


10. ADOPTION OF METRO STRATEGY 2006



General Manager responsible:	General Manager Strategy and Planning, DDI 941-8882
Officer responsible:	Programme Manager Liveable City
Authors:	Stuart Woods, Michael Ferigo

PURPOSE OF REPORT

1. The purpose of this report is to present for adoption the content of the proposed new 2006 Joint Public Passenger Transport Strategy. This strategy is the second renewal of the Joint Public Passenger Transport Strategy, a collaborative document between Environment Canterbury (ECan) and the City Council for the development of the public transport system. It is proposed to brand it as the "Metro Strategy" in this version (rather than "Our Future – Our Choice") in line with the Christchurch public transport system brand – Metro (not to be confused with the Metropolitan Christchurch Transport Statement).

EXECUTIVE SUMMARY

2. With the expiry of the 2003 Public Passenger Transport Strategy "Our Future, Our Choice Update" in June 2006, City Council and ECan staff have been developing a new strategy for the 2006–2012 period. This work has now reached the point of presenting a proposed strategy for adoption. Environment Canterbury is also considering this matter at its meeting today.
3. A draft copy of the proposed 2006 Metro Strategy text is attached. It is proposed to follow a similar layout and format to the previous public passenger transport strategies when finally printed.
4. The original 1998 Christchurch Public Passenger Transport Strategy "Our Future, Our Choice" was extremely successful in guiding the development of Christchurch's Metro system over the past eight years. This can most clearly be seen in the main key performance indicator – the annual patronage, in which the target was set to double patronage between 1997/98 to 2007/08, and to date nearly 90% growth has been achieved in the past eight years, which has been consistently ahead of trend line targets. Additionally, a recent Ministry of Transport review of public transport systems has been extremely positive and complimentary of the Christchurch system and its recent advances. The strategy's success can largely be attributed to the robust public participation processes that were undertaken as part of its development and the commitment shown by Environment Canterbury and the Christchurch City Council to its delivery.
5. The process used to create the proposed Metro Strategy has followed the same basic structure that has produced the two previous successful strategies and has included significant community engagement. The Public Transport Advisory Group (PTAG), which provided significant contributions and views during the development of the strategy, was successfully expanded for this process to include more community groups. The strategy development process most recently completed a public consultation stage in which well over 2,000 submissions were received, and a two-day hearings session was held.
6. The hearings were conducted before a panel of two City and two Regional Councillors. At the conclusion of the hearings, the panel concluded that the draft Metro Strategy should be supported for adoption by the Councils. It was recognised that in particular the submitters who were heard strongly supported the bus priority proposals (and confirmed significant and growing concerns about bus reliability), the marketing and information proposals, improvements to ticketing, driver customer service and vehicle standards, as well as requests for improved bus stop infrastructure. From the various issues raised by the submitters, the panel decided to recommend to the City Council and ECan:
 - that investigations be undertaken to improve the integration of public transport infrastructure and services with major traffic generating land use developments (e.g. malls and hospitals);
 - that City Council processes be set up to explicitly involve ECan public transport staff during the processing of development consents where public transport is potentially affected;
 - that a preference that the expanded bus exchange remain very central in the central city be adopted; and
 - that the Councils jointly lobby central government to enable buses to have priority when seeking to leave bus stops.

7. The proposed vision and goals for the new strategy are largely unchanged from the previous strategies, although the issue of safety has been explicitly added in both the vision statement and as a new goal (these were implicit in previous strategies, but added in response to public and PTAG feedback). The new patronage target (the key measure for the strategy) is proposed as 25M passengers per year by 2015/16.
8. The proposed actions in the strategy for which the City Council would be responsible relate to a programme of bus priority corridors being implemented, suburban interchanges being established, the expansion of the Bus Exchange, improvements to bus stop infrastructure provision and participation in a variety of investigations for future developments of the public transport system. All these responsibilities are already recognised in the LTCCP and budgets. Pending adoption of this proposed strategy, it is proposed to publish a new strategy document early in the new year, with a public launch function in February/March.
9. Using the same development process as previous public transport strategies, the 2006-2012 Metro Strategy seeks to continue to guide the development of the Metro system over the next six years and build upon the successes of the past strategies. From the number of and strong support expressed in submissions, we can be confident that the new strategy will deliver significant improvements to the Metro system in Christchurch.

