

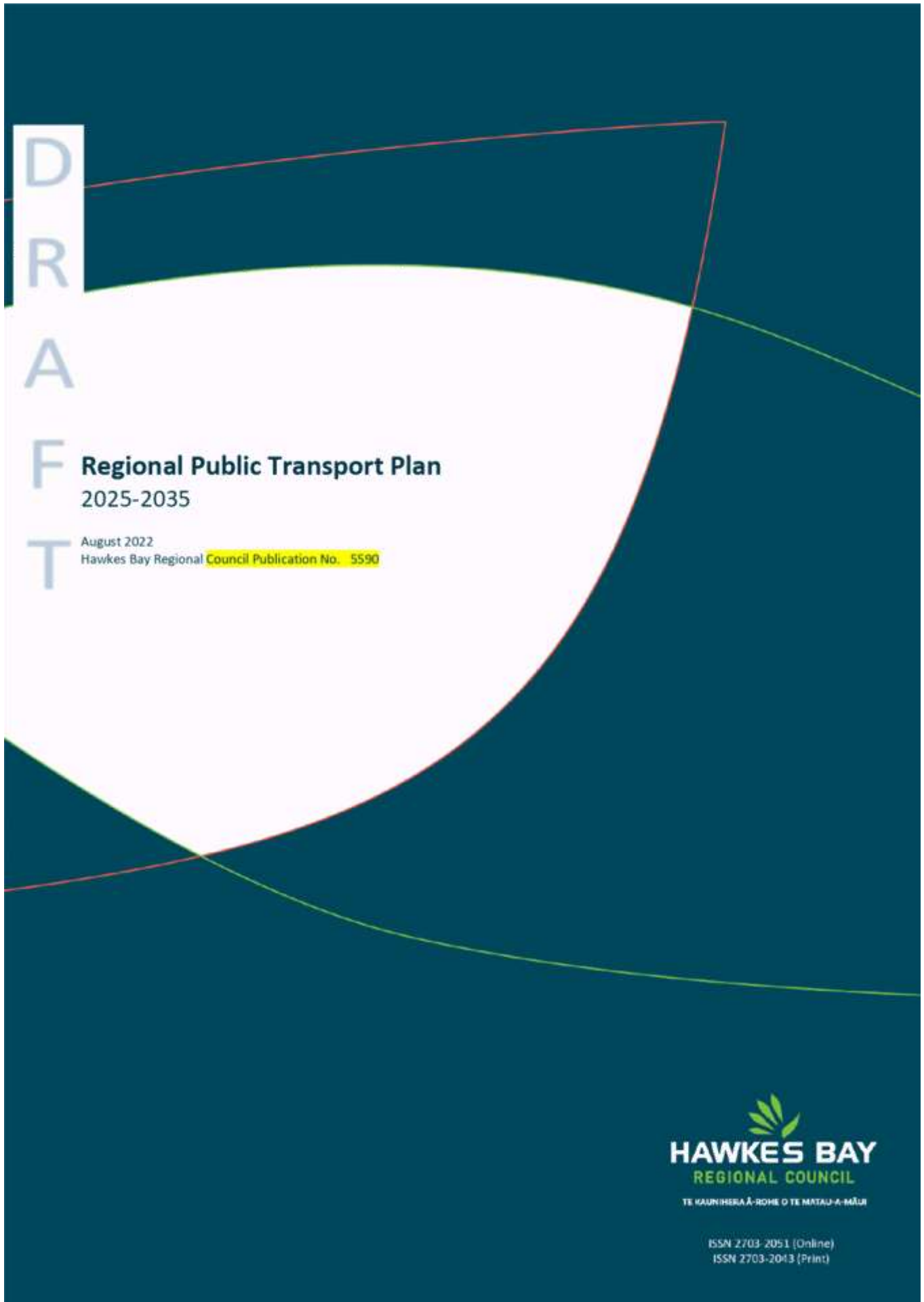


Meeting of the Regional Transport Committee

Date: 6 December 2024
Time: 12.30pm
Venue: Council Chamber
Hawke's Bay Regional Council
159 Dalton Street
NAPIER

Late attachment excluded from Agenda

Item	Title	Page
5.	Regional Public Transport Plan review	
	Attachment 3: draft 2025 RPTP with tracked changes	2



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Transport Planning

**Regional Public Transport Plan
2025-2035**xxxx 2025
Hawkes Bay Regional Council Publication No. xxxx

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DRAFT Foreword from Regional Transport Committee Chair

It's time to put the public back into public transport.

The simple fact is that Public Transport in Hawke's Bay has not served our communities as well as it could in the past and will need to in the future. Catching the bus is not front of mind for many who continue to prefer to use their car to get to work, to the shops, go to the Doctor or dentist, and for the range of other general day to day trips they need or want to make. Many of these trips are short distances (less than 2 kilometres).

Hawke's Bay covers a wide geographical area, does not have the population densities of other major centres to support public transport patronage and investment, and has no public transport offering in the more rural centres of Wairoa and Central Hawke's Bay.

However challenging it may be, in a world where we must act to reduce our carbon dioxide emissions, and where people are facing ever increasing fuel and vehicle running costs, the existing level of overall service simply does not meet the current and future needs of our communities.

We are determined to turn that around and effect a 'step change' in public transport services across the region, making public transport an attractive and user-friendly option for commuting to places of work, education, retail, and recreation alike.

We have listened closely to our communities in preparing this new Public Transport plan and sought the very best expertise as to how we can make public transport work better for everyone in Hawke's Bay.

As a result, from 2025 we will be significantly increasing the frequency of buses on our main bus routes and extending the running times later in the day. We are also optimising the routes to make them more useful and connected with the main places people live and need to go.

We will be better integrating the bus services with active transport (cycling in particular) and ensuring our bus stops and buses are safe and accessible for all users, including the transport disadvantaged. We will be trialling a new service to and from Central Hawke's Bay and looking at innovative options for other centres, such as working with other community agencies to bring public transport to Wairoa.

In the meantime, we have been trialling other innovative options like the My Way (On Demand) service, which was launched in Hastings in 2022, and will take the learnings from that trial as to how this type of service could complement the main bus routes in future, to maximise overall coverage and access within the network.

Now it's over to you. We do hope you will get on board and support this plan, as we make it a reality.

[Signature]

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Councillor Martin Williams
Chair Regional Transport Committee

1 Introduction

1.1 About the Regional Public Transport Plan

The Hawke's Bay Regional Public Transport Plan (RPTP), prepared by the Hawkes Bay Regional Council (HBRC), is a strategic document that sets the objectives and policies for public transport, contains details of the public transport network and development plans for the next ten years.

The RPTP provides a means for councils, transport operators, stakeholders, and the public to work together to develop and improve the public transport network and supporting infrastructure.

Hawke's Bay Regional Council (HBRC) is responsible for providing public transport services in our region, which largely comprise bus services that operate in and between Napier and Hastings, and the Total Mobility service, which provides discounted subsidised transport for people with disabilities which prevent them from using buses, who are unable to access or use other transport alternatives, such as public buses.

These services are provided under contract to, and are subsidised by, HBRC.

The money to pay for these contracts comes from fares from passengers using the service, Waka Kotahi NZ Transport Agency New Zealand Transport Agency Waka Kotahi and HBRC ratepayers.

1.2 Timeframe

This RPTP covers the ten-year period from 2025 to 2035 but must be reviewed in three years' time. However, the Plan may also be reviewed in the event of any major changes to the funding or planning environment.

1.3 Strategic context for the RPTP

1.3.1 The Land Transport Management Act 2003

The Land Transport Management Act 2003 (LTMA) was amended in 2013, repealing the Public Transport Management Act and bringing the relevant provisions into the LTMA. The amendments also legislated a new public transport operating model (PTOM) - a new framework for the planning, procurement and delivery of public transport services. There is a strong emphasis on early engagement and collaboration between regional councils, territorial authorities, and public transport operators.

The purpose of the LTMA is to "contribute to an effective, efficient and safe land transport system in the public interest" and requires regional councils to adopt a regional public transport plan (RPTP), which must be reviewed every three years. The LTMA prescribes how plans are to be developed and sets out the matters that must be contained in a plan. It also describes the purpose of the plan, which is to:

- describe the public transport services that are integral to the public transport network
- define the policies and procedures that apply to those public transport services
- identify the information and infrastructure that supports public transport

Principles of the Public Transport Operating Model (PTOM) have been incorporated into the LTMA. PTOM is a system for planning, procuring, and funding public transport. It aims to increase patronage with less reliance on public subsidies, through better collaboration between operators and regional councils. PTOM requires all bus services to be divided into units and provided under exclusive contracts to HBRC.

1.3.2 Land Transport Management Act (Regulation of Public Transport) Amendment Act 2023

In August 2023, the Land Transport Management Act (LTMA) was amended with the passing of the Land Transport Management (Regulation of Public Transport) Amendment Act 2023. The Amendments to the Act mean:

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- There are new objectives for the planning, procurement, and delivery of public transport to be established and embedded in the LTMA
- That in – house delivery of public transport services is enabled
- That there is transparency around aspects of service delivery including the procurement and contractual arrangements
- Different asset ownership, including public transport authorities owning assets directly, is enabled
- Greater collaboration is encouraged between regional Councils and territorial authorities in preparing regional public transport plans
- The framework for exempt services has changed, expanding the scope to include commercial and inter-regional public transport services
- The definition of Public Transport is expanded to include On-Demand public transport services and shuttle services
- Some exempt On-Demand services are allowed, and all exempt shuttle services are to be operated without the requirement to be registered with the regional council
- That regional councils can procure, contract, and deliver on demand services separately to timetabled services

The amendments acknowledge that need for public transport investment to be efficient and provide better value for money. It facilitates stronger measures for Territorial Authority involvement in the RPTP development process. The changes also acknowledge that the previous operating model created a barrier for decarbonisation targets and improvement of employee terms and conditions.

Some of the changes to the LTMA will be appropriate and applicable in Hawke's Bay, while others will not. Some may become applicable over time.

1.3.3 The Ministry of Transport Outcomes Framework

The Ministry of Transport's Transport Outcomes Framework outlines five outcome areas sought from the transport system. These are economic prosperity, inclusive access, healthy and safe people, resilience and security, and environmental sustainability. Public Transport contributes to these outcome areas in various ways.

By way of example, public transport can:

- Enable efficient and productive use of high value urban space (supporting economic prosperity and environmental sustainability)
- Reduce congesting and decrease travel times (economic prosperity)
- Improve access to markets, employment, and areas that contribute to economic growth (economic prosperity, inclusive access)
- Enable access to employment, education, healthcare, social and cultural opportunities (economic prosperity, inclusive access, healthy and safe people).
- Ensure access to essential services for those unable to drive (economic prosperity, inclusive access, healthy and safe people)
- Provide resilience to rising transport and energy costs by providing an alternative to private motor vehicles (resilience and security, inclusive access, economic prosperity)
- Reduce harmful emissions to the environment and human health (environmental sustainability, healthy and safe people)
- Reduce deaths and serious injuries as public transport is among the safest form of transport (healthy and safe people)

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1.3.21.3.4 The Government Policy Statement on Land Transport

The Government Policy Statement on Land Transport (GPS) sets out the Government's desired outcomes and priorities for the land transport sector and determines how investment into the land transport system from the National Land Transport Fund (NLTF) will contribute to achieving overall government outcomes. It outlines central government's strategy to guide land transport investment over the next 10 years. It also provides guidance to decision makers about where and under what conditions government will focus and allocate resource.

The GPS 24 – 34 identified four strategic priorities:

1. Economic Growth and Productivity
2. Increased maintenance and resilience
3. Safety
4. Value for money

Over \$7 billion is spent through the NLTF each year, supplemented by co-investment from local government along with some additional funding and financing.

The GPS influences decisions on how money from the NLTF will be invested across approved activities that align with the GPS strategic direction, such as Public Transport Services. Central government can also provide additional funding to progress specific transport activities or projects. In most cases, this funding is appropriated by Parliament outside of the NLTF and is spent by NZTA or, in some cases KiwiRail, acting as the Crown's delivery agent.

The Hawke's Bay RPTP has taken account of the 2024⁴¹ GPS direction and priorities, particularly in relation to developing better travel options and climate change economic growth and productivity, as well as value for money, through creating a path for "step change" in public transport for Hawke's Bay. The RPTP contains the following direction that is consistent with the GPS:

- Investments in increased frequency and span of public transport services to meet the objective of Economic Growth and Productivity
- Supports value for money through more direct routes, better frequency, and a reliable service meaning users (both current and future) reduce their costs and increase their access.

1.3.31.3.5 The Regional Land Transport Plan

The Regional Land Transport Plan (RLTP) sets out the region's vision, objectives and funding bids, along with accompanying investment allocations, for all modes of land transport for which funding is received from the National Land Transport Fund. It contains objectives relevant to public transport and also sets out the required funding for the provision of public transport services and infrastructure over the next three years.

The RLTP has the following 30 year strategic vision:

"An efficient transport system that is resilient, low emissions, safe, provides genuine and equitable choices, and places community wellbeing at the centre."

The RLTP goes on to set out that in order for Hawke's Bay to achieve this vision we must:

- Have an efficient, resilient, safe, and equitable transport system
- Reduce emission and vehicle kilometres travelled while improving health outcomes
- Ensure that all parts of the transport system integrate and connect the communities they serve
- Ensure critical routes, or suitable alternative are operating for communities, people, and freight at all times.

Underpinning the 30-year strategic vision are five strategic objectives. These help to articulate what the region aims to do to deliver on the regional vision over time. The supporting strategic objectives are:

1. Resilience and security

Invest in an efficient transport system that is resilient to a changing climate and other risks, with urgency and priority

2. Emissions Reduction

Drive a low – emissions transport system that reduces the risks associated with global warming.

3. Healthy and safe people

Provide a safe transport system for all users and modes that reduce the economic and social costs of crash injuries

4. Inclusive access

Support fit-for-purpose, genuine, safe, and equitable transport choices for all users to sustain the health and wellbeing of communities.

5. Environmental sustainability

Integrate land use planning and development to enable effective and efficient use of transport networks.

Following the devastating impacts of Cyclone Gabrielle in February 2023 the RLTP was re-written. The Cyclone highlighted that our transport system is at the limit of its durability, network improvements and enhancements are no longer appropriate for the environmental conditions, and transport choices are limited and some-what disconnected. Further, the Cyclone emphasised that our relatively car centric transport system is not as resilient as it could be, and that alternative transport options, such as public transport, are vital to a thriving region.

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The RLTP is primarily focused on resilience and securing reliable journeys for the community. By providing a genuine and reliable transport alternative, public transport contributes to resilience, along with driving a low emissions transport system and improving health outcomes. Aligning with the GPS on land transport 2024, the proposed public transport network has the opportunity to enable greater economic growth and productivity by creating efficient and effective connections to work, education, healthcare, and social engagements along with a host of broader outcomes.

1.3.41.3.6 Hawke's Bay Regional Council Plans

The HBRC Strategic Plan 2020-25 identifies four areas of focus for this period. One of these is for sustainable and climate resilient services and infrastructure. The plan sets a strategic goal of a carbon neutral Hawke's Bay by 2050. The public transport services described in this RPTP will contribute to this goal.

The HBRC Long Term Plan sets out public transport activities and funding sources for the next ten years. The plan is reviewed every three years, but significant changes in activities or expenditure are captured in an annual plan.

1.4 Strategic Case

This section provides a summary of the strategic case for the Regional Public Transport Plan. The strategic case forms part of the business case approach to investment in transport. As part of this process, key stakeholders in public transport have jointly identified regional problems, the benefits of addressing those problems, and responses to them, considering the feedback received from consultation with bus users and stakeholder organisations.

