

13. GREATER CHRISTCHURCH METRO STRATEGY REVIEW 2010-2016

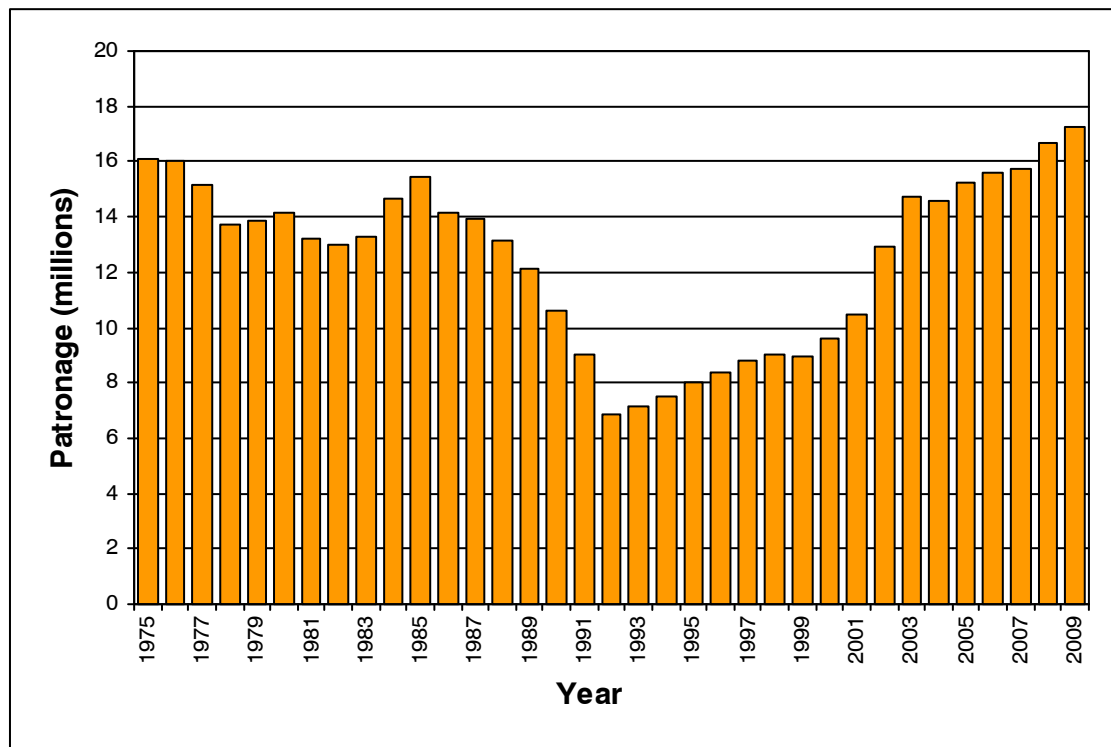
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PURPOSE OF REPORT

1. The purpose of this report is to present the draft vision, goals and targets of the updated Greater Christchurch Metro Strategy for adoption by Council as a partner in the Greater Christchurch Urban Development Strategy (UDS).

EXECUTIVE SUMMARY

2. The Christchurch Metro Strategy charts the direction for public transport within Christchurch. The first Christchurch Metro Strategy was adopted in 1998 as a joint initiative of the Christchurch City Council and Environment Canterbury. The Strategy contains the overall public transport goals and a series of targets that shapes and influences service provision in the city. The Strategy was developed at a time of low public transport patronage in order to provide the Councils with a clear direction from the community about how public transport should be improved in the future. This led to some substantial improvements such as the introduction of the Orbiter bus service, integrated ticketing via the Metrocard system and the development of a new Central City Bus Exchange. These and other service improvements all contributed to significant patronage growth, with the number of annual passenger trips almost doubling in ten years (the current strategy can be found at: <http://www.metroinfo.org.nz/docs/MetroStrategy2007.pdf>).



3. The current Christchurch Metro Strategy was adopted by the Christchurch City Council and Environment Canterbury in 2006. It has guided further improvements to the public transport system including the development of the first bus priority corridors along Papanui/ Main North Road, Colombo Street south and the Queenspark route, bike racks on 12 bus routes and a new passenger lounge on the Colombo Street side of the Bus Exchange.

4. In January 2010 the process to review the Metro Strategy commenced, led by Environment Canterbury. The Public Transport Advisory Group, which has played a key role in developing past strategies, was reconstituted to provide advice on the strategy process. The group included representatives of community groups and elected representatives of Christchurch City Council and Environment Canterbury. It was expanded to include Selwyn and Waimakariri District Council representatives thereby ensuring that UDS partner Councils were included. The feedback from the public consultation process was analysed by the group and the targets updated as a result of their advice.
5. On 28 June 2010, the proposed vision, goals and targets were approved by the Greater Christchurch Urban Development Strategy Implementation Committee and recommended to partner Councils for adoption. The proposed vision, goals and targets are now being presented to each Council individually for adoption. Once adopted by all of the Councils, the Metro Strategy will be printed and be publicly launched and an action plan will be developed to implement the improvements.