FINANCIAL AND LEGAL CONSIDERATIONS

10. A significant amount of funding required to deliver the proposed improvements outlined in the Metro Strategy has already been included in both the Christchurch City Council's and Environment Canterbury's 2006-16 Long Term Council Community Plans. No proposed actions which are City Council responsibilities are currently unfunded.
11. The Metro Strategy 2006–2012 is a non-statutory policy document to be adopted in line with the Local Government Act 2002.

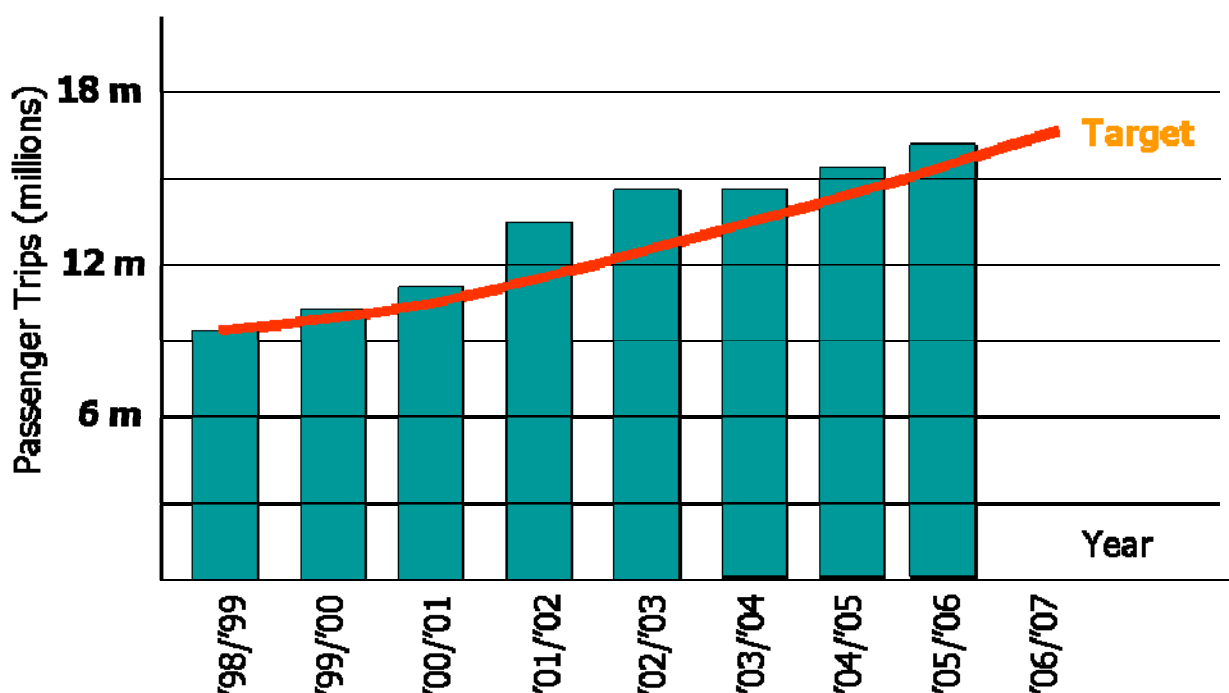
STAFF RECOMMENDATIONS

It is recommended that the Council:

