

**Meeting:** Public Transport Committee

**Meeting Date:** 12 June 2024

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## **Tabled Documents**

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### **Agenda Item 3.1      Public Forum - Carole Gordon - CG Consulting**

**Presentation: Connecting Communities - Public Forum - 12 June 2024** **2**

### **Agenda Item 8.1      Public Transport Tuatoru Arotake Q3, 2023/24 Performance Monitoring Report**

**Presentation: Arotake Tuatoru Performance Monitoring - 12 June 2024** **20**

### **Agenda Item 9.1      Chairperson's Report**

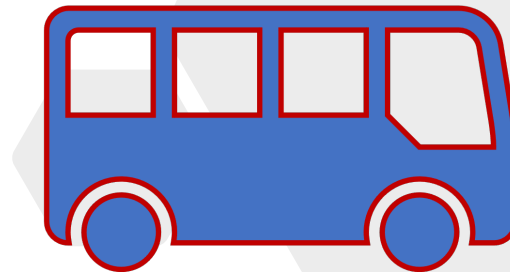
**Presentation: Baybus OnDemand Trial Update - 12 June 2024** **27**

# Connecting Communities

## Maximising mobility services for Bay of Plenty towns

Carole Gordon MNZM  
Social and political gerontologist

Strategic Advisor  
UN Decade of Healthy Ageing New Zealand



# HOW WILL WE TRANSITION NOW

To community-led co-design mobility mode-shift in smaller Bay of Plenty towns?

Especially since they have rapidly ageing populations.

How can we build on community initiatives (need) and on-demand success?

# LET'S PLAN A NEW PARADIGM MOBILITY FOR COMMUNITY CONNECTIVITY

## URAUTAU

Adapting, pivoting, changing to provide what is needed in a digital world

WHERE SUSTAINABILITY MATTERS

WHERE LONGEVITY DRIVES NEW MOBILITY OPTIONS

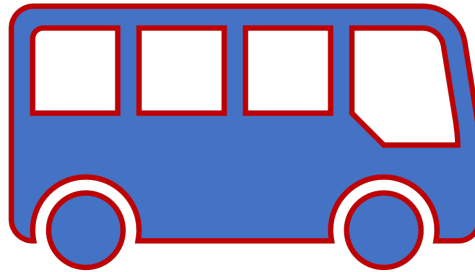
WHERE CO- DESIGN WILL BRING NEW EFFICIENCIES

WHERE SOCIAL CONNECTIVITY REDUCES LONLINESS

WHERE NO-ONE WILL BE LEFT BEHIND



# LET'S GIVE COMMUNITIES A BUS



# THEY WILL DO THE REST



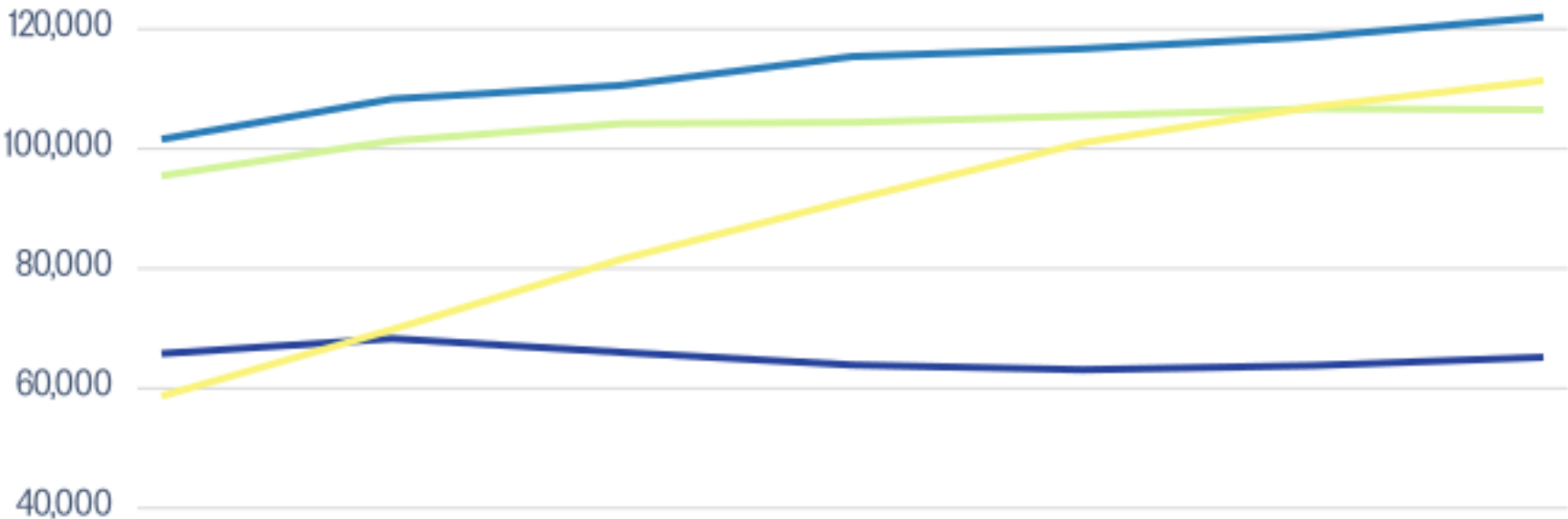


# Estimated and projected population in the Bay of Plenty Region, New Zealand

By age group, as at June 2018 (estimated), 2023-2048 (medium projection)

