



If calling, please ask for Democratic Services

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## Transport Committee

Thursday 22 October 2020, 10.15am

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

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### Members

Cr Blakeley (Chair)	Cr Lee (Deputy Chair)
Cr Brash	Cr Connelly
Cr Gaylor	Cr Hughes
Cr Kirk-Burnnand	Cr Laban
Cr Lamason	Cr Nash
Cr Ponter	Cr Staples
Cr van Lier	

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

# Transport Committee

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Thursday 22 October 2020, 10.15am

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## Public Business

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1.	Apologies		
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3.	Public participation		
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**Please note these minutes remain unconfirmed until the Transport Committee meeting on 22 October 2020.**

Report 20.376

## **Public minutes of the Transport Committee meeting on Thursday 17 September 2020**

All members participated by Zoom at 9:31am

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### **Members Present**

Councillor Blakeley (Chair)  
Councillor Lee (Deputy Chair)  
Councillor Brash  
Councillor Connelly  
Councillor Gaylor  
Councillor Hughes  
Councillor Kirk-Burnnand  
Councillor Laban  
Councillor Lamason  
Councillor Nash  
Councillor Ponter  
Councillor Staples  
Councillor van Lier

Members participating at this meeting by Zoom counted for the purpose of quorum, in accordance with clause 25B of Schedule 7 to the Local Government Act 2002.

### **Karakia timatanga**

The Committee Chair welcomed everyone to the meeting and invited Pauline Hill to open the meeting with a waiata.

A one minute silence was held in honour and memory of Greater Wellington staff member, Lance Tatham, who tragically died on 12 September 2020, and for the Uzabus driver who also tragically died 16 September 2020, both in motor vehicle accidents near Palmerston North.

## **Public Business**

### **1 Apologies**

There were no apologies.

### **2 Declarations of conflicts of interest**

There were no declarations of conflict of interest.

### **3 Public participation**

There was no public participation.

### **4 Confirmation of the Public minutes of the Transport Committee meeting on 13 August 2020 – Report 20.298**

Moved: Cr Gaylor / Cr Lamason

That the Transport Committee confirms the Public minutes of the Transport Committee meeting on Thursday 13 August 2020 – Report 20.298.

The motion was **carried**.

### **5 Update on progress of action items from previous meetings – September 2020 – Report 20.328 (For information)**

Scott Gallacher, General Manager, Metlink, spoke to the report.

### **6 COVID-19 Public Transport Update – Oral Item [For information]**

Scott Gallacher, General Manager, Metlink spoke to the report.

Mr Gallacher acknowledged and thanked Wellingtonians for their positive response to COVID-19 measures to prevent the spread of the virus and in particular for complying with the requirement to wear face masks/coverings when using public transport. QR codes for contact tracing would continue to be displayed on buses and trains and users would continue to be encouraged to continue using them and practising social distancing which has been effectively managed and responded to well by the public. Although Metlink has no information on the use of the COVID-19 QR code app, Metlink does have access to Snapper card data in terms of patronage. Banker buses will continue to be run notwithstanding any changes to COVID-19 alert levels. In response to a suggestion, Mr Gallacher confirmed that Metlink will reflect on the messaging in terms of reminding the public of the importance of using the QR codes to assist health providers and that messaging is aligned with and complements the Government's directive to ensure robust contact tracing can be achieved.

**7 Metlink Resilience and Preparedness: Preparing for National Ticketing Solution – Report 20.233**

Scott Gallacher, General Manager, Metlink, and Bonnie Parfitt, Manager, Network and Customer, spoke to the report.

Moved: Cr Gaylor / Cr van Lier

That the Committee:

- 1 Agrees the principles set out at paragraph 41 of this report, to guide Metlink initiatives to reduce on board cash fare payment, and increase the use of 'contactless' fare payment.
- 2 Notes that officers will undertake the development and implementation of initiatives for increasing current contactless fare payment across the Metlink bus, ferry and rail network provided that such initiatives:
  - a align with the endorsed principles; and
  - b are able to be accommodated within existing budgets.
- 3 Notes that in the event that initiatives are not able to be accommodated within existing budgets, they will be brought to the Committee for decision.
- 4 Notes that officers will update Councillors on the development of initiatives.

The motion was **carried**.

**Noted:** The Committee requested that officers provide information on the percentage of gold card users in the Wairarapa, and on the breakdown of 'free' trips (children under five years of age, and SuperGold card users) across the Wellington Region.

The meeting adjourned at 10.25am and resumed at 10.36am.

**8 Regional Rail Rolling Stock replacement – Report 20.192 [For information]**

Fiona Abbott, Manager Assets and Infrastructure, Metlink spoke to the report.

**Noted:** The committee requested that Metlink:

- Establishes the carbon benefits per one million dollars of expenditure;
- Seeks advice from KiwiRail as to how Government would prioritise timeframes regarding electrification to Otaki.

**9 Advertising on bus windows – Results of trial – Report 20.294**

Bonnie Parfitt, Manager Network and Customer, Metlink, spoke to the report.

Moved: Cr Ponter / Cr Brash

That the Committee:

- 1 Notes the results of the current trial of advertising on bus windows.
- 2 Notes the consultation undertaken during the trial.

- 3 Notes that advertising on bus windows would provide the ability to generate revenue which would be used for public transport purposes.
- 4 Approves the provision of advertising on bus windows, with a preference to it being placed on the right-hand side of buses.
- 5 Requests that the provision for advertising on bus windows be included in the draft Metlink Advertising Policy.

The motion was **carried**.

**10 Public Transport Network Performance – July 2020 – Report 20.327 [For information]**

Scott Gallacher, General Manager, Metlink, spoke to the report.

**11 Progress against Transport Committee's Strategic Priorities – update – Report 20.308 [For information]**

Scott Gallacher, General Manager, Metlink and Luke Troy, General Manager, Strategy both spoke to the report.

## **Resolution to exclude the public**

**12 Resolution to exclude the public – Report 20.351**

Moved: Cr Lamason / Cr Gaylor

That the Transport Committee excludes the public from the following parts of the proceedings of this meeting, namely:

Round the Bays 2021 – public transport support – Report PE20.295

The general subject of each matter to be considered while the public is excluded, the reasons for passing this resolution in relation to each matter and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 (the Act) for the passing of this resolution are as follows:

<b>Round the Bays 2021 – public transport support – Report PE20.295</b>	
<i>Reason for passing this resolution in relation to each matter</i>	<i>Ground(s) under section 48(1) for the passing of this resolution</i>
Information contained in this report relates to potential public transport support for Round the Bays 2021. Release of this information would be likely to prejudice or disadvantage the ability of Greater Wellington to carry on negotiations with event organisers regarding the level of support (if any) to be provided.	The public conduct of this part of the meeting is excluded as per section 7(2)(i) of the Act – to enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations.

Greater Wellington has not been able to identify a public interest favouring disclosure of this particular information in public proceedings of the meeting that would override the need to withhold the information.	
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This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by section 6 or section 7 of that Act or section 6 or section 7 or section 9 of the Official Information Act 1982, as the case may require, which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public.

The motion was **carried**.

The public part of the meeting closed at 11.11am.

Councillor Blakeley  
**Chair**

Date:



**Please note these minutes remain unconfirmed until the Transport Committee meeting on 22 October 2020.**

**The matters referred to in these minutes were considered by the Transport Committee on 17 September 2020 in Public Excluded business. These minutes do not require confidentiality and may be considered in the public part of the meeting.**

Report PE20.375

## **Public Excluded minutes of the Transport Committee meeting on Thursday 17 September 2020**

All members participated by Zoom at 11.11am

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### **Members Present**

Councillor Blakeley (Chair)  
Councillor Lee (Deputy Chair)  
Councillor Brash  
Councillor Connelly  
Councillor Gaylor  
Councillor Hughes  
Councillor Kirk-Burnnand  
Councillor Laban  
Councillor Lamason  
Councillor Nash  
Councillor Ponter  
Councillor Staples  
Councillor van Lier

Members participating at this meeting by Zoom counted for the purpose of quorum, in accordance with clause 25B of Schedule 7 to the Local Government Act 2002.

### **Public Excluded Business**

#### **1 Round the Bays 2021 – Public Transport Support – Report PE20.295**

Scott Gallacher, General Manager, Metlink, spoke to the report.

Moved: Cr Lamason / Cr Staples

That the Committee:

- 1 Notes that Metlink has supported the Round the Bays event in previous years by way of a mixture of free shuttle buses and free fares on our network for event participants.
- 2 Notes that for the Round the Bays event in February 2021 Metlink has been asked to consider providing funding for free fares for participants and event staff on our network to get to and from the event and free shuttle buses after the event.
- 3 Notes that providing additional banker and shuttle buses will cost approximately \$31,500 (inc. GST).
- 4 Notes that providing free travel on our network for participants and event staff will cost an estimated \$35,000 in lost revenue (inc. GST).
- 5 Notes that the support of this event complies with the operational guidelines detailed in Attachment 1 of this report.
- 6 Notes that Metlink has sufficient budget to fund provision of free fares and shuttle buses.
- 7 Agrees to support Round the Bays by providing free fares on our network for participants and event staff travelling to and from the event and the provision of additional banker and shuttle buses.

The motion was **carried**.

**Noted:** The Committee requested that the 'Operational guidelines – requests for sponsorship or free fares for events' be reviewed.

## Karakia whakamutunga

The Committee Chair invited Councillor Lee to close the meeting with a proverb.

The public excluded part of the meeting closed at 11.25am.

Councillor Blakeley  
**Chair**

Date:

**Transport Committee  
22 October 2020  
Report 20.396**



**For Information**

**UPDATE ON PROGRESS OF ACTION ITEMS FROM PREVIOUS MEETINGS – OCTOBER 2020**

**Te take mō te pūrongo**

**Purpose**

1. To update the Transport Committee (the Committee) on the progress of action items arising from previous Committee meetings.

**Te horopaki**

**Context**

2. Items raised at the Committee's previous meetings, which require action by officers, are listed in [Attachment 1](#). For all previous action items, the current status and a brief comment is provided on progress to date.

**Ngā hua ahumoni**

**Financial implications**

3. There are no financial implications from this report, but there may be implications arising from the actions listed.

**Ngā tūāoma e whai ake nei**

**Next steps**

4. All completed items will be removed from the action items table for the next report. Items not completed will continue to be progressed. Any new items will be added to the table, following this Committee meeting, and circulated to the relevant business group/s for action.

**Ngā āpitihanga**

**Attachment**

Number	Title
1	Action items from previous Committee meetings – October 2020

**Ngā kaiwaitohu  
Signatories**

Writer	Alex Smith – Senior Advisor Democratic Services
Approver	Scott Gallacher – General Manager Metlink

<b>He whakarāpopoto i ngā huritaonga Summary of considerations</b>
<b><i>Fit with Council's roles or with Committee's terms of reference</i></b> The action items are of an administrative nature and support the functioning of the Committee.
<b><i>Implications for Māori</i></b> There are no direct implications for Māori arising from this report.
<b><i>Contribution to Annual Plan / Long Term Plan / Other key strategies and policies</i></b> Action items contribute to Council's or Greater Wellington's related strategies, policies and plans to the extent identified in <b>Attachment 1</b> .
<b><i>Internal consultation</i></b> There was no additional internal consultation in preparing this report and updating the action items.
<b><i>Risks and impacts - legal / health and safety etc.</i></b> There are no known risks or impacts.

**Attachment 1 to Report 20.396****Action items from previous Committee meetings – October 2020**

<b>Meeting date</b>	<b>Action</b>	<b>Status and comment</b>
17 September 2020	<p><b>Metlink Resilience and Preparedness: Preparing for National Ticketing Solution – Report 20.233</b></p> <p><b>Noted</b></p> <p>The Committee requested that officers provide information on the percentage of gold card users in the Wairarapa, and on the breakdown of ‘free’ trips (children under five years of age, and SuperGold card users) across the Wellington Region.</p>	<p><b>Status:</b> Completed.</p> <p><b>Comment:</b></p> <p>Councillors have been provided with information regarding the top 20 routes with the highest percentage of ‘free fares’ in the Wellington Region broken down by type of fare.</p>
17 September 2020	<p><b>Regional Rail Rolling Stock replacement – Report 20.192</b></p> <p><b>Noted</b></p> <p>The Committee requested that Metlink:</p> <ul style="list-style-type: none"> <li>• Establishes the carbon benefits per one million dollars of expenditure</li> <li>• Seeks advice from KiwiRail as to how Government would prioritise timeframes regarding electrification to Otaki.</li> </ul>	<p><b>Status:</b> In progress.</p> <p><b>Comment:</b> These actions will be undertaken as part of the Detailed Business Case and Procurement Strategy to support a funding application for new rolling stock.</p>
17 September 2020	<p><b>Round the Bay 2021 – Public Transport Support – Report PE20.295</b></p> <p><b>Noted</b></p> <p>The Committee requested that the ‘Operational guidelines – requests for sponsorship or free fares for events’ be reviewed.</p>	<p><b>Status:</b> In progress.</p> <p><b>Comment:</b> These Guidelines will be reviewed and presented to the Committee at 3 December 2020 meeting for consideration.</p>

**Transport Committee  
22 October 2020  
Report 20.388**



**For Decision**

**METLINK ADVERTISING POLICY**

**Te take mō te pūrongo**

**Purpose**

1. This report seeks the endorsement of the Transport Committee (the Committee) to the proposed amended Metlink Advertising Policy (the proposed Policy).

**He tūtohu**

**Recommendations**

That the Committee:

- 1 **Approves** the proposed amended Metlink Advertising Policy (Attachment 2).
- 2 **Notes** that the Metlink Advertising Policy is a living document which is subject to change.
- 3 **Authorises** the General Manager, Metlink to amend the Metlink Advertising Policy:
  - a Where any legislation changes the legal status of cannabis, by explicitly excluding the advertising of cannabis products on the Metlink network
  - b By making minor subsequent changes.

**Te tāhū kōrero**

**Background**

2. On 20 June 2018, the Sustainable Transport Committee endorsed the current Metlink Advertising Policy (the current Policy) (Metlink Advertising Policy - Report 18.200).
3. The current Policy sets out principles and criteria governing the advertisements permitted to appear on Metlink-controlled assets, infrastructure and facilities. A copy of the current Policy is included as **Attachment 1**.
4. On 17 September 2020, the Committee resolved to approve the provision of advertising on bus windows, with a preference to this advertising being placed on the right-hand side (road side) of buses; and requested that the provision for advertising on bus windows be included in the draft Metlink Advertising Policy (Advertising of Bus Windows – Results of Trial - Report 20.294).

