






**DELIVERING MORE EFFECTIVE PUBLIC
TRANSPORT NETWORKS**



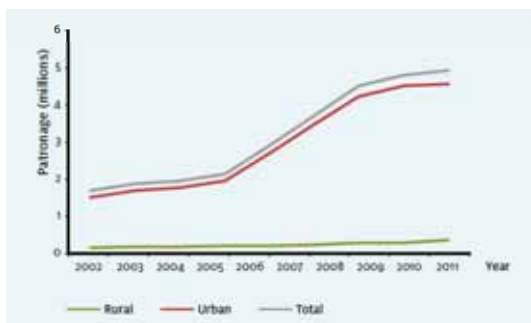

Current Waikato network



- Defined by levels of access and mobility
- Hamilton - access and mobility currently considered equally important
- Satellite towns - more access than mobility
- Rural areas - all about access

Metrics



- High public transport investment 2006-2010
- Zero additional central government PT \$ from 2011
- 50% fare recovery target from NZTA
- 32% current fare recovery for Waikato



Priority interventions for public transport



- Good land use planning
- Marketing and promotion
- TDM measures that assist public transport
- Public transport capital improvements
- Optimisation of existing public transport services
- Investment in infrastructure
- New services



Service optimisation – principles



The principle of optimisation is making best use of existing resources and deploying these where they will be most effective.



Key criteria

- Farebox recovery is less than 25%
- Less than 15 passengers on a peak bus trip
- Peak bus trip more than 90% full



Service optimisation – case studies



- Christmas Peak reduction 2011/12
- Direct service integration 2012



Direct services



Route	Fare Box Recovery ratio	Annual Patronage 2010/11	Average number of passengers per trip
Rototuna Direct	22.41%	48,654	11.69
Silverdale Direct	12.06%	35,283	7.5
Pukete Direct	9.67%	32,946	7.9
Dinsdale Direct	10.15%	23,041	6.8



Service optimisation – case studies



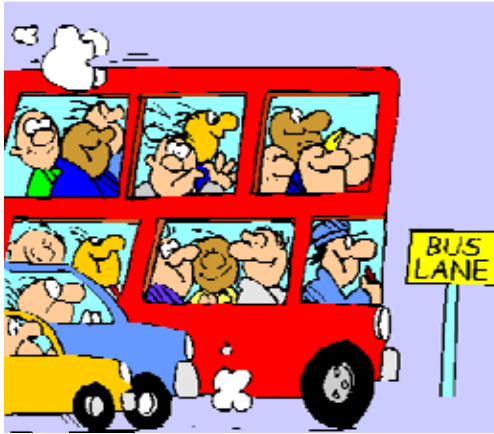
Frankton

- Increased frequency
- Sunday services



Marketing – principles

The best way to get it you focus on the you're



- Create demand where you have capacity
- Encourage trial by occasional users
- Use real life stories and people, not actors
- Utilise social media
- Reduce uncertainty
- Target your market



Marketing – case studies



Marketing – case studies



Code of conduct for Hamilton Transport Centre and bus network

BU IT!
Flagstaff
Rotoruna
Rotoruna Direct

Improvements to the Chartwell area timetables

Waikato REGIONAL COUNCIL
Te Kaitiaki a Māori o Waikato

PARSONS BRINCKERHOFF

Marketing – case studies



Website traffic

	2011	2012	% +/-
January 2-8	2439	3944	+61.7%
January 9-15	2752	4887	+77.5%
January 16-22	2978	4701	+57.8%
January 23-29	3050	4770	+56.3%
January 30 - February 5	3542	5874	+65.8%
February 6 -12	3394	5244	+54.5%
February 13-19	3309	5287	+59.7%
February 20-26	3386	5248	+54.9%

Ticket types – principles



- Simple structure
- Easy to communicate
- Limited concessions
- Pricing to encourage travel where capacity available
- Annual small fare increases



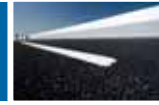
Ticket types – case study



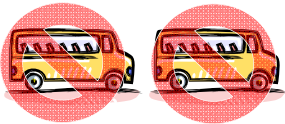
- Transfer ticket
 - Target real need
- City Explorer
 - Provide appropriate ticket



Summary



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