Provider: Stats NZ

- 0-14 years
- 15-39 years
- 40-64 years
- 65+ years



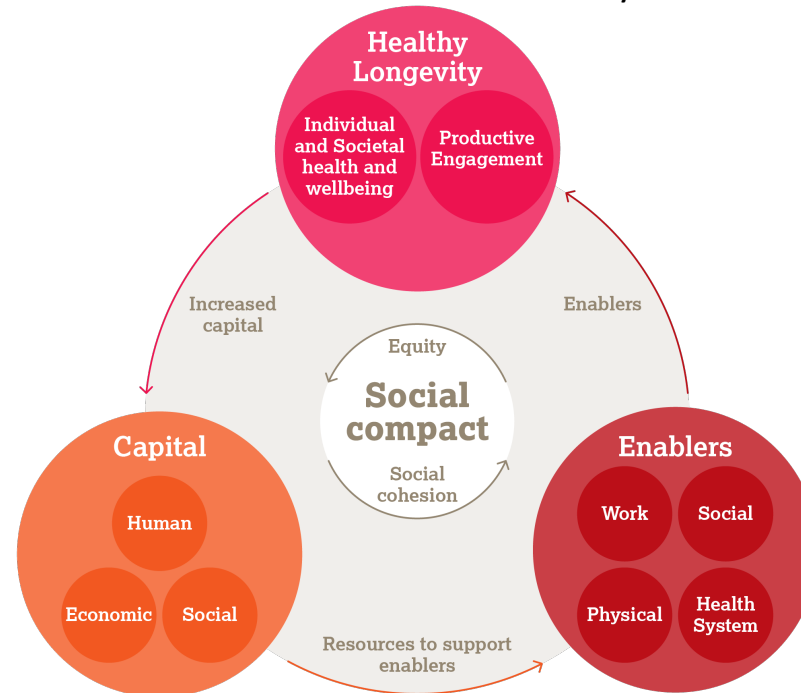




# The virtuous cycle of healthy longevity

## The Longevity Dividend

Let's talk more about the wealth of social capital that an ageing community offers  
 Lets talk about SROI on mobility



### Barriers

- Ageism
- Disease
- Poverty/SDOH
- Pollution and climate
- Social and family conflict
- Inequity

National Academy of Medicine. 2022.  
 Global Roadmap for Healthy Longevity.