5. Officers have recently reviewed the current Policy to provide more clarity to Greater Wellington Regional Council (Greater Wellington), our media partner and potential advertisers on the products and services we will allow to be advertised on the Metlink network, and the types of images we will not permit to be used in advertising. This review has been done with consideration to the compatibility of certain categories of advertising with Metlink's brand and values, and with our commercial revenue objectives, particularly as Metlink makes assets in the rail corridor available to our media partner and potential advertisers.
6. On 8 October 2020, a Council workshop was held to discuss the review of the current Policy.

### **Te tātaritanga**

#### **Analysis**

##### ***Current Policy – performance***

7. In general, the current Policy has provided an adequate framework and policy setting for Metlink to investigate and trial the commercial potential of advertising on the network. To date, we have seen our early work on advertising leading to a broad range of organisations and sectors advertising their products and services with us.
8. However, it has become clear that the current Policy requires a further level of granularity and specificity to clarify our policy on the advertising of certain categories of product or service that may not align with the Metlink brand and values and with our obligation as a public transport authority to ensure compliance with the Advertising Standards Authority's Children and Young People's Advertising Code. This is particularly important to ensure only appropriate advertising is displayed on or in buses travelling to or past schools.
9. It has also become apparent that the current Policy requires more clarity around our ability to include or exclude event-based advertising where alcohol consumption or sponsorship, gambling under the Racing Act 2020, or historical or commemorative events featuring firearms imagery is a feature.

##### ***Proposed Policy***

10. The proposed Policy ([Attachment 2](#)) revises the Metlink advertising criteria in section 4 of the current Policy to provide more clarity on the products and services that we will allow to be advertised on the Metlink network, and the types of images we will not permit to be used in advertising.
11. The proposed Policy revises the current Policy to give discretionary powers to officers to either permit or decline advertising in certain categories.
12. The proposed Policy retains the Advertising Standards Authority's Codes of Practice as the foundation for Metlink advertising policy. Note that we propose to provide explicit reference to our ability to exclude any advertising which "is considered not to demonstrate due attention to social responsibility as outlined in Principle 1 ASA Codes of Practice".

13. Metlink has, to date, been applying a de facto policy exclusion on the advertising of High Fat, Salt and Sugar (HFSS) ‘fast foods’. Under the category ‘Occasional food and beverages (HFSS)’ we are proposing to exclude “All products which are categorised High Fat, Salt and Sugar (HFSS) by the New Zealand Government under the National Nutritional Guidelines”.
14. The current Policy refers to an exclusion of ‘political or religious advertising’. We are proposing to provide more granularity on this by creating three new categories - ‘political advertising’, ‘faith-based advertising’ and ‘faith-based charitable causes’. We are proposing to define the exclusion under political advertising as “All advertising by political parties, groups and individuals for political campaigning and electioneering”. We are proposing to define the exclusion under faith-based advertising as “All advertising by faith-based organisations, groups and individuals for promotion of their message or ideology. This definition does not include advertising under “faith-based charitable causes”.
15. We recognise that there are social and community circumstances where we would not want to be seen to exclude advertising for charitable causes where the main organiser or promoter is a faith-based organisation. Notable examples of this are the annual appeals for the homeless and families in financial difficulty run by Wellington City Mission and the Salvation Army. To give Metlink and our media partner discretion in this area, we are proposing to define the policy for faith-based charitable causes as:

Advertising may be permitted, at Greater Wellington officer discretion, to advertise charitable causes, promotions or activities and events where the intent is to fulfil a charitable purpose other than the promotion of faith.
16. At its workshop, Council provided guidance to officers on the policy direction for both the advertising of weaponry for sale or supply and the depiction of weaponry in advertising imagery. For this policy to be fit for purpose and not to create a situation where Metlink might be seen to be excluding advertising for government sponsored or endorsed historical or commemorative events, or advertising by New Zealand Police or New Zealand Defence Force, we are proposing three weaponry-related categories - ‘Weaponry’, ‘The placement of weaponry in entertainment advertising’, and ‘The placement of weaponry in advertising by New Zealand Defence Force and New Zealand Police’ - and an event or commemoration clause under the new ‘Event-based advertising’.
17. We are proposing to provide further granularity on the advertising of weaponry policy by excluding “All advertising for the sale and/or supply of firearms, projectiles, bladed instruments, and military-style equipment and/or clothing associated with these products”. For the placement of weaponry in entertainment advertising we are proposing to exclude “All advertising of entertainment products that depict the use or display of firearms”. Government sponsored or endorsed events or commemorations-based advertising which feature historical images featuring firearms is not covered under this exclusion.
18. New Zealand Defence Force and New Zealand Police regularly advertise, particularly for recruitment purposes, across transport networks. New Zealand Defence Force is currently running a recruitment campaign with posters on Wellington bus shelters and at Wellington Train Station. On occasion, advertising by these government agencies

features the depiction of weaponry deployment by their members. We are proposing to provide further granularity, flexibility and discretion to Metlink under the placement of weaponry in advertising by New Zealand Defence Force and New Zealand Police through the clause:

Any advertising by New Zealand Defence Force or New Zealand Police featuring depictions of firearms may be permitted where that depiction is pursuant of their statutory and constitutional roles, and/or for the purposes of recruitment to those services. Any advertising under this category must be permitted at the discretion of Greater Wellington officers.

19. The current Policy excludes gambling or casinos, but not gaming products like Lotto. With consideration to Council's position on the social harm caused by gambling, and mindful that New Zealand Lotteries does not currently advertise, and has not in the recent past advertised, with Metlink, we are proposing to provide further granularity on the advertising of gambling policy by excluding "All advertising of gambling as covered under the Gambling Act 2003 including lotteries. Event-based advertising is not covered under this exclusion". Referencing the Gambling Act 2003 provides us with a definitive umbrella through which to define and exclude forms of gambling advertising other than those provided for under the Racing Act 2020. We refer to advertising for events 'which may involve gambling', e.g. Trentham races, under the new 'Event-based advertising' category.
20. Following guidance provided at the Council workshop, we have drafted alcohol policy to exclude specific product-based advertising, but to provide discretion for officers for event-based advertising where alcohol is a feature of the event commercially and/or socially.
21. For alcohol we are proposing a new exclusion of "All advertising of alcoholic beverages that is not in keeping with Principle 3 of the ASA Code for Advertising and Promotion of Alcohol shall be excluded". Event-based advertising is not covered under this exclusion. Principle 3 states:

Alcohol advertising and promotions shall be directed at adult audiences. Alcohol advertising and promotions shall not be directed at minors nor have strong or evident appeal to minors in particular. This applies to both content and placement.
22. This new clause will create a de facto exclusion of the advertising of alcohol products across the Metlink-controlled parts of the network while still giving us discretion towards the advertising of certain events.
23. At its workshop, Council guided officers to be mindful in the advertising policy of regional events where alcohol and or gambling may be a commercial or social factor but where Metlink may want to exercise discretion in its exclusionary policy position. In addition, we are mindful that depictions of weaponry has been a feature of advertising for government sponsored or endorsed historical or commemorative events (e.g. those associated with World Wars I and II) and that further such events, commemorations or exhibits at government institutions like Te Papa Tongarewa may arise where organisers might wish to advertise on the network.

24. We are therefore proposing that under event-based advertising we include the clauses:

Event-based advertising may be permitted at the discretion Greater Wellington officers, where:

- An alcohol brand may be a sponsor or co-sponsor of the event
- The event involves the safe and responsible consumption of alcohol in a controlled environment
- A sporting or community event that may involve gambling under the Racing Act 2020
- The event or commemoration is sponsored or endorsed by the New Zealand Government and features contemporary or historical images featuring firearms use by the legitimate Armed Forces of New Zealand and its defence allies and partners.

25. At the time of writing this report, voting on the 2020 cannabis referendum is still underway. In the possible event of a change to the legal status of cannabis, which would require a further vote in Parliament to be ratified, Metlink understands that the Advertising Standards Authority will be issuing a code on the advertising and promotion of cannabis similar to that for alcohol. Metlink will monitor this issue and proposes that the General Manager, Metlink be authorised to amend the advertising policy in the future to explicitly exclude the advertising of cannabis products on the Metlink network.
26. In addition to the exclusion policies detailed in this paper, officers have amended Policy 4.1 on the 'Placement of advertising' to address visibility from buses and the advertising on rail services to conform with the Advertising Standards Authority's Children and Young People's Advertising Code.

### **Ngā hua ahumoni Financial implications**

27. Financial impacts from the proposed exclusions are not expected to be significant to Metlink's future ability to generate revenue through advertising. Occasional food and beverages for example currently only represents 3 percent of revenue, or a gross \$30,000 per annum. Excluding lottery products will have no impact as the related organisations do not currently advertise, and have not previously advertised, on the network.

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

28. The proposed advertising policy neither significantly contributes to nor is at odds with Council's and Greater Wellington's policies and commitments relating to climate change.
29. Advertising will not impact on greenhouse gas emissions to any significant degree.

30. The proposed advertising policy has no significant implications for greenhouse gas emissions over its lifetime and therefore does not require an approach to reduce them.
31. Climate change impacts will not have any direct effect upon the advertising policy over its lifetime.

**Ngā tikanga whakatau  
Decision-making process**

32. The matters requiring decision in this report were considered by officers against the decision-making requirements of Part 6 of the Local Government Act 2002.

**Te hiranga  
Significance**

33. Officers considered the significance (as defined by Part 6 of the Local Government Act 2002) of these matters, taking into account Council's *Significance and Engagement Policy* and Greater Wellington's *Decision-making Guidelines*. Officers recommend that these matters are of low significance.

**Te whakatūtakitaki  
Engagement**

34. No specific external engagement has been undertaken with regards to the development of the proposed amended Policy other than with our media partner. The proposed Policy has been informed by Metlink brand and advertising policy research and follows and complies with the Advertising Standards Authority's guidelines.

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

35. If approved, the proposed Policy comes into full effect from 1 January 2021. This timeframe provides adequate lead-in time to accommodate advertisements already booked and/or running. We are proposing that in the interim period, the proposed Policy is considered and informs all decisions about advertising on the network.
36. On approval of the proposed Policy, officers will advise our media partner and operators of the new policy and publish it on the Metlink website.

**Ngā āpitihanga  
Attachments**

Number	Title
1	Current Metlink Advertising Policy
2	Proposed Metlink Advertising Policy

**Ngā kaiwaitohu**  
**Signatories**

Writers	Emmet McElhatton – Principal Advisor Policy, Metlink Michael Freeman – Business Development Specialist
Approvers	Tim Shackleton – Manager Metlink Strategy and Investments Dawn Wilce – Manager Metlink Commercial Partnerships Scott Gallacher – General Manager, Metlink

<b>He whakarāpopoto i ngā huritaonga Summary of considerations</b>
<b><i>Fit with Council's roles or with Committee's terms of reference</i></b> The Committee is responsible for reviewing the performance and effectiveness of transport strategies, policies, plans, programmes and initiatives.
<b><i>Implications for Māori</i></b> There are no known implications for Māori.
<b><i>Contribution to Annual Plan / Long term Plan / Other key strategies and policies</i></b> This decision relates to amending Metlink's Advertising Policy. The Advertising Policy provides an avenue for Metlink to receive funding which in turn can be used to offset the cost of providing public transport. This revenue stream can help to respond to the challenge set out in the Long Term Plan of making public transport affordable.
<b><i>Internal consultation</i></b> Internal consultation was undertaken with the Band Insights and Design team and within the Public Transport group.
<b><i>Risks and impacts: legal / health and safety etc.</i></b> There are no risks arising from the matter for decision.

**Attachment 1 to Report 20.388**

**Current Metlink Advertising Policy**

# **Metlink Advertising Policy**

**current**

**Attachment 1 to Report 20.388**

**Current Metlink Advertising Policy**

**1. Policy Purpose**

The purpose of this policy is to set out our principles and criteria governing the advertisements permitted to appear on Metlink controlled assets, infrastructure and facilities.

**2. Policy Objectives**

We recognise that advertising is an influential method for companies and organisations to communicate with members of the public. In delivering on Metlink and GWRC values, the Advertising Policy ensures that advertising presented on the Metlink public transport network is appropriate and ethically responsible.

**3. Background**

The Metlink brand provides overarching direction for the behaviours of Metlink, including the nature of the companies and organisations that we partner with to advertise on the Metlink network.

The Metlink Advertising Policy will be applied by our media supplier to all advertising on the Metlink network. Both the supplier and officers will carry out audits to ensure the policy is being appropriately applied.

**4. Criteria**

Metlink is committed to ensure that advertising on Metlink controlled assets is consistent with Metlink and GWRC brand values, as well as adhering to all Codes of Practice by the Advertising Standards Authority and all applicable laws.

In considering alignment with Metlink and GWRC brand values, the policy identifies a number of themes which Metlink will not permit to be advertised on Metlink controlled assets. These are:

- Any advertising that breaches the Codes of Practice set by the Advertising Standards Authority and/or any applicable law;
- Products and or their packaging that significantly harm the environment and conservation;
- Advertising that could negatively impact on any conservation or social effort within the community;
- Political or religious advertising;
- Weaponry for promotion or sale;
- Gambling or casinos, but not gaming e.g. Lotto; and /or
- Anything which GWRC/Metlink may feel harms our reputation.

**Attachment 1 to Report 20.388****Current Metlink Advertising Policy****4.1 Policy Process**

The following diagram details the key points for agreeing advertising content.



When questionable material is passed to GWRC there is a process involving three points of protection to prevent any objectionable material appearing on Metlink controlled assets. These three points are:

1. GWRC Design and Brand team to consider and check against policy;
2. Escalation to General Manager, Public Transport, or General Manager, People and Customer; and
3. Escalation to Chair of Sustainable Transport Committee or Chair of Council for final approval/rejection.

**4.2 Breach of Policy**

If a complaint is received that the Metlink Advertising Policy has been breached, an investigation will be undertaken. This investigation will be led by General Manager, Public Transport.

If it is found that the Metlink Advertising Policy has been breached, the Manager Bus Operations will collaborate with the relevant parties to ensure the advertising is removed with urgency and a review undertaken of the advertising sales process that permitted the advertisement.

**5. Community support**

Metlink can support not-for-profit local projects, events or community organisations by providing free media placement across our buses and trains. We can offer media placements on bus interior and exterior and train interior across our region, on a limited, first-come first-served basis.

**Attachment 1 to Report 20.388**

**Current Metlink Advertising Policy**

Use of this space will be approved and administered by the GWRC Commercial team. There will be no charge for use of the media space, however, any costs associated with print, installation and removal of media will be charged to the advertiser.

Advertising content is subject to the criteria outlined in **Section 4** of this policy.