- (a) Adopt the draft Metro Strategy 2006–2012 (pending its adoption also by Environment Canterbury).
- (b) Launch the adopted Metro Strategy in February-March 2007 in conjunction with Environment Canterbury.
- (c) Adopt in principle the recommendations of the Metro Strategy Hearings Panel and:
 - (i) Seek a report from the General Manager Strategy and Planning on the opportunities to ensure the provision of public transport infrastructure associated with consents for the development/expansion of key destinations, such as major malls, hospitals and tertiary education institutions.
 - (ii) Seek a report from the General Manager Regulation and Democracy Services on ways to ensure that public transport issues are fully integrated into Council development consent administration processes (including liaison with ECan public transport planners).
 - (iii) Note the committee's position that any expanded/re-located bus exchange should remain very central in the central city and ask that this be taken into account as part of the consideration and report back by staff in options for the new Bus Exchange.
 - (iv) Request that staff from both Councils work together to lobby central government for a law change to require cars to allow priority to buses seeking to leave bus stops. In the interim, that the General Manager City Environment work with Environment Canterbury to develop a marketing campaign to promote other road users to 'Let The Bus Go First'.

BACKGROUND ON METRO STRATEGY 2006

12. With an absence of an overall strategic plan for the delivery of public transport services in Christchurch, Environment Canterbury, along with the Christchurch City Council, set out to create such a document. A Public Transport Advisory Group (PTAG) was formed to work with both Councils to determine the best ways of achieving the desired public transport system. The PTAG members were drawn from a broad range of interests including bus users, non-bus users, relevant organisations, and bus operators.
13. In 1997-98, as a result of this collaborative approach, a Christchurch Public Passenger Transport Strategy "Our Future, Our Choice" was developed and adopted by ECan and the City Council. It contained a long term vision and goals for improving the public passenger system with targets and timelines for achieving the goals. This document specified a range of improvements and targets that were to be delivered by both Councils to help mitigate growing traffic congestion and ensure that public transport was a viable alternative to the private car.
14. The key target that was set in the original 1998 strategy was a doubling of patronage by June 2008. At the end of the 2005/06 financial year, patronage had increased by 73.6% since 1997/98 to 15.61 million passenger trips, and is on track to achieve 17.1 million by June 2008.



15. A review and update of the strategy was carried out in 2003 which reconfirmed the vision and goals and provided additional actions for the continuing development of the public transport system. Implementing these has resulted in significant improvements including:
 - the introduction of the award winning Orbiter;
 - cross-city connections with Metrostar;
 - 150 new low-floor buses;
 - more frequent services (over 50% increase);
 - Central City Bus Exchange opened;
 - 500 new shelters and seats;
 - introduction of the Metrocard (a first for New Zealand);
 - improved information available at bus stops and on-line;
 - the introduction of Real Time Information (RTI); and
 - the introduction of "Metro" branding¹

¹ The brand name used to promote scheduled public passenger transport services in Christchurch (Bus and Ferry).

2006 STRATEGY DEVELOPMENT PROCESS

16. The strength of the original passenger transport strategy and a key reason for its success was the clear alignment of strategy goals and targets with the community's vision for passenger transport. As such, a key part of the development of this new strategy has been to ensure that once again, widespread public participation took place.
17. With the expiry of the 2003 strategy in June 2006, staff of the two Councils have been developing a new strategy to provide goals, targets and actions for the next six years (2006-2012).
18. The process used to formulate the 2006 updating of the public transport strategy followed that used in the two successful previous versions of the strategy. That involved reforming the Public Transport Advisory Group, undertaking initial public consultation seeking issues, strengths and weaknesses of the current situation, technical analysis and discussion with the PTAG, consultation on a final draft strategy with hearings, and finalising the strategy informed by the consultation process and PTAG views.
19. The PTAG is a group of stakeholders and interested individuals, drawn from bus users, non-bus users, Councillors, bus companies, AA, SPOKES, disability groups, Age Concern, taxi companies and the Chamber of Commerce.