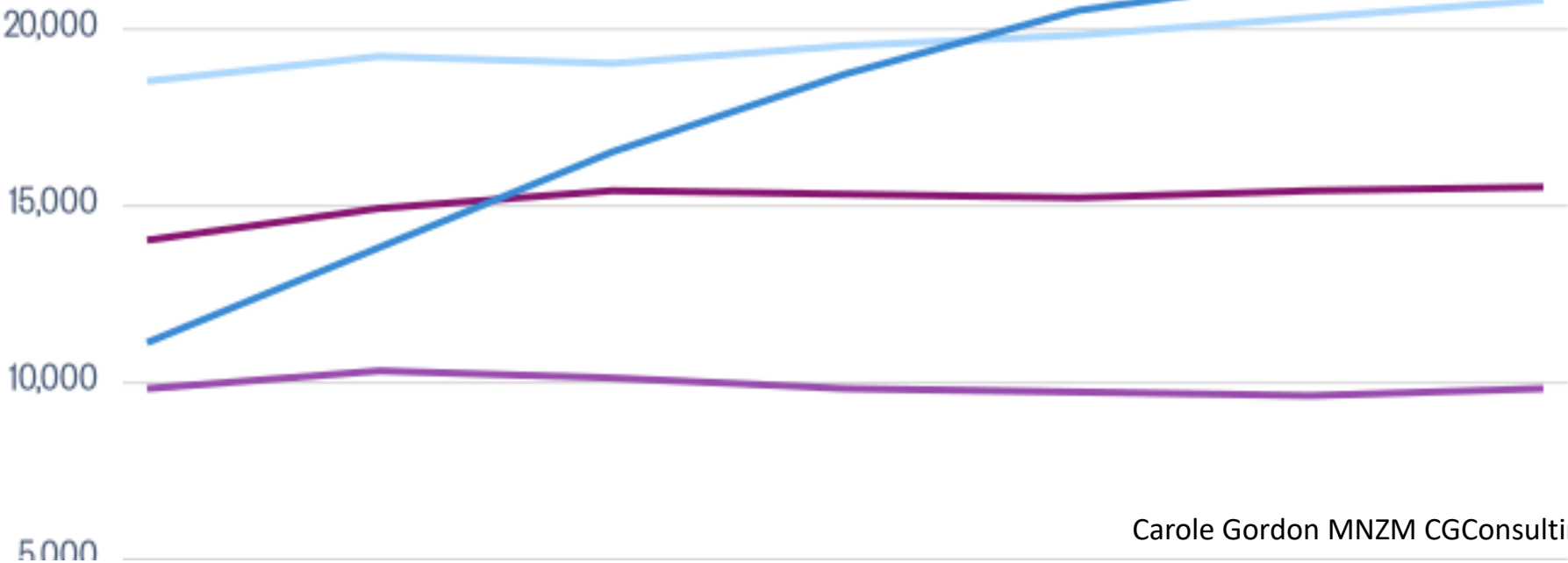


# Estimated and projected population in the Western Bay of Plenty District, New Zealand

By age group, as at June 2018 (estimated), 2023-2048 (medium projection)

