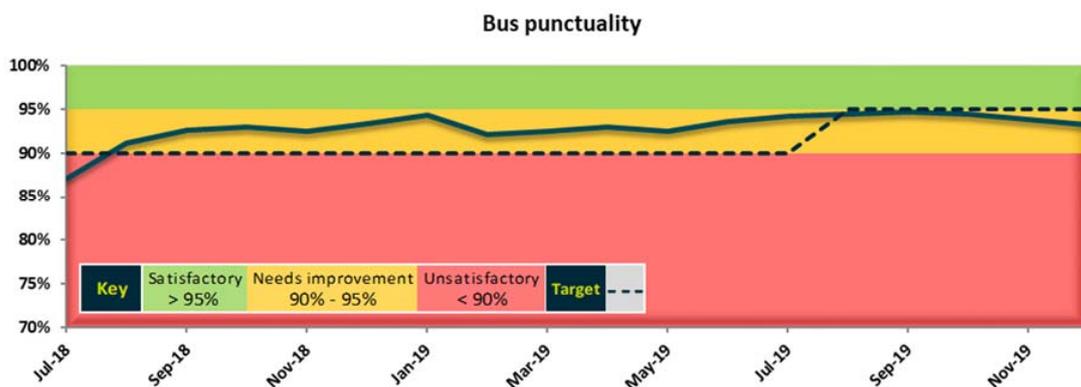


Punctuality

We measure bus punctuality by recording the bus departure from origin, leaving between one minute early and five minutes late.

Bus service punctuality in December was 93.3%, with an improvement of 2.2% for the year to date. There is a satisfactory level of performance in Newlands, Tawa, Porirua and Kapiti, but improvement is required in all other sub-regions.

Disruptions affecting punctuality in December included roadworks, Christmas and university graduation parades, accidents, weather events, and the collapse of an emergency wastewater tunnel in the CBD.



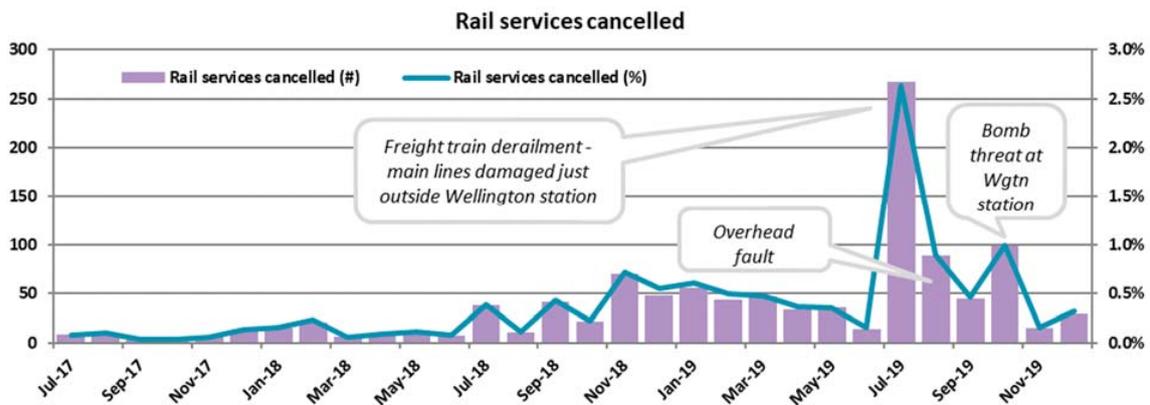
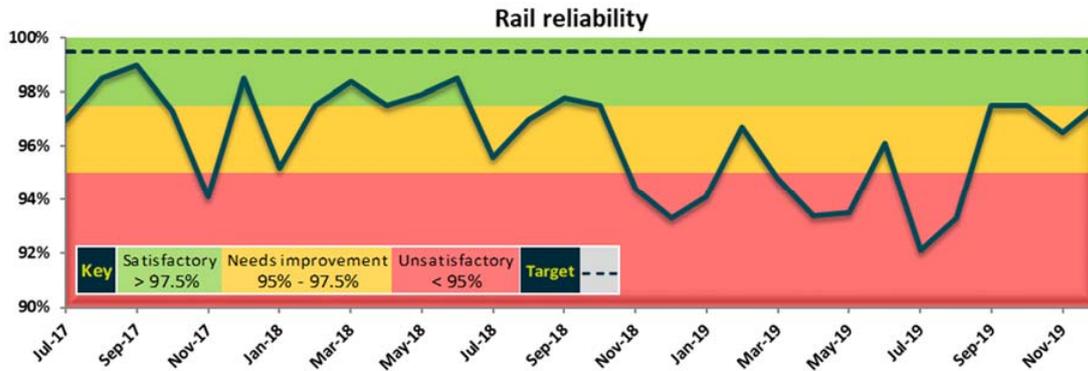