**6. Glossary**

<b>Term</b>	<b>Summary</b>
Significant	Something that is deemed to have a material effect as measured by industry standards.
Negatively impact	A fact, situation, or experience which would be viewed as having a strong negative influence.

**Attachment 2 to Report 20.388**

**Proposed Metlink Advertising Policy**

# **Metlink Advertising Policy**

**PROPOSED**

**Attachment 2 to Report 20.388**

**Proposed Metlink Advertising Policy**

**1. Policy Purpose**

The purpose of this policy is to set out our principles and criteria governing the advertisements permitted to appear on Metlink controlled assets, infrastructure and facilities.

**2. Policy Objectives**

We recognise that advertising is an influential method for companies and organisations to communicate with members of the public. In delivering on Metlink and GWRC values, the Advertising Policy ensures that advertising presented on the Metlink public transport network is appropriate and ethically responsible.

**3. Background**

The Metlink brand provides overarching direction for the behaviours of Metlink, including the nature, products and/or services of the companies and organisations that we partner with to advertise on the Metlink network.

The Metlink Advertising Policy will be applied by our media partner to all advertising on the Metlink network. Both the partner and GWRC officers will carry out audits to ensure the policy is being appropriately applied.

**4. Criteria**

Metlink is committed to ensuring that advertising on Metlink controlled assets is consistent with Metlink and GWRC brand values, as well as adhering to all Codes of Practice by the Advertising Standards Authority and all applicable New Zealand laws and regulations.

In considering alignment with Metlink and GWRC brand values, this policy identifies products and services which Metlink will exclude, or have the power to exclude from advertising on Metlink controlled assets. These are outlined in Table One below.

**Attachment 2 to Report 20.388****Proposed Metlink Advertising Policy****Table One: Metlink advertising exclusions**

<b>Categories of advertising considered for exclusion</b>	<b>Exclusion policy</b>
Advertising Standards Authority Codes of Practice	Any advertising that breaches the Codes of Practice set by the Advertising Standards Authority and/or any applicable New Zealand laws and regulations, including that which is considered not to demonstrate due attention to social responsibility as outlined in Principle 1 ASA Codes of Practice is <b>excluded</b>
Occasional food and beverages (HFSS)	All products which are categorised High Fat, Salt & Sugar (HFSS) by the New Zealand Government under the National Nutritional Guidelines are <b>excluded</b>
Products considered harmful to the environment	Products and or their packaging that are considered by GWRC to significantly harm the environment and conservation efforts are <b>excluded</b>
Political advertising	All advertising by political parties, groups and individuals for political campaigning and electioneering are <b>excluded</b>
Faith-based advertising	All advertising by faith-based organisations, groups and individuals for promotion of their message or ideology are <b>excluded</b> . This does not include advertising under faith-based charitable causes.
Faith-based charitable causes	Advertising may be permitted, at GWRC <b>officer discretion</b> , to advertise charitable causes, promotions or activities and events where the intent is to fulfil a charitable purpose other than the promotion of faith.
Weaponry	All advertising for the sale and/or supply of firearms, projectiles, bladed instruments, and military-style equipment and/or clothing associated with these products are <b>excluded</b> .
The placement of weaponry in entertainment advertising	All advertising of entertainment products that depict the use or display of firearms are <b>excluded</b> . Government sponsored or endorsed events or commemorations-based advertising which feature historical images featuring firearms is not covered under this exclusion.
The placement of weaponry in advertising by New Zealand Defence Force and New Zealand Police	Any advertising by New Zealand Defence Force or New Zealand Police featuring depictions of firearms may be permitted, at GWRC <b>officer discretion</b> , where that depiction is pursuant of their statutory and constitutional roles, and/or for the purposes of recruitment to those services.
Gambling	All advertising of gambling as covered under the Gambling Act 2003 including lotteries is <b>excluded</b> . Event-based advertising is not covered under this exclusion.
Alcohol	All advertising of alcoholic beverages that is not in keeping with Principle 3 of the ASA Code for Advertising and Promotion of Alcohol shall be <b>excluded</b> . Event-based advertising is not covered under this exclusion.
Event-based advertising	Event-based advertising may be permitted at GWRC <b>officer discretion</b> where: <ul style="list-style-type: none"> <li>• An alcohol brand may be a sponsor or co-sponsor of the event</li> <li>• The event involves the safe and responsible consumption of alcohol in a controlled environment</li> <li>• A sporting or community event that may involve gambling under the Racing Act 2020</li> <li>• The event or commemoration is sponsored or endorsed by the New Zealand Government and features contemporary or historical images featuring firearms use by the legitimate Armed Forces of New Zealand and its defence allies and partners.</li> </ul>

**Attachment 2 to Report 20.388****Proposed Metlink Advertising Policy****4.1 Placement of advertising on public transport network**

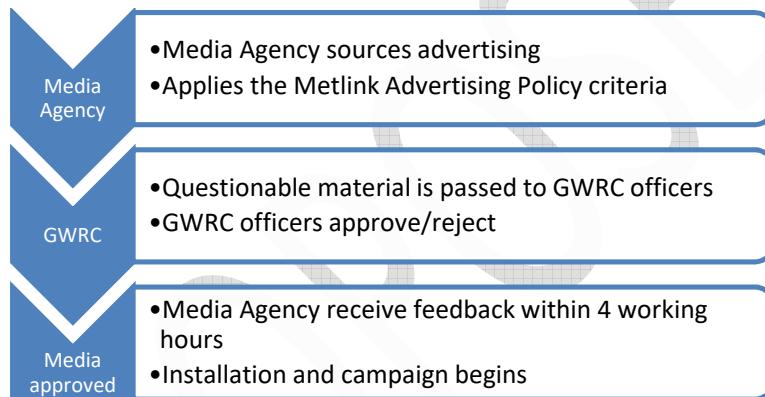
Supersides are advertisements which cover bus windows. These advertisements must only be placed roadside. Every effort must be made to use the most up-to-date technology to ensure maximum visibility for Metlink customers. A minimum standard of 50/50 material must be used.

All advertisements placed on Metlink public transport must conform to this policy and the associated Metlink Brand Guidelines. For exceptions, the media partner needs approval from GWRC officers.

All bulkhead and poster advertising on Metlink rail services must conform to the Children and Young People's Advertising Code of the Advertising Standards Authority.

**4.2 Policy Process**

The following diagram details the key points for agreeing advertising content.



When questionable material is passed to GWRC there is a process involving two points of protection to prevent any objectionable material appearing on Metlink controlled assets. These two points are:

1. GWRC Design, Brand and Commercial teams to consider and check against policy
2. Escalation to General Manager, Metlink, or General Manager, People and Customer.

**4.3 Breach of Policy**

If a complaint is received that the Metlink Advertising Policy has been breached, an investigation will be undertaken by GWRC officers. This investigation will be led by General Manager, Metlink.

**Attachment 2 to Report 20.388****Proposed Metlink Advertising Policy**

If it is found that the Metlink Advertising Policy has been breached, the Manager Metlink Commercial Partnerships will collaborate with the relevant parties to ensure the advertising is removed with urgency and a review undertaken of the advertising sales process that permitted the advertisement.

**5. Community support**

Metlink can support not-for-profit local projects, events or community organisations by providing free media placement across our public transport network. Metlink can offer media placements on bus interior and exterior and train interior across our region, on a limited, first-come first-served basis.

Use of this space will be approved and administered by the Metlink Commercial Partnerships team. There will be no charge for use of the media space. However, any costs associated with print, installation and removal of media will be charged to the advertiser.

All advertising placements for community support must conform to the policies outlined in **Section 4** of this policy document.

**6. Glossary**

Term	Summary
Significant	Something that is deemed to have a material effect as measured by industry standards.

**Transport Committee  
22 September 2020  
Report 20.378**



**For Decision**

**WELLINGTON REGIONAL PUBLIC TRANSPORT PLAN REVIEW**

**Te take mō te pūrongo**

**Purpose**

1. The report presents the Transport Committee (the Committee) with draft policies and actions for approval and inclusion in the draft Wellington Regional Public Transport Plan (RPTP) 2021-31.

**He tūtohu**

**Recommendation**

That the Committee **approves** the policies and actions set out in Attachment 2 for inclusion in the draft Wellington Regional Public Transport Plan 2021-31 prior to commencing public consultation.

**Te tāhū kōrero**

**Background**

2. Council is required to have a RPTP by the Land Transport Management Act 2003. The existing RPTP was adopted in 2014 and has been varied three times, on February and September 2016 and October 2017.
3. A RPTP must provide a statement of the public transport services that are integral to the public transport network, and the policies, procedures, information, and infrastructure that support those services.
4. A RPTP is primarily a policy document that sets out the approach to achieving the objectives for public transport set out in the Regional Land Transport Plan, the Government Policy Statement on Land Transport, and the Greater Wellington Regional Council (Greater Wellington) Long Term Plan. High level objectives, targets and performance measures for public transport are set in these documents rather than in the RPTP.

**Te horopaki**

**Context**

5. Officers are currently developing the draft Wellington RPTP 2021-31 for the Committee's endorsement on 3 December 2020, prior to public consultation in February 2021. Hearings for public submissions on the draft Wellington RPTP are scheduled for 20 to 22 April 2021.

6. A key component of the draft Wellington RPTP is the ‘policy chapter’ which sets out the proposed policy areas and supporting objectives, policies and actions. The policies reflect our strategic direction, and deliver on our goals and the strategic focus areas and themes described in the main narrative of the RPTP.
7. Due to the detailed nature of this chapter, officers request the Committee’s feedback on the direction of travel of the policy settings, and approval to include these policies and actions in the draft Wellington RPTP 2021-31, prior to the whole draft plan being tabled for Committee’s endorsement on 3 December 2020.
8. The draft policy chapter is an important focus for our ongoing engagement with key stakeholders like Waka Kotahi NZ Transport Agency, the Ministries of Transport and Education, our local council partners and our operators. The Committee’s consideration and approval of the policies will enable us to consult with these stakeholders in more detail prior to commencing the public consultation round in February 2021.

### Draft policies

9. **Attachment 1** sets out the high-level changes that have been made to the draft Wellington RPTP policies and associated actions since publication of the 2014 edition. These policies are succinct and at a high level in order make a meaningful statement whilst still retaining operational flexibility. The implementation of the policies will largely occur through Metlink teams’ individual work programmes, our asset management planning and procurement, our work with operators, and broader Greater Wellington and local council work programmes.
10. **Attachment 2** sets out the proposed draft policies and actions for inclusion in the draft RPTP. These draft policies and actions are driven by, and seek to guide the implementation of, Greater Wellington’s and central government’s public transport strategic priorities of mode shift, decarbonisation of the public transport fleet and improving customer experience. In addition, the policies support the delivery and implementation of *Let’s Get Wellington Moving*, improving the accessibility of public transport for all, and the importance of having an effective relationship with mana whenua.
11. The draft policies and associated actions are articulated under eight policy areas, two of which are new in 2021:
  - a Customer experience and information
  - b Partnering with mana whenua (new)
  - c Accessible service design and planning
  - d High frequency, high quality core network (new)
  - e Quality of services and infrastructure
  - f Fares and funding
  - g Providing for people with limited access to public transport
  - h Procurement, service delivery, and monitoring.

12. The new and amended policies reflect the ongoing changes to:
  - a How we communicate with and provide information to customers, and promote behavioural change, through existing and emerging digital channels and technologies
  - b How we approach service design and planning
  - c Our focus on multi-modal access to the network
  - d How we partner for service delivery
  - e Our focus on making informed decisions through the collection and analysis of travel and performance data.
13. The “Partner with mana whenua to improve our responsiveness to Māori customers” policy is new in 2021 and sets out the following actions:
  - a Extend the use of Te Reo Māori in customer information channels
  - b Work with mana whenua to develop a Māori responsiveness plan for public transport, including consideration of principles to enhance design of public transport activity and guide current and future public transport policy
  - c Work with mana whenua to reach communities and build relationships to encourage public transport use
  - d Build strong enduring relationships with mana whenua through all facets of public transport delivery
  - e Ensure that Māori values are considered in the built environment through our design principles
  - f Explore Māori values and sustainability interface within a Responsiveness to Māori framework.
14. As part of the stakeholder engagement phase of the draft Wellington RPTP consultation, Metlink is working with Te Hunga Whiriwhiri and our customer networks to create effective partnerships with mana whenua so we can work towards meaningful delivery of the above actions.
15. In response to requests from our local council partners, we have included for the first time draft Service Delivery Thresholds to articulate the criteria Metlink uses when planning new or amended services, particularly on the bus network.
16. From a public interest perspective, a key policy area will be the new “high frequency, high quality core network”. This policy area has the objective of “A high quality , high frequency core public transport network that improves journey times and reliability and attracts more users” and the following underpinning operational policies:
  - a Provide mass transit from Wellington Station to Wellington Hospital and the airport
  - b Provide infrastructure and services to support a high capacity, high quality core network
  - c Improve public transport journey times, reliability and resilience on the core public transport network.

17. In addition to actions associated with the support of *Let's Get Wellington Moving* deliverables, and the development of business cases for increased rail services to and from Palmerston North and Masterton, the policy area signals Metlink's intention to develop a new bus layover strategy to plan for changes to the urban environment, asset ownership and changes to patronage and service provision.
18. Under 'quality of services and infrastructure', we have increased our focus and consideration of Accessibility, Health and Safety in our investment planning decision-making.
19. For fares and funding, the 2021 plan focus is on balancing funding with fare revenue to provide value for money and attract and retain customers. There are new draft policies on having a consistent fare structure across the network, having annual reviews of fares and operating costs to ensure funding is going to the right places, and having advertising and sponsorship policies specific to Metlink. In addition, we introduce activities to explore additional commercial opportunities like Transport Oriented Development to reduce the funding burden on Greater Wellington.
20. Two overarching themes underpin the policies and actions - delivering value for money through active review of our services to maximise social coverage and benefits within budgetary constraints; and the opportunities for new and improved services and service efficiencies through the use of new and emerging technologies.

#### **Ngā hua ahumoni Financial implications**

21. A RPTP is primarily a policy document and does not have the financial and planning functions of the Long Term Plan or the Regional Land Transport Plan. There are no financial implications associated with the development of the draft Wellington RPTP other than the \$157,000 budget for development, consultation and printing/marketing.

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

22. The proposed RPTP policies contribute to Council's and Greater Wellington's policies and commitments relating to climate change.
23. The policies advance the commitment to provide a low emissions public transport network.
24. The proposed policies have no significant implications for greenhouse gas emissions over their lifetime and therefore do not require an approach to reduce them.
25. Climate change impacts will not have any direct effect upon the RPTP's policies over its lifetime.