Provider: Stats NZ

- 0-14 years
- 15-39 years
- 40-64 years
- 65+ years



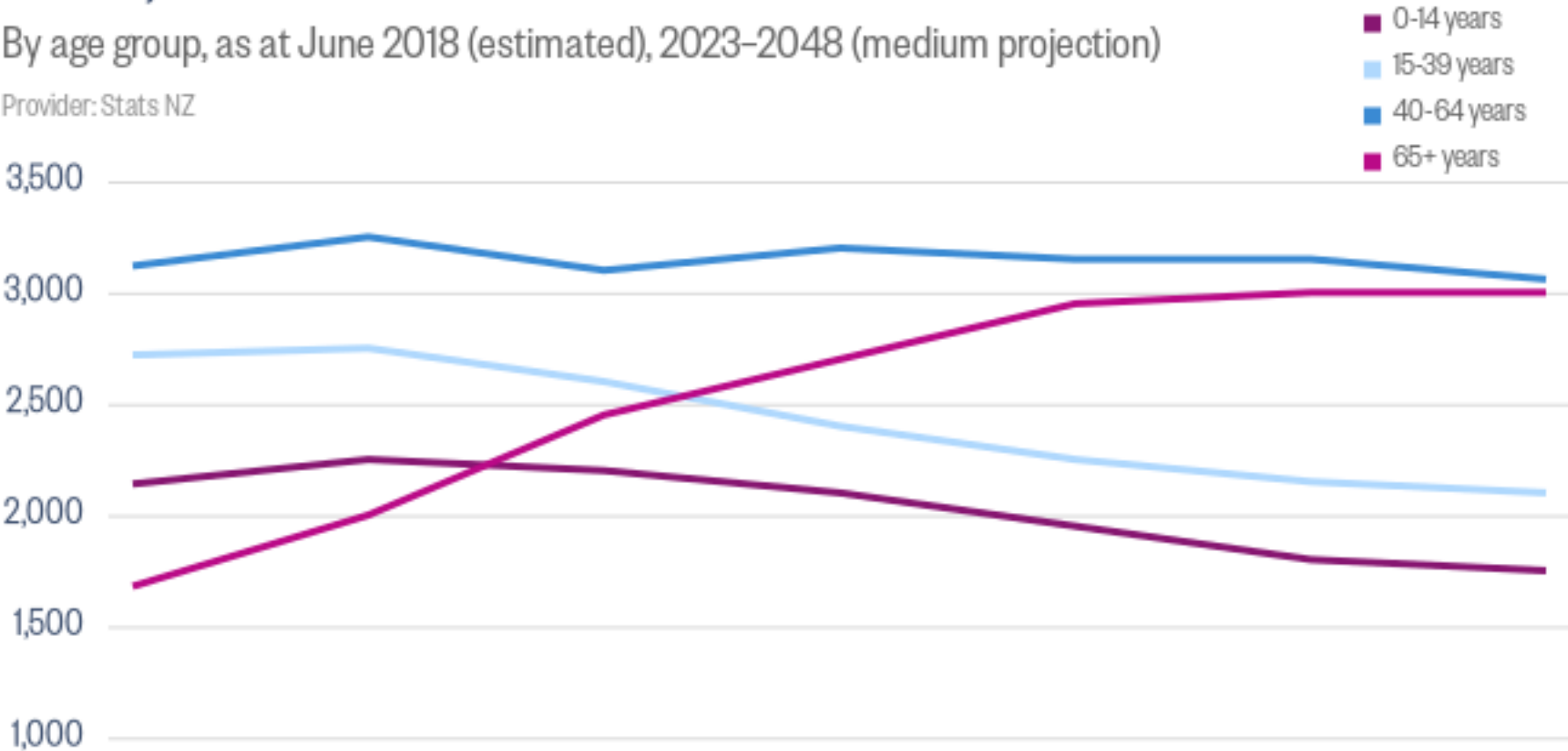
Carole Gordon MNZM CGConsulting

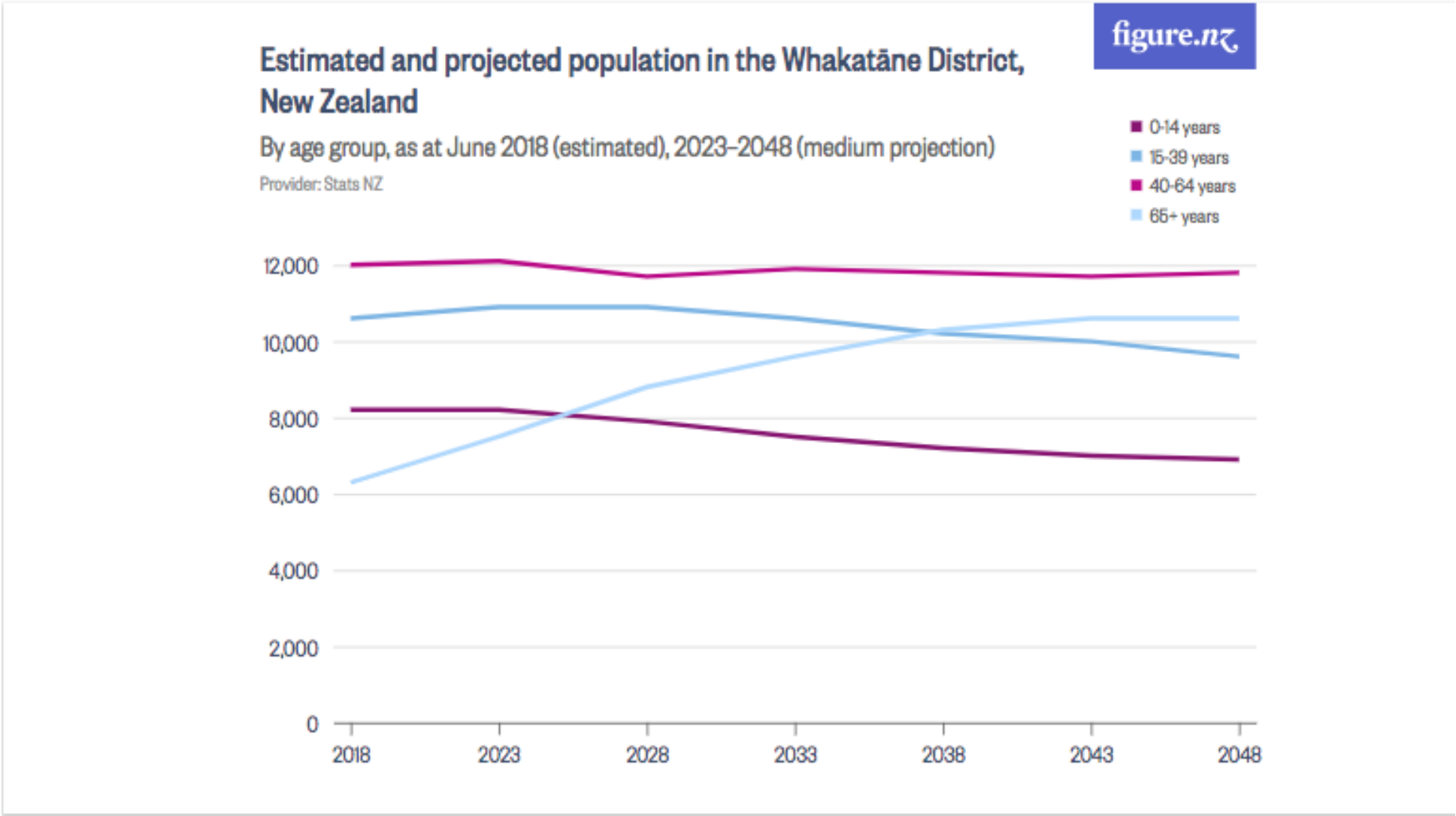


# Estimated and projected population in the Ōpōtiki District, New Zealand

By age group, as at June 2018 (estimated), 2023-2048 (medium projection)