Rail service delivery

Reliability

The rail reliability measure shows the percentage of scheduled services that depart from origin and key stations no earlier than 30 seconds before the scheduled time, meet the consist size for the scheduled service, and stop at all stations timetabled for the service.

Rail service reliability was 97.6% in December, a 4.3% improvement on December the previous year. Reliability this month was affected by several major network disruptions including an overhead power fault, flooding and storms. If network impacts are removed, reliability was at 99.1%.

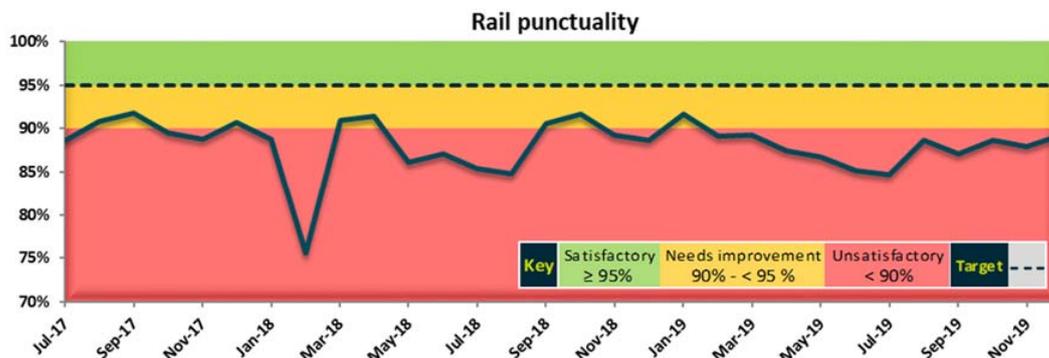


Punctuality

The rail punctuality measure records the percentage of services arriving at key interchange stations and final destination within five minutes of the scheduled time.

Punctuality for December was 89.2%, slightly more than the previous December. However, overall the performance is still generally below both the target and previous years. Despite a generally improving trend, December results suffered from several major network disruptions including an overhead power fault, flooding and storms. If network impacts are removed, metro punctuality was at 93.0% and Wairarapa 76.4%.