## **Ngā tikanga whakatau Decision-making process**

26. The subject matter of this report is part of a decision-making process that will lead to Council making a decision of high significance within the meaning of the Local Government Act 2002. The decision-making process is explicitly prescribed for by sections 124 and 125 of the Land Transport Management Act 2003.

## **Te whakatūtakitaki Engagement**

27. The broad outline and focus of the draft Wellington RPTP policy chapter has informed discussions to date with key stakeholders. Once approved, this policy chapter will form the basis of further discussions (prior to the commencement of public consultation in February 2021) with key stakeholders like Waka Kotahi NZ Transport Agency, the Ministries of Transport and Education, our local council partners, and our operators.

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

28. Metlink will continue to work with subject matter experts, Metlink teams, Greater Wellington's Customer Engagement department, and external stakeholders to continue developing the draft Wellington RPTP prior to presentation to the Committee on 3 December 2020.

## **Ngā āpitihanga Attachments**

Number	Title
1	Policy changes since 2014
2	Draft Wellington Regional Public Transport Plan 2021-31 Policy – Chapter 6

## **Ngā kaiwaitohu Signatories**

Writer	Emmet McElhatton – Principal Advisor Policy, Metlink
Approvers	Tim Shackleton – Manager - Metlink Strategy and Investment Scott Gallacher – General Manager, Metlink

<b>He whakarāpopoto i ngā huritaonga Summary of considerations</b>
<b><i>Fit with Council's roles or with Committee's terms of reference</i></b> The Committee has responsibility to “review periodically the performance and effectiveness of transport strategies, policies, plans, programmes and initiatives”.
<b><i>Implications for Māori</i></b> Policies to partner with mana whenua to improve Metlink responsiveness to Māori customers are included in the draft Wellington RPTP.
<b><i>Contribution to Annual Plan / Long Term Plan / Other key strategies and policies</i></b> The draft Wellington RPTP and its associated policies and actions implement the public transport –related priorities in Greater Wellington’s Long Term Plan.
<b><i>Internal consultation</i></b> Internal consultation was undertaken across the Metlink Group.
<b><i>Risks and impacts - legal / health and safety etc.</i></b> There are no risks arising from the matter for decision.

**Attachment 1 to Report 20.378****Policy changes since 2014****Policy changes since 2014**

<b>2014 Policy Areas</b>	<b>Proposed 2021 Policy Areas</b>	<b>Change</b>
Connection with customers	Customer experience and information	The 2021 focus is on taking a customer-centred approach. This includes having a consistent customer experience across the public transport network, with two additional draft policies on promoting public transport to influence behaviour change and keeping up with changing digital technology. This advances on the 2014 policy focus of having an effective connection with customers.
N/A	Partnering with mana whenua	The objective of having an effective relationship with mana whenua is new in the 2021 RTPP with policy and associated actions related to partnering with mana whenua to improve our responsiveness to Māori customers.
An integrated public transport network	Accessible service design and planning	The 2014 policy was focused on developing a simple integrated network. The 2021 policy expands on this by including accessibility, customer focused planning, and reviews of the network as key actions. New draft Service Delivery Thresholds have been added in following feedback from TAs.
N/A	High frequency, high quality core network	This is a new area in 2021 to cover Let's Get Wellington Moving, in particular mass rapid transit and bus priority through core bus corridors throughout the Wellington region.
Service and infrastructure standards	Quality of services and infrastructure	The 2014 policy focus was on a safe, reliable and customer focused public transport network. The 2021 policy expands on this and includes accessibility, a low emissions fleet and multimodal access to the public transport network.
Fares and ticketing system Sustainable funding	Fares and funding	The 2021 plan combines the two sections in the 2014 plan. The focus in the 2014 plan was on farebox recovery and simplifying the fare structure. The 2021 plan focus is on balancing funding with fare revenue to provide value for money and attract and retain customers. There are new draft policies on having a consistent fare structure across the network, having annual reviews of fares and operating costs to ensure funding is going to the right places, and having advertising and sponsorship policies specific to Metlink.
Providing for the transport disadvantaged	Providing for people with limited access to public transport	The focus in the 2014 plan and 2021 is the same, although terminology use has been updated to talk about those with access needs, or limited access to public transport as opposed to people who are transport disadvantaged. A new draft policy has been included on developing an Accessible Journey Plan.

<b>2014 Policy Areas</b>	<b>Proposed 2021 Policy Areas</b>	<b>Change</b>
Procurement Monitoring and review	Procurement, service delivery, and monitoring	The two sections in the 2014 plan have been combined into one for the 2021 plan. The focus in the 2014 plan was on using PTOM and having a smooth transition to PTOM with operators and the public, while maintaining a good monitoring system. The 2021 plan focuses on having a partnering approach and a robust regime for monitoring and collecting travel and performance data.

**Attachment 2 to Report 20.378**

**Draft 2021-31 Regional Public Transport Plan Policy – Chapter 6**

## **6 Achieving our goals: objectives, policies and actions**

This chapter sets out the policy areas and supporting objectives, policies and actions proposed for the new PT Plan. The policies reflect our strategic direction, and deliver on our goals and the strategic focus areas and themes described in Chapter 4.

Our proposed policy areas are:

1. Customer experience and information
2. Partnering with Mana Whenua
3. Accessible service design and planning
4. High frequency, high quality core network
5. Quality of services and infrastructure
6. Fares and funding
7. Providing for people with limited access to public transport
8. Procurement, service delivery, and monitoring

### **Strategic Policy**

- Work with transport operators, tourism agencies and local councils in developing strategies that benefit the regional economy and wellbeing
- Encourage mode shift through business and school travel plans
- Reduce public transport emissions by decarbonising the Metlink fleet

#### **6.1 Customer experience and information**

A customer-centred approach to public transport includes:

- An understanding of, and response to, customer needs - using customer insight and data to identify opportunities for improvement
- Ensuring every part of our service keeps pace with changing customer expectations and new technologies
- A proactive approach to dealing with complaints
- A strong focus on customer service in contracts and supplier relationships
- A consistent brand that helps customers to experience the network as a single integrated network
- Ensures that mana whenua values inform and enhance the design of our network
- Continual improvement and innovation of our services to help retain our existing customers and grow patronage.

**Attachment 2 to Report 20.378****Draft 2021-31 Regional Public Transport Plan Policy – Chapter 6****Proposed policies – Customer experience and information**

<b>Policy</b>	<b>Actions</b>
Objective: An effective relationship with customers	
a) <b>Provide easy-to-access and intuitive information to customers</b>	<ul style="list-style-type: none"> <li>- Manage our timetables, signage, website and app to provide accurate, accessible, up-to-date, consistent, and user-friendly information</li> <li>- Have a more flexible and agile information publishing process</li> <li>- Provide accessible information</li> <li>- Maintain a contact centre that offers public transport information and collects customer feedback</li> </ul>
b) <b>Collect and use travel data and customer insights to continually improve the public transport network</b>	<ul style="list-style-type: none"> <li>- Provide a range of opportunities for solicited and unsolicited customer feedback on all modes, including research and where appropriate co-design, ensuring processes take into account the broad needs of our customers and communities</li> <li>- Continue to improve Metlink's system for recording, reporting and responding to customer feedback, compliments and complaints, providing a consistent approach and ensuring clarity on the respective responsibilities of Metlink and operators</li> <li>- Use customer data to help improve the public transport network</li> </ul>
c) <b>Provide a consistent brand experience across our public transport network</b>	<ul style="list-style-type: none"> <li>- Continue to develop and implement Metlink branding so that it consistently covers all services, information and infrastructure to assist customers to identify and use the public transport network. This includes infrastructure and assets owned by our transport partners that are used by Metlink customers.</li> <li>- Maintain a flexible approach to applying the Metlink brand in way that is appropriate and responds to aspects of place including heritage, special places and urban design</li> <li>- Provide for the Metlink and operator brands to be co-branded as appropriate</li> <li>- Ensure the Metlink brand is recognised by customers as the Wellington region's trusted public transport provider</li> <li>- Ensure that the placement of advertising or other media does not compromise passenger visibility and customer experience</li> </ul>
d) <b>Provide a consistent customer experience across the public transport network</b>	<ul style="list-style-type: none"> <li>- Provide a consistent level of customer service across modes and services layers</li> <li>- Require all staff to undertake and maintain customer service and disability awareness training</li> <li>- Provide consistent fare products across modes and services</li> <li>- Standardise levels of service for infrastructure, including stations, stops, and interchanges, through the asset management process according to levels of service</li> </ul>
e) <b>Promote the public transport network to influence behaviour change for customers and support mode shift targets</b>	<ul style="list-style-type: none"> <li>- Encourage behavioural change for payment methods, compliance with conditions of carriage, travel patterns and etiquette</li> <li>- Ensure that service changes are well communicated through a variety of channels</li> <li>- Ensure the specific requirements of customers with access needs are met</li> <li>- Ensure communications are clear with our operating partners</li> <li>- Use promotions to increase utilisation of public transport services and to customer segments with the highest potential for increased public transport use</li> </ul>

**Attachment 2 to Report 20.378****Draft 2021-31 Regional Public Transport Plan Policy – Chapter 6**

	<ul style="list-style-type: none"> <li>- Encourage awareness of journey planning tools and fare products that suit a range of customer needs</li> </ul>
<b>f) Ensure we keep pace with customer expectations of smart and accurate digital information and interactions</b>	<ul style="list-style-type: none"> <li>- Continually improve the accuracy and usability of real-time information on all our digital channels</li> <li>- Implement the on-bus announcement system on key bus routes for improved customer information</li> <li>- Provide open-source public transport data to allow third-party travel planning websites and apps to develop a wide range of information solutions to improve access to information for customers, including those in the disability community.</li> <li>- Explore options in the mobility marketplace for customers to choose and pay for travel modes that best meets their needs</li> <li>- Participate in a ticketing solution that makes payment for all public transport efficient and easy for customers, and enables them to review and manage their journey and payment information</li> </ul>
<b>g) Apply consistent Conditions of Carriage</b>	<ul style="list-style-type: none"> <li>- Maintain consistent Conditions of Carriage across all modes</li> </ul>

**6.2 Partnering with Mana Whenua**

<b>Policy</b>	<b>Actions</b>
Objective: An effective partnership with mana whenua	
<b>a) Partner with mana whenua to improve our responsiveness to Māori customers</b>	<ul style="list-style-type: none"> <li>- Extend the use of Te Reo Māori in customer information channels</li> <li>- Work with mana whenua to develop a Māori responsiveness plan for public transport, including consideration of principles to enhance design of public transport activity and guide current and future public transport policy</li> <li>- Work with mana whenua to reach communities and build relationships to encourage public transport use</li> <li>- Build strong enduring relationships with mana whenua through all facets of public transport delivery</li> <li>- Ensure that Māori values are considered in the built environment through our design principles</li> <li>- Explore Māori values and sustainability interface within a Responsiveness to Māori framework</li> </ul>

**6.3 Accessible service design and planning**

Policies in this area guide the planning and development of public transport services over time, and our overall approach to the design of the network. Our proposed policies are intended to provide greater clarity and a more consistent approach to how we plan, monitor and adjust public transport services in order to:

- facilitate more coherent and principle-based decision making
- clarify for customers what they can expect from the network, thereby improving transparency
- support stronger partnering with operators to deliver services

**Attachment 2 to Report 20.378****Draft 2021-31 Regional Public Transport Plan Policy – Chapter 6**

- support greater use of customer insights and data in the planning of services.

Metlink uses design principles to guide the planning, review and adjustment of services.

### **Design principles**

The design of the public transport network of services is based on an integrated approach, which aims to provide a simple, cohesive and consistent route structure, where routes meet at logical transfer-points, and where arrival and departure times are coordinated. With this approach, the network of services is designed so that customers will experience:

- A simple network with a clear structure that is easy to understand
- A connected network that enables anywhere-to-anywhere travel, and where it is easy and affordable to transfer between services
- A consistent network that provides a consistent customer experience across the network that recognises demand and wider community outcomes
- An optimal network that improves journey times and makes the most efficient use of resources to achieve the best outcome and value for money.

Metlink uses Service Delivery Thresholds when planning for new or amended services.

**Consultation:** These Service Delivery Thresholds are being published in this document for the first time and we would like your views on their specifics and coverage. Please refer to the consultation question in Appendix 4.

<b>Criteria</b>	<b>Definition</b>	<b>Weighting</b>
<i>Appropriate density and land use characteristics</i>	<ul style="list-style-type: none"> <li>• Minimum 15 dwellings per hectare; and</li> <li>• Minimum 2,700 usual resident population within the catchment area* for an all-day local bus service</li> <li>• Location of urban hubs, employment and education centres, and other destinations of significance</li> </ul>	<b>30%</b>
<i>Sufficient demand</i>	<ul style="list-style-type: none"> <li>• Minimum regular use of 4+ passengers</li> <li>• Whether demand for any one trip exceeds total vehicle capacity</li> <li>• Specific cultural, sporting and social events</li> </ul>	<b>30%</b>
<i>Increased transport network efficiency and improved environmental outcomes</i>	<ul style="list-style-type: none"> <li>• Improved efficiency of key transport spines, particularly during peak</li> <li>• Consideration of route location, speed and directness</li> <li>• Developed network access to encourage mode shift</li> </ul>	<b>20%</b>
<i>Inherent social utility – improved network access and</i>	<ul style="list-style-type: none"> <li>• Proportion of people living in disadvantaged areas, without private vehicles, or other accessibility issues</li> <li>• Services providing for travel to school in urban areas where the school is not on the regular network or where</li> </ul>	<b>10%</b>

**Attachment 2 to Report 20.378****Draft 2021-31 Regional Public Transport Plan Policy – Chapter 6**

<i>demographic considerations</i>	<p>additional capacity is required to meet demand</p> <ul style="list-style-type: none"> <li>• 90% of residents of urban areas within a 5-10 minute walk of a public transport service</li> </ul>	
<i>Other Considerations</i>	<ul style="list-style-type: none"> <li>• Upcoming developments and population growth</li> <li>• Connecting the regions</li> <li>• Efficient transfers and trip chaining</li> </ul>	<b>10%</b>

\* Catchment area can be identified as 400-800 metre buffer around stops on the proposed route. If there is employment in the area this can be added to the population to meet threshold.