Problem 1: Driving (Vehicle Kilometres Travelled) has been increasing in Hawke's Bay over the last decade. This is inconsistent with national and regional targets to reduce emissions from transport.

There are many incentives to drive in Hawke's Bay. There is little congestion due to historical investment in high-capacity roads. Parking in both cities is plentiful and cheap. There is plenty of all-day free parking within easy walking distance of the city centres, and district plan rules have required parking provision for businesses until recent changes in 2022.

This environment has supported increases in Vehicle Kilometres Travelled (VKT) over the past decade. This is inconsistent with the national goal of reducing VKT by 20% of 2019 levels by 2035 from the first Emissions Reduction Plan (ERP) 2022. Figure 1 shows the VKT trend in Hawke's Bay between 2001 and 2020.

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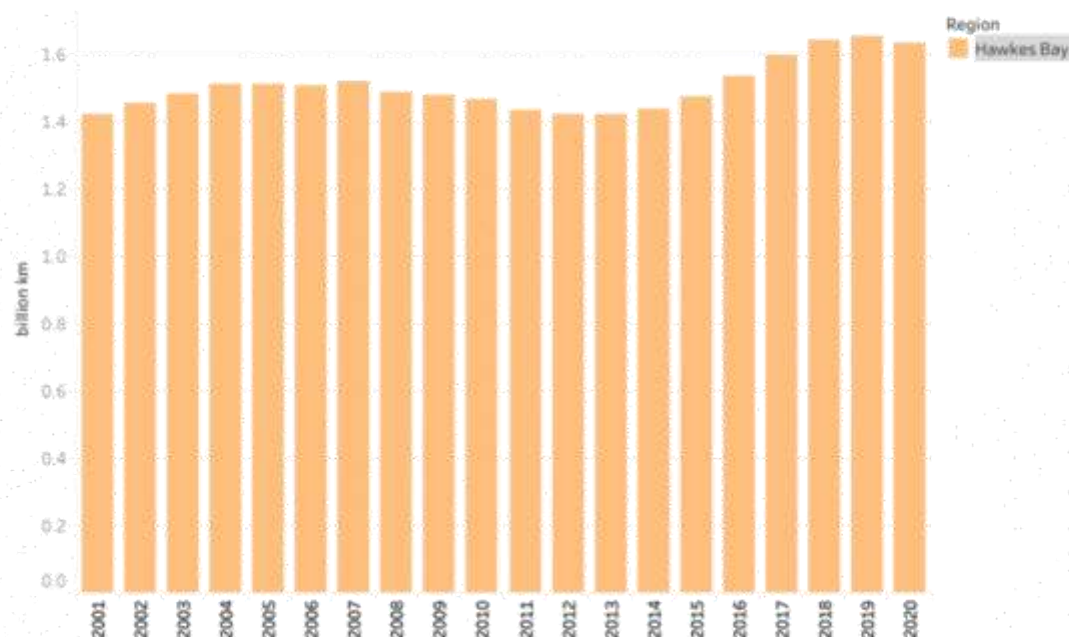


Figure 12: Vehicle Kilometres Travelled in the Hawke's Bay – Source Ministry of Transport

This RPTP is responding to this policy direction ahead of time, by developing a plan for public transport that is a viable and attractive alternative to driving for more journeys. This will support a reduction in driving in the Napier-Hastings urban area.

Problem 2: The current car focused investment model in both rural and urban areas is leading to a suboptimal transport system that does not effectively integrate public transport and is inequitable for those who cannot drive.

Over recent decades, transport planning and investment has been targeted at providing an ever-improving roading network, with public transport filling a secondary role. The urban areas have grown almost entirely with low density, car-centric, suburban development at the fringe of the cities. This has contributed to the declining use of the public transport network and growth in driving.

A focus on roading improvements and car-centric development excludes those who are unable to drive, whether due to age restrictions, disability, ~~or~~ the cost of driving, or lack of access to any transport alternative. It is therefore an inequitable distribution of resources.

Population and economic growth is forecast to occur in Central Hawke's Bay towns like Waipukurau and Waipawa. While this provides significant opportunities, it needs to be supported with investments in public transport. This is necessary to ensure more equitable access to the services and opportunities located in Hastings and Napier.

Wairoa currently has no public transport services, leaving the community with few options. While traditional public transport may not be well suited to a small community, there is a desire to see alternative services introduced.

Problem 3: Public transport is not seen as an attractive or viable alternative to driving, in part due to limited frequency, span and accessibility of the existing network.

Public transport in the region is often viewed as a mode used only by people without any alternative. In the absence of significant deterrents to driving like traffic congestion or parking pressures, many Hawke's Bay residents simply do not think public transport is for them. The convenience of driving often outweighs any

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other reasons for using public transport. This view supports the limited historical investment in public transport, further embedding public transport as an option only for those with no other choice. The current public transport network uses several low-frequency one-way loop routes to provide high coverage from a limited budget, however this results in poor service levels across the network. The existing network runs at low frequencies for limited hours each day. Most services are hourly or half hourly, even at peak times, with the last buses commencing service just after 6pm on weekdays, while weekend service is even more limited. This makes it inconvenient and unattractive for most potential users, which does not help reverse falling patronage.

Strategic Response The strategic responses we have developed to address these issues are described in Section 6.

1.5 Business Case for Public Transport Services

The strategic case, set out above, articulates the main challenges and opportunities facing public transport services in Hawke's Bay. These are strategic in nature and rely on many complex inter-relationships to impact change and realise benefits, such as integrated land use planning and investment, the impacts of parking policy, and investments into other transport modes.

The business case, developed and endorsed in late 2024 focuses on more structural challenges facing public transport services and provides a material pathway to make improvements to both services and infrastructure. The business case sets out the two main problems facing public transport services in Hawke's Bay.

Problem 1: Poor integrated planning and underinvestment in the service causes poor patronage and weakens regional growth

Historically there has been a disjointed approach in the wider planning and investment context. This has resulted in sub optimal service design through the urban areas and, in some instances, infrastructure that does not optimally support the service. Additionally, historic underinvestment in service delivery has resulted in driver shortages that ultimately impact the reliability of the service due to trip cancellations. This, in turn, negatively impacts patronage as the service is perceived as unreliable.

Plans such as the Napier / Hastings Future Development Strategy and the Regional Land Transport Plan processes aim to better integrate planning for growth (in the wider context e.g. housing, industrial land) to enable optimal town, transport, and infrastructure planning creating a more cohesive environment.

One of the main benefits of overcoming this problem would be an increase in people choosing to take the bus and contributing to sustainable economic growth and community wellbeing.

Problem 2: Poor infrastructure and services mean the current asset is not supported by the community

Investments in modern and effective supporting infrastructure have been lagging and ad-hoc historically. Additionally, these investments have not always been integrated with other planning mechanisms. This has resulted in a tapestry of supporting public transport infrastructure that ranges from painted lines on a road covered by vegetation, to main terminus areas with bus shelters in civic spaces, such as the Hastings Library.

Related to this, there are limited supporting services, such as comfort conveniences and public toilets across the network. Coupled together, these elements have resulted in stops being difficult to locate for alighting

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and disembarking in some instances, safety concerns, some areas / stops having accessibility challenges, and some key locations not being served. Combined, this has contributed to limited community support for the service, ultimately feeding into the perception that public transport is for those without an alternative.

One of the main benefits of overcoming this problem and enabling the integrated planning and provision of supporting infrastructure is increased community usage of public transport assets and services.

Throughout 2024 a comprehensive business case was developed setting out the benefits public transport bring to Hawke's Bay communities, and developing a pathway for material progress with integrated service and infrastructure delivery. Section xxx outlines how HBRC work with local councils to plan for and provide public transport services and infrastructure, and who is responsible for implementing each element.

2 Background

2.1 Current services

The current bus and other services supported by HBRC are broadly described below. [Table 1 below broadly sets out the current bus services offered by HBRC, along with improvements made on the services to date.](#) The current services are considered integral until such as time as HBRC is in a position to implement the new bi-directional network.

Details of the services HBRC considers to be ~~integral to~~ integral to the public transport network in Hawke's Bay, [within the context of the new network](#), for the life of this RPTP are described in more detail in [Appendix A](#).

2.1.1 Bus services

HBRC currently contracts the provision of bus services in and between [the main urban centres of](#) Napier and Hastings. This contract, which expires [in July 2025](#), includes the following [integral](#) services:

- [Route 12 H/N](#) ~~b~~Between Napier and Hastings via Taradale and the Eastern Institute of Technology
- [Route 11](#) ~~The e~~Express between Napier, Hastings, and Havelock North (via Clive)
- [Route 10](#) ~~The e~~Express between Napier and Hastings via the Hawke's Bay Expressway
- [Route 21](#) ~~b~~Between Havelock North and Hastings
- [Route 20](#) ~~b~~Between Flaxmere and Hastings
- [Route 16 a & b, 17](#) ~~w~~Within Hastings (covering the suburbs of Camberley, Mahora, Parkvale and Akina)
- [Routes 13, 14, 15](#) ~~w~~Within Napier (covering the suburbs of Tamatea, Taradale, Maraenui, Onekawa, Ahuriri, Westshore and Bayview).

2.1.2 Other services

'MyWay' On-demand trial

In June 2022, HBRC started a trial of on demand transport in suburban Hastings, replacing the underperforming 16A, 16B and 17 routes. [The 'o](#)On demand' [service](#) allows users to book a ride through a call centre or app and be collected from a 'virtual stop' nearby and dropped off close to their destination. The trial ~~will has~~ [allowed the](#) HBRC to test and understand the potential role of on-demand within the Hawke's Bay public transport system.

[At the formal conclusion of the trial period a review was conducted into the performance of MyWay. The review considered a range of topics, such as value for money, patronage performance, wait times, access, community uptake and feedback, and overall role in the public transport network. At a high level the review found MyWay:](#)

- [Performed well from a patronage perspective, doubling the performance of the fixed route services](#)
- [Provided enhanced access for the community, particularly the elderly and disabled.](#)
- [Enabled greater flexibility for users.](#)
- [Being a largely app-based service it presented some useability challenges for some members of the community](#)
- [Attracted some challenging social situations / behaviours from some sectors](#)
- [Was expensive to run compared with the fixed route services](#)

[The full review can be found here \[link\].](#)

[An On Demand service will continue to be evaluated as part of the future public transport network in Hawke's Bay and may become increasingly important, particularly as our population ages and transport needs change.](#)

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Total Mobility Scheme

HBRC funds, administers, and - manages the Total Mobility scheme in Hawke's Bay. Total Mobility is a nationwide scheme which provides subsidised taxi travel for people with permanent mobility issues / disabilities who are unable to make use of the public transport network and have no other transport alternatives. At the time of writing, the Total Mobility scheme subsidises 75% of the total fare, up to a maximum amount. The subsidy applies to maximum fare amounts that are separated into two distinct areas:

- a. A maximum fare of \$50 for destinations relevant to healthcare or other travel needs, such as the Hospital, or Napier Airport.
- b. A maximum fare of \$30 for all other travel in the local area.

The subsidy only applies to fares within these dollar amounts and use types. Any fare exceeding this amount must be paid by the user.

The scheme also funds the provision of wheelchair hoists for vehicles capable of carrying people who are use mobility aids or are wheelchair bound. The scheme operates in Napier, Hastings, and Central Hawke's Bay. The Total Mobility Scheme is now managed via the national Ridewise platform, removing the reliance on members requesting pink voucher books to access the subsidy.

While the Total Mobility Scheme is important for providing more equitable access for those who cannot drive and even with the 75% subsidy on taxi travel, it is not an affordable or equitable for everyone for all trips. Creating an attractive, and accessible, and efficient public transport network that can suit the need of more people is key to managing demand for Total Mobility subsidies and delivering more equitable access.

The 65+ age cohort is forecast to account for over 20% of the population in Hawke's Bay by xxxxx. Long term, this will result in a greater demand for Total Mobility services. It is essential that the scheme is sustainable into the future as demand increases.

SuperGold Card free travel scheme

This is a nationwide scheme, which provides free off-peak travel (between 9am and 3pm on weekdays and anytime on Saturday, Sunday and public holidays) on all local buses for SuperGold Card holders. The scheme is funded by central government and administered by HBRC.

2.1.3 Current integral services and sService improvements made to date

HBRC has made many service and infrastructure improvements to bus services over the past few years. These improvements are listed below. Since 2009 the following improvements have been made by HBRC to bus services in Hawke's Bay:

Table 1: Current integral services and sService improvements made to the Hawke's Bay network since 2011

Service	Route	Improvements
10 EXPRESS	Between Napier and Hastings via the Expressway	<ul style="list-style-type: none"> New service introduced in September 2008. <u>The route was</u> {cancelled in May 2014 due to low patronage <u>and</u>, re-introduced in September 2016 on a different route to coincide with the <u>HBDHB's Te Whatu Ora Hawke's Bay's Workplace Travel Plan</u>).

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Service	Route	Improvements
11 EXPRESS	Between Havelock North and Napier, via Hastings and Clive.	<ul style="list-style-type: none"> New service introduced in September 2008.
12N	Napier to Hastings, via Taradale, EIT, Hawke's Bay Hospital and Bay Plaza	<ul style="list-style-type: none"> Introduced an extra 2.30pm service Monday to Friday in November 2009. Increased the number of Saturday services in November 2009 from 5 to 11. Introduced a new Sunday service in January 2011. Increased services to operate every 20 minutes in peak times and every 30 minutes in off-peak times. Serves as the main connector service between the two main urban areas
12H	Hastings to Napier, via, K-Mart, Hawke's Bay Hospital, EIT and Taradale.	<ul style="list-style-type: none"> Introduced an extra 2.30pm service Monday to Friday in November 2009. Increased the number of Saturday services from 5 to 11 in November 2009. Introduced a new Sunday service in January 2011. Increased services to operate every 20 minutes in peak times and every 30 minutes in off-peak times. Serves as the main connector service between the two main urban areas
13	Napier-Tamatea-Taradale-Tamatea - Napier	<ul style="list-style-type: none"> Route extended to include Taradale shopping centre in November 2009. Increased the number of services, Monday to Friday, from 9 to 11, in January 2011. Introduced a new Saturday service in January 2011. Route extended to cover Summerset Retirement Village, five trips Monday to Friday in 2017
14	Napier-Maraenui-Onekawa-Napier	<ul style="list-style-type: none"> Changed Saturday services to provide coverage from 5 hours to 7 hours in January 2011.
15	Napier-Ahuriri-Westshore-Ahuriri - Napier	<ul style="list-style-type: none"> Trial made permanent in September 2012, operates Monday to Saturday. Route extended to cover Bay View, five trips Monday to Friday and all four Saturday trips, in 2016.