Provider: Stats NZ







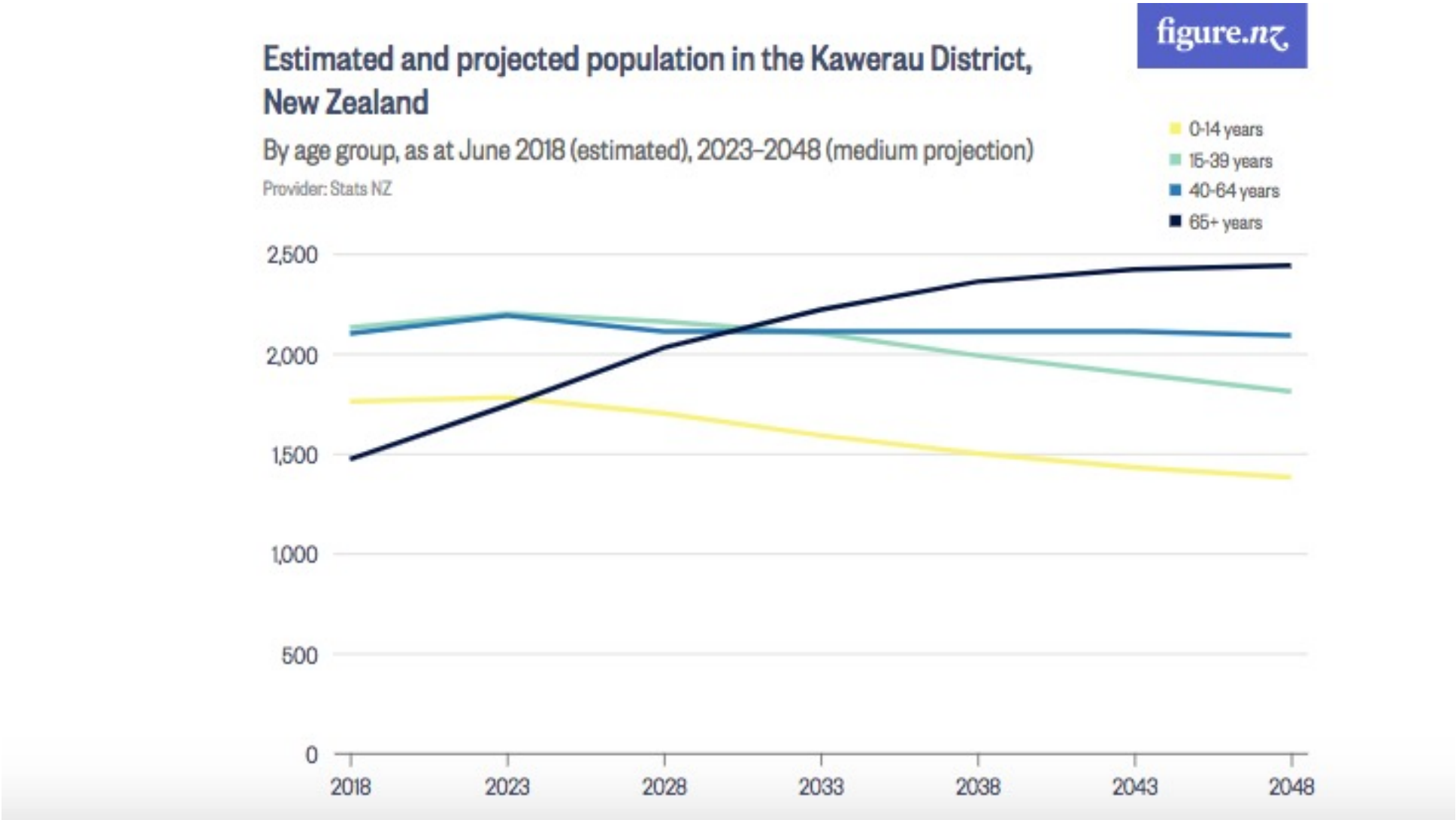
# Estimated and projected population in the Rotorua District, New Zealand

By age group, as at June 2018 (estimated), 2023-2048 (medium projection)