Initial Consultation

20. In March 2006, Environment Canterbury and the Christchurch City Council consulted widely with the community on their views of the public passenger transport system through phone and written surveys, and focus groups. Over 800 submissions were received. In addition, PTAG was again engaged to work with the Councils in assessing the submissions and shaping the future direction for public transport through strategy formulation.
21. Initial consultation submissions highlighted some key areas for further improvement:
 - The need for a bigger and more efficient Bus Exchange with improved safety and services such as seating and café areas;
 - An increase in the number and distribution of suburban interchanges;
 - Improved bus service reliability;
 - Improved information;
 - Improved provision and marketing of services; and
 - An improved ticketing system.

Investigations and Early Strategy Development

22. The matters raised through this initial consultation were investigated and discussed with the PTAG, along with matters of concern for the PTAG. This work occurred over a number of months and several meetings with PTAG. This covered options for addressing the issues, background issues (such as legislation and urban growth issues), costs, budgets, practicalities and likely success of alternatives and possible timeframes.
23. The vision and goals of the earlier strategies were reviewed, and slightly modified to include explicit recognition of safety, as follows:

The Vision for Christchurch's Public Transport:

The public passenger transport system contributes to a healthy, sustainable Christchurch. It is attractive, convenient, safe, easy to use and takes us where we want to go, providing a preferable alternative to many car trips.

Public passenger transport is environmentally friendly and so well used that it contributes to less congestion and pollution. It is an integrated system, allowing for flexible travel within and across the city and with other modes of transport.

Excellent use and community support means our system is affordable and economically sustainable. Our public passenger transport system helps us to enjoy our garden city and contributes towards keeping it a vibrant and fun place to live.

24. The goals were to create:

1. *An attractive system to use;*
2. *A convenient system to use;*
3. *A safe system to use;*
4. *A system with excellent community use and support;*
5. *An integrated system;*
6. *An environmentally sensitive system;*
7. *A system that significantly contributes to the health and well being of Christchurch and its residents;*
8. *An affordable and economically sustainable system; and*
9. *Land use and transport planning which supports public transport*

Second Consultation

25. A consultation document "Draft Metro Strategy 2006–2012: Where is Metro Taking You?" was developed based on the key areas and issues highlighted in the initial consultation, technical analysis and input from the PTAG. It consisted of a number of proposed improvements for public comment with an overall target to increase Metro patronage to 32 million passenger trips annually by 2012. This was to be achieved by:

- Installing bus priority measures (principally CCC responsibility);
- Provision of accurate and reliable service information and increased marketing;
- Ongoing frequency improvements;
- Expansion of the Central City Bus Exchange (principally CCC responsibility);
- Improving/increasing suburban passenger facilities (principally CCC responsibility);
- Improvements to the ticketing system;
- Achieving high standards in driver customer service;
- Achieving high vehicle standards; and
- Additional investigations into: other transport modes; dial-a-ride; additional cross-suburban services; park and ride; public transport in new residential and commercial developments; and issues facing people with special needs. (partly CCC responsibility)

26. For the City Council, the draft strategy included the following proposed programme:

- Developing bus priority corridors, with three in place by 2007/08, a further three by 2009/10 and the remaining identified corridors by 2011/12
- Expand the Bus Exchange by 2010, providing higher levels of comfort, safety and information for all passengers using it.
- Upgrade Metro bus stops so that by 2012 85% comply with Council adopted bus stop standards for accessibility, information, seats and shelters.
- Provision of suburban interchanges at nine locations by 2012.
- Leading and supporting investigations into other public transport modes, dial-a-ride services, better meeting the needs of people with impairments using public transport, additional cross-suburban services, better urban development integration with public transport, and park and ride.