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Service	Route	Improvements
16 A & B	Hastings-Camberley-Raureka-Hastings Hastings-Mahora-Hastings	<ul style="list-style-type: none"> Added an extra service at the end of the day, Monday to Friday, in November 2009. Replaced with MyWay on-demand as part trial in June 2022.
17	Hastings-Parkvale-Akina-Hastings	<ul style="list-style-type: none"> Changed route to travel via Summerset Retirement Village in November 2012. Extended service coverage from 8 hours to 10 hours in 2016. Changed route to travel via Karamu High School in 2016. Replaced with MyWay on-demand as part of trial in June 2022.
20	Hastings-Flaxmere-Hastings, via The Park, Hastings	<ul style="list-style-type: none"> Added an extra service at the end of the day, Monday to Friday, in November 2009. Added an extra service in the middle of the day, Monday to Friday in January 2011. Extended Saturday service coverage from 6 hours to 9 hours in January 2011. Added seven extra daily services, Monday to Friday, in October 2012.
21	Hastings-Havelock North-Hastings, via The Park, Hastings	<ul style="list-style-type: none"> Added an extra service in the middle of the day in January 2011 Extended the route of the Saturday service to follow the same (wider) route as the Monday to Friday service in January 2011. Introduced a Sunday service, consisting of 3 trips, in 2016. Extended the route to cover the Summerset Village on Arataki Road and to better service the Lipscombe Crescent area.
MyWay On-demand	Hastings Urban Area	<ul style="list-style-type: none"> On-demand trial for Hastings urban area, excluding Flaxmere and Havelock North, replaces routes 16 A & B and 17 in June 2022.
BUSES	All routes	<ul style="list-style-type: none"> All buses (with the exception of the Express services) wheelchair accessible from 2009. All buses meet the Euro 4 emission standard. Introduced Public Holiday services (Saturday/Sunday timetable applies) in October 2011. Bike racks installed on most of the fleet in October 2012. Bike racks available on all the buses from 2016. All buses wheelchair accessible from 2016.
TICKETING	All routes	<ul style="list-style-type: none"> Introduced a "Smartcard" fare payment system in 2009. New BeeCard integrated ticketing introduced in August 2020.

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Service	Route	Improvements
FARES	All routes	<ul style="list-style-type: none"> Simplified the fare structure by reducing the number of fare zones from four to two in November 2009. Introduced a new concessionary fare category – ‘Community Services Cardholders’ to replace the ‘beneficiary’ and ‘disabled’ categories, in June 2010. Set up system whereby passengers and caregivers travelling from Napier to Hawke’s Bay Hospital for appointments/treatment can travel free of charge, with fares reimbursed by the Hawke’s Bay District Health Board. Fares are reviewed annually each September (though not necessarily increased). Work with NGOs and government agencies to provide bespoke ticketing arrangements. Free travel for hospital patients extended to passengers travelling to both Napier and Hastings for medical appointments (fares reimbursed by the HBDHB) in 2017. Workplace travel plan arrangement established with the HBDHB (fares subsidised by the HBDHB) in 2017. Trial of ‘flat fares’ approach, with \$1 for one zone and \$2 for two zones with a BeeCard began in August 2020.

The number of bus passengers increased significantly between 2009 and 2014, reaching almost 800,000 passengers in the 2013 / 2014 year. However, patronage has steadily declined since then to just over half the 2013 / 2014 level. There are a range of causal factors for the steady decline in patronage with the primary reasons being:

- Covid-19 impacted patronage through social distancing and other government requirements during the height of the pandemic
- Following Cyclone Gabrielle the public transport service was not running for approximately one month due to several key bridge crossing being destroyed, roads closed, significant congestion, and ongoing clean up efforts
- Ongoing driver shortages, particularly through the latter part of 2022, resulted in consistent service disruptions and cancellations impacting service reliability and frequency.

Combined, these factors along with others, have impacted the overall frequency and, importantly, the reliability of the service. The result of service reliability challenges has been a further decline in patronage over recent years as users take alternative transport options to get to work, school, and other engagements.

To address these challenges, the HBRC and our service provider, Go Bus, continued to work closely together to identify solutions. In January 2024 a driver wage uplift was realised resulting in the full reinstatement of all services across the network. Since then the service has experienced very limited cancellations, reliability increase, and both patronage and fare box recovery increase.

but has declined since then, dropping back to 2009 levels before suffering further losses during the Covid-19 pandemic (refer [Figure 2](#) [Figure 3](#) below).

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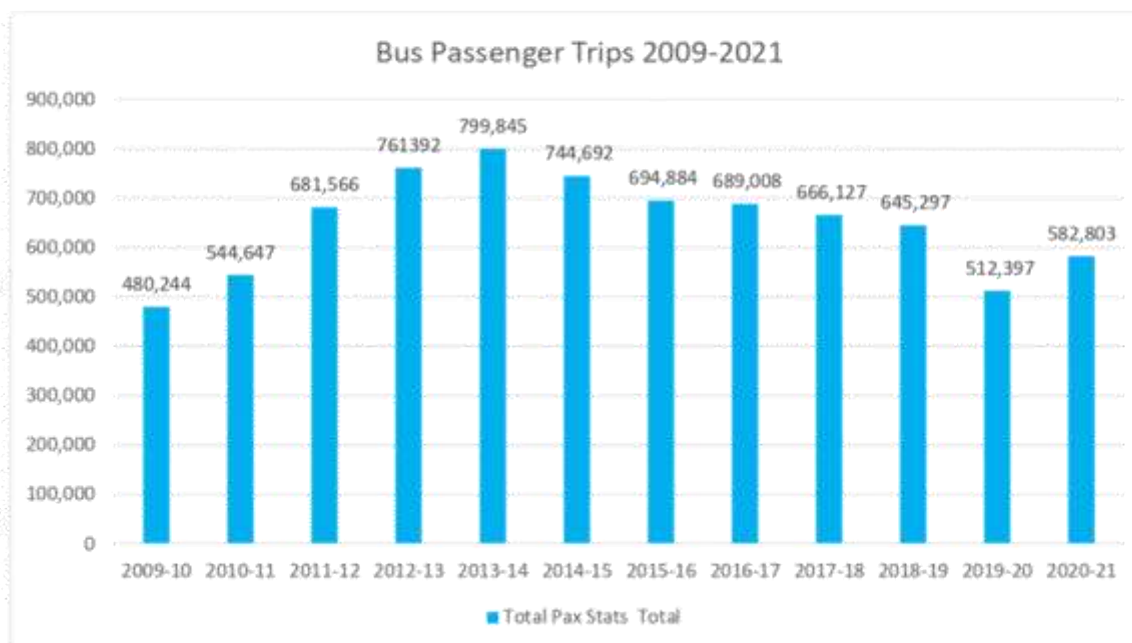


Figure 23: Hawke's Bay bus passenger trips by year

2.1.4 Total Mobility Scheme

The Total Mobility Scheme is a nationwide scheme that provides ~~discounted~~ subsidised taxi transport for people with disabilities ~~which prevent them from using public transport who cannot use or access any other form of transport, such as public buses~~. Eligibility for the scheme is determined by the effect the impairment has on the individual's ability to undertake components of a journey on the public transport network.

Total Mobility services are provided under contract to, and are subsidised by, HBRC.

The use of the Total Mobility Scheme has generally increased over the past decade due to an aging population. In 2022 there are 3,521 members, compared to 3,598 in 2017-18, 1,914 in 2008-09 and 2,640 in 2011-12. As demonstrated in ~~Figure 3~~ Figure 4 below, Total Mobility trips were trending upwards prior to 2020, in which trips were down, likely due to Covid-19.

In xxx xxx central government increased the fare subsidy from 50% to 75%, making the scheme more attractive and affordable for passengers. Coinciding with this HBRC had a blanket fare cap of \$50 for all trips, irrespective of purpose (e.g. accessing healthcare, shopping, etc). The increase in the subsidy rate resulted in increased affordability for users, paying a maximum of \$12.50 for a \$50 fare. The impact of the increased subsidy made the scheme more accessible and affordable for users, thereby driving more regular use of the scheme for users.

Following Cyclone Gabrielle there were limited transport options due to key bridges being destroyed and roads closed. As a result some members of the community were unable to access key locations such as the hospital via the public transport network. Total Mobility provided a suitable alternative to get users to healthcare and other appointments, increasing use due to limited alternatives. Utilisation of the service had been trending upwards, and the impacts of the Cyclone coupled with public transport reliability challenges, have further increased the popularity of the scheme.

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Coupled together, these two key factors have driven an increase in both users and usage of the scheme.

With an ageing population demand for Total Mobility is likely to continue increasing
the upwards trend is likely to re-establish as a sense of normality returns post-pandemic.

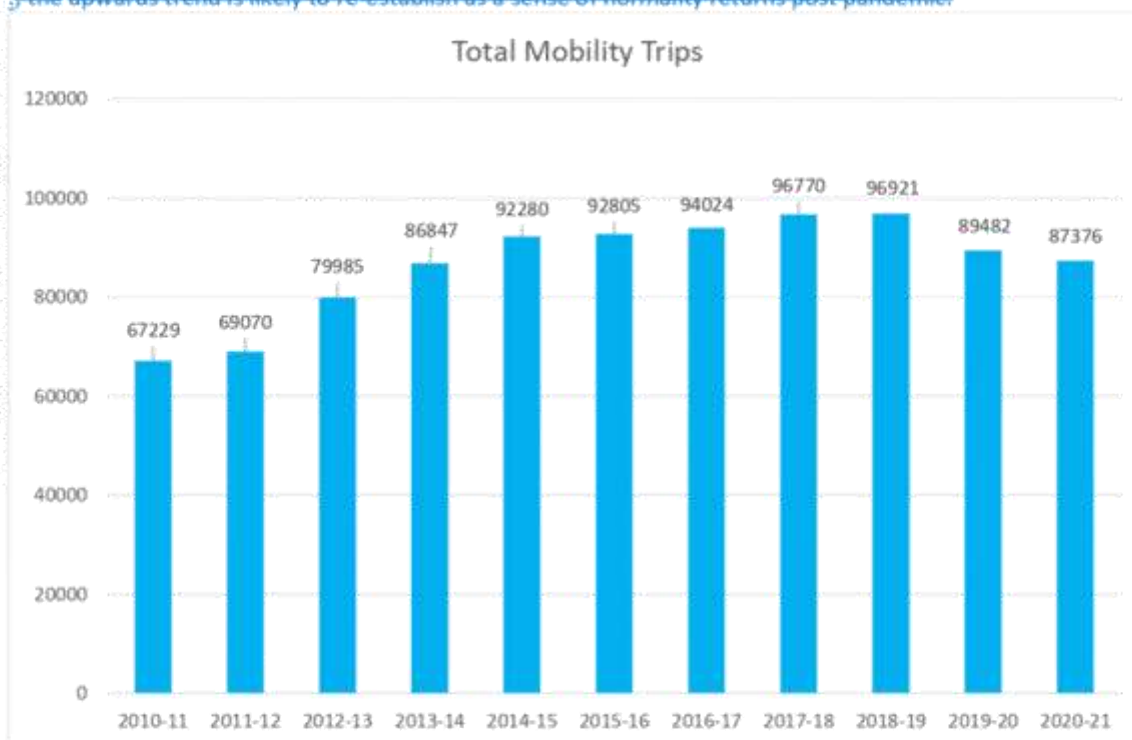


Figure 34: Hawke's Bay total mobility passenger trips

2.2 Why HBRC subsidises public transport

Effective public transport provides commuters with more choice and helps to reduce travel times, congestion, and emissions. Passengers do not pay the full cost of the public transport services they use. Passengers' fares covered 19% of the cost of running the bus services in Hawke's Bay in 2020-21, a historically low level as patronage and fare revenue was significantly impacted by Covid-19 restrictions. HBRC aims to increase the farebox recovery ratio back to the pre-pandemic rate of 37%. Total Mobility passengers pay a quarter of half the cost of their travel up to the applicable fare cap. HBRC and the Waka Kotahi NZ Transport Agency New Zealand Transport Agency subsidise public transport because it provides a range of benefits.

Roading and parking: Public transport helps relieve road congestion and reduce the need for new roads. It also reduces pressure on car-parking spaces and creates a more efficient and effective transport system.

Efficient travel: When well utilised, Public Transport have the ability to get people to their destinations efficiently and effectively with minimal interruptions. A bi directional network greatly assists with this, creating direct and efficient routes in both directions.

Reduce Congestion: Effective public transport can carry more people further for a variety of purposes (e.g. work, education). More people on public transport results in less single occupancy traffic on the road,

[freeing up the network for smoother movement, particularly in peak times.](#)

Economic: Providing people with access to employment and educational facilities results in economic benefits for the individual and the community. There are also economic benefits from the reduced need for road construction and maintenance.

[Value for Money: Public transport services provide good value for money for both users and rate payers. Public transport is a cost-effective way to travel with relatively low fares for users. Services also present good value for money for ratepayers as the costs to run other public transport alternatives, such as commuter rail, are prohibitively expensive.](#)

Environmental: Buses save energy compared to car trips and result in reductions in vehicle exhaust and noise emissions. Modern buses are extremely fuel efficient and have low emissions.

Health: Public transport has benefits to health, as most journeys involve a walk or bike ride to and from the bus stop and result in fewer emissions and airborne particulates than driving. It may also prove less stressful than driving.

Access and mobility: Public transport provides a means of travel to work, education, and public services for those who may not have alternative transport options. It is an essential link for many between residential areas, commercial areas, recreational areas, educational facilities, health services and community events and activities.

Safety: People have a much lower risk of accidental injury on a bus than using any other mode of transport.

Social: Many people do not have access to a car, with public transport the only viable option for travel. There is a significant social benefit from reducing community isolation.

Community resilience: A strong public transport network provides transport resilience in the face of rising/unpredictable fuel prices. [It also provides valuable choice for commuters, particularly if certain modes or routes are unavailable or unusable.](#)

2.3 [Involvement of other parties Integrated planning and delivery – working with delivery partners](#)

There are many parties involved with providing public transport services [in Hawke's Bay. Under the Land Transport Management Act While HBRC has the overall responsibility for the planning and delivery of public transport services to the Hawke's Bay Region. However, HBRC are not able to do this alone, either from a broader funding or service delivery perspective. HBRC works closely with and collaborate with our partners to help create and maintain an integrated, efficient, and effective public transport service. This section sets out who HBRC works with, their respective roles and responsibilities, and our approach to working with our partners. plans, funds, and contracts the required services, other parties also have a role to play.](#)

The territorial authorities (in particular Napier City Council and Hastings District Council) play a major role through the provision of supporting infrastructure such as bus-stops. The NZ Transport Agency provides substantial funding for public transport. [To encourage our key partners to continually consider the needs of a an efficient and effective integrated public transport system we will embed a relationship based approach to planning, funding, and infrastructure / service delivery.](#)

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Roles and responsibilities in the region

This section sets out at a high level the roles and responsibilities of each partner that plays a critical role in the planning, funding, and delivery of public transport infrastructure and services in Hawke's Bay.

Hawke's Bay Regional Council

Under the LTMA, HBRC are recognised as the Public Transport Authority for Hawke's Bay. As a result, we are responsible for:

- The planning, procurement, and design of public transport services
- Co-funding public transport services through targeted rates, fare revenue, and other revenue generated from the public transport offering (e.g. advertising revenue from bus back advertising)
- Seeking funding from NZTA through the Regional Land Transport Plan process
- Developing, setting, and implementing the policies that apply to the public transport services
- Understanding and implementing government policy decision in regard to public transport, where applicable and appropriate
- Working collaboratively with other Territorial Authorities to develop an integrated infrastructure delivery plan. This includes ensuring the required funding bids are built in to the relevant Regional Land Transport Plan.
- Network and wayfinding design, along with service related marketing and communications for users and communities

New Zealand Transport Agency (NZTA)

NZTA set the high-level national policy that public transport authorities (such as HBRC) must adhere to for the public transport services they procure and provide. They are also a primary co-funder of the public transport services and supporting infrastructure thus have a strong interest in how public transport authorities are operating and performing.

Local Councils

Local Councils play a critical role in ensuring our public transport services can operate efficiently and effectively. Under the Land Transport Management Act, local councils are also recognised as Road Controlling Authorities (RCAs). RCAs are responsible for the management of local roads and supporting infrastructure.

Public Transport services are primarily delivered in the main urban areas of Hastings and Napier. On this basis, the Hastings District Council and Napier City Council are the main RCAs HBRC work with for the planning and delivery of public transport service. The RCAs are primarily responsible for:

- Providing and co-funding supporting infrastructure such as bus stops, signage, road marking
- Bidding for NLTF co-funding from NZTA for the provision of necessary infrastructure
- Footpath and pavement maintenance to support access to the public transport services, where appropriate
- Roadway changes to support the effective and efficient running of public transport services as required.
- Involvement in the collaborative planning of public transport services to meet the needs of communities.