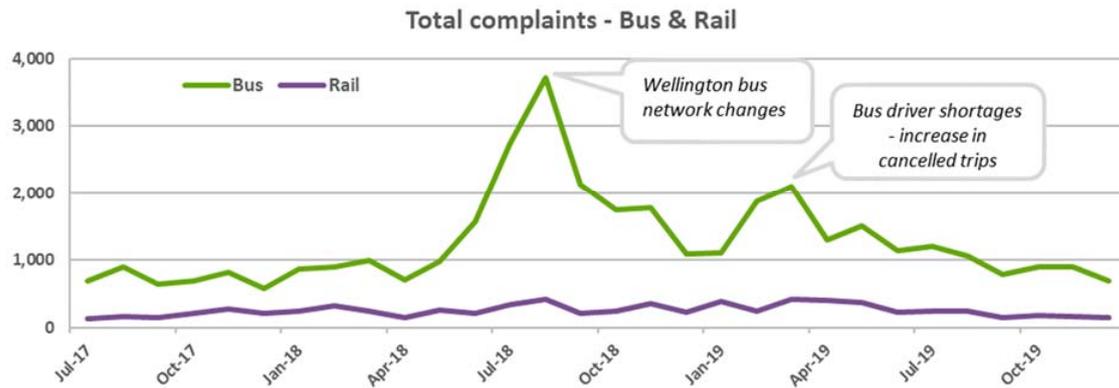
Punctuality on the Wairarapa line (especially in the off-peak) will continue to be compromised by worksites and the ongoing work to renew the track infrastructure as part of the major NZTA funding programme, secured by GW and KiwiRail in 2018, that is set to continue for the next 4-5 years.



Complaints

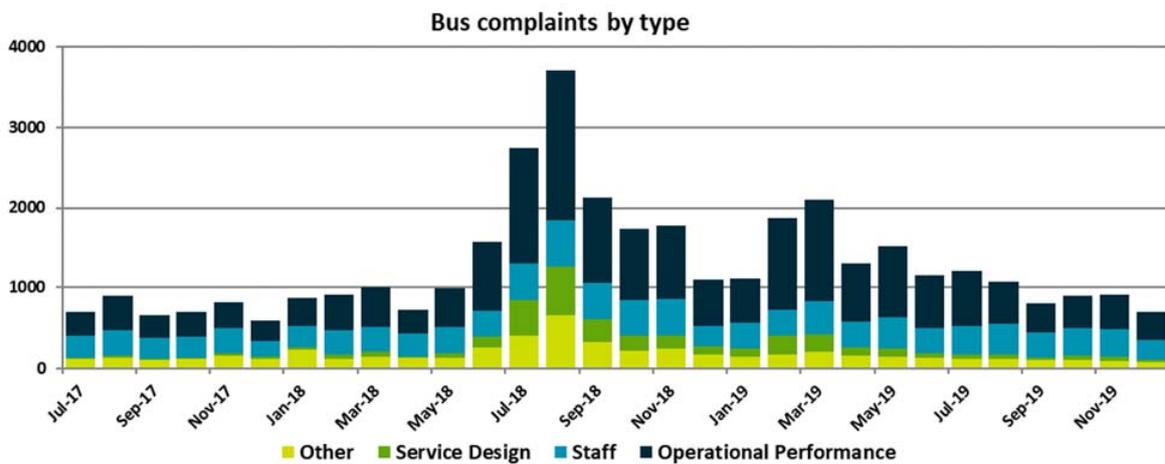
Complaints volume

Complaints for both bus and rail continue to trend downwards since the March 2019 peak, with complaints for both modes now trending closely to the pre-PTOM levels of 2017.