Provider: Stats NZ

- 0-14 years
- 15-39 years
- 40-64 years
- 65+ years





# THE WORLD IS DESIGNING EFFICIENT MOBILITY



# PLAN TO INVEST IN TIMELY SOLUTIONS

GET IT SORTED - BE SMART - 8 FLAT FLOOR SHUTTLES





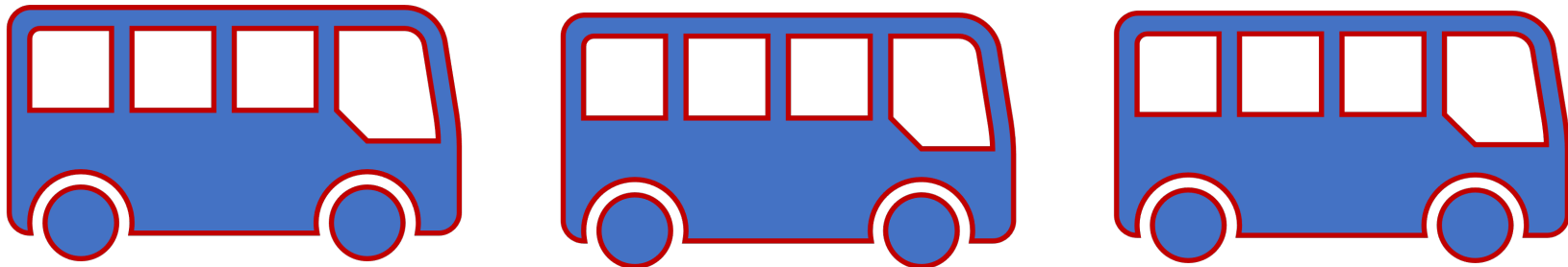
# BECAUSE:

PEOPLE HAVE DEMONSTRATED NEED

IT IS THE RIGHT AND FAIR THING TO DO

It will support the sustainability of the region for future generations

THEY ARE BECOMING MUCH OLDER AND NEED A RIDE



# EVERYBODY WAKES UP OLDER EVERYDAY



# Moving forward

## **Carole Gordon MNZM**

Strategic Advisor to UN Decade of Healthy Ageing  
New Zealand

**CGC**onsulting

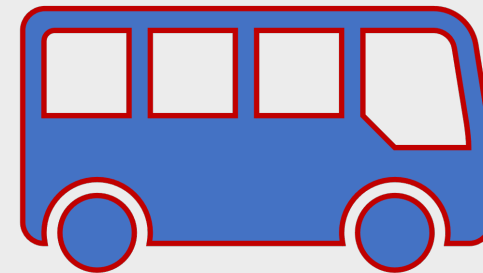
specialist services in social and political gerontology.

m. 027 5716422

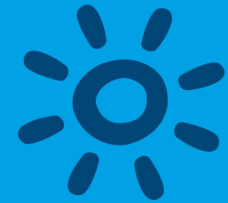
[caroleceg@gmail.com](mailto:caroleceg@gmail.com)

[www.framinglongevity.com](http://www.framinglongevity.com)

[www.undecadeofhealthyageingtauranga.com](http://www.undecadeofhealthyageingtauranga.com)



# Public Transport Arotake Tuatoru 2023/2024 Patronage Insights





# Patronage Summary

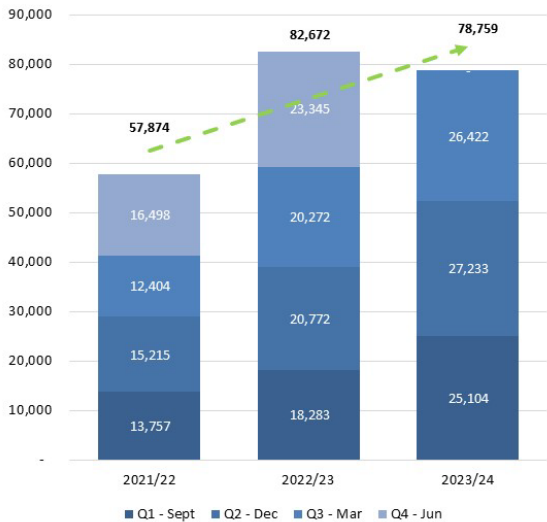
Positive patronage growth continues for the region

Quarterly patronage – all services (excl Matakana Ferry)



Bus patronage across the region increased by 22.1% on same quarter last year

Passenger trips - Total Mobility



Total Mobility patronage also increased by 30.3% on same quarter last year

Positive impacts on increased patronage from:

- Community connect implementation 1 July 2023
- Increased trips with move back to 90% timetable
- Minor network improvements

Contributing factors to increased patronage:

- Increased paid parking in the CBD
- Increased fuel cost
- Increased living costs