Proposed Vision, Goals and Targets

7. The reviewed vision, goals and targets are shown in **Attachments 1** and **2**. The vision and goals are very similar to those contained in the current Metro Strategy with some minor wording changes.
8. The new patronage target is 30 million passenger trips per year by 2020. This requires a continuation of the current target of five percent patronage growth on average per year. This was seen as a challenging yet achievable target based on the range of proposed improvements. In the last five years, patronage growth has ranged from 0.7 per cent to 5.9 per cent annual increase, so five percent was seen as a realistic annual target. Ninety three per cent of public submissions thought more public transport use should be encouraged in the future. At present, each Christchurch resident makes an average of 46 trips on public transport every year. The new patronage target would see this increase to 75 trips per person per year by 2020, which is similar to the current level of usage in Wellington.
9. The reviewed Metro Strategy with the overarching vision, goals, patronage targets are shown in **Attachment 1** and the service targets in **Attachment 2**. A summary of the main changes is shown below. Once approved by all UDS partners, the document will be published.

Travel Time and Reliability:

One target was updated and two new targets were added.

- The bus priority target (No. 1 in **Attachment 2**) has been updated to four new bus priority corridors by 2016 which aligns with the LTCCP programme.
- A new target (No. 3 in **Attachment 2**) to 'average bus travel times to match or be lower than car travel times on high demand corridors every year' has been added to look at other ways to improve bus travel times relative to cars and make it a more attractive travel option.
- A new target (No. 4 in **Attachment 2**) to 'run an education campaign to ensure at least 80 per cent of road users understand how to use bus priority measures' has been added to ensure all road users understand how to use bus priority measures safely and efficiently.

Service Marketing and Information:

All of these targets have been reworded to make them more specific and ensure they are measurable.

- The Real Time Information target (No. 8 in **Attachment 2**) has been updated to set a target for the number of devices that should be installed each year in each district. The new target for Christchurch City is 'at least 10 new Real Time Information devices are installed on average every year between 2010 and 2016'. This replaces the old target of 30 per cent of Metro stops which would have been difficult for Christchurch City Council to achieve compared to Selwyn and Waimakariri Districts due to the large number of bus stops in the city. Although it may be a challenge to install 10 Real Time Information devices in Christchurch in the first two years, this is seen as a realistic target for the future based on the current installation rate of around eight to ten per year.

Service Frequency and Coverage:

Two targets have been reworded and two new targets have been added.

- Target 12 on the frequency of bus services has been reworded with updated timelines: 'during regular service reviews, investigate options for increasing frequency and operating hours to meet demand and make services more attractive.'
- Target 14 on cross-suburban services has been reworded with updated timelines from implementing one additional cross suburban route in 2012 to 'extend the Metrostar route following a review of this service'. A new target was added for 2015: 'investigate demand for additional cross suburban services and plan to implement if appropriate'.
- A new target (No. 13 in **Attachment 2**) was added to trial some bus services to special events.
- A new target (No. 15 in **Attachment 2**) was added in response to public feedback from outlying townships in Selwyn and Waimakariri to set up a clear process for investigating new bus services to those areas.

Central City Transport Interchange:

This section was shortened to focus on the provision of a new Transport Interchange by 2014, which is aligned with the City Council's current project timelines. The previous target was reviewed because the Public Transport Advisory Group saw that any other major improvements made to the current Bus Exchange in the meantime was a waste of resources.

Suburban Passenger Facilities:

One new target has been added, three targets have been reworded or expanded and one target has been moved into this section from another.

- The target to develop Park and Ride in Greater Christchurch (No. 18 in **Attachment 2**) has been moved into this section and the timelines reviewed to: '2011: Complete investigations to determine the best locations and timing for Park and Ride in Greater Christchurch. 2012: Develop options for implementation of Park and Ride'. The changes are following public requests to progress from investigations to implementation.
- Targets 19 and 20 have been expanded to include Selwyn and Waimakariri Districts and the wording has been altered to make them more specific. As with the Real Time Information target, there is now a specific target for the number of bus shelters and seats to be installed in each district each year. For Christchurch the target is set as at least 10 new seats and shelters on average every year between 2010 and 2016.
- The suburban transport hubs target (No. 21 in **Attachment 2**) has been reworded to place more emphasis on developing hubs at Key Activity Centres with high levels of public transport activity and discussing opportunities for implementation of hubs with developers as appropriate.
- A new target (No. 22 in **Attachment 2**) has been added following public suggestions to consider providing feeder services to transport hubs as they are developed with core services linking the hubs and city centre.

Ticketing:

This section has been reworded to incorporate the ticketing improvements that are planned for later in 2010. The readability of ticketing machines has been moved to the 'Ongoing Achievements' section because new machines are in the process of being installed. In addition two new targets were added:

- New targets (Numbers 26 and 27 in **Attachment 2**) were added to look at different types of ticketing (eg monthly or annual passes) and integrating the Metrocard with other types of cards.

