

metro



Timaru Metro Strategy 2010-2020

A Joint Strategy of Environment
Canterbury & Timaru District Council

Where is Metro
taking you?



Contents

About this Metro Strategy

What is a Metro Strategy?	1
How was this Strategy Developed?	1
Why do we need a Strategy?	1
When will the Improvements be Made?	2
Who will make these Improvements?	2
How will the Improvements be Funded?	2

Patronage Targets 3

Overall Aim 3

Proposed Improvements

Information and Marketing Improvements	4
Timetable, Route and Frequency Improvements	5
Improvements Onboard the Bus	6
Improvements to Bus Facilities	7
Vehicle Improvements	8

What Next? 9

Thank You! 9



ABOUT THIS METRO STRATEGY: Who, What, When, Why and How?

WHAT is a Metro Strategy?

The Timaru Metro Strategy sets out a range of targets to improve local public transport over the next ten years. The first Timaru Public Passenger Transport Strategy was adopted by Environment Canterbury and the Timaru District Council in 2005.

It resulted in many improvements including:

- The introduction of the Metrocard
- New, low-floor, accessible buses on urban services
- Real time information at some key bus stops
- Better Metro timetables.

This new Timaru Metro Strategy sets new and updated targets for the next ten years.

HOW was this Strategy Developed?

The key to a successful Metro Strategy is public involvement. The proposed improvements in this Metro Strategy are based entirely on suggestions from people in Timaru following two rounds of public consultation in April and September 2009. Brochures were delivered to all households, letters were sent to community groups, focus groups were conducted and public events were held

to encourage people to have their say. This feedback was crucial to ensure that the new targets reflect the needs of the community.

Over 500 written responses were received during the course of this Strategy review. A Passenger Transport Advisory Group was formed with 15 representatives of the local community. They met regularly throughout the year and turned all of that public feedback into the proposed improvements that you see in this new Timaru Metro Strategy. The draft was then presented to Environment Canterbury and the Timaru District Council for final approval at the end of 2009.

WHY do we need a Strategy?

Our bus services play an important role in Timaru. They help people get where they need to go, promote sustainable travel and add to our city's image. In the



future they will also help limit traffic congestion and provide an affordable travel option if petrol prices increase the cost of running a car. This Metro Strategy helps set a clear direction for public transport in the future to ensure it meets community demand so usage can grow in the future.



WHEN will the Improvements be Made?

The new Metro Strategy has a range of short to long term targets for 2010-2020. Next to each improvement is an action and time frame to indicate when this will occur. The Strategy has a ten year life but is likely to be reviewed mid-way through.

WHO will make these Improvements?

The Timaru District Council and Environment Canterbury will work with the community and bus operators over the next ten years to implement these improvements. Next to each improvement is a box naming the responsible agencies.

HOW will the Improvements be Funded?

Some of the proposed improvements can be made at little cost but other options may be more expensive. Public transport is funded through a combination of fares, local rates and government subsidies so there will be more consultation regarding funding options for major improvements as the Strategy is implemented.

Patronage Targets

From 2001-7 the number of people using buses in Timaru declined. This situation has reversed in the past two years since the introduction of new buses and the Metrocard. The new Metro Strategy aims to further improve current services so they are more convenient and usage continues to increase.

Usually a Metro Strategy would include a patronage target to aim to achieve with the improvements. However, it is hard

to set a target until we know the frequency of the improved bus services. If buses are more frequent they are more convenient so more people use them. A key action in this Strategy is to review the current bus routes, frequencies and hours of operation. Once we know the outcome of that we will be able to set a realistic but challenging patronage target to try to achieve.



OVERALL AIM

The overall aim of the new Timaru Metro Strategy is to provide “a popular and sustainable bus service for Timaru.”

Information and Marketing Improvements

Proposed Improvement	Action	When	Who
Provide printed timetable information that is easy to read and understand and shows bus stop locations.	Improve timetable information to make it clearer and easier to understand.	2010/11	Environment Canterbury
Provide real time bus arrival information at key bus stops, on the internet and cellphones and promote these facilities.	Provide 3 new real time information devices per year and make information available online and on cellphones.	Ongoing	Environment Canterbury and Timaru District Council
Regularly promote the bus services and educate people by providing better information about the services.	Prepare a marketing plan for Timaru which includes a calendar of special events.	Ongoing	Environment Canterbury
Encourage more people to try the bus by having free travel days or services to special events.			
Extend the hours of free travel for Super Gold Card holders as funding allows.	Lobby the Central Government to extend the hours of free travel for Super Gold Card holders.	Ongoing	Environment Canterbury and Timaru District Council