**Proposed policies – Service design and planning**

<b>Policy</b>	<b>Actions</b>
<p><b>Objective:</b> A simple, connected and integrated public transport network that attracts and retains customers and encourages mode shift</p>	
a) <b>Provide a simple, layered network of services (core, local, and targeted) that is easy to understand and meets a diverse range of travel needs</b>	<ul style="list-style-type: none"> <li>- Plan an integrated network using the following layers of services:           <ul style="list-style-type: none"> <li>○ Core services: the urban rail network and frequent bus services, providing high capacity services between centres and along key corridors</li> <li>○ Local services: include all day medium to low frequency services connecting residential areas, town centres, activity centres, and feeding core routes</li> <li>○ Targeted services: to meet specific access demands, including peak only services, school services, night bus services, and community services to provide access where regular all-day services are not viable or appropriate</li> </ul> </li> <li>- Consider introducing or trialling new technologies or innovative options to provide travel solutions for customers whose needs cannot be met by standard public transport services</li> </ul>
b) <b>Provide a public transport network that maximises the range of travel options and destinations</b>	<ul style="list-style-type: none"> <li>- Design routes that provide easy access to nearest town and city centres for local shopping, services and employment.</li> <li>- Design routes, interchanges, timetables, and provide accessible services, infrastructure, and fares that make it convenient and safe to connect between services</li> <li>- Work with local councils to integrate land use and public transport planning to facilitate the provision of services in new development areas</li> <li>- Provide communities with the most appropriate type and frequency of services in line with the Service Delivery Thresholds</li> </ul>
c) <b>Monitor and review services to ensure they meet customer needs and are affordable for users and communities</b>	<ul style="list-style-type: none"> <li>- Monitor the performance of services, operating units and the network and undertake regular service reviews and adjustments to ensure services are provided in line with the Service Delivery Thresholds and available funding</li> <li>- Use travel data and customer insights and engagement to inform the review and planning of services</li> </ul>
d) <b>Provide achievable timetables and reliable, punctual and customer focused services</b>	<ul style="list-style-type: none"> <li>- Ensure that timetables are based on actual monitored travel times and provide adequate time for connections between services</li> <li>- When carrying out service reviews, develop timetables that enable, where possible, services that depart at regular intervals</li> <li>- Continue to make real-time information available to operators for performance monitoring and fleet management</li> </ul>
e) <b>Consider</b>	<ul style="list-style-type: none"> <li>- Ensure that environmental, sustainability and health outcomes are considered</li> </ul>

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<b>environmental and health outcomes when planning the public transport network</b>	in the planning and provision of the public transport network - Ensure planning that is consistent with mana whenua values as kaitiaki
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**6.4 High frequency, high quality core network**

This policy area is focused on providing a high quality, high frequency core network that attracts new users by improving public transport journey times and reliability.

When bus services mix with traffic, journey times and reliability are affected. Measures that give priority to public transport services, such as bus lanes and traffic signal priority are important tools. GWRC will continue to work with our partners, including Wellington City Council and Waka Kotahi NZ Transport Agency to plan and prioritise public transport on the most congested sections of the core public transport network, and develop dedicated bus priority where needed.

We will also increase the capacity of the existing rail network, through shorter and longer term initiatives. This approach to delivering public transport applies across all modes, including rail and bus, and potential new modes such as light rail.

**Proposed policies – High quality, high frequency core network**

Policy	Actions
Objective: A high quality , high frequency core public transport network that improves journey times and reliability and attracts more users	
a) Provide mass transit from Wellington Station to Wellington Hospital and the Airport	<ul style="list-style-type: none"> <li>- Work with Let's Get Wellington Moving to progress investigation and design of mass transit between the Railway Station and the Wellington Hospital and the Airport</li> </ul>
b) Provide infrastructure and services to support a high capacity, high quality core network	<ul style="list-style-type: none"> <li>- Develop a growth strategy to inform investment in public transport services, fleet and infrastructure, and provide for the long term development of services on the core public transport network</li> <li>- Implement currently identified improvements to introduce the new rail service patterns to improve frequency and capacity</li> <li>- Develop detailed business cases to support increased rail services to Palmerston North and Masterton</li> <li>- Continue investigating the provision of public transport connections between Porirua and Hutt Valley</li> <li>- Develop a bus layover strategy to plan for changes to the urban environment, asset ownership and changes to patronage and service provision</li> </ul>
c) Improve public transport journey times, reliability and	<ul style="list-style-type: none"> <li>- Work with KiwiRail and other stakeholders to improve the reliability, resilience, accessibility, punctuality, frequency and speed of rail services</li> <li>- Work with Let's Get Wellington Moving to progress investigation and</li> </ul>

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<b>resilience on the core public transport network</b>	<p>design of the public transport components of the Early Delivery programme, focused on bus priority measures on the core network including along the Golden Mile and to Thorndon Quay / Hutt Road</p> <ul style="list-style-type: none"> <li>- Work with Let's Get Wellington Moving to provide high quality high frequency, attractive public transport on a second spine along the waterfront quays</li> <li>- Work with Wellington City Council on a joint programme to develop and deliver an Action Plan of bus priority improvements on core corridors in Wellington City in alignment with the Lets Get Wellington Moving Early Delivery programme</li> <li>- Work with other Councils to develop and deliver a prioritised programme of bus priority improvements on core bus corridors across the region</li> <li>- Identify opportunities to improve journey times by optimising service levels and the spacing of bus stops in relation to demand.</li> <li>- Work to remove duplication in the Wellington CBD to minimise bus congestion on the Golden Mile</li> <li>- Specify consistent standards for reliability and punctuality and incentivise good service performance through operator contracts</li> <li>- Work with operators to implement operational practices that allow the monitoring of journey times and modification of timetables as required to provide customers with reliable services</li> <li>- Develop and improve processes for managing planned and unplanned service disruptions to minimise impacts on customers, including processes for communicating with them</li> </ul>
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## 6.5 Quality of services, infrastructure and vehicles

### Quality of Services

A high-quality, accessible public transport system that gets customers quickly to where they want to go, and provides reliable whole-of-journey travel times.

Surveys and research show that the most important consideration for public transport users is reliability – that is, a trip leaves on time and arrives at, or very close to, the scheduled time. Reliability is particularly important when trips require connections with other services. Other important considerations for users are that the service arrives, services on a route are evenly spaced with a consistent time between services, and customers are not left behind because services are too full at the times they choose to travel.

Operational and fleet improvements will reduce journey times and increase service reliability. Minor timetable adjustments can also reduce waiting times and improve the reliability of connections between services, and can be undertaken as needed subject to operator agreement.

### Infrastructure and vehicle quality

A high quality, reliable, accessible and modern public transport network relies on the provision of fit for purpose, well designed and maintained infrastructure and facilities. This includes roads, bus stops and shelters, transport interchanges and hubs, rail tracks and

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associated infrastructure, rail stations, ferry terminals and wharves, park and ride facilities, cycle paths and footpaths, and door-to-door transport services for those with limited access to public transport.

Infrastructure and facilities need to provide good access, safety and personal security at all stages of the journey, particularly for people with impairments. Public transport elements also require clear and consistent branding with services and levels and information to meet customer needs for an integrated, easy-to-use customer focused system. As different agencies have ownership or control of elements of the system, communication and cooperation between all parties is required to achieve this.

All buses entering the contracted public transport fleet need to comply with Waka Kotahi NZ Transport Agency's Requirements for Urban Buses (national standards for bus quality and accessibility) and other relevant standards.

**Proposed policies – Quality of services, infrastructure, and vehicle quality**

<b>Policy</b>	<b>Actions</b>
Objective: High-quality, reliable, safe, accessible and customer focused public transport services using modern vehicles and infrastructure	
a) <b>Improve the accessibility and safety of the public transport system for customers, workers and the general public</b>	<ul style="list-style-type: none"> <li>- Ensure that accessibility and safety is incorporated in the planning and provision of all services and infrastructure</li> <li>- Work with operators, stakeholders and infrastructure providers to ensure that safety is part of everything we do</li> <li>- Engage with the disability community and other stakeholders to ensure a best practice approach is taken to providing a barrier free transport system</li> </ul>
b) <b>Ensure that all vehicles and vessels continue to meet vehicle and vessel quality standards</b>	<ul style="list-style-type: none"> <li>- Ensure all contracted bus services comply with Waka Kotahi NZ Transport Agency's Requirements for Urban Buses, the Vehicle Quality Standards set by GWRC, and other relevant standards</li> <li>- Ensure all rail maintenance and services comply with Rail Safety Licence requirements, vehicle minimum operating standards, and other relevant standards</li> <li>- Ensure all vehicles meet sizing specifications for specific bus routes to match geography or demand, as appropriate</li> <li>- Ensure operators comply with vehicle cleanliness and maintenance standards</li> <li>- Ensure that all vehicles meet minimum customer service standards in accordance with the levels of service</li> </ul>
c) <b>Provide a low emissions public transport network</b>	<ul style="list-style-type: none"> <li>- Consider low emissions technology in replacement strategies for end of life assets</li> <li>- Business case early replacement of assets to decarbonise public transport</li> <li>- Provide an efficient public transport network that minimises route complexity</li> <li>- Improve the energy efficiency of service delivery by providing low-emission vehicles, improving fleet fuel efficiency, deploying new technologies, and monitoring vehicle performance and maintenance</li> </ul>
d) <b>Continually improve accessibility and</b>	<ul style="list-style-type: none"> <li>- Follow the Waka Kotahi NZ Transport Agency public transport infrastructure guidelines, the New Zealand Urban Design Protocol and New Zealand Crime Prevention through Environmental Design guidelines when developing public</li> </ul>

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<b>standards of vehicles, and access to infrastructure and facilities</b>	<p>transport facilities</p> <ul style="list-style-type: none"> <li>- Require operators to ensure that vehicles comply with vehicle quality standards and meet standard accessibility requirements</li> <li>- Work to improve the accessibility of public transport services, including by providing priority seating, low floor access on trains, access to bus stop kerbs and standing pads</li> <li>- Encourage and coordinate improvements in the design and capacity of stops, shelters, stations and terminals to meet service requirements and future needs</li> <li>- Use consistent and clear signage and branding</li> <li>- Provide an accessible rail and bus fleet, and supporting infrastructure</li> <li>- Provide accessible buses as train replacement services for planned replacements</li> <li>- Work with local councils to develop station access plans to improve accessibility of rail stations, subways and underpasses</li> </ul>
<b>e) Monitor and continuously improve infrastructure assets</b>	<ul style="list-style-type: none"> <li>- Monitor and manage GWRC assets in accordance with the GWRC Public Transport Asset Management Plan</li> <li>- Work with local councils, New Zealand Police, Waka Kotahi NZ Transport Agency, and community groups to review, and where appropriate, create a plan to adapt infrastructure to enhance personal security</li> </ul>
<b>f) Enhance multimodal access to the public transport network</b>	<ul style="list-style-type: none"> <li>- Work with local councils and stakeholders to ensure access to public transport is factored in when new development areas are proposed</li> <li>- Work with local councils and developers to ensure that street networks are designed to accommodate public transport services and are well connected with walking and cycling facilities</li> <li>- Work with local councils to ensure effective integration of walking, cycling and public transport services when designing, delivering and upgrading stations, interchanges and other facilities</li> <li>- Work with local councils to provide convenient connections and visible signage between public transport and walking and cycling networks</li> <li>- Require operators to provide for the safe carriage of micro-mobility devices on appropriate bus, rail and ferry services</li> <li>- Apply a graduated approach to park and ride demand management, involving setting of terms and conditions for use, enforcement measures, and charging as required</li> <li>- Ensure new and existing park and ride facilities are designed to enhance safety, accessibility, multimodal connectivity and urban form and enable potential future technologies</li> <li>- Incorporate environmentally sensitive design and stormwater management measures to mitigate the negative impact of car parks on the land</li> <li>- Invest in new and existing park and ride facilities in accordance with the criteria and Investment Prioritisation Framework outlined in the Smarter Connections Strategy</li> <li>- Assess additional revenue opportunities to potentially reduce fare increases, such as through digital billboard placements, working with landowners, local councils, and Waka Kotahi NZ Transport Agency</li> </ul>

## 6.6 Fares and funding

The policies and actions in this area aim to attract and retain customers, provide value for money and promote fairness for fare payers and public funding.

Achieving these outcomes requires an integrated fares and ticketing system that provides for a consistent experience for customers planning, paying for and undertaking travel by public transport.

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In the period covered by the PT Plan, we will continue working to improve fares and deliver integrated ticketing for all public transport travel. The integrated ticketing solution is expected to be delivered through the National Ticketing Programme<sup>1</sup>.

The integrated fares and ticketing will mean a more convenient and seamless journey experience for customers with simpler and more rewarding fare products. The ticketing solution is also expected to provide more consistent pricing and smarter ways of connecting between buses, trains, ferries and other sustainable modes of transport.

Since 2014 we have made significant progress in simplifying and aligning our fare products. We extended the existing Snapper ticketing to all Metlink bus services as an interim bus ticketing system. Metlink bus customers are now able to transfer buses and complete a journey with a more affordable fare. As part of the fare changes in 2018, GWRC also introduced an off-peak discount and a consistent suite of concessions for tertiary students and those who are most dependent on public transport.

Our next focus for fares and ticketing will be to identify an approach for optimal and consistent pricing for fares, and a capping scheme to encourage greater use of public transport, contactless payments, and off-peak travel.

While we are aiming to attract more people to public transport, funding constraints make it a challenge to maintain service levels and grow patronage. The COVID-19 pandemic has also had significant impacts on our patronage and fare revenue.

There is an expectation that delivering services more efficiently and effectively can help reduce pressure on budgets and public funding. At the same time, we need to be able to deliver sufficient capacity on our network and services to provide for the travel needs of our peak commuters. There is continued demand for increases in the frequency and coverage of services, particularly during off-peak periods.

GWRC's ability to control costs is limited by the availability of funding and resources, and our reluctance to reduce services or increase fares as costs increase. Oil price volatility is also a constant pressure on operating budgets. GWRC must balance the costs and benefits of meeting these demands and establish sustainable funding arrangements that balance user contributions (fares) with public funding.

In the past, we were required to set regional targets and policy for farebox recovery as a condition of funding under a National Farebox Recovery Policy. With the changes to national funding policy since mid-2018, we have no longer been required to comply with a national farebox recovery target. Therefore we have no regional targets for farebox recovery set for the term of this plan.

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<sup>1</sup> A collaborative initiative of regional public transport authorities and the Waka Kotahi

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GWRC will continue making its funding decisions in accordance with the policies set out in the Long Term Plan (LTP).

By operating more efficiently we can reduce our costs and more effectively align our costs with revenue and demand. Operating efficiencies will be addressed primarily as part of our rolling programme of area-wide service reviews, as well as through targeted service reviews and service performance reviews.