Te Whatu Ora Hawke's Bay

The District Health Board funds the provision of free trips for hospital patients on all services and provides incentives to encourage its staff to use the bus. Community organisations also have a role to play as

advocates for the needs of the users.

Ministry of Education

The Ministry of Education is responsible for the funding, procurement, and provision of school bus services in New Zealand. HBRC works with the Ministry of Education to see where our public transport services can provide connections, and to ensure there is no unnecessary duplication.

Under PTOM, service providers are critical partners. HBRC works with its service operators in a spirit of collaboration in order to improve the efficiency and effectiveness of services. Practices such as annual business planning, and financial incentive mechanisms will encourage all parties to work together to plan, innovate and improve public transport in Hawke's Bay.

This Plan cannot be successfully implemented without the support of all these parties. HBRC will work closely with these parties to facilitate the provision of the required services.

Relationship approach

Hawke's Bay Regional Council has strong relationships with our key partners and places emphasis on making sure the relationships are constructive, well maintained, and that information is provided to partners in a timely manner. This is critical to ensuring that our public transport services are delivered in an integrated manner across the main urban areas of Hastings and Napier to:

- Meet the needs of our passengers
- Encourage more people to use public transport services for a range of occasions
- Support people in our two main urban areas to have genuine transport choices
- Provide equitable access to social, cultural, recreational, and economic opportunities
- Reduce the environmental and health impacts of land transport
- Enable public transport investment to be efficient and give value for money

2.4 Funding

The funding for the services in this Plan comes from three a range of sources:

- Waka Kotahi NZTA, via the National Land Transport Fund, which contributes between 50% and 60% of the cost of services after fares.
- HBRC, which raises its funds from local ratepayers via a targeted rate; and
- Passenger fares, being all fare revenue collected from users of the bus services at the time of alighting
- Third party fares, being all funding from external parties. This includes, but is not limited to bus back advertising, tertiary institutions, developer contributions, or businesses purchasing concession fares.
- Crown funding for schemes such as Super Gold and Community connect, among others

Farebox recovery rates, effectively the 'user pays' portion of public transport services, have been challenging for some time and have decreased in line with the steady reduction in patronage. This fall, like with the reduction in patronage, is due to a range of factors including Covid-19, disruptions as a result of Cyclone Gabrielle, and impacts of service reliability challenges. Further, Hawke's Bay has had a relatively flat fare structure for a number of years, with a trip between Hastings and Napier costing \$2, while a trip within the respective towns costing only \$1. From May 2024, the HBRC increased the fares to \$xx and \$xx, helping to increase the farebox recovery and off set a portion of operational costs.

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Cyclone Gabrielle caused significant damage across the region to the transport network, flood management systems, and wider regional infrastructure. It is likely this will take decades to rebuild and has placed Council budgets under extreme pressure. Ultimately, the 'step change' contained in this plan requires additional funding to fully implement. It is envisioned this will happen incrementally over time. This plan is being prepared with the assumption that new revenue sources, increased farebox recovery rates, and increased funding will enable the service to be implemented in a way that drives value for money. The service will continue to be supported by the usual NZTA co – funding share.

It is expected the 'step change' network, detailed in Section 5, to be implemented ~~in 2025~~ between 2025 – 2027 will ultimately deliver a significant increase in patronage and therefore fare revenue once the full network is operational and ideal levels of service are being delivered. The improved services will provide increased commercial opportunities including employer partnerships and advertising.

Monitoring of farebox recovery rates using the methodology and reporting process specified by Waka Kotahi ~~is still required~~ is required of Public Transport Authorities. This monitoring is detailed in Appendix D. The farebox recovery ratio for Hawke's Bay bus services for the 2020/21 financial year was 19%. This reflects the disruption caused the Covid-19 pandemic with less people travelling decreasing patronage. While there is no requirement to set a target, HBRC considers it to be important to return this rate to around pre-covid levels as soon as possible. The following strategies along with the strategic response, detailed in Section 5, will support this.

Strategy 1: Staged shift to a patronage focused network

The current network is coverage-focused by design with low frequencies and indirect one-way loops, limiting its ability to be viable and attractive alternative to driving. The low patronage from this leads to a low farebox recovery rate. The new network is patronage-focused by design, with high frequencies to be achieved over time, and direct bidirectional routes aimed at maximising ridership, which should lead to higher fare revenue and higher farebox recovery over time.

Strategy 2: Review of fare products and fare levels

Increasing fares can lead to increases in revenue and thus improve farebox recovery. Small increases in fares are likely to be required occasionally to cover the increases in costs of providing bus services. However, steep increases in fares can be inequitable and lead to loss in patronage, potentially resulting a net loss in fare revenue and worsened farebox recovery, so changes need to be well considered. From September 2020, Waka Kotahi, on behalf of the Ministry of Transport, will fund half price fares for Community Service Card holders. This will open possibility for fare reviews and changes which can occur in an equitable manner while ensuring fares make a significant contribution to the cost of running the network, while achieving other council goals.

Strategy 3: Community responsiveness and integration

Public transport services are ultimately in place to serve the needs of users and communities. To maintain service attractiveness and continually work towards achieving the vision for public transport services, it is essential HBRC continually work closely and collaboratively with community, key strategic partners (e.g. Councils, NZTA), users, and the wider community to look at options for service improvements and enhancements, where funding and ability allows.

3 The Transport Disadvantaged

Under Section 120(1) (viii) of the [Land Transport Management Act \(2003\) TMA](#), the ~~draft~~ Plan is required to describe how the proposed services will assist people who are “transport disadvantaged”. Section 124(d) also requires HBRC to consider the needs of the transport disadvantaged when approving an RPTP.

The term “transport disadvantaged” is defined in the LTMA as those who HBRC has reasonable grounds to believe are the least able to travel to basic community activities such as work, education, health care, welfare, and shopping. [HBRC considers these needs and access requirements when creating policies to assist the transport disadvantaged.](#)

[A range of personal, demographic, social, and geographical attributes are likely to restrict access to, and the use of, public transport services and facilities leading to transport disadvantage.](#) HBRC believes the following groups are transport disadvantaged:

- Children
- The elderly
- People with disabilities
- Tertiary students
- People on low incomes
- People who are unable to drive or have no access to a vehicle

HBRC believes that the [proposed](#) network changes, [long term](#) service improvements and the associated fare policies proposed in this Plan will assist the needs of these groups. The services proposed in the Plan are designed to provide [wide efficient](#) coverage of residential areas, linking them with commercial and community facilities. By delivering a more legible, [increasingly](#) frequent network which operates for longer hours throughout the day and on weekends, the transport disadvantaged will be able to make more types of trips.

The existing fare system provides support to the elderly, who benefit from the SuperGold Card free travel scheme. [From September 2022, there will also be a 50% discount on fares for Community Services Card holders.](#)

The buses used on the services in Hawke’s Bay are all wheelchair accessible, which assists people with disabilities, older people, and parents with young children. [Working closely with our key partners, particularly Local Councils as the infrastructure delivery agents, HBRC will continue to collaborative plan for and enable the implementation of supporting infrastructure that creates smoother access to the network.](#)

All buses have bike racks, which enables people to travel a greater distance to or from a bus stop, while electric scooters and other small micro-mobility devices can be carried onto buses. Bike racks on buses can only carry two at any one time. Improving bike parking at key bus stops and interchange points, can support greater use of bikes for first/last mile access.

The Total Mobility Scheme provides services for those [of all abilities with a disability](#) who are unable to use public transport, however the Public Transport network infrastructure needs to become more accessible to enable people of all abilities to have equitable access and options.

HBRC continues to partner with a range of groups representing those who are transport disadvantaged, to ensure all needs are considered, and access remains equitable.

4 Vision, Objectives and Policies

4.1 Vision

HBRC's vision for public transport is:

"To deliver a public transport that is safe, accessible, and supports the shift to reduce driving and emissions in Hawke's Bay, while improving the economic, social, and environmental well-being of the people of Hawke's Bay."

4.2 Objectives and policies for Hawke's Bay Regional Council Bus Services

4.2.1 Our network:

Network design objectives

- A straightforward public transport network that runs all-day, seven days a week, with a hierarchy of routes at consistent levels of service.
- An effective network that connects residential neighbourhoods to key employment, shopping, medical, entertainment, recreational and educational facilities, and other destinations to serve more types of journeys.
- An efficient network that gets good value for money, by supporting the greatest number of journeys it can from the resources used to operate it.

Network operation and service quality objectives

- Bus schedules are frequent, [subject to suitable levels of funding](#), or run to a regular timetable to minimise waiting time and allow people flexibility for when they travel.
- Bus routes are direct, clear, and legible to be easy to understand and use.
- Services run right across the day to be available for people to use whenever they want to travel.
- Buses are timely and reliable to create an attractive service that users can rely on.

4.2.2 Our customers

Objectives:

- People in the urban areas of Hastings and Napier have access to public transport services to connect them to employment, shopping, medical, entertainment, recreational and educational facilities.
- Services are environmentally responsible and integrated with other transport modes, particularly walking, and cycling.

Table 2: HBRC customer policies

Policy Area	Policy
NETWORK DESIGN	<p>HBRC will:</p> <ol style="list-style-type: none"> 1. Plan and deliver a network which is simple and legible for users and reasonably direct. 2. Plan and procure services at the following minimum service levels for the core network of service <ul style="list-style-type: none"> • Frequent: 15 minutes or better between 7am and 7pm, 7 days (weekdays and weekends). Services may have lower frequency outside those hours. • Connector: 30 minutes or better between 7am and 7pm, 7 days (weekdays and weekends). Services may have reduced frequency outside those hours.

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Policy Area	Policy
	<ul style="list-style-type: none"> Other (Local, rural-township, peak-only, school, Total Mobility and on demand services): no minimum service levels. <p>3. <u>Following the MyWay trial, continue to investigate options and opportunities for an on demand service in the future public transport network.</u></p>
ACCESS TO SERVICES	<p>HBRC will:</p> <ol style="list-style-type: none"> Aim to provide services so that at least 70% of residents within the Napier-Hastings urban area are within 500m walking distance of bus stops with all-day bidirectional service. Subject to available funding, and where sufficient demand exists, look to introduce new services on a trial basis. Any trial should be subject to a minimum trial period of six<u>twelve</u> months before any amendment or cessation. Ensure the network caters for patterns of student travel that are likely to overcrowd public buses on scheduled urban services. Consider the provision of extra services for special events: <ol style="list-style-type: none"> which are non-commercial where there is free entry for the general public where over 5,000 attendees are expected where organisers will contribute one-third of the net cost of additional services
TRANSPORT DISADVANTAGED	<p>HBRC will:</p> <ol style="list-style-type: none"> Consider the needs of those who are transport disadvantaged when providing services. Ensure all services are operated by wheelchair accessible buses. <u>Subject to available funding, ensure</u> that the public transport network has accessible infrastructure that <u>is fit for form and function, provides providing</u> options to people of all abilities. <u>11. Actively engage with reference groups as subject matter experts in the design of bus stops, fare structures, customer experience, and service development to ensure accessibility and equity are meeting the needs of all people across the whole network.</u> <u>11.12. Actively engage with the disabled community to ensure accessibility needs and service design requirements are understood in the design and delivery of public transport services, with a long term implementation horizon</u> <u>12.13. Continue to evaluate trial</u> on demand services as a tool to enable greater access to the wider public transport network for the mobility impaired and aged communities with a view that the mode is a complimentary <u>future</u> network enabler.
HEALTH AND SAFETY	<p>HBRC will:</p> <p><u>13.14. Ensure vehicles operated under contract to HBRC meet the safety standards required by law and the quality standards set out in the Waka Kotahi NZ Transport Agency Requirements for Urban Buses, and that safety monitoring is undertaken through the Operator Safety Rating System.</u></p>

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Policy Area	Policy
	14.15. Continue the current scheme, initiated with Hawke's Bay District Health Board with Health New Zealand to facilitate ease of travel for those needing to attend health appointments, while Health New Zealand, funding allows.
ENVIRONMENTALLY RESPONSIBLE	HBRC will: 15.16. Ensure vehicles operated under contract to HBRC meet the environmental standards as set out in Waka Kotahi NZ Transport Agency Requirements for Urban Buses.
INTEGRATION WITH OTHER MODES	HBRC will: 16.17. Ensure that all buses used in HBRC services have bike racks. 17.18. Work with local authorities <u>and key partners</u> to improve integration of buses with cycling and walking. 18.19. Work with local authorities to achieve effective integration of multi modal transport, including the provision of secure bike storage and e-bike charging stations within easy reach of bus stops at key interchanges and locations such as Clive that are fed by cycleways that provide vital connections to more remote communities like Te Awanga and Haumoana.

4.2.3 Our Service

The purpose of this section is to ensure the experience of the customer is enhanced by having appropriate vehicles and infrastructure.

Objectives

- Public transport operations provide comfortable and safe travel, minimise adverse environmental effects and improve health outcomes.
- Provision of a high standard of infrastructure by key delivery partners that supports the network of bus services.
- Users experience a consistent and reliable service, every time.

Table 3: HBRC service policies

Policy Area	Policy
BUSES	HBRC will: 19.20. Ensure all vehicles providing services under contract are part of a consistent HBRC endorsed brand and colour scheme. 20.21. Ensure all publications and marketing materials feature the HBRC endorsed brand and colour scheme 21.22. Permit suitable commercial advertising on <u>and in buses, where appropriate and applicable in line with the Bus Advertising Policy.</u> 22.23. Investigate rollout of zero-tailpipe emissions buses earlier than required by government policy, <u>subject to available and secured funding.</u>
SERVICE PERFORMANCE	23.24. Provide high-quality, reliable services which create a first-class customer experience.

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Policy Area	Policy
	24.25. Specify high standards for reliability, timekeeping, and customer service, and incentivise good service performance on all routes through bus operator contracts.
INFORMATION AVAILABILITY	25.26. Ensure service information is readily available and easy to understand. 26.27. Provide up to date information on all services on the HBRC network and encourage Hastings District Council, and Napier Council, <u>and other key partners</u> to do the same 27.28. Make information available through social media <u>(e.g. Facebook), and other channels / mediums as applicable and as funding allows (e.g. Facebook).</u> 28.29. Ensure information for those with sight impairment is available.
FARES	29.30. Ensure fare payment systems are easy to use and accurately record passenger trip information. 30.31. Set fares in accordance with the targets and policies contained in the farebox recovery and fare-setting policy set out in Appendix D 31.32. Review fare levels annually in accordance with the policy set out in Appendix D. 32.33. Consider fare exemptions for the mobility impaired and their companions, with value given to the balance of costs across all funded activities (i.e., the increased cost of further subsidising PT fares is outweighed by the savings in total mobility subsidies).
PROCUREMENT, FUNDING AND DELIVERY	33.34. Consider the following criteria when establishing public transport units: <ol style="list-style-type: none"> Does the unit configuration form a marketable whole? What customer market would it serve? How attractive would it be to tenderers? (to encourage competition) Will the unit configuration maximise efficiency and achieve the best value for money possible? 34.35. Procure bus services using the partnering delivery model and the price quality selection method as set out in NZTA's Procurement Manual 2009 35.36. Maximise funding from NZTA. 36.37. Support the SuperGold Card free travel scheme funded by NZTA. 37.38. Explore partnership and bulk purchase opportunities with large employers, <u>schools and other</u> destinations.
COMMERCIAL PARTNERSHIPS	38.39. Consider opportunities to develop commercial partnerships with businesses to provide targeted public transport services that meet the needs of both the business community and employees.