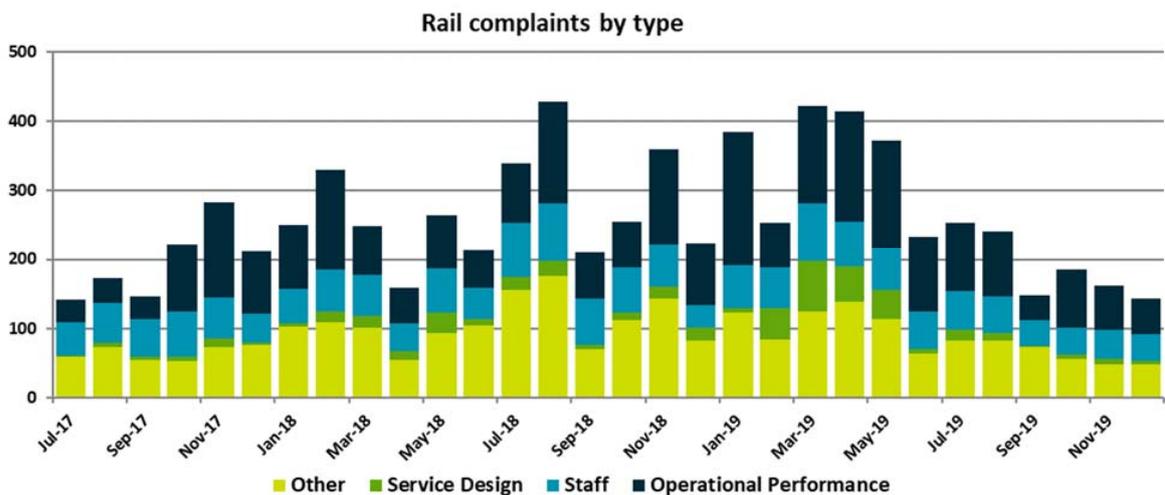
Bus complaints

Bus complaints for the month were 37.0% lower than in December last year, and are trending down to pre-PTOM levels. Complaints spiked in July and August 2018 during the implementation of the new bus network in Wellington. Operational performance and staff related complaints made up 84% of all bus complaints in December.



Rail complaints

Rail complaints for December are 35.7% lower than the same month last year, and 37.5% lower for the year to date. Operational performance and staff related complaints make up 61% of all rail complaints in December.



Transport Committee
20 February 2020
Report 20.50



For Information

BUS NETWORK REVIEW – REST OF REGION

Te take mō te pūrongo

Purpose

1. To inform the Transport Committee (the Committee) about the proposed community engagement process for completing the bus network review (BNR) for the region excluding the Wellington City area.

Te tāhū kōrero

Background

2. In March 2019, the Sustainable Transport Committee adopted terms of reference to guide the post implementation review of Metlink bus transformation (see report 19.88). The primary focus of the review is to look at the network design and timetables with the community to determine if there are changes that can be made to better meet the needs of the community.
3. In December 2019, the BNR for Wellington City was completed with a report to Council outlining findings, network recommendations and an action plan. The engagement for Wellington City was well received, delivered on schedule and within budget.
4. We are now commencing the second phase of the BNR and planning the engagement for Kāpiti Coast, Wairarapa, Porirua and the Hutt Valley.
5. The main changes to the bus network for customers outside of Wellington City were:-
 - a introduction of Snapper
 - b implementation of new Fares policy
 - c small changes to school bus services.

Te tātaritanga

Analysis

6. As part of the planning process we have reviewed the complaints data for the Kāpiti Coast, Wairarapa, Porirua and Hutt Valley.
7. Less than five per cent of complaints received from these areas since the implementation of the new network in mid-2018 have been related to network. From these there are no identifiable on-going pain points.

8. The majority of network design feedback relates to timetabling of routes for connections between bus and rail services. The main complaint theme centres on bus drivers, for example, failure to pick up passengers (17%), and negative driver behaviour (14%).
9. For the positive feedback received by Metlink over the same period, the data shows over 90% of compliments are relating to drivers displaying courteous and considerate behaviour, safe driving and delivering exceptional customer service.

Planning assumptions

10. The following planning assumptions have been made:
 - a The approach taken in Wellington City will in the most part be replicated for the remainder of the region
 - b The consultant planner used for the Wellington City review will continue to support this phase and lead the development of recommendations
 - c We will rely more heavily on Metlink’s Customer Experience and Service Design teams through the engagement process. They will provide:
 - i two days for in-person drop-in sessions per area
 - ii bus Driver focus groups
 - iii analysis and reporting of insights.
 - d An external research supplier will be used to deliver:
 - i a focus group per area for transport disadvantaged
 - ii an online survey
 - iii analysis and reporting on the above.
11. Given the wide geographical area to cover more reliance will be placed on the survey as a means to getting feedback.