27. This document was released for public consultation from 23 August to 4 October 2006, with the following activities undertaken during the consultation period:

- Passenger Transport Advisory Group met.
- Letterbox drop to 120,000 Christchurch addresses.
- Key stakeholder letter and consultation brochure sent to community groups, residents associations, and other interested parties.
- Stakeholder letter and consultation brochure sent to initial consultation submitters and draft Regional Passenger Transport Plan hearings' participants.
- Information seminar for key stakeholders (including Community Boards).
- Newspaper advertising and articles (The Press; Christchurch Star).
- 16,000 brochures distributed on-bus, at the bus exchange and at community locations.
- Staffed display stands at Hornby, Eastgate and Northlands Malls, CPIT, Christchurch City Library and University of Canterbury.
- Radio advertising (Newstalk ZB; Classic Hits; Coast FM).
- Submission hearings to Christchurch City Council and Environment Canterbury Metro Strategy panel (Councillors Buck, Carroll, Shearing and Wagner).

Overview of Second Consultation Feedback

28. As a result of the public consultation campaign, 2,154 submissions were received with 6,126 individual comments. Resounding support for the proposed improvements was noted with an average of 80.4% of respondents saying they are satisfied with Metro's proposed improvements.
29. In rating the proposed improvements as "How important is it to you?", submitters rated improved frequency as the most important issue followed by bus priority and drivers' customer service.
30. The majority of additional comments/suggestions are consistent with what is already proposed in the draft strategy.
31. The submissions were grouped into key themes and are summarised below.

- **Bus Priority**

Of the 2,154 submissions, 85.8% of respondents support the proposed improvements for bus priority. In addition 494 comments were made regarding bus priority, the most common of which was a request to achieve reliability. A high number of respondents would like improved reliability with a number of issues noted regarding buses turning up to stops early, late or not at all. The issue of bus service inter-connectivity was also noted as important to reliability.

In comments regarding bus priority, a high number of respondents focussed on bus lanes with some suggesting the key corridors needing to be addressed as soon as possible. In addition, suggestions were made to remove parking, have cars give way to buses at bus stops and have signal pre-emption for public transport.

A number of respondents stated improvements were overdue or should be completed sooner than proposed. Twenty-nine respondents disagreed with the proposed improvements for reasons such as bus priority causes congestion and is an inconvenience to other modes

- **Service Marketing and Information Provision**

Of the 2,154 submissions, 83.5% of respondents approve the proposed improvements for service marketing and information provision. An additional 395 comments were made, the most common being the importance of promoting Metro and public transport generally.

A high number of respondents would like to see more Metro promotions in particular seeking to reverse the 'stigma' of bus use.

The reliability and availability of Real Time Information (RTI) at bus stops was important to respondents; as well as access to it through alternate technologies such as via cell-phone, the internet and alternative locations such as malls.

A low and equal number of respondents liked and disliked the idea of audio-visual information available on-bus. A small number of respondents disagreed with the improvements for reasons such as cost.

- **Service Frequency**

Of the 2,154 submissions, 83.4% of respondents are satisfied with the proposed improvements for service frequency. An additional 851 comments were made regarding service frequency, the most common of which related to route expansion.

A high number of respondents wanted increased frequency on all services including minimum hourly and half-hourly services, and weekend services as well as more express services and school services. A number of respondents would like longer hours of service ie late nights/early mornings.

Some respondents disagreed with the proposed improvements for reasons such as being too costly, or would increase congestion for other modes and some believe lower frequency, smaller vehicles off-peak or higher frequency only on demand would be preferred. Better staging and connectivity between services was also seen by respondents as important.

Additional to the proposed improvements, a number of respondents requested specific route expansion or new routes introduced for them.

- **Central City Bus Exchange**

Of the 2,154 submissions, 75.8% of respondents are satisfied with the proposed improvements for the central city bus exchange. An additional 727 comments were made, with the most common response concerning security and perceptions thereof in and around the bus exchange.

A number of respondents also thought the bus exchange had poor ambiance or was dirty and needed better facilities and provision of information.

A high number of respondents would like a bigger bus exchange (either an expansion of the current facility or a new larger exchange) and most would like it to remain central. A number of respondents would like the removal of the on-street bus stops (Colombo Street).

A small number of responses disagreed with the proposed improvements for such reasons as it would be too costly or they would like the improvements to happen sooner. In addition, respondents would like to ensure the expanded bus exchange is developed with due consideration of a longer term planning horizon.