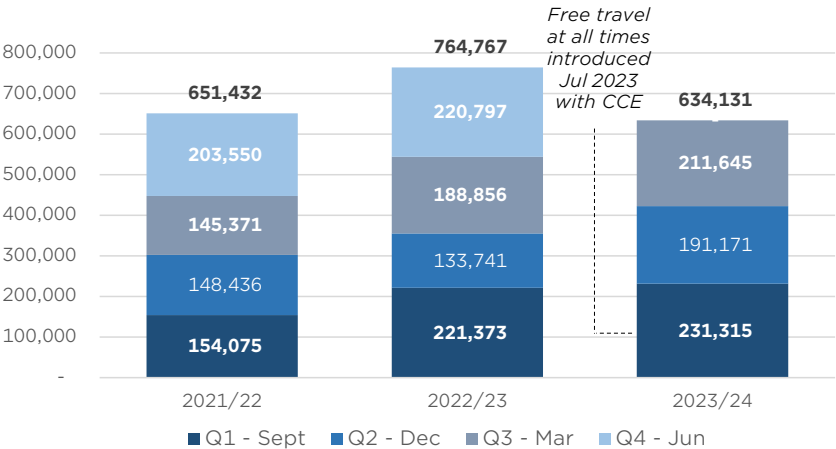


Urban YTD Patronage increase on prior year

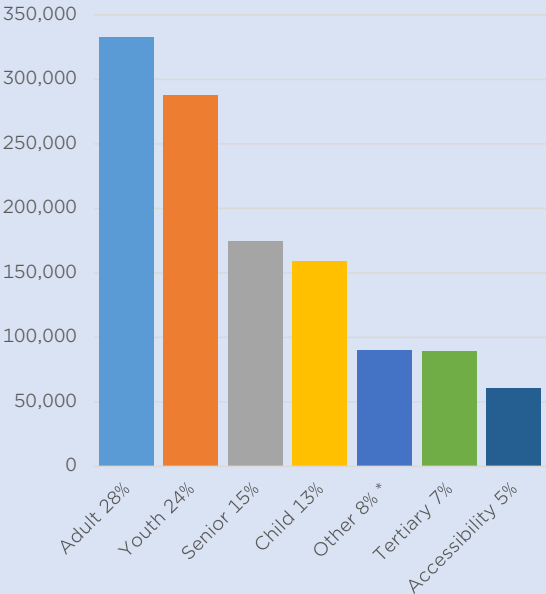
Tauranga Urban	+ 35%
Intraregional	+ 33%
Western Network	+ 19%
Rotorua Network	+ 13%
Eastern Network	+ 16%



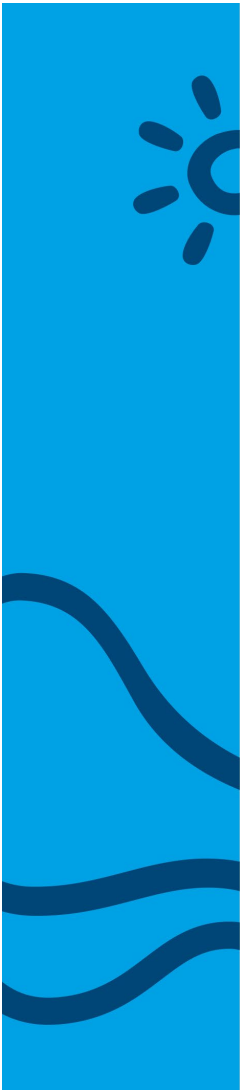
Quarterly Patronage – School services



YTD patronage % by type 2023/24

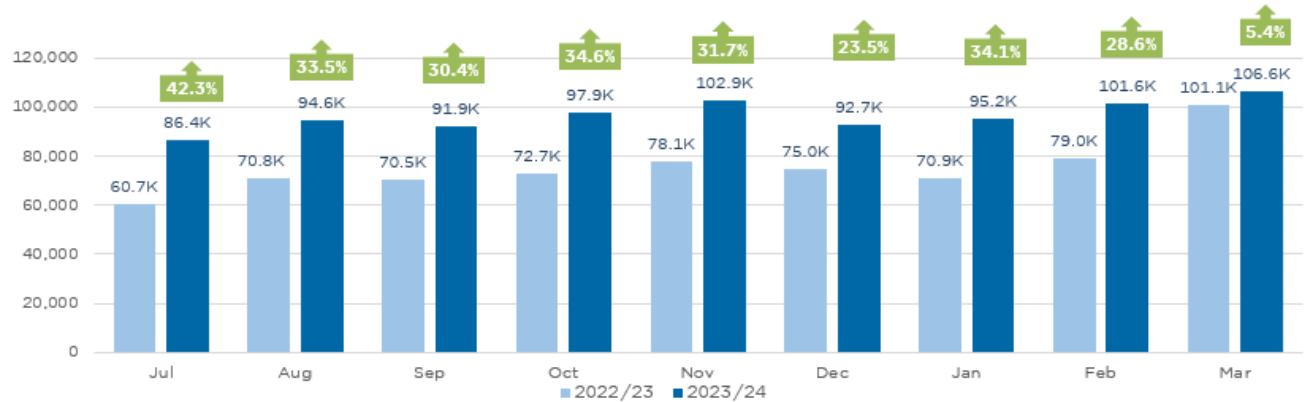


\* Other includes ticket groups with less than 5% patronage.  
Further details in PT Arotake report  
Note – RITS only data, excludes SchoolHopper