Schedule

12. Communications regarding engagement will start in early March 2020.
13. Focus groups are scheduled to be completed in March 2020 and community engagement is scheduled to take place between 23 March and 17 April 2020 (to be confirmed).
14. Analysis of insights and development of any recommendations will occur in May 2020 and the findings will be reported to the Transport Committee in June 2020.

Engagement venues and dates

15. The table below sets out the venues to be used for the engagement. Note that locations and venues are still to be confirmed.

Location	Venue	Date (2020)
<i>Wairarapa</i>		
Masterton	Aratoi	Friday 27 March
Greytown	Greytown Library	Saturday 28 March
<i>Kāpiti Coast</i>		
Waikanae	Waikanae Library (TBC)	Thursday 2 April
Paraparaumu	Coastlands	Friday 3 April
Ōtaki	Community Board meeting - Ōtaki Library	Tuesday 11 March
<i>Porirua</i>		
Porirua City	North City Plaza	Wednesday 8 April
Porirua City + suburbs	Porirua Station	PM - Thursday 9 April
Eastern Porirua	Community Hub- Cannons Creek	AM - Thursday 9 April
<i>Upper Hutt</i>		
Upper Hutt City	Upper Hutt Library	Wednesday 15 April
<i>Lower Hutt</i>		
Lower Hutt Central	Waterloo Station	Thursday 16 April
Petone	Petone Library	Friday 17 April

Communications

16. We will reuse the key messages and branding that was developed for Wellington City. The key messages are:
- a we're listening and value your opinion
 - b we invite you to co-design with us and tell us about your needs – we can't do it alone
 - c we all want a bus service for the Wellington region that we can be proud of – a service that is well-designed, connected and future focused.
17. Communication channels will be focused on a local approach. For example:
- a local press
 - b posters at bus shelters, libraries, community centres, etc
 - c targeted social media – Facebook, community groups

- d communicating through key community stakeholders such as resident associations, community boards, schools and youth groups and Councillors.

Ngā hua ahumoni
Financial implications

- 18. The cost of the engagement process will come from existing budgets allocated to the Post Implementation Review and Metlink customer experience.

Ngā tūāoma e whai ake nei
Next steps

- 19. The next steps in the BNR are to book venues, plan and execute the communications plan, and then undertake the engagement.

Ngā kaiwaitohu
Signatories

Writer	Alison Schulze - Project Manager Post Implementation Review
Approver	Wayne Hastie - General Manager Strategic Programmes

<p>He whakarāpopoto i ngā huritaonga Summary of considerations</p>
<p><i>Fit with Council’s roles or Committee’s terms of reference</i></p> <p>The subject matter of the report relates to public transport and fits within the Committee’s responsibilities to “approve transport strategies, policies, plans, programmes and initiatives”.</p>
<p><i>Implications for Māori</i></p> <p>There are no implications for Māori.</p>
<p><i>Contribution to Annual Plan / Long term Plan / Other key strategies and policies</i></p> <p>The BNR will contribute to the delivery of the public transport provisions in the Annual Plan 2020.</p>
<p><i>Internal consultation</i></p> <p>The Customer Engagement and Customer Experience Teams have developed the proposed BNR process outlined in the report.</p>
<p><i>Risks and impacts: legal / health and safety etc.</i></p> <p>There are no material risks arising from the report.</p>

Transport Committee
20 February 2020
Report 20.54



For Decision

ADVERTISING ON BUSES – EXTENSION OF TRIAL

Te take mō te pūrongo

Purpose

1. To seek the Transport Committee's agreement to extend the current trial of advertising on bus windows to enable full assessment of the trial.