- **Suburban Passenger Facilities**

Of the 2,154 submissions, 80.5% of respondents are satisfied with the proposed improvements for suburban passenger facilities. An additional 582 responses were made regarding suburban passenger facilities.

Most comments were regarding the need for more bus shelters, bus stops and suburban interchanges, with a number mentioning a need for better designed bus shelters (more weatherproof and functional) and more facilities (including cycle facilities, seating, and better safety features).

A small number of respondents did not agree with the proposed improvements for such reasons as the improvements will be too costly and they would result in too many buses in the suburbs. Another small number would like the proposals to be implemented sooner.

- **Ticketing**

Of the 2,154 submissions, 85.6% of respondents are satisfied with the proposed improvements for ticketing. An additional 710 comments were made regarding ticketing.

The most common comment was a call for reducing fares by having off-peak and short-distance fares. A number of respondents called for a return to four hour transfers. It should be noted that fares and ticketing structures are issues outside of the scope of this strategy, and were dealt with extensively in the recent development of the Regional Passenger Transport Plan.

There was a high level of satisfaction with the current ticketing regime, in particular how popular and successful the Metrocard system is.

There was a call for other Metrocard upload facilities (where funds can be loaded onto a Metrocard) in addition to the central city bus exchange and on-bus. Options suggested included via Internet and cell phone transactions.

A number of respondents would like the on-bus ticket machines to have more visible/easily reader screens so passenger can easily read their transaction details.

A small number disagree with the proposed improvements for such reasons as the improvement is too costly or they would like them to happen sooner.

- **Drivers' Customer Service**

Of the 2,154 submissions, 84% of respondents are satisfied with the proposed improvements for drivers' customer service.

An additional 817 comments were made regarding drivers' customer service. The most common comment was respondent praise for good drivers, followed by respondent dissatisfaction with bad drivers and calls for improved driver and passenger safety.

A number of respondents would like to see more driver training, driver incentives and consistent driver dress code.

- **Vehicle Standards**

Of the 2,154 submissions, 84.1% of respondents are satisfied with the proposed improvements for vehicle standards. An additional 786 comments were made regarding vehicle standards. These included a call for 'bikes on buses' and more room for prams, improved vehicle maintenance and upgrading, and improved security for passengers and driver on-bus.

A good number of respondents would like to see more use of alternative fuels and vehicles with lower noise emissions. Some respondents would prefer to see smaller vehicles. A number of respondents would like better internal design and more super-low floor vehicles.

- **Other Investigations**

Of the 2,154 submissions, 61.8% of respondents are satisfied with the proposed investigations. An additional 535 comments were made regarding these investigations, with general agreement seen. These included a very small number of calls to investigate and pursue light rail, followed by calls for park and ride and more cross-suburban services.

Respondents would like to see a dial-a-ride service trialled, and see issues facing people with special needs as important. A number of respondents would like to ensure better access for Metro services into new major commercial and subdivision developments.

Hearings of Oral Submission

32. The Councillor Hearing Panel sat on 30 and 31 October 2006 and heard 24 submissions. There were a broad range of topics raised by the presenting submitters and not all related directly to the Metro Strategy content, such as requests to restore the two hour transfer back to the previous four hour transfer, or related to other strategies and policies such as reduction of fares. However all were noted by staff for consideration via the respective Council's processes. The submissions can largely be summarised by the following relevant key themes that were raised at the hearings:

- **Bus Priority**

A large number of comments regarding bus priority were heard with many supporting its introduction on high demand corridors. Many mentioned their support for bus lanes and where necessary the need to remove on street parking. Also included were suggestions for implementation of traffic signal priorities and ensuring that the buses at bus stops can go first to re-enter the traffic streams. The submitters' comments concurred with and reinforced the initiatives being proposed in the Metro Strategy.

