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Committee Economic Wellbeing Committee  
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## Trial Porirua East Community Transport Service

### 1. Purpose

- To provide an update on performance of the trial Porirua East Community Transport (Bus) Service
- To identify performance criteria to determine whether or not to continue the service beyond its trial period.

### 2. The decision-making process and significance

No decision is being sought in this report.

### 3. Background

The Community Transport Service is part of a suite of new bus routes and timetables introduced as a result of the Porirua and Tawa Bus Review. The changes were introduced on 20 February 2011 and included a new bus service to Aotea, later evening services to Titahi Bay and parts of Whitby and better bus links across Porirua.

The Community Transport Service was introduced on a trial basis. It picks up passengers from their homes anywhere in the Porirua East area between Porirua CBD/Kenepuru Hospital and Waitangirua Mall. It runs on demand up to six times a day Monday to Friday and passengers must phone in to book a place on the bus at least an hour before each departure. The fare is \$3 for travel from zone 5 and \$4.50 for travel from zone 6. This is \$1 more than the regular cash bus fare.

The Community Transport Service replaced bus services to Ranui Heights and Castor/Drivers Crescent which had low boarding numbers. It also complements the high quality regular bus service along Warspite/Mungavin Avenue (Route 220) and a regular Monday to Saturday bus service to Sievers Grove (Route 226).

## 4. Comment

The Community Transport Service was introduced on 21 February 2011 for a six month trial period. The trial period will end 15 August although the service will continue to operate until at least 15 October 2011 to enable a full evaluation of the trial period data.

The Community Transport Service is a social service and is required to achieve on average a minimum of 4 passengers per trip and a minimum 20% cost recovery. Performance to the end of May date has been very poor with an average of 2 passengers per trip and a cost recovery of less than 5%. Performance will need to improve significantly if the service is to be retained beyond 15 October 2011.

### 4.1 Intervention strategy

Given the poor performance to date we have identified an intervention strategy to try and boost performance prior to the end of the trial period. We have worked with Porirua City Council officers in developing this strategy.

The intervention strategy involves promoting the service in Porirua East and advising people that the service will be removed soon unless more people use it. We have/are undertaking the following activities:

- We sent a letter and posters to over twenty local community groups including churches, schools, libraries, residents associations and the Ethnic Radio station in mid-June asking them to promote the service
- We carried out a mail drop to all households in the Porirua East area
- We are promoting the service through local media, including a press release and radio promotion to keep the issue in the public eye
- We are considering a promotion during the school holiday period providing discounted fares on the service.

The intervention strategy will end on or about 15 August 2011 at which time we will analyse whether or not there has been an improvement in performance.

### 4.2 Decision making

We will evaluate performance of the service at the end of the trial period (15 August 2011) and make a decision on whether or not to retain the service. The following criteria will be applied when deciding whether or not to retain the service:

- 1. At least 4 passengers per trip run (currently 2.05) and at least 20% cost recovery (currently <3.3%)**

The service will be retained for a further period of nine-months (six-months for trial and three-months for review). We will also investigate changes to the service delivery model so as to reduce costs and better meet demand.

**2. At least 4 passengers per trip run but less than 20% cost recovery**

The service may be retained for a further period of up to nine-months (six-months for trial and three-months for review). We will also investigate changes to the service delivery model so as to reduce costs and better meet demand. The service will need to achieve 20% cost recovery by the end of any extended trial period.

**3. Less than 4 passengers per trip run**

The service will cease on or about 15 October 2011.

**4.3 Next steps**

The decision on retaining the service or not will be made under delegated authority based on the above performance criteria. The final outcome of the trial will be reported back to the Committee on 8 September.

**5. Communication**

The local community has been informed that the service will cease unless more people use it and we are continuing to promote the service as set out in Section 4.1 of this report. Porirua City Council have been involved in identifying the groups to communicate with and we are continuing to keep them updated.

**6. Recommendations**

*That the Committee:*

1. *Receives the report.*
2. *Notes the content of the report.*

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