4.2.4 The experience

The purpose of this section is to ensure the experience of the customer is enhanced by having appropriate vehicles and infrastructure.

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Objectives:

- Public transport operations provide comfortable and safe travel, minimise adverse environmental effects and improve health outcomes.
- Provision of a high standard of infrastructure [in key locations on the network](#) that supports the [network of bus services](#).

Table 4: HBRC experience policies

Policy Area	Policy
BUSES	<p>HBRC will:</p> <p>39-40. Ensure all vehicles operated under contract will meet the minimum vehicle quality specifications as set out in the NZTA Requirements for Urban Buses.</p> <p>41. Provide wheelchair accessible vehicles on all services to ensure easy access for wheelchair users, parents with young children and passengers with mobility difficulties.</p> <p>40-42. Ensure driver training is provided annually around disabled and mobility impaired users with a view to ensuring they are assisted to utilise the service, where practical.</p> <p>41-43. Ensure the appropriate size bus is used on each service by catering for peak loadings at the service peak time.</p>
BUS STOPS AND TIMETABLE INFORMATION	<p>42-44. Work with local authorities to add more bus shelters to the network, subject to available funding.</p> <p>43-45. Work with local councils to implement bus-stop improvements in line with Waka Kotahi Bus Stop Design Guidance. High use stops will be required to be well marked, with signage, shelters, high-quality footpath, kerbs and timetable information; and less frequently used stops will have road markings, signage and high-quality footpath kerbs and be well lit at a minimum. As stops are upgraded, they should generally be repositioned to sit in-line with the traffic lane to reduce delays for buses merging back into the traffic lane.</p> <p>44-46. Liaise with Napier City and Hastings District Councils regarding improved access from bus stops to buses for people in wheelchairs and those who require other mobility aides.</p> <p>45-47. Ensure printed timetables are readily available, including large-print versions.</p> <p>48. Provide high quality web timetable and journey planning information.</p> <p>46-49. Investigate the provision of multi-platform real time bus arrival signage and departure times at key stops in the network network.</p>

4.2.5 Looking forward

The purpose of this section is to ensure that public transport services cater for the changing needs of the population, including changes in residential and commercial areas; make provision for potential growth in demand for passenger services caused by increases in fuel prices; and recognise future developments in infrastructure technology, [modal innovation, and service delivery innovations](#).

Objective:

- A flexible network that adapts to changes in demand.

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Table 5: HBRC future network policies

Policy Area	Policy
DEMAND	<p>HBRC will:</p> <p>47.50. <u>Improve service levels and the quality of the network to stimulate demand for public transport, subject to available funding</u></p> <p>48.51. <u>Work with key partners to c</u>Consider ongoing and potential changes in population, land-use and other factors that influence demand, to ensure the supply of services matches the demand.</p> <p>49.52. <u>Monitor the demand for rural services</u></p> <p>50.53. <u>Carry out a two-yearly passenger survey in line with Waka Kotahi NZTA requirements</u></p> <p>51.54. <u>Investigate the longer-term potential for park and ride facilities serving rural areas and improved interchange and terminus facilities at key points in the urban network</u></p> <p>52.55. <u>Monitor and review the effectiveness, efficiency, and equity of a transition to a high frequency direct public transport model over time. Regular reviews should be undertaken with key stakeholders, annually.</u></p>
TECHNOLOGY	<p>53.56. <u>Subject to available funding, uUse changing technology where possible to provide a better service through improved ticketing systems and the progressive implementation of integrated real time end to end trip information across the network and applicable channels (e.g., bus stops, applications, online, in-bus).</u></p>
INTEGRATION WITH OTHER SERVICES	<p>54.57. <u>Discuss any potential improvements for better integration and shared facilities for long-distance bus and/or tourism services with the relevant council.</u></p>
PASSENGER RAIL	<p>55.58. <u>Work with other councils, KiwiRail, Waka Kotahi NZTA, Ministry of Transport, Government, and operators, to support investigating opportunities for intra and inter regional passenger rail. This includes leadership and advocacy to support better use of the rail network, and better funding structures.</u></p> <p>56.59. <u>Undertake a high-level feasibility study of future commuter rail inclusion in the wider Hawke's Bay Public Transport network.</u></p>
<u>PUBLIC TRANSPORT SERVICES</u>	<p><u>60. Consider the role of new and emerging technologies and mobility options as a means to manage travel demand, provide travel choice, and create efficient journeys for communities.</u></p> <p><u>61. Continue to investigate, evaluate, and endeavour to secure funding to enable the Central Hawke's Bay Commuter Express trial.</u></p>

4.3 Objective and policies for Total Mobility

4.3.1 Our customers

Table 6: HBRC total mobility customer policies

Policy Area	Policy
TRANSPORT FOR PEOPLE WITH A DISABILITY	<p>HBRC will:</p> <p>57.62. Continue to provide the Total Mobility Scheme in Napier, Hastings, Waipawa and Waipukurau in line with the policy set out by NZTA, <u>and for those passengers who meet the eligibility criteria and have a permanent disability</u>, while reserving the right to limit resources subject to funding and to operate within budget.</p> <p>58.63. Subject to NZTA funding, make wheelchair payments for each wheelchair transported in a vehicle <u>at the applicable reimbursement rates set by NZTA</u>.</p>

4.3.2 Your service

Objective:

A funding system for Total Mobility services that is fair to ratepayers and users of the service, is efficient and effective, is fit for form and function, and recognises the different benefits occurring to each funding party.

Table 7: HBRC total mobility service policies

Policy Area	Policy
INFORMATION AVAILABILITY	<p>HBRC will:</p> <p>59.64. Ensure information on the Total Mobility Scheme is readily available and easy to understand.</p>
FARES	<p>65. Ensure fare transaction systems are easy to use and accurately record passenger trip information.</p> <p>66. A 75% concession applies to the maximum fare level, thereby meaning the Total Mobility passenger pays 25% of the fare.</p> <p>67. Two maximum concession fares will apply. \$30 for general trips within the immediate town/city of residence and \$50 for access to <u>approved regional facilities</u>. A list of approved regional facilities where the higher maximum concession fare applies. <u>A list of the approved regional facilities is attached in Appendix F.</u></p> <p>68. Total Mobility operators provide a fare schedule to the Council for approval <u>on an annual basis along with necessary supporting information that may be requested from time to time</u>. <u>No company can exceed the average fares of the other companies by more than 10%.</u></p> <p>69. Average fares are calculated by volume, distance and time.</p> <p>70. Fares charged will be a total for the applicable fare travelled <u>include all transactional costs, including technology fees</u></p> <p>69.71. Fare subsidy will apply for the time the vehicle is travelling from location to location. <u>In the avoidance of doubt, the subsidy does not cover or include companion time.</u></p>

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Policy Area	Policy
FUNDING AND DELIVERY	<p>61.72. Maximise funding from Waka Kotahi NZ Transport Agency.</p> <p>62.73. Consider applications from transport operators for the provision of Total Mobility transport services, while reserving the right to decline applications where:</p> <ul style="list-style-type: none"> a. Demand cannot be demonstrated b. Adequate services are in operation c. Value for money cannot be demonstrated. <p>63.74. Undertake regular audits of operator's and their vehicles to ensure contract compliance</p>
Assessment	<p><u>75. Assessment agencies will be required to seek and obtain accreditation with the Council annually</u></p> <p><u>76. Assessment agencies, and their assessments, will be regularly audited to ensure accreditation compliance.</u></p> <p><u>77. Assessment agencies will be required to implement any scheme changes made by the Council in a timely manner, following suitable communication and training by HBRC.</u></p>

4.3.3 The experience

Objective:

A Total Mobility service that provides comfortable and safe travel that delivers value for money for users

Table 8: HBRC total mobility experience policies

Policy Area	Policy
ACCESSIBLE VEHICLES	<p>HBRC will:</p> <p><u>78. Subject to NZTA funding, provide grants for the installation of wheelchair hoists up to a maximum grant amount per installation.</u></p> <p><u>79. HBRC will consider applications for grant installation on a case by case basis, while reserving the right to decline the applications where:</u></p> <ul style="list-style-type: none"> - <u>suitable funding is not available</u> - <u>The submitted quote covers works outside the scope of a hoist installation, for example the installation / shifting of vehicle seats</u> - <u>Where HBRC believes, on reasonable grounds, the vehicle to which the hoist is to be installed does not meet vehicle safety and age specifications</u>
HEALTH AND SAFETY	<p>HBRC will:</p> <p>65.80. Ensure vehicles operated under contract to HBRC meet the safety standards required by law.</p> <p>66.81. Ensure Total Mobility providers have health and safety policies and procedures in place which meet the requirements of the Health and Safety at Work Act 2015.</p>

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Policy Area	Policy
TECHNOLOGY	67.82. Operate Total Mobility user ID smartcard transaction technology for Total Mobility in the region, to support more independent travel.

4.3.4 Looking forward

Objective:

A flexible service that adapts to changes in demand.

Table 9: HBRC total mobility future policies

Policy Area	Policy
DEMAND	HBRC will: 68.83. Consider changes in population demographics, land use and other factors that influence demand on the Total Mobility Scheme, as opportunities to improve the Public Transport Network to ensure a range of options are provided to people of all abilities.
TECHNOLOGY	69.84. Use changing technology where possible to provide a better service.
SERVICE DELIVERY	85. Continue to investigate options and opportunities, as they arise and are applicable, to deliver Total Mobility services in an innovative, responsive, and / or integrated manner with other public transport services

4.4 Objectives and policies for Community Transport

Objective:

Support existing and [the](#) implementation of new community-based transport solutions for smaller settlements outside of the [main](#) urban areas.

Table 10: HBRC community transport policies

Policy Area	Policy
DEMAND	HBRC will: 70.86. Provide support for community transport services where: <ol style="list-style-type: none"> There is a demonstrated and validated need for a transport service in communities outside the urban areas of Hastings and Napier, i.e., Wairoa, Central Hawke's Bay, and Cape Coast. There is willingness by members of the community to set up, operate and maintain a trust or similar structure to oversee governance of the service, and for people to volunteer to be drivers. There is sufficient funding available to support the establishment and administration of the trust and the purchase of vehicle(s). The establishment of the trust has the demonstrated support of the relevant territorial authority. 71.87. Support for community transport services will be assessed on a case-by-case basis and may include:

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Policy Area	Policy
	<ul style="list-style-type: none"> e. Council staff assistance to establish a Trust or service in a new area where a request is received from the relevant local authority, community board or residents' group. f. Financial grants towards vehicle purchase/replacement and Trust administration costs, subject to availability of funding. g. Provision of supporting technology to help make community transport services easier to manage and more accessible for users, subject to availability of funding. h. Where possible leverage council's purchasing ability to obtain best value for community vehicle/hoist purchase, and/or other professional services such as driver training. <p>2. Ensure the core purpose of the service remains to connect the outlying community with the main public transport network.</p>

5 What we plan to do

5.1 Strategic response

To address the issues identified through our consultation and network review processes (refer Section 1), we have developed several strategic responses, and from these, several action points to be implemented ~~over the next three years as funding enables~~, in addition to the provision of existing services.

1. Deliver a new "step change" network ~~upon the start of the next contract period as suitable funding allows.~~

~~A detailed business case is currently being developed to comprehensive detail the opportunity, benefits, and implementation pathway for Hawke's Bay to implement the new 'step change' network. Once completed and endorsed by the NZTA board, HBRC will be able to investigate additional funding opportunities that will allow us to scale up the urban public transport network in terms of frequency and operating hours.~~

~~The existing bus operating contract finishes mid-2025, and new contracts will need to be tendered at this time. This provides an opportunity to reset and scale up the urban public transport network.~~

The new network will be a "step change" improvement over the current bus system, designed to make public transport a viable attractive option for more journeys within the Napier Hastings Urban Area, and lead to significant growth in patronage. The network will focus on:

- **Legible bi-directional routes**, replacing the slow and indirect one-way loops of the existing network with two-way routes on more direct alignments.
- **Increased all-day service frequency** across all routes, with investment targeting connections to major employment, education, retail destinations and essential needs. ~~Increases in frequency will happen incrementally over time, as funding allows.~~

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- **Increased span of service**, with all urban services running from 6am to 9pm, seven days a week. Like frequency, the increase in span of operational hours will happen incrementally over time, as funding allows, community feedback supports, and necessary safety requirements are enabled.

Ultimately, once fully implemented ~~This is~~ will provide a significant step change in terms of level of service, in particularly the frequency and span, and is expected to deliver increased patronage. These improvements, as well as further service improvements, to frequency and span of service, ~~to be in place by 2030,~~ are detailed in APPENDIX A.

2. Deliver ~~incremental~~ interim service improvements ahead of new network delivery

Simple service improvements can be implemented as funding and demand allow ~~do not need to wait until 2025. Subject to availability of funding.~~ In the coming years, improvements to the span and frequency within the existing network will be prioritised as a pre-cursor to the step-change network. Following the conclusion of the MyWay trial w We will continue to examine the place of an on demand style service to MyWay as a trial and use it as tool to introduce enable more reliable and frequent PT to the community to encourage the step change, and an improvement in perception and uptake of PT. Such a service may be utilized in lower density or lower population areas that are typically hard to effectively and efficiently service with standard public transport. The core purpose of any future on demand offering would be focused on efficiency and access. We will monitor outcomes to understand where it may work better for users and more efficiently than fixed route. In these areas it may replace some of the proposed network or compliment it where necessary or in areas not well served by the fixed route network.

Investigate and implement innovative ways to provide better transport options in small towns and rural areas.

HBRC would like to further improve access for residents in communities outside the main urban areas, particularly those experiencing sustained growth in population and housing. ~~residents in accordance with the objectives of the Government Policy Statement for Land Transport and HBRC~~ intends to explore more flexible ways in which this could be achieved in a cost-effective manner. This will involve looking wider than conventional bus services and exploring options such as community van services.

5.2 Planned activities

The following activities are planned for the next three years, subject to available funding. These are not listed in any particular order, as programming will depend on resources available and external factors. However, the items have an indicative timeframe based on relevant factors.

Table 11: Planned activities for the next three years, subject to funding

Initiative	Details	Indicative timeframe
Improve journey time and journey time reliability	To include consideration of: <ul style="list-style-type: none"> streamlining routes to reduce dead-running timetable revision to reflect more accurately <u>changed</u> running times <u>Subject to funding,</u> increasing <u>increasing</u> frequencies to reduce waiting time and minimise the impacts of any delays that do <u>or</u> may occur. 	<u>2022/23 Ongoing</u>
Investigate options to partner with organisations and businesses to	Build upon existing partnerships model which has been successful with <u>Hawke's Bay Fallen Soldiers' Memorial Hospital</u> Fallen Soldiers' Hospital.	Annual

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Initiative	Details	Indicative timeframe
promote commuter bus use through concession fare schemes.		
Trial a commuter express bus service between the Central Hawkes Bay towns of Waipukurau, Waipawa and Ōtāne through to Hastings.	Operating two morning peak services to Hastings from Waipukurau, via Waipawa, and Otane, with two evening return services to Waipukurau from Hastings.	<u>Implementation by 2025, with option to fast-track the trial subject to availability of funding for the trial. Trial implementation subject to availability of funding (both NZTA and Local share)</u>
Community Transport in Wairoa	Identify existing initiatives and support the establishment of a Trust to run Community Transport services in Wairoa.	<u>Implementation by 2024/2028</u>
<u>Evaluate outcomes of on-demand trial in Hastings and identify possible uses within an integrated 2025 network</u>	<u>We will continue to use MyWay as a trial, and as tool to reintroduce PT to the community to encourage step change, and an improvement in perception and uptake of PT.</u> <u>We will continue monitoring it – if it works better and is more efficient than fixed route, it may replace some of this proposed network, or compliment it where necessary.</u>	<u>2023 post-trial period</u>
<u>Implement planned 2025 'Step change' fixed route bus network when re-tendering network operating contracts.</u>	See Appendix A for details	<u>2025 at end of existing contract period By 2027, subject to available funding.</u>

6 Review and monitoring

6.1 Monitoring

The purpose of monitoring the implementation of the Plan is:

- to measure whether the Plan has been successful in meeting regional public transport objectives; and
- to measure the quality of the services provided.