- **Bus Reliability**

The issues around lack of reliability and its negative impact on the level of bus use were heard. The view that increased patronage will result from improved bus reliability came through strongly from many submitters.

- **Marketing and Information**

A number of promotional campaign suggestions were raised with novel catch phrases and examples from overseas.

- **Central City Bus Exchange**

A number of comments were made about the need to improve the actual and/or perception of personal safety for bus users in and around the bus exchange. It was also recognised that the exchange needs to be expanded and if re-located, it needs to retain a very central location that best serves the destinations of users without having to transfer. Several mentioned issues around design details such as legibility of real time information display boards and the worn furnishings needing attention. Many asked for the Bus Exchange décor to receive an immediate update (Note that this is an asset management issue, which is in hand).

- **Suburban Bus Exchanges**

Submitters requested that opportunities to develop suburban bus exchanges (and to provide higher levels of service for bus passengers and bus services) be considered when any large trip generating developments develop or re-develop, such as malls or universities. It was suggested that it should be required through legal planning processes.

- **Suburban Bus Stops**

Shelters at more bus stops were requested by many submitters. A number raised specific design detail issues such as better alignment of shelters to protect from prevailing weather and provision of better pedestrian crossing facilities near bus stops. More real time information was requested to additionally be made available in an easy to access format.

Some suggested the need to work closely with bus operators to improve the decisions around locations for structures at bus stops.

- **Ticketing**

The readability of on-bus ticket machine display screens was raised as well as requests for more off-bus Metrocard upload locations to upload money onto metro cards.

- **Drivers' Customer Service**

Driver/customer service was recognised as generally at a very good level of service but with a number of specific negative instances raised. More training was suggested with focus on understanding the requirements of people with special needs.

- **Vehicle Standards**

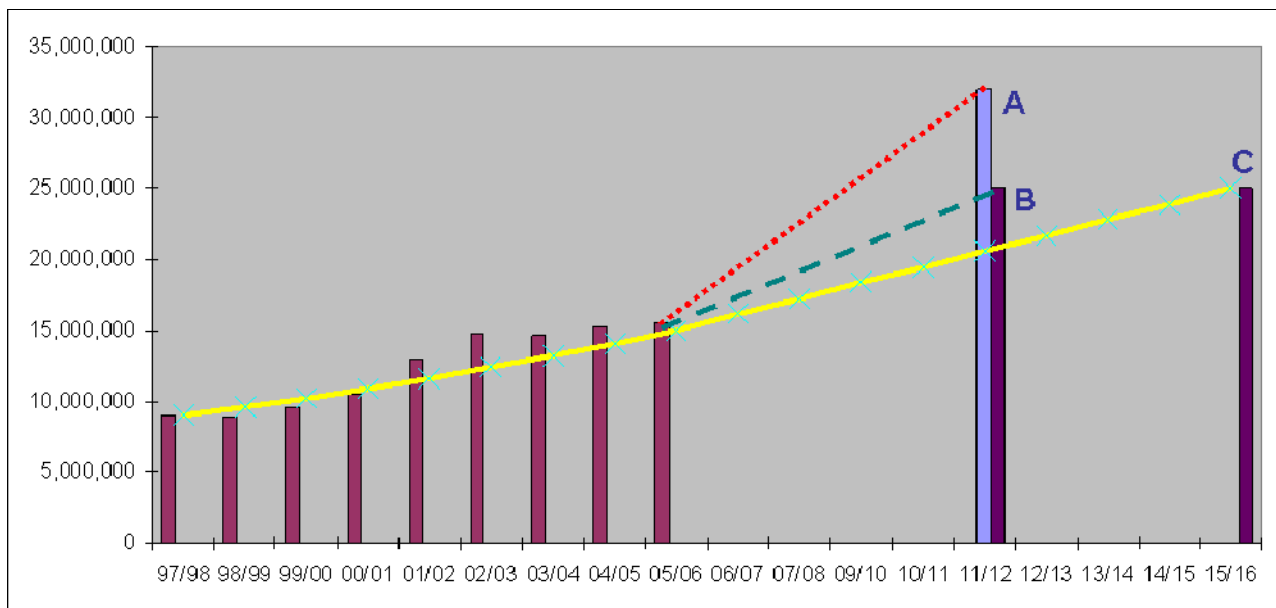
There were many calls for the introduction of facilities to allow bikes to be carried on buses. Also some called for the upgrading and standardising of internal bus layout and fittings throughout the bus fleet via contract standards to meet the various requirements of people with special needs. Additionally issues were raised around improving both driver and passenger personal safety on board, with some suggestions of security cameras.