Timetable, Route and Frequency Improvements

Proposed Improvement	Action	When	Who
Provide faster, direct services into town and an Orbiter service which links key attractions around Timaru to provide good access to key destinations such as health, education, sport and recreation facilities, work places, shopping areas and retirement villages.	Conduct a full review of the existing Timaru bus services including routes, frequencies and hours of service. Consult the public throughout this process and introduce changes for a trial period to test their success.	2010-12	Environment Canterbury with Timaru District Council
Investigate options for increasing frequency across the Timaru Metro bus network. Consult the public on their preferred frequency and funding options and implement this for a trial period.			
Increase operating hours so services start earlier and finish later to suit residents' travel needs and investigate demand to trial a Sunday bus service.			
Improve bus services to Washdyke and Temuka.	Survey Washdyke and Temuka residents and workers and trial a bus service to meet demand.	2010-12	Environment Canterbury
Investigate the feasibility of providing better bus services to surrounding areas such as Pleasant Point and Geraldine.	Survey outlying communities to determine whether there is support for a bus service.	2012/13	Environment Canterbury

Timetable, Route and Frequency Improvements continued

Proposed Improvement	Action	When	Who
Ensure timetables meet residents' travel needs, allow smooth transfers between services and give drivers enough time to complete the route safely.	Review timetables to ensure they are convenient for passengers and achievable for drivers.	Ongoing	Environment Canterbury

Improvements Onboard the Bus

Proposed Improvement	Action	When	Who
Improve and monitor driver performance and bus quality.	Introduce a monthly "mystery shopping" programme in Timaru with rewards for high performance.	2010	Environment Canterbury
Improve driver training to ensure everyone enjoys a smooth, accessible, comfortable ride with friendly and courteous customer service.	Enhance driver training standards in new contracts.	2011/12	Environment Canterbury and operators
Improve the atmosphere onboard buses, especially before and after school, through measures such as onboard bus hosts.	Work with local schools and communities to identify ways to improve the atmosphere onboard buses.	Ongoing	Environment Canterbury

Improvements to Bus Facilities

Proposed Improvement	Action	When	Who
Provide more locations to issue and reload Metrocards.	Introduce Metrocard facilities at convenient locations such as dairies and libraries.	2010/11	Environment Canterbury with Timaru District Council input
Once bus services have been improved to suit workers, this could allow the number of all day central city car parks to be reduced to encourage more commuters to use public transport.	Review availability of all day car parks in the central city once bus services have been improved.	2012/13	Timaru District Council
Improve facilities at popular bus stops by installing more bus shelters or seats, particularly at the main central city stops.	Install at least 2 new bus shelters each year and 4 new seats in busy locations as funding becomes available.	Ongoing	Timaru District Council with Environment Canterbury support
Ensure bus stops are well spaced, accessible and convenient for passengers.	Review bus stop locations to ensure they are accessible and convenient.	Ongoing	Environment Canterbury and Timaru District Council



Vehicle Improvements

Proposed Improvement	Action	When	Who
Investigate the feasibility of operating smaller buses on some services.	When reviewing services, investigate whether smaller buses would be sufficient to meet demand on some routes.	2010/11	Environment Canterbury
Introduce higher vehicle standards to enhance the passenger experience, such as more comfortable seats and larger bus stop buttons.	Improve vehicle standards in new contracts.	2011/12	Environment Canterbury and operators
Provide more space for prams and wheelchairs onboard buses.	Investigate ways to provide more space for prams and wheelchairs onboard buses in new contracts.	2011/12	Environment Canterbury and operators
Increase the number of buses using more environmentally friendly fuels/technologies.	Investigate options for using alternative fuels in Timaru.	2014/15	Environment Canterbury
Integrate public transport and cycling by carrying bikes on the front of buses.	Investigate the demand for carrying bikes on buses and add bike racks to vehicles to meet that demand.	2014/15	Environment Canterbury
Make it easier to distinguish between different bus routes through measures such as different coloured signs or buses for each service.	Investigate ways to distinguish between different bus routes and implement as appropriate.	Ongoing	Environment Canterbury and operators

What Next?

An Action Plan will now be developed by the staff at Timaru District Council and Environment Canterbury to turn these goals into reality. This will be monitored on a regular basis by the Passenger Transport Advisory Group and the public will be kept informed as developments occur.

Some of the major improvements will require more input from the public before they can be implemented. For example, changes to bus routes, timetables or the introduction of new services will require close consultation with the public to make sure they suit people's needs and are affordable. You will therefore be hearing more about Timaru bus services in the future.

Thank You!

The Timaru District Council and Environment Canterbury would like to thank the people of Timaru and the Passenger Transport Advisory Group for all of your help creating this Metro Strategy. Your feedback is greatly appreciated and gives us a clear direction for where Timaru Metro services are heading in the future.



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