The region's objectives for public transport are set out in the Regional Land Transport Plan 2021-341 (RLTP). The RLTP has the following vision:

"An efficient transport system that is resilient, low emissions, safe, provides genuine and equitable choices, and places community wellbeing at the centre."

Supporting strategic objectives include:

- Resilience and security – invest in an efficient transport system that is resilient to changing climate and other risks, with urgency and priority
- Emissions reduction – drive a low-emissions transport system that reduces the risks associated with global warming
- Healthy and safe people – provide a safe transport system for all users and modes that reduce the economic and social cost of crash injuries.
- Inclusive access – support fit-for-purpose, genuine, safe, and equitable transport choices for all users to sustain the health and wellbeing of communities.
- Environmental sustainability – integrate land use planning and development to enable effective and efficient use of transport networks

Policies within the RLTP relevant to public transport to achieve these objectives are:

- Subject to funding, implement the Regional Public Transport Plan, focusing on reliability, efficiency, and a low or zero emissions bus fleet to provide an attractive and realistic alternative to private cars for daily journeys in the main urban areas of Hastings and Napier and reduce emissions.
- Seek additional funding to invest in alternative transport options, including commuter routes, outside the main urban areas, in accordance with the Regional Public Transport Plan
- Subject to funding, develop and implement public transport infrastructure that enables easy and safe multi modal integration at key hubs and locations across the public transport network.
- Investigate and pilot the conversion of key transport corridors in each of Napier and Hastings to give priority to active and public transport modes over heavy commercial and private vehicles.
- Invest in a low emissions and low impact transport system that enables genuine and safe travel choices which contribute to improved health and wellbeing.
- Subject to funding, implement the adopted Regional Public Transport Plan with a focus on service delivery, including reliability, frequency, and efficiency and develop new services and solutions for attractive and efficient public transport, including working in partnership with stakeholders to promote the expansion of public and shared transport incentive programmes.

This draft RPTP contains HBRC's specific vision for public transport in Hawke's Bay which is:

"To deliver a public transport that is safe, accessible and supports the shift to reduce driving and emissions in Hawke's Bay, while improving the economic, social, and environmental well-being of the people of Hawke's Bay".

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With respect to the RLTP objective and methods and the vision statement of this Plan, we aim to:

- Improve reliability and customer experience on the existing network.
- Identify and implement improvements to span and frequency of existing routes where funding allows.
- Trial new commuter express route from Central Hawke's Bay to Hastings.
- Prepare for rollout of new network, including identifying infrastructure required to support the network change [and ensuring the necessary funding is secured in the relevant Council's transport investment plan.](#)

6.2 Information requirements

HBRC will require information from public transport operators in accordance with LTMA requirements for information disclosure. The LTMA permits councils to require the operator of a public transport unit to supply fare revenue and patronage data. HBRC must publicise the patronage data and the extent to which a unit is subsidised.

6.3 Review

The RPTP must be reviewed every three years. At that time, HBRC will consider whether a formal renewal of the Plan should be undertaken. If changes are warranted, the significance policy for variations to the Plan may be triggered (Refer Appendix E for our significance policy) and this will tell HBRC how widely it must consult affected parties and the community about the variation. However, in all cases HBRC will consult with persons who will or may be affected by or have an interest in the proposed variation in accordance with Sections 126(4) and 125(2) (a) of the LTMA and Section 82 of the LGA. Reviews will be undertaken to coincide with the review of the Regional Land Transport Plan (RLTP). This will help to ensure that the RPTP is consistent with the public transport objectives of the RLTP.

7 Legislative requirements

An RPTP must contribute to the purpose of the LTMA and meet certain other requirements. A description of how this draft Plan complies with those requirements is set out in Appendix C.

8 Farebox Recovery policy

Previously, we were required to set regional targets and policy for farebox recovery as a condition of funding under a National Farebox Recovery Policy. Changes to national funding policy in mid-2018, mean 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.

However, the underlying principles of the previous farebox recovery are still relevant when developing regional fare policies:

- Fares will continue to play an important role in helping cover the cost of public transport (along with regional and national subsidies).
- Fare recovery policies should be consistent with other related central and local government policies and plans.
- There may be flow-on impacts to the wider public transport system from fare structure/pricing that should be recognised.
- Fare recovery should not be the only driver in setting fare levels but should be part of a wider assessment.

Monitoring of farebox recovery rates using the methodology and reporting process specified by Waka Kotahi New Zealand Transport Agency is still required. This is documented in Appendix D. HBRC will continue making funding decisions in accordance with the policies set out in the Long-Term Plan (LTP).

9 Significance policy

Refer to Appendix E for further information.

10 Bus advertising policy

Refer to Appendix G for further information.

11 Consultation undertaken

Consultation has been undertaken in the review of this plan, in accordance with the requirements of Section 125(1) of the LTMA.

- A review of the existing public transport network and services by external consultants along with a subsequent review of the future public transport network and planned improvements by HBRC officers.
- An early consultation round with elected members from the Regional Transport Committee.
- Targeted consultation with Total Mobility providers, assessor, and users.
- Ongoing engagement with communities around proposed changes and network refinements, in line with the significance policy.

Glossary and abbreviations

Term/Acronym	Meaning
DHB	District Health Board
ERP	Emissions Reduction Plan
HBRC	Hawke's Bay Regional Council
GPS	Government Policy Statement
LTMA	Land Transport Management Act
LTP/Long Term Plan	A plan prepared by all local authorities under the Local Government Act which covers a period of at least ten years (also known as the Ten Year Plan)
MoE	Ministry of Education
NLTF	National Land Transport Fund
NLTP	National Land Transport Programme

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Term/Acronym	Meaning
Waka Kotahi	New Zealand Transport Agency
SPTF	Sustainable Public Transport Framework
RLTP	Hawke's Bay Regional Land Transport Plan
SuperGold Card	A discount and concessions card issued free to all NZ residents aged 65 and over and those under 65 receiving a Veteran's Pension or NZ Superannuation. SuperGold Card holders can travel free of charge on public transport between 9am and 3pm on weekdays and anytime at the weekend or on Public Holidays
Ten Year Plan	A plan prepared by all local authorities under the Local Government Act which covers a period of at least ten years (also known as the Long Term Plan)
The Plan, RPTP	Hawke's Bay Regional Public Transport Plan
Total Mobility	A nationwide scheme which provides discounted taxi travel for people with disabilities which prevent them from using buses

DRAFT Appendix A Planned service improvements

Route 1: Primary Trunk Service - Napier to Hastings, Havelock North via Taradale shops, EIT/PGA & Fallen Soldiers' Hospital

Route Description

This trunk route will be the core service of the new network and primary driver of public transport patronage in the region (shown in [Figure 5](#)~~Figure 6~~ below). It will connect most of the major destinations (Napier CBD, Tamatea shops, Taradale shops, EIT/PGA, Fallen Soldiers Hospital, Hastings CBD, Havelock North Village) to many different smaller destinations and residential areas with fast, frequent service. The route will mostly follow the same path as the existing Route 12 but with a much higher level of service throughout the day and week.

The path will differ from Route 12 in the following ways:

- Route via Nottingham Road & Percival Road in Hastings instead of Pakowhai Road, as described in the year 1-3 improvements, above. This gives the following benefits:
 - Avoid having to make a two-kilometre detour, including U-turn, to serve the hospital
 - Serve Hawke's Bay Regional Sports Park, which has been widely requested by stakeholders.
- Removal of the current Tait Drive deviation in Napier to improve travel time and reliability, as described in the year 1-3 improvements, above.
- Extension to Havelock North.
- The route will split in two at the Havelock North town centre with one 'tail' going east along Te Mata Road and the other going west along Te Aute Road (see Figure 5). These will be evenly split from the trunk, operating at every 30 minutes.

Frequency and Span

- Span: This service will run from 6am to 9pm, 7 days a week.
- Frequency will be every 15 minutes from 7am-7pm and every 30 minutes all other times.

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Figure 45: Split the trunk into two tails at a 30-minute frequency each

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Figure 56: Route 1 preferred option full map

Route 2: Eastern Institute of Technology to Napier via Taradale, Tamatea & Kmart

Route Description

This route will connect residential Taradale, Tamatea and the new Parklands developments to Napier CBD, Kmart, Tamatea shops, Taradale shops and EIT/PGA. There will be an easy connection to the trunk line to continue to Hastings, Havelock North, and the hospital.

The route will follow a similar path as the current Route 13, with the following changes:

- Removal of complicated one-way loops.
- New routing via Orotu Dr and Prebensen Drive to serve new residential and commercial developments (Kmart).
- Extension to EIT/PGA, with service to residential areas in southwest Taradale.

Frequency and Span

- Span: This service will run from 6am to 9pm in 2025 and 6am to midnight by 2030, 7 days a week.
- Frequency will be every 20 minutes in 2025 (15 minutes by 2030) from 7am-7pm and every 30 minutes all other times.

Options

Two route options are proposed between Kmart and Napier CBD (options shown in [Figure 6](#)[Figure 7](#) **Error! Reference source not found.** below):

1. Option 1 would provide a more direct trip to Napier CBD via Prebensen Drive and Thackeray Street. This option would require either creating a safe stop and crossing on the state highway or a deviation into the Kmart complex.
2. Option 2 would travel via Ford Road, Taradale Road, Alpers Terrace and Kennedy Road. This would be a longer trip but would:
 - a) Provide easier access to the Kmart complex.
 - b) Provide service to parts of the Onekawa industrial area and Marewa neighbourhood that would not otherwise be served.
3. These options will be consulted on during the RPTP consultation process.

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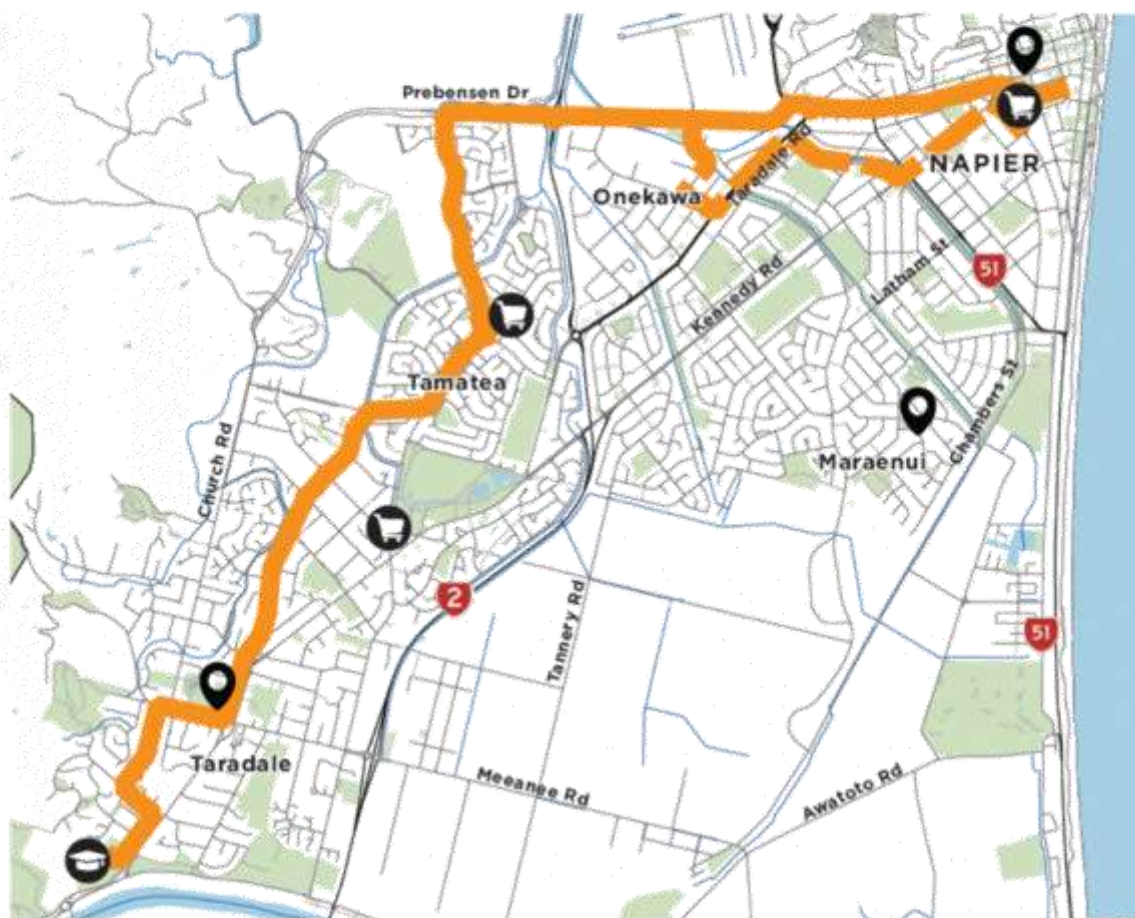


Figure 67: Route 2 options map

Route 3: Tamatea to Napier via Maraenui

Route Description

- Replacement of the current Route 14
- Removal of one-way loops through Maraenui
- Connecting key destinations through:
 - Napier City Centre
 - McLean Park
 - Maraenui Shops
 - Tamatea Shops, providing access to the supermarket, pharmacy, medical centre, and other services in the Tamatea centre

This route is shown in [Figure 7](#) [Figure 8](#) below. The extension through to Tamatea shops provides the opportunity to interchange with Route 1 and Route 2 to access the rest of the network.

Frequency and Span

- Span: This service will run from 6am to 9pm in 2025 and 6am to midnight by 2030, 7 days a week.
- Frequency will be every 20 minutes in 2025 (15 minutes by 2030) from 7am-7pm and every 30 minutes all other times.

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Options

- The route could be rerouted to serve proposed Riverbend Residential Development which could deliver up to 670 homes at 215 Riverbend Road. This would require the street network within the new development being designed to allow through running of buses to Waterworth Avenue.