Drivers' Customer Service:

One target was reworded, one target added and one target has been removed.

- The target regarding driver standards (No. 28 in **Attachment 2**) was reworded to make it measurable. The target now reads: 'work with operators to continue to raise driver training standards so that at least 90 per cent of drivers provide friendly, helpful customer service and safe, comfortable travel'.
- Target 29 was added to improve the complaints/compliments process for passengers and to introduce an 0800, text number and online link so people can easily provide feedback about Metro in 2011/12.

- The former target regarding driver dress standards was removed and the one regarding Driver of the Month awards was moved to 'Ongoing Achievements'.

Vehicle Standards:

Three of the former targets from this section were moved to the 'Ongoing Achievements' section as they have been achieved but still need to be maintained (bikes on buses, vehicle emission standards and low floor buses). In addition two targets were reviewed.

- Target 31 was altered because security cameras have now been installed on all buses and the emphasis needs to shift to ensure they work at all times and people are aware that they are operating.
- Target 32 was reworded so it is easily measured. The reviewed target is to 'ensure at least 90 per cent of vehicles are clean, accessible for all users, comfortable (seating and temperature), bus stop buttons work and are easy to reach and graffiti is removed as soon as possible.'

Future Options:

Following the review one target was reworded, a new target added and one removed.

- The wording of target 33 was altered following a strong response from the public about progressing with investigations about future mode and corridor options, consulting the public on options and protecting corridors.
- A new target (No. 35 in **Attachment 2**) was added to investigate alternative funding sources and collate research regarding the wider benefits of public transport to encourage greater Central Government funding in the future.
- The dial-a-ride target was removed due to a lack of public support.

FINANCIAL IMPLICATIONS

10. The Strategy identifies improvements that are already being undertaken (on-going work) by the Council and recommended new improvements to public transport. The 2009-2019 LTCCP does make provision for both on-going work and new work. Implementing the Strategy is a long term goal and in preparing the 2012-2022 LTCCP the Council will need to consider where additional funding might best be targeted to work towards the strategy targets.

Do the Recommendations of this Report Align with 2009-19 LTCCP budgets?

11. Yes, as outlined above.

LEGAL CONSIDERATIONS

12. There are no specific legal considerations with the adoption of this strategy.

Have you considered the legal implications of the issue under consideration?

13. As above.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

14. The Metro Strategy aligns with the Streets and Transport Activity Management Plan, Activity 10.4: Public Transport Infrastructure.

Do the recommendations of this report support a level of service or project in the 2009-19 LTCCP?

15. Yes. The Strategy supports the following Levels of Service: Mode Share (Public Transport Total Trips); Economy (peak and inter-peak travel times for buses); and Amenity (Resident satisfaction with the number and quality of bus stops, and bus shelters at bus stops).

ALIGNMENT WITH STRATEGIES

16. The review of the Metro Strategy for Greater Christchurch was identified in the Greater Christchurch Urban Development Strategy and Action Plan 2007. The planning and implementation of the Christchurch transport system is guided by the New Zealand Transport Strategy 2008, the Government Policy Statement for transport, the Canterbury Regional Land Transport Strategy and the individual transport strategies of Christchurch City Council. The Greater Christchurch Metro Strategy 2010-2016 is well aligned with all of these strategies and is an important element of transport planning if the Council is to achieve the objectives and targets set out in these strategies.

Do the recommendations align with the Council's strategies?

17. Yes, as above.

CONSULTATION FULFILMENT

18. The experience of past Metro Strategy reviews is that a key to success is public involvement; the targets are based on feedback and suggestions from the community. Public consultation for the review was carried out in March-April 2010. Brochures were delivered to all households in the UDS area, handed out on buses and sent to key community groups and stakeholders. Adverts were run in city and community newspapers, onboard buses, and on a range of radio stations to raise awareness of the review and encourage people to have their say about the future of public transport in Greater Christchurch.
19. There was an excellent response from the wider community with a total of 1904 written responses. Efforts were made to ensure that there were a good representation of responses from all districts. There was also a good range of views from existing passengers and non-bus users with 45 per cent of respondents using public transport at least once a week, 36 per cent using public transport occasionally and 11 per cent never using the bus (the remaining eight percent did not answer that question).
20. All of the public feedback was collated and presented to the Public Transport Advisory Group which consists of 25 community and elected representatives from across Greater Christchurch. The Public Transport Advisory Group has met several times in recent months to analyse the feedback and develop an updated vision, goals and targets for the draft Metro Strategy.

STAFF RECOMMENDATION

It is recommended that the Council:

- (a) Adopt the updated vision, goals and targets for the Greater Christchurch Metro Strategy 2010-2016.
- (b) Note that any additional funding required will be subject to approval through the 2012/2022 LTCCP process.