He tūtohu

Recommendations

That the Committee:

- 1 **Notes** that, on 2 October 2019, Council agreed to a trial to assess the viability of introducing advertising on bus windows during November 2019 to February 2020.
- 2 **Notes** that officers will not have the ability to assess the trial against all agreed criteria before the trial is due to conclude on 29 February 2020.
- 3 **Notes** that market research undertaken to help assess the trial indicates general public support for advertising on bus windows and that there has been a positive response from advertisers who had previously not considered bus advertising.
- 4 **Notes** that preparations are in place for targeted consultation with the disability community, including people with visual impairments and that a full assessment of the trial will be undertaken following those consultations.
- 5 **Agrees** that the trial to assess the viability of introducing advertising on bus windows be extended from concluding on 29 February 2020 until 30 April 2020.

Te tāhū kōrero

Background

2. On 2 October 2019, Council agreed to a trial to assess the viability of introducing advertising on bus windows. The related report ([Attachment 1 – Advertising on buses – opportunity to generate additional revenue \(Report 19.455\)](#)) indicates:
 - a Metlink's advertising policy and branding guidelines
 - b Council's approach to advertising on bus windows
 - c The visual impact that could be caused by advertising on windows
 - d The additional revenue that could be generated by allowing advertising on bus windows.

3. Details of the trial are set out below:
 - a The trial would be conducted on interim buses
 - b Advertising would be placed over the windows between the wheels on the road side of the bus only
 - c The trial would be held during November 2019 to February 2020.
4. Council agreed that the trial would be assessed in the following ways:
 - a Passengers would be surveyed on their experiences
 - b Targeted consultation would be conducted with the disability community, including people with visual impairments
 - c The commercial response to this new product would be measured.

Te tātaritanga Analysis

Assessments conducted to date

5. Between 4 and 24 November 2019, Gravitas Research and Strategy Ltd conducted the November 2019 Public Transport Customer Satisfaction Survey of passengers in Wellington City. Part of the survey included determining attitudes to advertisements being placed over bus windows. This survey found that 73 percent of respondents advised that they either supported, did not mind or were not affected by advertising on bus windows.
6. As set out in **Attachment 1**, officers estimated that allowing the new advertising format (advertising on windows) could lift current bus advertising revenue by 50 percent based on current commercial demand. The commercial result of this new product trial has been a very positive acknowledgement from agencies and additional revenue to Metlink of approximately \$23,000 for current and forecast orders after costs and revenue share with Go Media. Officers are seeking a forecast of how this revenue may grow over time once advertisers can include it in their media planning.
7. Advertisers who have previously placed their business with the Airport Flyer (which offers a full advertising wrap) have stated willingness to redirect their advertising to Metlink for this new format.

Assessments yet to be conducted

8. Preparations are in place for targeted consultation with the disability community, including people with visual impairments. It is envisaged that consultation on the trial will be concluded by the end of March 2020.

Proposal to continue trial

9. Officers have not yet concluded a full assessment of the trial. In order to complete the assessment, we consider that it is beneficial for the trial to be assessed while campaigns are active.

10. In addition, due to the planning lead times for advertisers to consider new formats, it would be disruptive for the trial to cease, temporarily or otherwise, before the Committee is able to make a decision informed by all of the required inputs.
11. In order to complete the assessment of the trial against all agreed criteria, a further 2 months is requested extending the trial end date to 30 April 2020.

Ngā hua ahumoni

Financial implications

12. In the event the Committee agrees to extend the trial, Go Media currently has visibility of \$23,000 of orders over the two months of the extension period. This is in addition to the \$32,000 of orders for the seven campaigns booked to date in the trial.

Te huritao ki te huringa o te āhuarangi

Consideration of climate change

13. The matter requiring decision in this report has been considered by officers in accordance with the process set out in the Greater Wellington's *Climate Change Consideration Guide*.

Mitigation and adaptation assessments

14. Officers have considered the effect of the matter on the climate. Officers recommend that the matter will have no effect.

Ngā tikanga whakatau

Decision-making process

15. The matter requiring decision in this report was considered by officers against the decision-making requirements of Part 6 of the Local Government Act 2002.