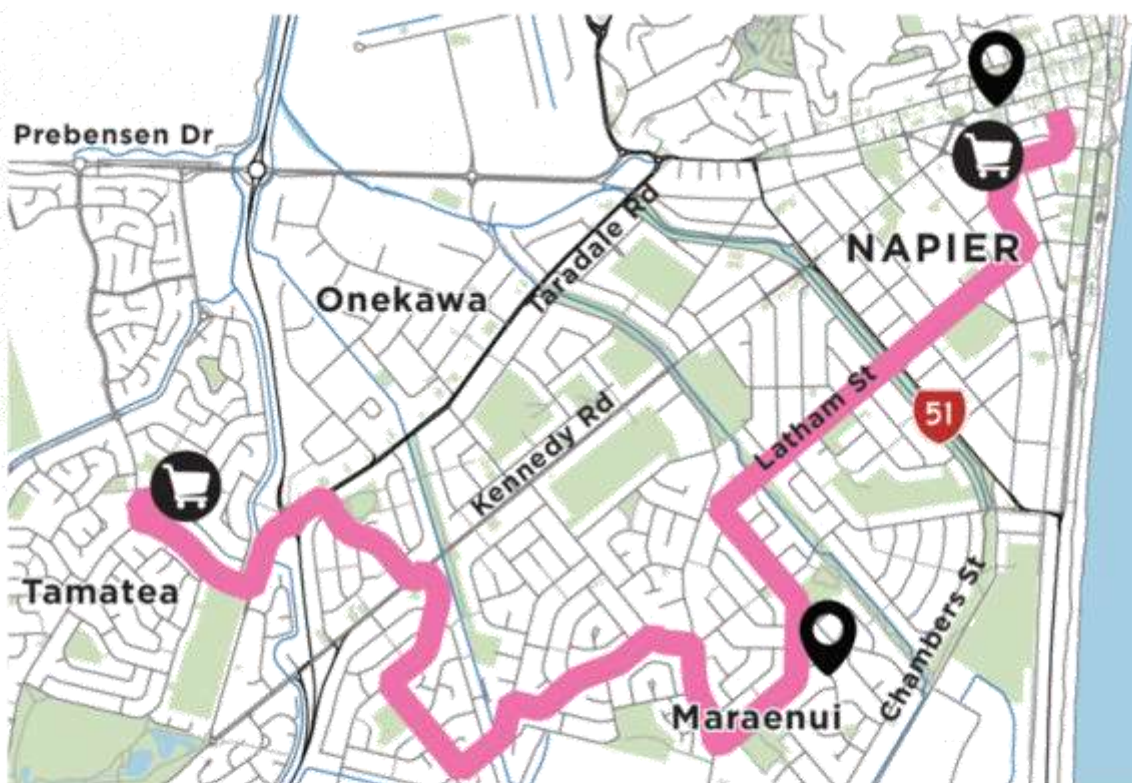


Figure 78: Proposed Route 3 map

Route 4: Flaxmere to Akina via Fallen Soldiers' Hospital, Mahora and the Hastings City Centre

Route Description

- Partial replacement of the current Route 20, new route shown in [Figure 8](#) [Figure 9](#) below.
- In combination with the new Route 4, this route allows for the removal of one-way loops in Flaxmere while maintaining a good level of coverage.
- Provides direct, frequent connections to Trunk Route 1, providing connection to EIT/PGA and Napier city for Flaxmere, Mahora and Akina with the following direct connections:
 - Flaxmere to/from Hospital and onward to Hastings CBD, with deviation.
 - Mahora to/from Hospital and Hastings CBD
 - Akina to/from Hastings CBD and onward to Hospital, with deviation.

Frequency and Span

- Span: This service will run from 6am to 9pm in 2025 and 6am to midnight by 2030, 7 days a week.
- Frequency will be every 20 minutes in 2025 (15 minutes by 2030) from 7am-7pm and every 30 minutes all other times.

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Figure 89: Route 4 options map

Route 5: Flaxmere to Karamu via Raureka and Hastings City Centre

Route Description

- Partial replacement of the current Route 20
- In combination with the new Route 5, this route allows for the removal of one-way loops in Flaxmere while maintaining good coverage.
- Through routing to Karamu improves access to western side of the city centre, high schools and facilities in Windsor Park, including Splash Planet.
- Route is shown in [Figure 9](#) below

Frequency and Span

- Span: This service will run from 6am to 9pm in 2025 and 6am to midnight by 2030, 7 days a week.
- Frequency will be every 20 minutes in 2025 (15 minutes by 2030) from 7am-7pm and every 30 minutes all other times.

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Figure 910: Proposed Route 5

Route 6: Napier to Hawke's Bay Airport via Bluff Hill and Ahuriri

Route Description

- Replacement of the current Route 15
- Removal of one-way loops through Ahuriri and Westshore
- Shortened from Bay View to provide access to the Airport for employees and tourists.
- Shown in [Figure 10](#)~~Figure-11~~ below

Frequency and Span

- Every 60-minutes between 6am-9pm, 7 days a week

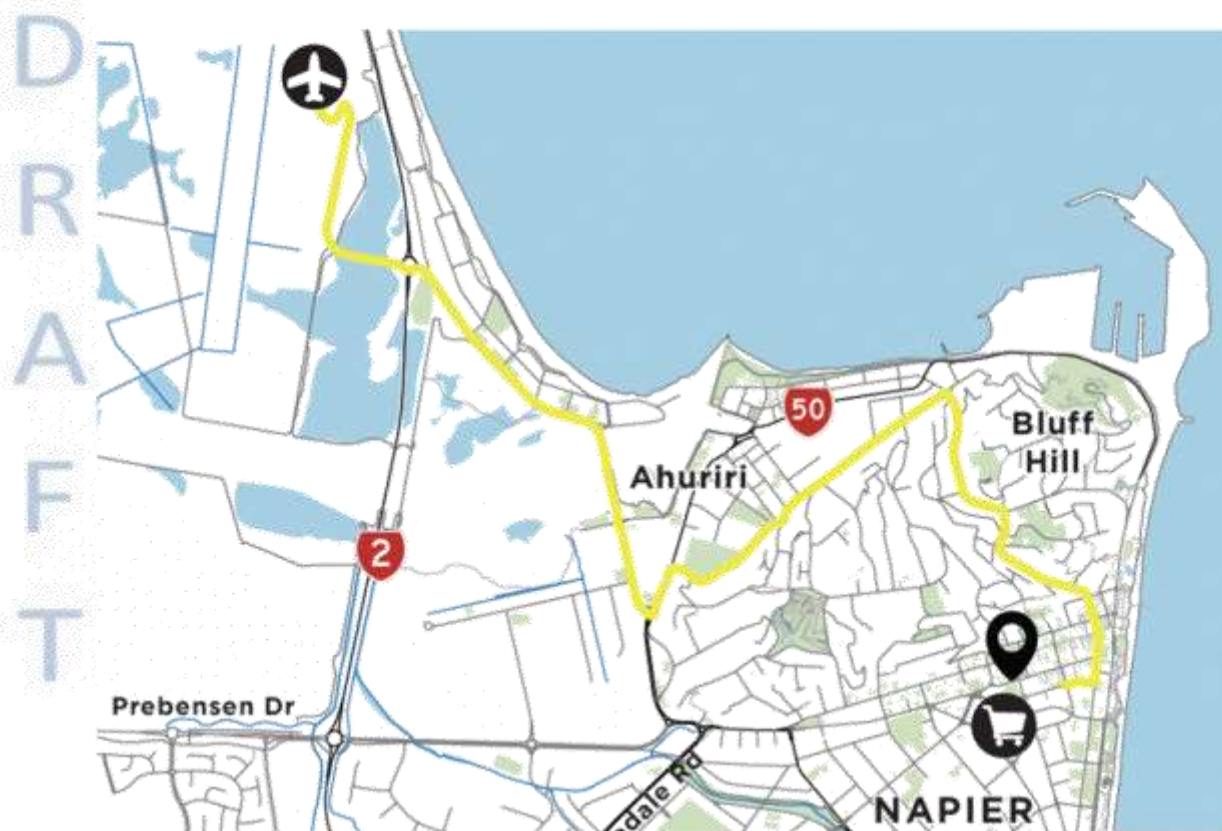


Figure 1011: Proposed Route 6

Route 7: Fallen Soldiers' Hospital to Hastings City Centre via Camberley and Raureka

Route Description

- Coverage route to provide service to areas of Camberley and Raureka which are not directly served by the frequent routes.
- Connections to hospital & Hastings CBD.
- Shown in [Figure 11](#) ~~Figure 12~~ below.

Frequency and Span

- Every 60-minutes between 6am-9pm, 7 days a week

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Figure 1112: Route 7 map

Route 8: Hastings to Napier via Whakatu, Clive and Te Awa

Route Description

- Modification of the current Route 11, from a peak express service to an all-day service.
- This route will not serve Havelock North, as does Route 11, but frequency and connectivity to Havelock North will be increased significantly by being connected to the frequent trunk service.
- Unlike Route 11, this route will serve a stop in Whakatu, via a small deviation from the state highway.
- Shown in [Figure 12](#) ~~Figure 13~~ below.

Frequency and Span

- Every 60-minutes between 6am-9pm, 7 days a week



Figure 1213: Route 8 map

Route 9: Central Hawke's Bay Peak Express

Route Description

- New limited-stop service targeting commuters from Central Hawke's Bay to Hastings. From there, people can easily transfer to the frequent trunk route and other frequent routes with minimal wait time.
- Stops at:
 - Waipukurau outside the Visitor Information Centre,
 - Waipawa on High Street Northbound and using the existing off-street stop southbound.

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- Ōtāne stopping outside the Town Hall and using the Higginson, Miller, Ross Street triangle to turn the bus around to head back to the state highway.
- Route map shown in [Figure 13](#)[Figure 14](#) below.

Frequency and Span

- Two AM peak services to Hastings, two PM peak services to Central Hawke's Bay, weekdays only.



Figure [13](#)[14](#): Proposed Route 9 map

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Appendix B Description of services integral to the Hawke's Bay public transport network and unit delineation

Current 2022 Network services and unit delineation

Service	Route	Approximate frequency	Unit Description
10 Express	Between Napier and Hastings	Peak time weekday service, 2 in the morning and 1 in the late afternoon between Napier and Hastings. Two in the late afternoon between Hastings and Napier	Napier Hastings Unit Commenced 1 July 2016
11 Express	Between Havelock North and Napier, via Hastings and Clive	Peak time weekday service, 4 in the morning and 4 in the late afternoon	Napier Hastings Unit Commenced 1 July 2016
12N	Napier to Hastings via Taradale, EIT, Hawke's Bay Hospital and Bay Plaza	Every 20 minutes in peak time and 30 minutes in off-peak times, 6.30am to 6.30pm weekdays Every hour on Saturdays/Public Holidays between 8am and 6.30pm Every 2 hours on Sundays/Public Holidays between 9am and 5.40pm	Napier Hastings Unit Commenced 1 July 2016
12H	Hastings to Napier, via Bay Plaza, Hawke's Bay Hospital, EIT and Taradale	Every 20 minutes in peak times and 30 minutes in off-peak times, 6.30am to 6.30pm Every hour on Saturdays/Public Holidays between 8am and 6.30pm Every hour on Sundays/Public Holidays between 8am and 4.55pm	Napier Hastings Unit Commenced 1 July 2016
13	Napier-Maraenui-Onekawa-Napier	Every hour between 7am and 6pm, weekdays	Napier Hastings Unit Commenced 1 July 2016

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Service	Route	Approximate frequency	Unit Description
		Approximately every 1½ hours on Saturdays/Public Holidays, between 8am and 5.20pm	
14	Napier-Maraenui-Onekawa-Napier	Every 40 minutes in peak times and hourly in off-peak times, between 6.50am and 5.55pm, weekdays Every 1½ hours, between 9am and 4.25pm on Saturdays/Public Holidays	Napier Hastings Unit Commenced 1 July 2016
15	Napier-Ahuriri-Westshore-Bay View, Westshore, Ahuriri-Napier	Every hour between 6.45am and 6.20pm, weekdays (5 trips per day to Bat View Every two hours between 10am and 2pm on Saturdays/Public Holidays	Napier Hastings Unit Commenced 1 July 2016
16A	Hastings-Camberley-Raureka Hastings	Every hour between 7.25am and 5.15pm, weekdays	Napier Hastings Unit Commenced 1 July 2016
16B	Hastings-Mahora-Hastings	Every 2 hours between 8am and 5.15pm, weekdays	Napier Hastings Unit Commenced 1 July 2016
17	Hastings-Parkvale-Akina-Hastings	Approximately every hour between 7.30am and 5.15pm, weekdays	Napier Hastings Unit Commenced 1 July 2016
20	Hastings-Flaxmere-Hastings	Every 30 minutes in peak times and hourly off-peak times between 6am and 6.05pm, weekdays Every 1-2 hours between 8am and 5.50pm on Saturdays/Public Holidays. Three trips on Sundays	Napier Hastings Unit Commenced 1 July 2016

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Service	Route	Approximate frequency	Unit Description
21	Hastings-Havelock North-Hastings	Every 30 minutes in peak times and hourly in off-peak times between 6am and 6.05pm, weekdays Every 2 hours between 9am and 4.50pm on Saturday/Public Holidays. Three trips on Sundays	Napier Hastings Unit Commenced 1 July 2016

Proposed 2025 future nNetwork

Unit 1: Hastings unit

Service	Route	Frequency	Unit Description
1	Between Napier, Hastings & Havelock North	<ul style="list-style-type: none"> • Every 15 minutes 7am-7pm, 7 days a week • Every 30-minute frequency between 6am-7am and 7pm-9pm, 7 days a week 	
4	Flaxmere to Akina via Hastings	<ul style="list-style-type: none"> • Every 20 minutes 7am-7pm, 7 days a week • Every 30-minute frequency between 6am-7am and 7pm-9pm, 7 days a week 	
5	Flaxmere to Karamu via Hastings	<ul style="list-style-type: none"> • Every 20 minutes 7am-7pm, 7 days a week • Every 30-minute frequency between 6am-7am and 7pm-9pm, 7 days a week 	
7	Hastings to Hospital via Raureka and Camberly	<ul style="list-style-type: none"> • Every 60 minutes 6am-9pm, 7 days a week 	
9	Waipukurau to Hastings City Centre via	2 AM peak services to Hastings, 2 PM peak	

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Service	Route	Frequency	Unit Description
		services to Central Hawke's Bay, weekdays only	

Unit 2: Napier Unit

Service	Route	Frequency	Unit Description
2	EIT to Napier via Tamatea	<ul style="list-style-type: none">Every 20 minutes 7am-7pm, 7 days a weekEvery 30-minute frequency between 6am-7am and 7pm-9pm, 7 days a week	
3	Tamatea to Napier via Maraenui	<ul style="list-style-type: none">Every 20 minutes 7am-7pm, 7 days a weekEvery 30-minute frequency between 6am-7am and 7pm-9pm, 7 days a week	
6	Napier to Hawke's Bay Airport via Bluff Hill and Ahuriri	<ul style="list-style-type: none">Every 60 minutes 6am-9pm, 7 days a week	
8	Hastings to Napier via Mahora, Whakatu, Clive and Te Awa	<ul style="list-style-type: none">Every 60 minutes 6am-9pm, 7 days a week	

TOTAL MOBILITY

The Total Mobility Scheme caters for those people with disabilities who are unable to use buses. HBRC intends to continue to operate the scheme in:
Napier (24 hours a day, 7 days a week, Napier city and suburbs, and between Napier and Hastings)
Hastings (24 hours a day, 7 days a week, Hastings city and suburbs, and between Hastings and Napier)
Central Hawke's Bay (14 hours a day, 6 days a week)

EXEMPT SERVICES

The LTMA requires all exempt services in a region to be registered before operation. The following services are exempt:

- inter-regional public transport services,
- a public transport service, that:
 - begins, or is to begin, operating after the Plan is adopted is not identified in the Plan as integral to the public transport network, and operates without a subsidy for the provision of the service

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- b) ferry services, registered with council as a commercial public transport service before 30 June 2011
 - c) bus services, registered with council as a commercial public transport service before 30 June 2011 that did not offer fares in accordance with the fare schedule published by HBRC
 - d) a public transport service that began operating after 30 June 2011 that is not identified in the Plan and operates without a subsidy, and
 - e) a public transport service that is specified as exempt by an Order in Council

Exempt services are not included in this Plan. Potential operators of exempt services should contact HBRC for details or refer to Section 133 of the Land Transport Management Act 2003 for details of registration requirements. Registration is free but must be completed at least fifteen working days before the commencement of the service.

In Hawke's Bay there are some exempt services that operate without any financial support from HBRC. As these services operate independently, operators are able to set fares, timetables and routes as they see appropriate. HBRC's general approach is that there is no need to intervene in the provision of an exempt public transport service.