Service reviews will identify routes with low demand and revenue to cost ratio and assess whether any changes are required. They will also consider the need to maintain the consistency of service levels, particularly those for frequency, hours of operation and route-level commerciality ratios and performance.

**Proposed policies – Fares and funding**

<b>Policy</b>	<b>Actions</b>
<b>Objective:</b> A fares and ticketing system that attracts and retains customers and balances user contribution with public funding	
a) <b>Participate in an integrated ticketing solution that supports integration of fares and the public transport network</b>	<ul style="list-style-type: none"> <li>- Subject to a satisfactory business case approved by GWRC, and through the National Ticketing Programme, implement an integrated ticketing solution that enables seamless journeys across the network using a single means of payment</li> <li>- Integrate fares so that the cost of a journey is independent of the number of modes or services involved</li> <li>- Develop and implement a transition plan to facilitate the changeover to the integrated fares and ticketing</li> <li>- Simplify fare products in the lead up to the integrated ticketing</li> </ul>
b) <b>Apply a consistent fare structure and pricing approach that recognises the wider benefits and costs of public transport</b>	<ul style="list-style-type: none"> <li>- Monitor customer experience of the fare structure and their perception of fares relative to the benefits they receive</li> <li>- Review fares and use customer insights to ensure the current fare structure and pricing approach is fit for purpose and promotes fairness and affordability for customers, ratepayers and funding partners</li> <li>- Identify an approach for optimal and consistent pricing for fares, and a capping scheme to encourage greater use of public transport, contactless payments, and off-peak travel</li> <li>- Provide greater clarity for customers on how fares are set, reviewed and adjusted, and what they can expect from the fare structure</li> </ul>
c) <b>Provide concession fares to targeted groups to increase access to affordable services for those who are most dependent on public transport</b>	<ul style="list-style-type: none"> <li>- Provide free travel for children under five</li> <li>- Provide concessions for school children</li> <li>- Provide concessions for full-time tertiary students</li> <li>- Provide concessions to people with disability including members of Blind Low Vision NZ, and other disability support agencies</li> <li>- Support the Government scheme providing free off-peak travel for SuperGold card holders</li> <li>- Work with the Government on national concession schemes including initiatives to enable cross regional concession schemes and provide concessions to Community Services Card holders</li> </ul>
d) <b>Provide incentives to encourage more</b>	<ul style="list-style-type: none"> <li>- Provide an off-peak discount to spread peak demand</li> <li>- Provide discounts to reward regular users through fare capping or other</li> </ul>

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<b>frequent use of public transport, more off-peak travel and greater use of electronic ticketing</b>	<p>incentive schemes</p> <ul style="list-style-type: none"> <li>- Price fares to encourage greater use of electronic ticketing and ensure reload options are available</li> <li>- Enable flexibility for potential fare promotions and products</li> <li>- Investigate innovative pricing and incentive options to encourage greater use of public transport and smarter connections between public transport and other sustainable transport modes</li> <li>- Develop products for corporate customers to encourage mode shift</li> <li>- Explore mobility as a service options to facilitate access to public transport</li> </ul>
<b>e) Ensure public transport users make a sustainable and equitable contribution towards funding of the network</b>	<ul style="list-style-type: none"> <li>- Review fares annually through the Annual or Long Term planning process to determine the extent of any fare adjustments required to balance the user contribution with public funding, with a preference for regular, rather than infrequent and substantial adjustments</li> <li>- Amend fare levels annually with inflation within 1% to 3%, subject to reviews and Council decisions, through annual fares review and annual plan long term plan process</li> <li>- Consider the likely impacts of any fare adjustments on patronage, affordability and mode shift, and on overall integrity of the fare structure within a wider policy and operational context</li> <li>- Review and adjust fares to be competitive with the cost of using a private vehicle for the same journey to encourage greater use of public transport</li> <li>- Investigate potential new funding and financing mechanisms (including advertising revenue) to reduce pressure on fare payers, ratepayers, and funding partners</li> <li>- Advocate for a higher government contribution to the funding of public transport service and network improvements through the National Land Transport Fund</li> </ul>
<b>f) Ensure that all users pay the correct fares</b>	<ul style="list-style-type: none"> <li>- Include measures in the integrated ticketing solution that simplify and automate, where possible, the collection of the correct fare</li> <li>- Implement the Metlink fare revenue protection strategy</li> <li>- Encourage customers to pay the correct fare and make it easier and more convenient to pay</li> <li>- Implement ticket checks and enforcement action, where required</li> <li>- Incentivise operators to collect fares and apply Metlink fare policies</li> <li>- Develop operational policies, guidelines and procedures, including a policy on refunds</li> <li>- Improve reporting and data analysis to better respond to fare evasion</li> </ul>
<b>g) Improve operating efficiencies to increase cost effectiveness of the public transport network to balance operating costs with funding sources</b>	<ul style="list-style-type: none"> <li>- Undertake annual network efficiency reviews, looking at service effectiveness, utilisation and value for money</li> <li>- Undertake targeted service reviews to identify poorly performing services, i.e. those services with high costs and/or low patronage</li> <li>- Investigate alternative ways of providing services, such as dial-a-ride, taxis and Total Mobility</li> </ul>
<b>h) Ensure the advertising policy balances the needs of the Metlink brand while maximising revenue opportunities</b>	<ul style="list-style-type: none"> <li>- Encourage businesses and other potential advertisers to advertise across the network in line with the Metlink Advertising Policy</li> <li>- Encourage advertising from organisations that align with Metlink values</li> <li>- Maximise both static and digital channels across bus, rail, assets and infrastructure creating a commuter and public transport user journey</li> </ul>
<b>i) Have a sponsorship policy specific to</b>	<ul style="list-style-type: none"> <li>- Ensure the sponsorship policy supports the Metlink brand and aligns with Metlink values</li> </ul>

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Metlink	
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## **6.7 Providing for people with limited access to public transport**

An important focus of the PT Plan is meeting the needs of people who are least able to travel to basic community activities and services – people experiencing transport disadvantage. Transport disadvantage can occur on a temporary or an ongoing basis, and can involve a mix of health and contextual factors. We provide services for those customers who have trouble accessing the network.

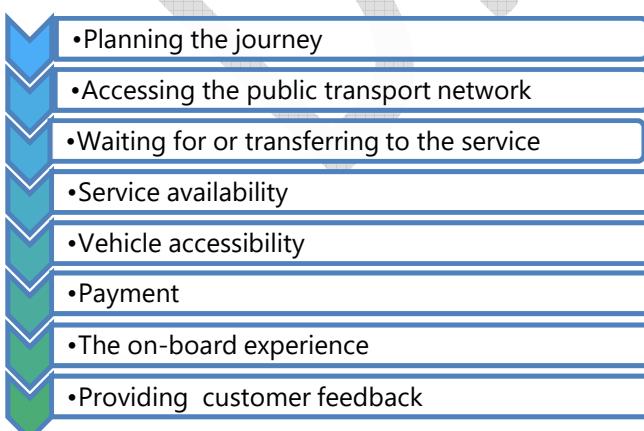
GWRC considers the following groups are more likely to have limited access to public transport than the average Wellington Region population:

- People with access needs
- People aged 65 and above
- People without driver licences, including children under driving age
- People on low incomes, including beneficiaries
- People living in disadvantaged neighbourhoods
- People in households without private transport

### **People with accessibility needs**

All Metlink customers should be able to use our public transport network with ease and dignity. People with accessibility needs includes people with impairments, older persons and others who can find the independent use of public transport services difficult or impossible without appropriate accessibility considerations for each stage of the journey.

Figure 6.1 Stages of an accessible journey



### **School bus policy**

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In urban areas where the Ministry of Education does not provide services, travel to school is primarily done through active modes such as walking, cycling, walking school buses, and by using existing public transport services. GWRC policy is to provide targeted school bus services only when these are required to supplement school student travel on the public transport network.

Metlink provides targeted school bus services in urban areas only where there is sufficient demand, there is not enough capacity or coverage provided by nearby public services, and when it is more cost-effective to provide such a service than a regular public service.

Services are provided to schools within zone or nearest to the suburbs served. Secondary school students are generally more capable of independent travel and wayfinding than younger school students, and these needs are taken into account when planning school services. Metlink will endeavour to accommodate reasonable requests by schools for school bus timetable changes. Sufficient notice, usually one year ahead, needs to be provided to enable changes to be made within contracted mandatory minimum planning, costing and negotiation timelines. When services are shared between schools, all potentially affected schools must agree to the requested change.

We are developing school service guidelines which set out the Metlink school bus policy and the procedures to be followed by schools when requesting service changes, e.g requests for bus route changes, earlier or later bus times, or different bus times on one day of the week, and our expectations for student behaviour on school services. Expectations for student behaviour on public services are outlined in Metlink's Conditions of Carriage.

**Proposed policies – Providing for people with limited access to public transport**

<b>Policy</b>	<b>Actions</b>
Objective: Information, facilities, and services that are increasingly available to all members of the public	
a) <b>Provide a public transport network that is accessible and safe for all users</b>	<ul style="list-style-type: none"> <li>- Use universal design principles to ensure the network is accessible for all customers</li> <li>- Specifically consider the needs of people with limited access to public transport when network changes are proposed and implemented, and take proactive steps to communicate changes to groups who may find it difficult to adapt</li> <li>- Work with stakeholders to identify and where possible co-design solutions to accessibility and safety issues</li> </ul>
b) <b>Continually improve accessibility for people with disabilities across all stages of a journey</b>	<ul style="list-style-type: none"> <li>- Work with stakeholders to develop an Accessible Journey Plan to guide the development of a fully accessible network over all stages of a journey</li> <li>- Provide open-source public transport information so third-parties can create innovative websites and apps to meet the specific needs of customer groups, including the disability community</li> </ul>
c) <b>Provide targeted school bus services to supplement the</b>	<ul style="list-style-type: none"> <li>- A majority of school students using public transport will travel on public Metlink services</li> <li>- Where there is enough demand supplementary school bus services are provided in urban areas</li> </ul>

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<b>public network</b>	<ul style="list-style-type: none"> <li>○ to nearest public or zoned schools not served by the public transport network or</li> <li>○ where capacity on the public network cannot meet school demand, and</li> <li>○ it is more cost-effective to provide a targeted school bus service than a regular public service</li> </ul> <ul style="list-style-type: none"> <li>- For travel to nearest public and zoned schools Metlink will work to minimise the need to transfer between services. For travel to other schools with lower demand it may continue to be necessary to connect between services</li> <li>- Metlink will review safety guidelines for high speed travel</li> <li>- Develop guidelines on the provision of school bus services, including when a school service can or will not be provided, and requirements for service or timetable changes</li> <li>- Undertake regular assessment and review of the provision of services</li> <li>- Work with schools to find effective solutions to school travel issues, in line with the guidelines</li> <li>- Encourage the trial and uptake of walking, part-walking (Park and Stride), cycling/scooting, walking school buses and other active modes for students' school travel</li> </ul>
<b>d) Continue to support the provision of Total Mobility services to optimise inclusion, opportunity, and independence for people with impairments</b>	<ul style="list-style-type: none"> <li>- Continue to support Total Mobility, including contracting transport operators to provide adequate and appropriate assistance to people with impairments</li> <li>- Require specialist accessibility and safety training to drivers</li> <li>- Ensure appropriate Total Mobility signage and fare payment systems are installed in all participating vehicles</li> <li>- Continue to support and provide information on available payment methods</li> </ul>
<b>e) Provide community transport services by delivering integrated public and active transport solutions that are accessible and less expensive than private vehicles, empowering communities to mode shift</b>	<ul style="list-style-type: none"> <li>- Consider the provision of accessible community transport services, including demand responsive and shopper and specialty services for health and wellbeing where regular scheduled local public transport services are not viable</li> <li>- Consider the provision of On-demand Public Transport to enhance access across the Wellington region</li> <li>- Ensure that transport networks align to new and existing papakāinga developments and existing marae within the region</li> <li>- Develop relationships with key stakeholders such as Kāinga Ora to ensure suitable access to the network is considered when building new community housing developments</li> <li>- When public transport services are removed, consider providing support to people who experience transport disadvantage and were previously reliant on those services</li> </ul>

## 6.8 Procurement, service delivery and monitoring

The procurement related policies and actions in the 2014 PT Plan were developed for the transition to the new Public Transport Operating Model (PTOM) and have largely been completed. The policies now need to be updated to reflect where we are at in the procurement cycle, where the focus has moved to ensuring the efficient and effective delivery of services under the new operating framework.

### Procurement of unit contracts

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Based on the principles developed for the establishment of units in the current PT Plan, Metlink's public transport network consists of 19 units - 17 bus units, 1 rail unit and 1 harbour ferry unit. Appendix 1 provides an outline of the units.

All unit contracts have been procured and operators and Metlink are now operating and managing these contracts. Rail services are operating under a PTOM based unit contract with the initial 9 year period expiring mid-2025. Bus services commenced operating under PTOM based unit contracts from mid-2018. Ferry services commenced operating under a PTOM based unit contract from July 2019

Nine bus units and the rail unit were contracted after a competitive tender. Seven bus units and one ferry unit were directly appointed in accordance with the provisions of PTOM. A further cross-regional bus unit was established in 2016, and is contracted and managed by Horizons. Appendix 2 provides procurement information for each unit.

During the lifespan of the PTOM contracts there will be variations to existing unit contracts and/or new units established to provide for future service changes, including the deployment of new vehicles.

#### **Proposed policies – Approach to procurement, delivery and monitoring of services**

<b>Policy</b>	<b>Actions</b>
Objective: An approach to procurement and monitoring of services that supports the efficient delivery of services and provides value for money	
a) Establish new units or amend existing units for the Metlink public transport network as required <sup>2</sup>	<ul style="list-style-type: none"> <li>- Work with operators to establish any new or amended units for the Metlink public transport network in line with legislative and major network planning requirements</li> </ul>
b) Procure contracts for units in accordance with a partnering approach	<ul style="list-style-type: none"> <li>- Take a partnering approach to procuring contracts for new units or amending existing unit contracts</li> <li>- Ensure GWRC Procurement Strategy and relevant Procurement Plans are current and reflect the stage we are at in the procurement cycle</li> <li>- Ensure the updated Procurement Strategy and transition plans take into account the impacts on competition, including mitigation of barriers to entry for incoming operators</li> <li>- Comply with Waka Kotahi NZ Transport Agency's procurement requirements and GWRC's Procurement Strategy when procuring or amending units</li> </ul>
c) Phase procurement and changeover to new contracts to achieve an orderly transition with limited disruptions	<ul style="list-style-type: none"> <li>- Develop pragmatic and customer focused transition plans in collaboration with partners as required</li> </ul>

<sup>2</sup> A unit refers to a Metlink service or group of services, established for contracting purposes.