Te hiranga

Significance

16. Officers considered the significance (as defined by Part 6 of the Local Government Act 2002) of this matter, taking into account Council's *Significance and Engagement Policy* and Greater Wellington's *Decision-making Guidelines*. Officers recommend that this matter is of low significance, as it relates to an extension to a trial.

Te whakatūtakitaki

Engagement

17. Due to the low significance of this matter for decision, no external engagement was considered necessary.

Ngā tūāoma e whai ake nei

Next steps

18. A report on the outcome of the extended trial will be brought to the Committee.

**Ngā āpitihanga
Attachment**

Number	Title
1	Advertising on buses – opportunity to generate additional revenue (Report 19.455)

**Ngā kaiwaitohu
Signatories**

Writer	Alard Russell – Commercial Manager (Acting)
Approver	Greg Pollock – General Manager, Metlink

He whakarāpopoto i ngā huritaonga Summary of considerations
<i>Fit with Council's roles or Committee's terms of reference</i> Decisions on the trial of advertising on bus windows fit within the Committee's responsibilities to "approve transport strategies, policies, plans, programmes and initiatives".
<i>Implications for Māori</i> There are no implications for Māori.
<i>Contribution to Annual Plan / Long term Plan / Other key strategies and policies</i> This decision relates to an extension of a trail.
<i>Internal consultation</i> Internal consultation undertaken in the Public Transport Group.
<i>Risks and impacts: legal / health and safety etc.</i> There are no risks arising from the matter for decision.



Report 19.455
Date 26 September 2019
File CCAB-8-2506

Committee Council
Author Catherine Jones, Commercial Manager, Public Transport

Advertising on buses – opportunity to generate additional revenue

1. Purpose

To consider an opportunity to generate additional revenue from expanding the advertising GWRC sells on buses by trialling a new product that advertisers are requesting.

2. Background

As a result of the new PTOM contracts, Metlink now manages advertising on the bus fleet.

Selling advertising on Metlink buses generates revenue that can be used to pay for Public Transport initiatives that are not funded from other sources.

Metlink’s Branding Guidelines (2017) provide for advertisements to be placed on the back of buses. It also sets out that in some situations external advertising may also include the sides or even the whole bus. The Guidelines provide that all internal and external advertising policies will be provided by GWRC.

On 20 June 2018, the Sustainable Transport Committee (the Committee) endorsed the Metlink Advertising Policy (see Report 18.200). A copy of the Metlink Advertising Policy is attached as **Attachment 1** to this report.

Advertising is currently placed on bus backs, bus lower side position (below windows), and on double-decker buses the roadside position (located behind and above the driver’s side window).



In addition, on 20 February 2019, following a successful trial to fully wrap a double decker bus (excluding windows), the Committee noted:

- That officers will develop and implement further commercial double-decker wrap promotions as a premium and limited product.
- That a bus wrapping product will need to be developed and tested with the market prior to the creation of an organisational approach to bus wrapping.

3. Advertising on windows

The Metlink Advertising Policy does not address the placement of advertising. The Council has previously requested that the advertising on windows be avoided due to perceptions that the visual impact for passengers was too great.

3.1 Visual impact

Advances in window covering technology now mean that the visual impact is minimal.

The over window material now used in the market is called Contra-Vision. It has a crystal clear laminate applied to the perforated (50% holes and 50% solid) material that the advertisement is printed on. This laminate keeps rain water from pooling in the holes resulting in greater visibility for passengers. This material is used in Auckland. Photo 4 below shows that no water has pooled on the window after a rain event.

Previously, the material that was used on bus windows in Wellington was not laminated. Consequently, water would pool in the holes and visibility was somewhat restricted. This is what passengers in the past would have experienced.

Below are photographs that demonstrate the visual impact of windows which contain advertising on both passengers and those outside the bus.