The LTMA does however, enable regional councils to require information from operators of commercial units, where these are included in the Plan for public transport planning, contracting, and monitoring purposes. If HBRC considers that a contracted commercial public transport unit does not meet the needs of the community, HBRC and the operator will review the service. Following the review, if improvements cannot be made commercially, HBRC may choose to intervene by

- a) developing a unit and providing a concessionary fare scheme or
- b) offering improved services by way of competitive tender and securing a contracted operator. There are currently no contracted commercial units in Hawke's Bay.

There are currently no contracted commercial units in Hawke's Bay.

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Appendix C Legislative requirements

The Land Transport Management Act 2003 (LTMA) requires a council to consider certain matters when preparing its plan. Section 124 requires councils to:

- a) Be satisfied that the plan
 - i) Contributes to the purpose of the LTMA
 - ii) Has been prepared in accordance with any relevant guidelines that the Agency has issued
 - iii) Is, if it includes a matter that is not within the scope of the RLTP, otherwise consistent with that plan.
- b) Be satisfied that it has applied the principles specified within Section 115(1).
- c) Take into account
 - i) Any national energy efficiency and conservation strategy
 - ii) Any relevant regional policy statement, regional plan, district plan or proposed regional plan or district plan prepared under the RMA
 - iii) The public transport funding likely to be available within the region
 - iv) The need to obtain the best value for money, having regard to the desirability of encouraging a competitive and efficient market for public transport services; and
 - v) The views of public transport operators in the region.
- d) Consider the needs of persons who are transport disadvantaged.

HBRC is satisfied that this draft Plan contributes to the LTMA.

LTMA REQUIREMENT	CONTRIBUTION OF THIS PLAN
Contributes to the purpose of the LTMA which is to contribute to an effective, efficient, and safe land transport system in the public interest.	The draft Plan sets out policies that will improve access and mobility, efficiently use existing capacity and resources, and encourage use of the Hawke's Bay public transport network. Safety is improved through high vehicle standards. Increased public transport use reduces the personal risk of car crashes.
Has been prepared in accordance with any relevant guidelines that the Agency has issued.	NZTA's 2013 "Guidelines for Preparing Regional Public Transport Plans" have been followed when preparing this plan.
Is, if it includes a matter that is not within the scope of the RLTP, otherwise consistent with that plan	Matters considered within this draft Plan are within the scope of the Regional Land Transport Plan.
Be satisfied that it has applied the principles specified within section 115 (1), namely <ol style="list-style-type: none"> a) HBRC and public transport operators should work in partnership and collaborate with territorial authorities to deliver the regional public transport services and infrastructure necessary to meet the needs of passengers b) The provision of public transport services should be coordinated with the aim of achieving the levels of integration, reliability, frequency, and 	<p>Section 2.3 outlines how HBRC will work with public transport operators and territorial authorities.</p> <p>The definition of one unit for the Hawke's Bay bus network will ensure full integration of services. Frequency and coverage have been given consideration in the network review undertaken prior to the development of the draft Plan. Reliability is addressed through the policies contained in this plan on the performance of the bus service.</p> <p>The definition of one unit for the Hawke's Bay bus network encourages competition, being large enough to achieve economies of scale but not too large to</p>

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LTMA REQUIREMENT	CONTRIBUTION OF THIS PLAN
<p>coverage necessary to encourage passenger growth</p> <p>c) Competitors should have access to regional public transport markets to increase confidence that public transport services are priced efficiently</p> <p>d) Incentives should exist to reduce reliance on public subsidies to cover the cost of providing public transport services</p> <p>e) The planning and procurement of public transport services should be transparent</p>	<p>discourage smaller operators. The procurement policies in this draft Plan will also encourage competition.</p> <p>Incentives such as the Financial Incentive Mechanism and performance monitoring (key principles of PTOM) should help to encourage high quality performance and innovation, leading to increased patronage and reduced reliance on public subsidy.</p> <p>The draft Plan describes how HBRC plans and procures services.</p>
<p>Take into account</p> <p>i) Any national energy efficiency and conservation strategy; and</p> <p>ii) Any relevant regional policy statement, regional plan, district plan or proposed regional plan or district plan prepared under the RMA</p> <p>iii) The public transport funding likely to be available within the region</p> <p>iv) The need to obtain the best value for money, having regard to the desirability of encouraging a competitive and efficient market for public transport services; and</p> <p>v) The views of public transport operators in the region</p>	<p>One of the priority focus areas of the New Zealand Energy Efficiency and Conservation Strategy 2017 is efficient, low emissions transport. Provision of commuter bus services will contribute to this priority. The high vehicle standards required by the plan are consistent with the objectives of the 2017 strategy. These plans are supportive of the integration of public transport network planning and land use planning. The planning of commuter bus routes and neighbourhood access routes takes land use into consideration.</p> <p>The services listed in this plan take available funding into account and are deemed affordable. Proposed future developments will be evaluated in terms of affordability and available funding when investigated. Policies in Section 4 of the Plan set out how HBRC will procure its services to encourage competition and achieve value for money. These principles are further elaborated in HBRC's procurement strategy.</p> <p>All public transport operators in Hawke's Bay and neighbouring regions were invited to provide their views on a range of matters during the development of the draft Plan.</p>
Consider the needs of persons who are transport disadvantaged	Section 3 of the draft Plan sets out how the needs of the transport disadvantaged have been considered.

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Appendix D Farebox recovery monitoring and fare-setting policy

INTRODUCTION

The changes to national funding policy in mid-2018 mean HBRC are no longer required to set a regional target for farebox recovery. However, monitoring of farebox recovery rates using the methodology and reporting process specified by Waka Kotahi is still required.

SERVICES INCLUDED IN CALCULATION

The public transport services to be included in the calculation of the fare recovery are all HBRC contracted services operating in the region. Long-distance (e.g., inter-city services) services, privately funded school services, Ministry of Education funded school services; tourist and charter services are not included.

THE FAREBOX RECOVERY RATE

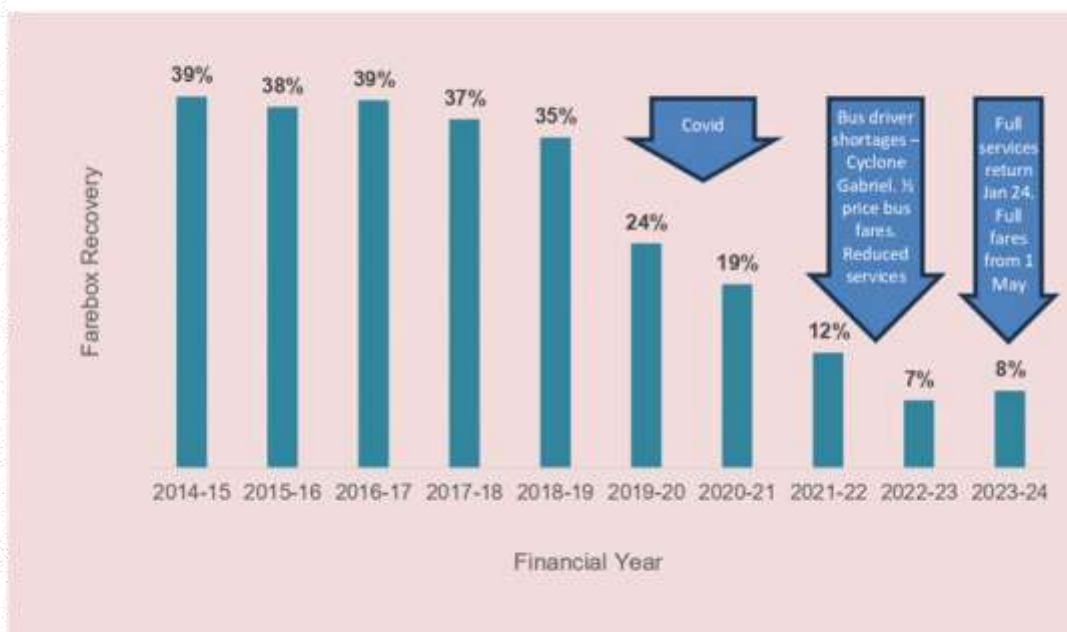
HBRC monitors the farebox recovery of the system as a whole rather than measuring individual routes or trips. Individual routes or services, particularly those designed to primarily play a coverage role, are not necessarily expected to achieve the target set out in this policy.

Table 12 below shows the actual farebox recovery level for the latest full financial year (1 July 2020 to 30 June 2021). All figures have been calculated using the NZTA farebox recovery formula.

Table 12: Farebox recovery rates by year

Year	Farebox Recovery Rate
2011-12	33.00%
2012-13	32.50%
2013-14	37.53%
2014-15	38.94%
2015-16	37.80%
2016-17	38.50%
2017-18	37.00%
2018-19	34.00%
2019-20	24.00%
2020-21	19.00%

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METHOD OF CALCULATION

The formula used to calculate farebox recovery is prescribed by NZTA and is set out in detail on its website. In essence the formula is total fare revenue divided by total costs.

FARE-SETTING

An annual fare level review will be undertaken at the before the conclusion of each financial year. This review will take into consideration the farebox recovery levels but may also include any other factors HBRC considers relevant. As a general principle, fare levels should remain competitive with the price of private car travel to encourage patronage growth, particularly for commuting. However, this will need to be balanced with ensuring that passengers contribute sufficiently to the cost of operating the service. The review will also address the level of discounts and concessions within the existing fare structure.

FARE STRUCTURE REVIEW

The fare structure on the HBRC network is currently a flat fare structure with it being \$1-2 for one zone and \$2-3 for two zones with a BeeCard (last reviewed 1 May 2024).

HBRC will review fare structures at least every six years. The fare structure review will address all aspects of the fare system, including

- the appropriateness of zones as the base for the system, and
- the availability of (and discount to be applied to) concession fares
- the availability of discounts for bulk purchases of fares using BeeCard smartcards

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Appendix E Significance policy

SIGNIFICANCE POLICY

This policy sets out how to determine the significance of variations to this Plan, in accordance with the requirements of Section 120(4) of the Land Transport Management Act.

APPLICATION

This Plan can be varied at any time. However, public consultation as set out in Sections 125(1) and 125(2) will be required if the variation is found to be significant under this policy.

The approach to consultation will reflect the level of significance of any proposed variation. Consideration will be given to the costs and benefits of any consultative process or procedure, and the extent to which consultation has already taken place.

However, HBRC may undertake targeted consultation on matters [or proposed changes](#) affecting specific communities and stakeholders, even if the significance threshold outlined in this policy is not invoked.

GENERAL DETERMINATION OF SIGNIFICANCE

The significance of variations to this Plan will be determined on a case-by-case basis. When determining the significance of a variation, consideration must be given to the extent to which the variation:

- Signals a material change to the planned level of investment in the public transport network
- Affects the consistency of this Plan with the RLTP or any of HBRCs' [long-term](#)~~long-term~~ plans
- [Significantly a](#)Affects residents (variations with a moderate impact on a large number of residents, or variations with a major impact on a small number of residents will have greater significance than those with a minor impact); and
- [Is not considered to have a material impact for a certain community based on the needs of that community following targeted engagement and consultation.](#)
- Affects the integrity of this Plan, including its overall affordability.

SIGNIFICANT AND NON-SIGNIFICANT MATTERS

Matters that will always be considered 'significant' are:

- Any variation that amends this policy on significance; and
- Any variation that introduces a new public transport unit
- Any variation that alters the cost of the provision of public transport services by more than 10% in one financial year.

Matters that will always be considered 'not significant' are:

- Minor editorial and typographical amendments to this Plan; and
- Minor changes to fare levels in accordance with current policy and funding levels
 - Matters that will usually be considered 'not significant' are:
 - A matter that has already been consulted on
 - Minor changes to the description of services following a service review, e.g. changes to the route, frequency and hours of a service that may include a reduction in service levels on a route or routes, but which result in the same, or better, overall level of service across the network
 - Changes to the description of services or grouping of services as a result of an area wide service review, provided that there is no significant increase in cost

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- Any variation that alters the cost of the provision of public transport services in one financial year by less than 10%.

TARGETED CONSULTATION ON NON-SIGNIFICANT VARIATIONS

Where HBRC determines that a proposed variation is not significant, HBRC may still undertake targeted consultation as follows:

- Consultation for minor changes in the delivery of public transport services
- Minor changes in service delivery that are required to improve efficiency, such as the addition or deletion of trips and minor route changes that have only a local impact.

In these cases, consultation will generally be undertaken at a local level with the operator/s involved, the relevant territorial authority and passengers who use the services.

OTHER NON-SIGNIFICANT VARIATIONS

Any proposals for changes that affect only a sector of the community or the industry (e.g. a change in Total Mobility provision, or a change to specific vehicle quality standards) will be worked through with those most likely to be affected by the proposed change.

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Appendix F **Approved Regional Destinations (for \$50 concession fare)**

Blind & Low Vision
 Cranford Hospice
 Dementia Hawke's Bay
 Disability Resource Centre Hastings
 DTS - Disability Training Services (Epic Pathways)
 EIT
 Enliven (Durham Street)
 Enliven (Rowan, Mosaic)
 Equippers Tamatea
 Hawke's Bay Airport
 Hawke's Bay Hospital
 Hawke's Bay Sports Park
 Hohepa
 Kaweka Hospital
 Knowledge Bank
 Napier Health Centre
 Omahu Clinic
 Orthotic House
 Royston Hospital
 Scott Clinic
 St Mary's Church (Parkinson's program)
 Strive Rehabilitation
 Te Tai Whenua
 The Eye Clinic

DRAFT Appendix G Hawke's Bay Regional Council Bus Advertising Policy

1. Purpose

The purpose of this policy is to outline the conditions under which advertising space on buses operated by Hawke's Bay Regional Council may be sold. The policy is designed to ensure that bus advertising aligns with the Council's values while generating revenue to support public transport services.

2. Advertising Opportunities

The Council offers the following advertising opportunities on its buses:

- **Rear of the Bus:** Advertising will predominantly be placed on the rear of the bus, as this location offers high visibility and minimises distraction to passengers and drivers.
- **Sides of the Bus:** Advertising on the sides of buses will be permitted on occasion, at the discretion of the Council. This will be considered for campaigns of significant size or importance.
- **Full Bus Wraps:** In exceptional circumstances, full bus wraps (covering the exterior of the bus, excluding windows where it could hinder safe sightlines) may be allowed. Such requests will be assessed on a case-by-case basis.
- **Inside the bus:** On surfaces, including any video & audio display, as long as the advertisement or the medium does not interfere with the operation of the vehicle nor the quiet enjoyment of travel by passengers or the driver.

3. Prohibited Advertising

The following types of advertising are not permitted on any Hawke's Bay Regional Council buses:

- **Alcohol, Tobacco or Vaping Advertising:** The Council will not accept any advertisements promoting alcoholic beverages, the consumption of tobacco or related products, or use of vaping products.
- **Political Advertising Related to the Council:** While political advertising is generally allowed, advertisements for political candidates or causes directly associated with the Hawke's Bay Regional Council, including from or by current councillors or council officers, or individuals seeking election to the Regional Council, are prohibited.

4. General Conditions

- All advertisements must comply with relevant national laws and standards, including those relating to decency, public safety, electoral rules and the protection of vulnerable groups.
- Advertisements should not contain offensive, discriminatory, or misleading content.
- The Council reserves the right to review and approve all advertising content before it is placed on its buses.

5. Exceptions and Discretion

In cases where proposed advertising falls outside the typical scope of this policy, exceptions may be considered by the Council on a case-by-case basis, provided the content aligns with the Council's values and does not contravene the prohibited advertising categories.

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6. Review

This policy will be reviewed periodically to ensure it remains aligned with the Council's strategic objectives and public expectations.