**Attachment 2 to Report 20.378****Draft 2021-31 Regional Public Transport Plan Policy – Chapter 6**

<b>d) Develop and implement effective financial incentives and other regulatory mechanisms and performance regimes to ensure compliance with service level requirements</b>	<ul style="list-style-type: none"> <li>- Ensure the appropriate allocation of roles, responsibilities and risk between Metlink and operators within the contract framework</li> <li>- Develop an appropriate financial model so that the payment to the operator is the contract price as adjusted by the application of a financial incentive mechanism and key performance indicator (KPI) regime</li> <li>- Maintain a KPI regime to reflect Waka Kotahi NZ Transport Agency's requirements and incentivise contract performance and continually improved customer experience</li> </ul>
<b>e) Apply a partnering approach to the planning and operation of services</b>	<ul style="list-style-type: none"> <li>- Apply agreed partnering principles and objectives to guide successful partnering with operators and effective joint annual business planning</li> <li>- Develop and approve joint annual business plans</li> <li>- Work with partners to ensure the successful delivery of planned network improvements</li> </ul>
<b>f) Monitor performance of services and network, and customer satisfaction</b>	<ul style="list-style-type: none"> <li>- Ensure Metlink has the necessary capability to collect, manage, utilise and share public transport travel and performance data and customer insights and feedback and use this to inform improvements to planning and delivery of service</li> <li>- Utilise state-of-the-art data and knowledge management technologies and services to streamline access, use and sharing of public transport data, information and knowledge</li> <li>- Publish service quality and performance information</li> <li>- Work with operators to ensure that they collect and use reliable and sufficient performance information and customer insights to continually improve the services they provide to customers</li> <li>- Under PTOM and Total Mobility contracts, require operators to provide timely operational and performance data, information and reporting as required, including on <ul style="list-style-type: none"> <li>o patronage</li> <li>o passenger kilometres</li> <li>o reliability and punctuality</li> <li>o farebox revenue</li> <li>o safety, security and incidents</li> <li>o driver training and behaviour</li> <li>o compliance with vehicle quality standards</li> <li>o other measures as required</li> </ul> </li> <li>- Provide contractual mechanisms to vary and improve standards of services, products and processes</li> </ul>

**Transport Committee  
22 October 2020  
Report 20.389**



### **For Information**

## **PUBLIC TRANSPORT NETWORK PERFORMANCE – AUGUST 2020**

### **Te take mō te pūrongo**

#### **Purpose**

1. To update the Transport Committee (the Committee) on current performance of the public transport network.

#### **Te horopaki**

#### **Context**

2. Metlink now has access to a growing array of information that helps us to better appreciate and understand the performance of its public transport network.
3. Over time, we look forward to being able to continue to strengthen our insight expertise and capability.
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** contains an overview (including commentary) of the key results in Metlink's monthly performance report for August 2020. Performance data for September 2020 was unavailable at the time of writing this report. If available, performance data for September will be tabled at the meeting.

#### **Te tātaritanga**

#### **Analysis**

6. In August 2020, we saw a drop in boardings across the network with the Government's mid-month move to Alert Level 2.
7. Given the impact of COVID-19, it is still difficult to determine any patronage trends at this time.

#### ***Operational performance***

##### ***Bus performance***

8. Bus passenger boardings for August 2020 were 1.8 million. Boardings over the period were 81.9 percent of August 2019 boardings. This compares to July 2020 boardings being 87.8 percent of boardings for July 2019.

9. In August 2020, operators used the correct bus size 98 percent of the time, the same percentage as in July 2020. Reliability for August 2020 was close to the performance target, and punctuality exceeded the target for the first time in 2020, possibly due to fewer boardings leading to shorter dwell times at bus stops.

*Rail performance*

10. Rail passenger boardings for August 2020 were 0.8 million. Boardings over the period were 73.9 percent of August 2019 boardings. This compares to July 2020 boardings being 81.6 percent of boardings for July 2019.
11. Reliability and punctuality were both higher in August 2020 compared to July 2020. Reliability was affected by cancelled services due to network issues, and by some mechanical faults on vehicles. Punctuality was affected by three major network issues leading to delays for some peak services; and on the Wairarapa line there were network speed restrictions and delays to services due to worksites operating while services were running.

*Ferry performance*

12. Boardings for August 2020 were 80.9 percent of boardings for August 2019. In July 2020 boardings were 87.1 percent of boardings for July 2019.

**Ngā āpitihanga**

**Attachment**

Number	Title
1	Metlink monthly performance report – August 2020

**Ngā kaiwaitohu**

**Signatories**

Writer	Andrew Myers – Technology and Data Lead, Metlink
Approvers	Dawn Wilce – Manager Metlink Commercial Partnerships Scott Gallacher – General Manager Metlink

<b>He whakarāpopoto i ngā huritaonga Summary of considerations</b>
<b><i>Fit with Council's roles or Committee's terms of reference</i></b> “Reviewing performance trends related to public transport activities” is a specific responsibility set out the Committee’s Terms of Reference.
<b><i>Implications for Māori</i></b> There are no implications for Māori.
<b><i>Contribution to Annual Plan / Long term Plan / Other key strategies and policies</i></b> Certain performance measures in Greater Wellington’s Annual Plan 2020/21 relate to matters reported on in the operational performance report.
<b><i>Internal consultation</i></b> No other departments were consulted in preparing this report.
<b><i>Risks and impacts: legal / health and safety etc.</i></b> There are no risks arising from this report.

# Metlink performance report



## August 2020 – for the GWRC Transport Committee

This report contains a summary of key information for August and the year to date (July 2020 to August 2020). It provides insight into the performance of our public transport network with a focus on patronage, reliability, punctuality and complaint trends.

Full monthly performance reports are available under 'Performance of our network' on the Metlink website: <https://www.metlink.org.nz/>

## Patronage

### Bus Passenger boardings

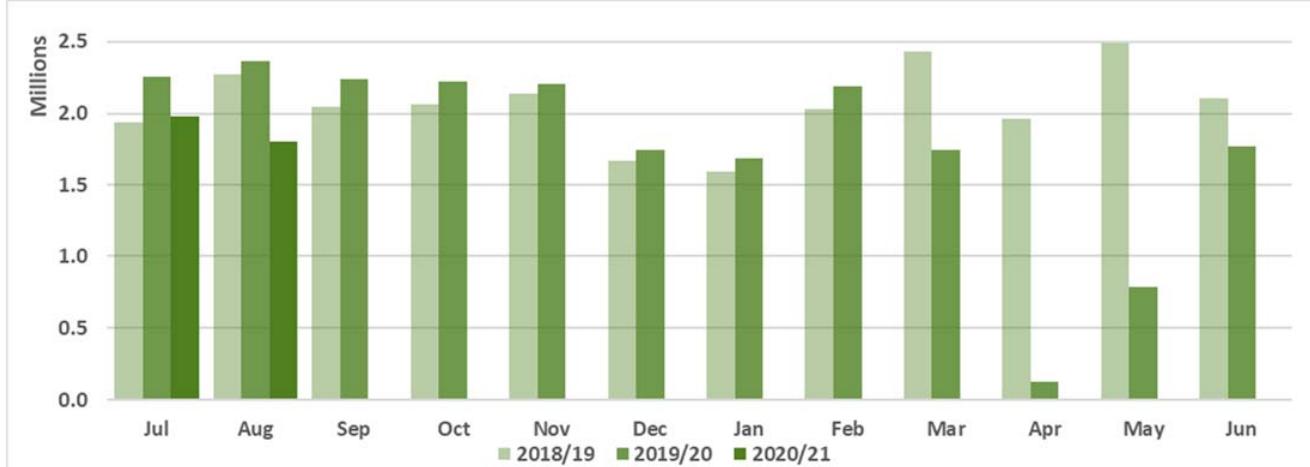
Under alert levels 1 and 2, August passenger boardings were 23.8% lower than the same month last year, and 18.1% lower for the year to date. Prior to COVID-19, we were seeing increased growth of 7.3% (July 2019 to February 2020).

#### By area for Aug

	Aug-20	Aug-19	% Change
Wellington	1,284,500	1,722,009	-25.4%
Hutt Valley	373,884	467,144	-20.0%
Porirua	82,569	97,554	-15.4%
Kapiti	49,456	63,667	-22.3%
Wairarapa	14,223	17,313	-17.8%
<b>Total</b>	<b>1,804,632</b>	<b>2,367,687</b>	<b>-23.8%</b>

#### By area - year to date (Jul - Aug)

	2020/21	2019/20	% Change
Wellington	2,747,713	3,405,668	-19.3%
Hutt Valley	750,515	882,380	-14.9%
Porirua	160,765	183,188	-12.2%
Kapiti	96,111	117,467	-18.2%
Wairarapa	26,451	31,174	-15.2%
<b>Total</b>	<b>3,781,555</b>	<b>4,619,877</b>	<b>-18.1%</b>



### Rail Passenger boardings

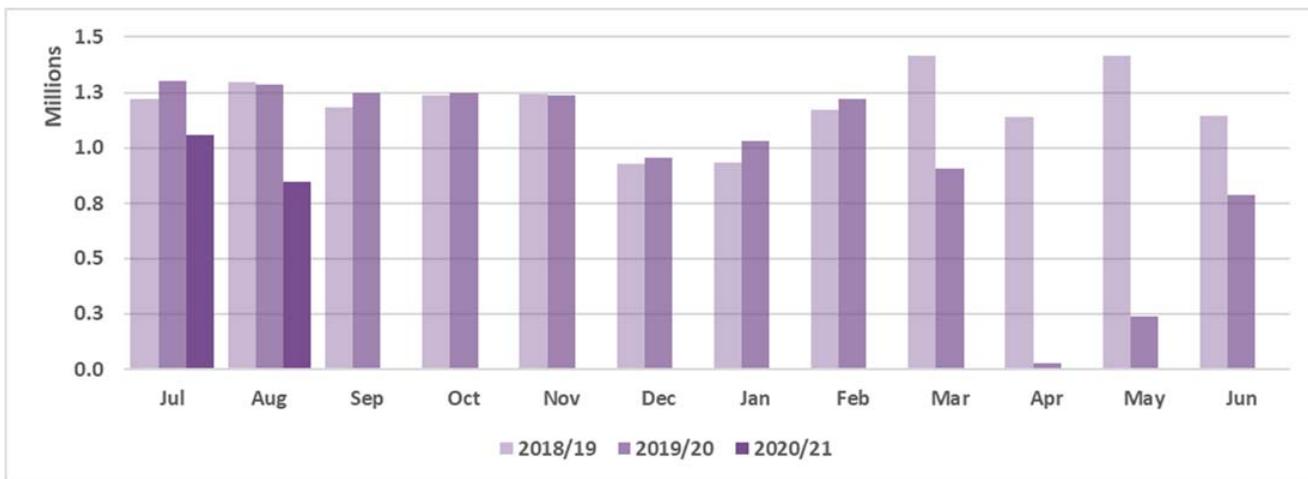
Under alert levels 1 and 2, rail recorded a decrease in passenger boardings of 33.9% for the month, and 26.1% for the year to date. Prior to COVID-19, we were seeing increased growth of 3.5% (July 2019 to February 2020).

#### By line for Aug

	Aug-20	Aug-19	% Change
Hutt Valley	352,097	551,221	-36.1%
Kapiti	358,377	537,143	-33.3%
Johnsonville	92,684	126,957	-27.0%
Wairarapa	44,594	67,835	-34.3%
<b>Total</b>	<b>847,752</b>	<b>1,283,156</b>	<b>-33.9%</b>

#### By line - year to date (Jul - Aug)

	2020/21	2019/20	% Change
Hutt Valley	801,932	1,110,553	-27.8%
Kapiti	804,097	1,081,415	-25.6%
Johnsonville	199,607	252,117	-20.8%
Wairarapa	103,454	138,958	-25.6%
<b>Total</b>	<b>1,909,090</b>	<b>2,583,043</b>	<b>-26.1%</b>



### Ferry Passenger boardings

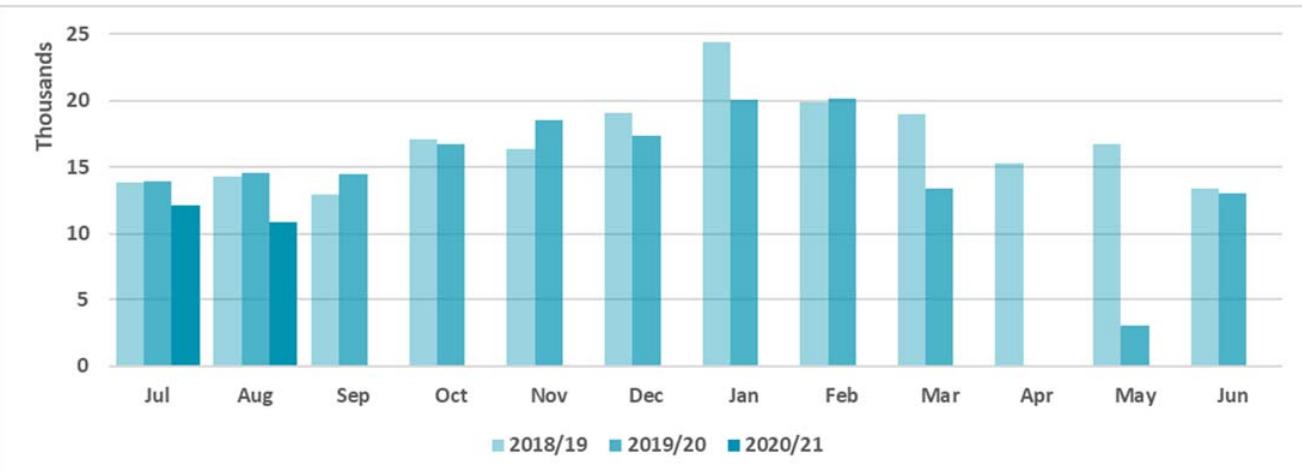
August boardings show a decrease of 25.0% on the same month last year. Year to date boardings show a decrease of 19.1%, compared to a decrease of 1.4% pre-COVID-19 (July 2019 to February 2020).