1. Sydney bus at night



2. Auckland bus on a sunny day



3. Inside view from Auckland bus on overcast, rainy day



4. Inside view from Auckland bus on overcast, rainy day



3.2 Auckland Transport's use of bus window space for advertising

Like Metlink, Auckland Transport has control of on-bus advertising. Auckland Transport allows advertising on windows for a portion of its fleet.

In late 2018 it was reported that Auckland Transport estimates advertising on buses and other transport facilities to be worth \$4.3 million a year, equivalent to a 2.5 per cent fare rise.

Auckland Transport surveyed 912 passengers on their thoughts relating to advertising on buses (including windows). Seventy-one per cent (71%) of respondents thought advertising "on and around public transport" was acceptable. The survey highlighted the views of those in central Auckland, which is considered a key advertising market. Those who travel within central Auckland gave 87% backing to advertising as the money helped improve the transport system.

3.3 Revenue – ability to increase

Selling advertising on Metlink buses generates revenue that can be used to pay for Public Transport initiatives that are not funded from other sources.

Metlink's services are funded by a combination of fares (paying passengers), rates (regional residents) and national funding (government subsidy sourced from road user taxes). Advertising revenue can be used to offset requests for additional funding when new initiatives are required.

Officers estimate that allowing this new advertising format could lift current bus advertising revenue by 50% based on current commercial demand.

4. Proposed trial

Officers propose to conduct a trial to assess the viability of introducing advertising on bus windows. Details of the trial are set out below:

- The trial would be conducted on Interim buses.
- Advertising would be placed over the windows between the wheels (see photo 2 above) on the road side of the bus only.
- The trial would be held during November 2019 – February 2020.

Interim buses (which are not branded in Metlink livery) have been identified as vehicles to be used in the trial. Officers consider that introducing advertising on these buses will not distract from the distinctive Metlink livery on the remainder of the fleet.

As the proposed window coverage will only be on the road side of the selected buses, passengers will be able to choose to sit away from the advertising if they do not like the visual impact.



4.1 Trial assessment

The trial will be assessed in the following ways:

- Passengers will be surveyed on their experiences
- Targeted consultation will be conducted with the disability community including people with visual impairments
- The commercial response to this new product will be measured.

4.2 Considering results of trial

Officers intend to present Council with the results of the trial in February/March 2020.

5. Consideration of climate change

The matters requiring decision in this report have been considered by officers in accordance with the process set out in the GWRC Climate Change Consideration Guide.

Officers have considered the effect of the matter on the climate. Officers recommend that the matter will have no effect.

6. The decision-making process and significance

Officers recognise that the matters referenced in this report have a high degree of importance to affected or interested parties.

The matter requiring decision in this report has been considered by officers against the requirements of Part 6 of the Local Government Act 2002 (the Act). Part 6 sets out the obligations of local authorities in relation to the making of decisions.

6.1 Significance of the decision

Part 6 requires Greater Wellington Regional Council to consider the significance of the decision. The term 'significance' has a statutory definition set out in the Act.

Officers have considered the significance of the matter, taking the Council's significance and engagement policy and decision-making guidelines into account. Officers recommend that the matter be considered to have low significance.

This decision relates to Council approving a trial by Metlink to increase advertising on buses. While advertising on bus windows has generated negative public reaction in the past in relation to visual impact, officers consider that advances in technology mean that the visual impact on passengers should be greatly reduced. In addition, it is proposed that one side of a bus with window advertising remain clear.

Officers do not consider that a formal record outlining consideration of the decision-making process is required in this instance.

6.2 Engagement

As set out above, a survey of affected stakeholders will be undertaken as part of the trial.

7. Recommendations

That the Council:

1. ***Receives the report.***

2. *Notes the content of the report.*
3. *Agrees to conduct a trial of advertising on selected buses as set out at section 4 of this report*

Report prepared by:

Catherine Jones
Commercial Manager, Public
Transport

Report approved by:

Greg Pollock
General Manager, Public
Transport

Attachment 1: Metlink Advertising Policy