HEARING PANEL DELIBERATIONS

33. Following the hearings, the panel considered all the submissions received, including the oral submissions. It concluded that it supported the draft strategy with minor amendments for presentation to the Councils for adoption, and a modification to the patronage target (see below). Additionally, the panel's discussions resulted in a desire to propose a number of other recommendations to the Councils, as follow:
1. CCC to request the city plan team to report back on investigations related to ensuring provision for public transport associated with consents for the development/expansion of key destinations, such as malls, hospitals or tertiary education institutions.
 2. Public transport issues should be fully integrated into the CCC's development consents processing process including liaison with ECan public transport planners. The Infrastructure Design Standard is due for completion in 2007 and should similarly give full consideration to public transport provision.
 3. PTAG and the hearing panel share the opinion of submissions which expressed a clear preference for any expanded/re-located bus exchange to remain very central in the central city.
 4. Both Councils should lobby central government for a law change to require cars to let the bus go first. In the interim, there should be a marketing campaign undertaken to promote other road users to 'Let The Bus Go First'.

PATRONAGE

34. As noted above, the draft Metro Strategy used in the second consultation process proposed a patronage target of 32M passengers per year by 2012. This represented a substantial increase of doubling current patronage in six years, in contrast to the nearly 90% growth achieved in the previous eight years. This is indicated in the figure below, with individual annual patronage shown for 1997/98 to 2005/06, and the 32M target indicated by "A" and tracked to by the line of short dashes.
35. There was some feedback through the consultation process regarding the practicality of the 32M target, which was also reflected in concerns held by Council officers. In general, it was felt that the patronage growth over the past eight years was a significant achievement, but achieved through "picking the low hanging fruit" or alternatively growing the market with passengers who were more pre-disposed to public transport use. Continuing this trend, which is well above population growth levels, will become increasingly difficult.
36. This issue was brought to the Passenger Transport Group for discussion, which accepted that a lower target of 25M by 2012 would be an acceptable stretch target for them (shown as "B" on the figure, with a long dashes line tracking to it). In parallel, an external consultant was engaged to review the proposed improvements in the draft Metro Strategy and current trends in the transport and urban growth system against the proposed patronage targets. The consultant reported that with the current relatively flat patronage growth (over the past year), the timing of the projects and using patronage response elasticities for the various proposals, a target of around 20M would be more realistic for 2012, and that 25M may be more realistic as a 10 year target to allow a number of later improvements to gain real and significant effect. This information along with the submissions feedback and PTAG views were discussed with the Hearings Panel. The conclusion of that discussion was that the target for patronage should be recommended to be 25 million passenger trips by 2015/16 (shown as C on the figure); representing a 5% (or about 1M passengers) increase per annum. This keeps the actual patronage number the same as the proposed strategy but extends the timeline within which it needs to be achieved out to 10 years. Alternatively, it can be seen that whilst the action targets set in this strategy will be completed over the six year life span of the strategy, the patronage targets are to be achieved over a 10 year time frame. The proposed patronage target also would be consistent with meeting the RLTS 2011 public transport mode split target.



OPTIONS

37. There are three options available to the Council: adopt the proposed new strategy, abandon the strategy or reject the proposed strategy with specific modifications requested to be brought back to Council for adoption at a later stage.

PREFERRED OPTION

38. The preferred option is to adopt the proposed Metro Strategy.