For Aug

	Aug-20	Aug-19	% Change
Total	10,897	14,533	-25.0%

Year to date (Jul - Aug)

	2020/21	2019/20	% Change
Total	23,052	28,491	-19.1%



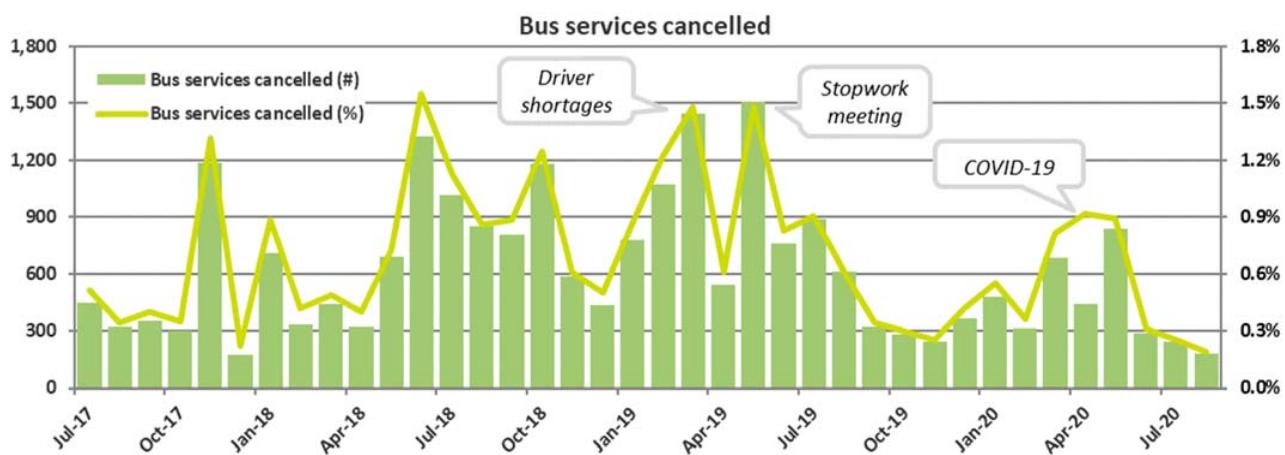
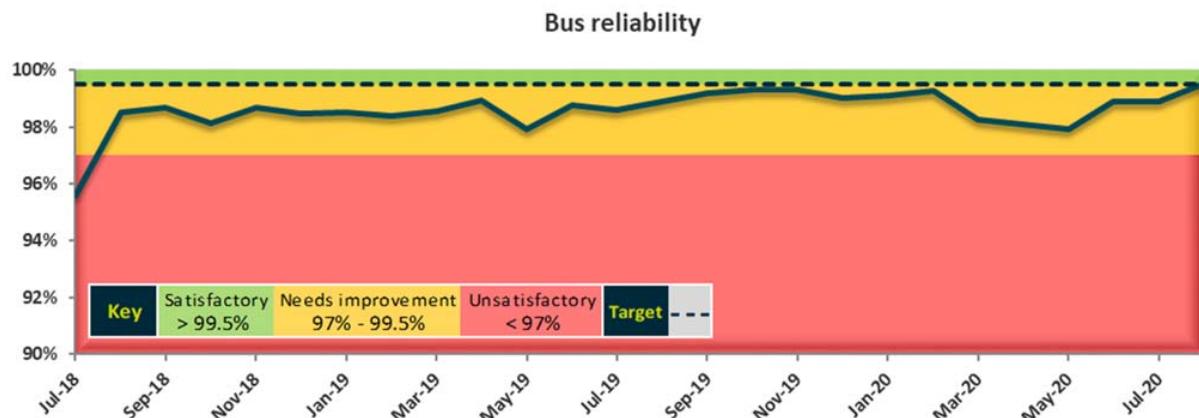


## Bus service delivery

### Reliability

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

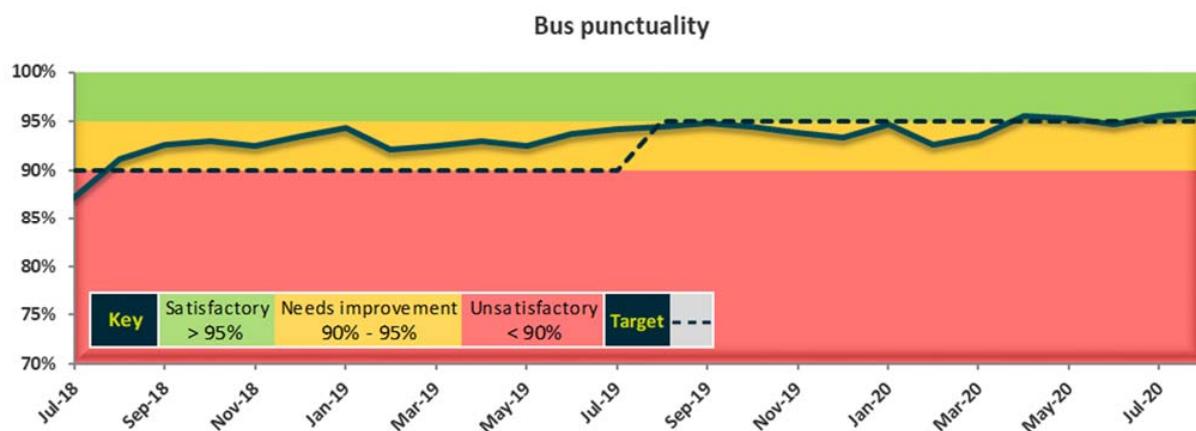
99.5% of bus services were delivered reliably in August 2020. There were no significant events affecting reliability this month.



### 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 August was 95.9%, with an improvement of 1.4% on the same month last year. During the month, punctuality may have continued to be impacted by fewer boardings leading to shorter dwell times at bus stops.



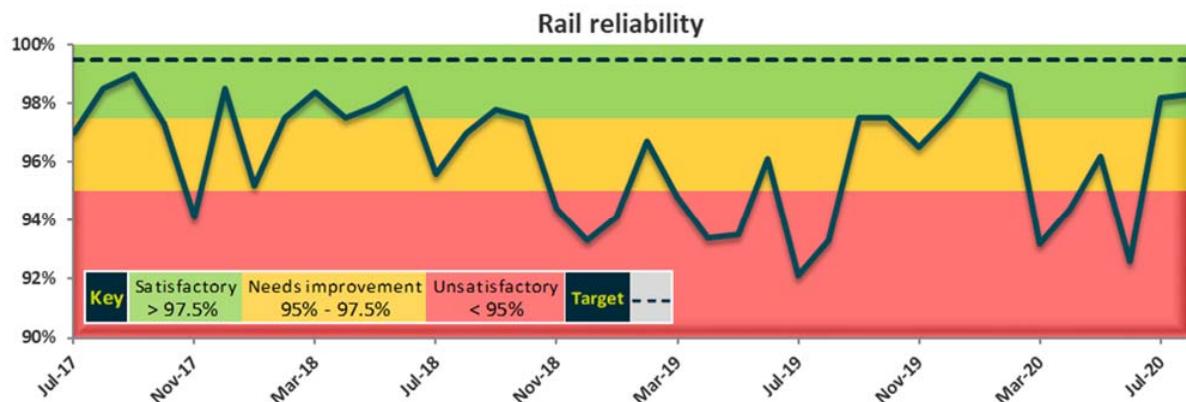


## Rail service delivery

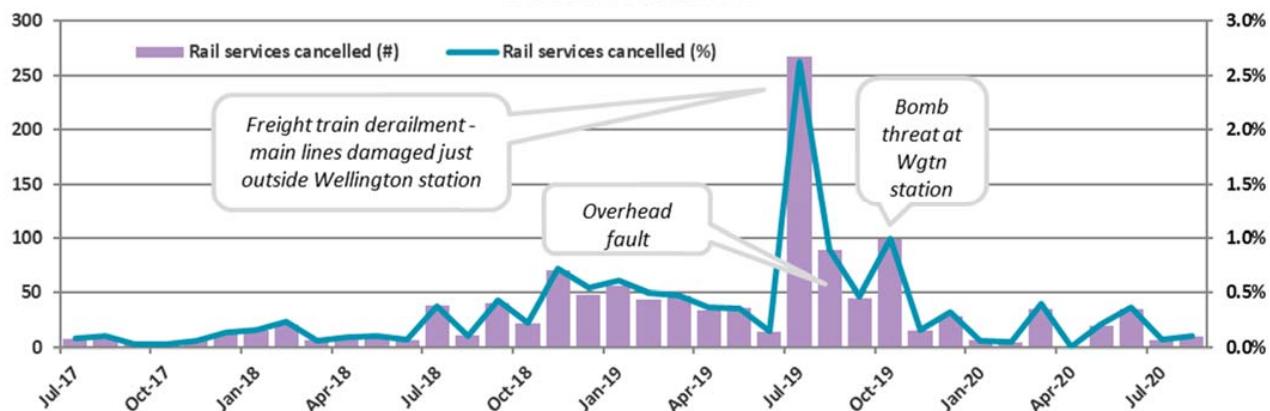
### Reliability

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 98.3% in August, an improvement of 5.0% on the same month last year. There were a few disruptions with relatively minor impact on reliability this month - two network issues on the Hutt Line (one where no fault was found) led to cancellations of services, and other disruptions were due to mechanical faults on vehicles.



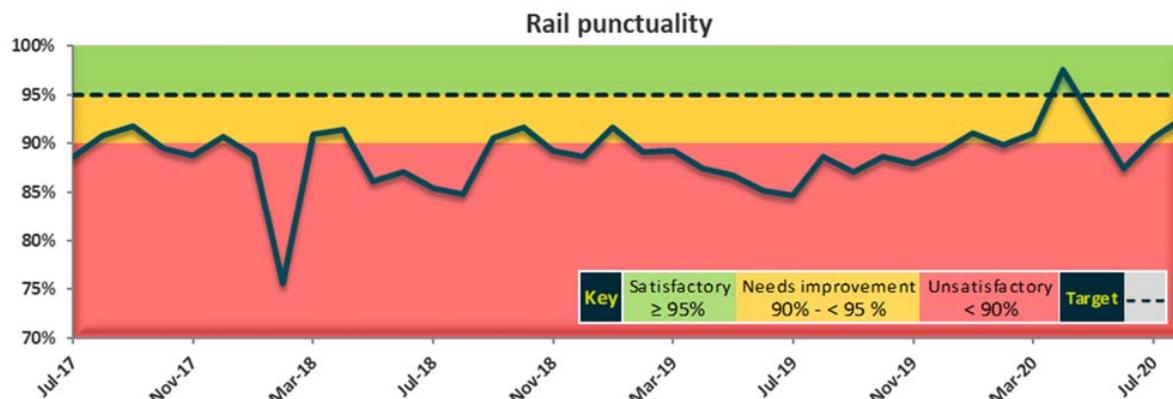
### Rail services cancelled



### 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 August was 92.6%, 4.0% higher than the same month the previous year. Three major network issues led to delays affecting peak services - however peak service performance improved during August, partly due to COVID restrictions resulting in fewer passenger boardings, which reduced dwell times at stations. The Wairarapa line remains a focus for service improvements - the main delays were network speed restrictions and delays to services due to worksites in operation while services are running.

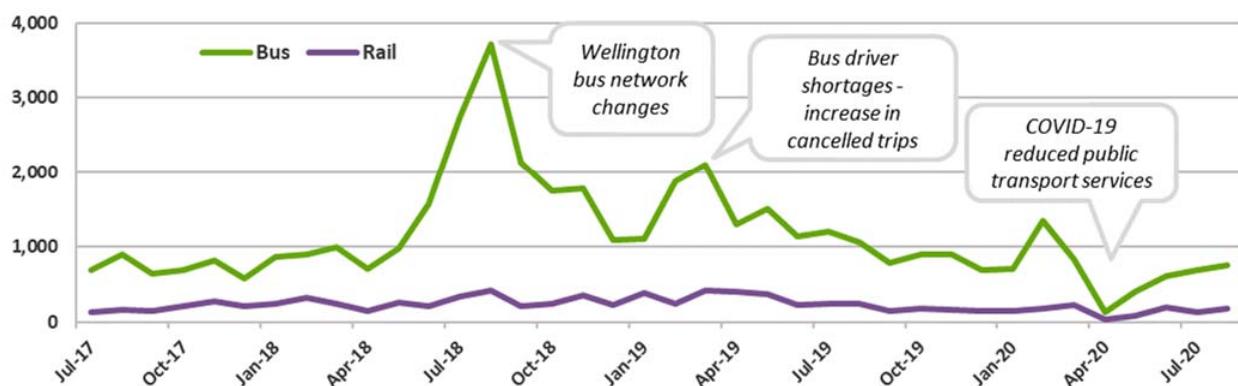


## Complaints

### Complaints volume

Complaints for both bus and rail continue to trend downwards overall.

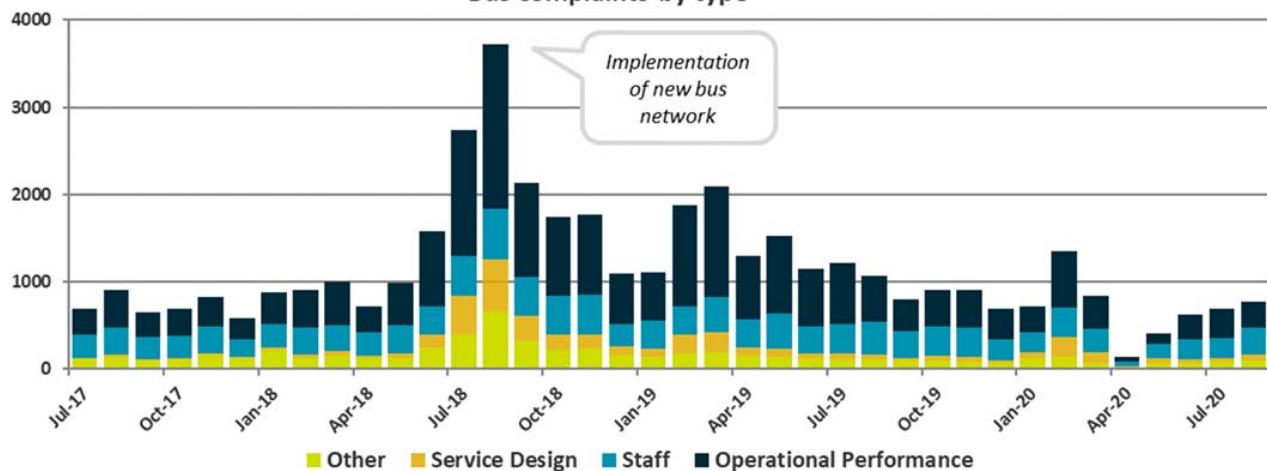
**Total complaints - Bus & Rail**



### Bus complaints

Bus complaints for the month were 28.1% lower than in August last year, and 35.7% lower for the year to date.

**Bus complaints by type**



### Rail complaints

Rail complaints for August were 25.2% lower than the same month last year, and 36.6% lower for the year to date.

**Rail complaints by type**