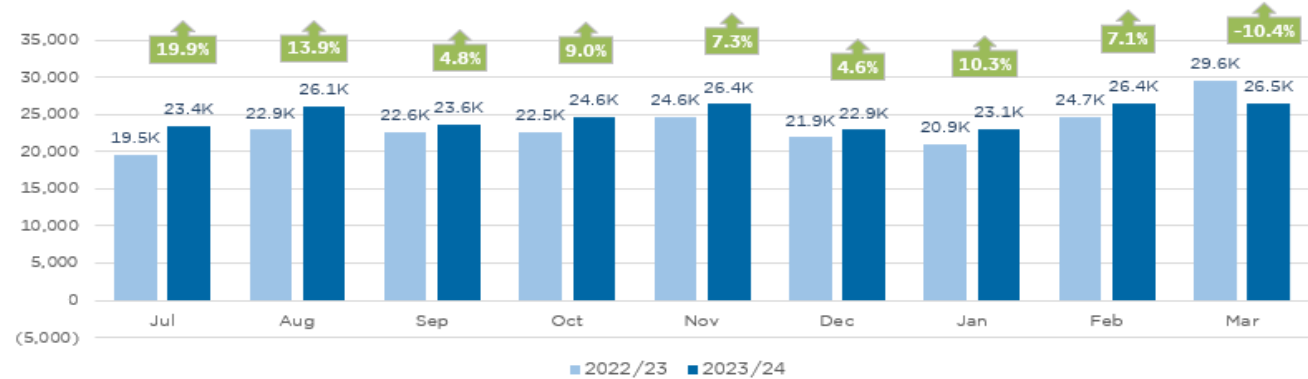


## Urban YoY growth trends

Tauranga urban patronage (excl. child and youth)



Rotorua urban patronage (excl. child and youth)

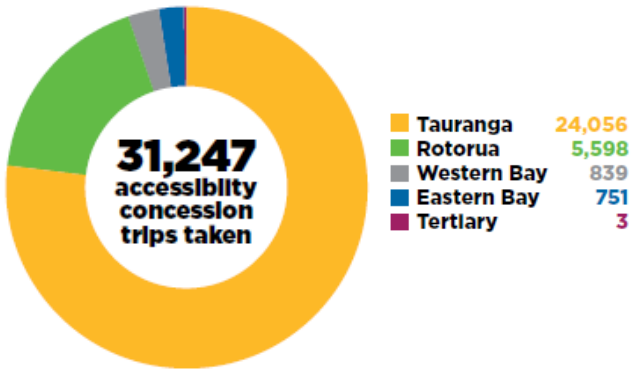
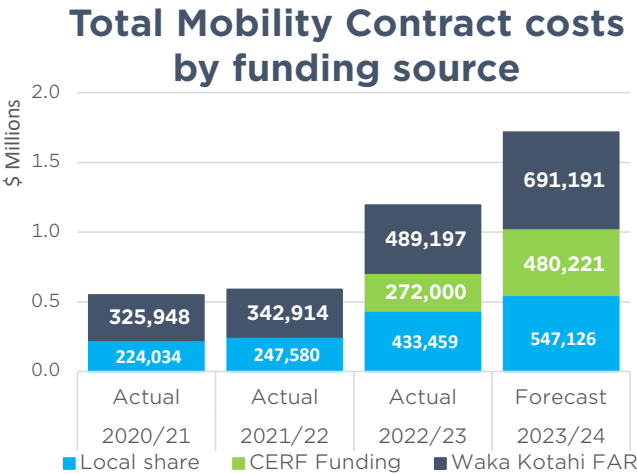




# Accessible Transport

## Total Mobility

- 26,422 TM trips taken during the quarter, an 3% decrease on the previous quarter, and a 30% increase on 2022/23 quarter
- 4,724 active registered Total Mobility scheme members at 31 March 2024
- 325 new applications received in the March quarter

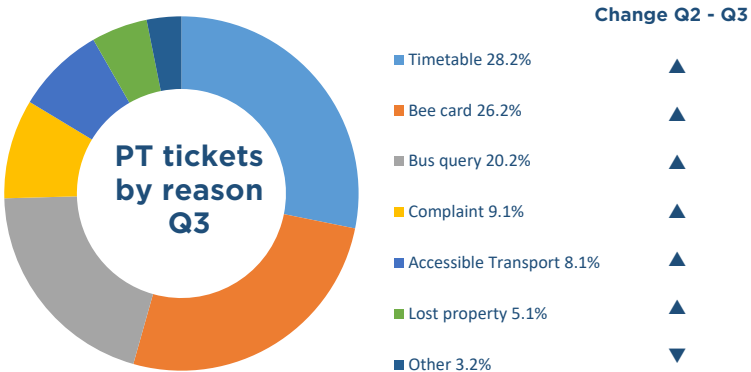


## The Accessibility Concession

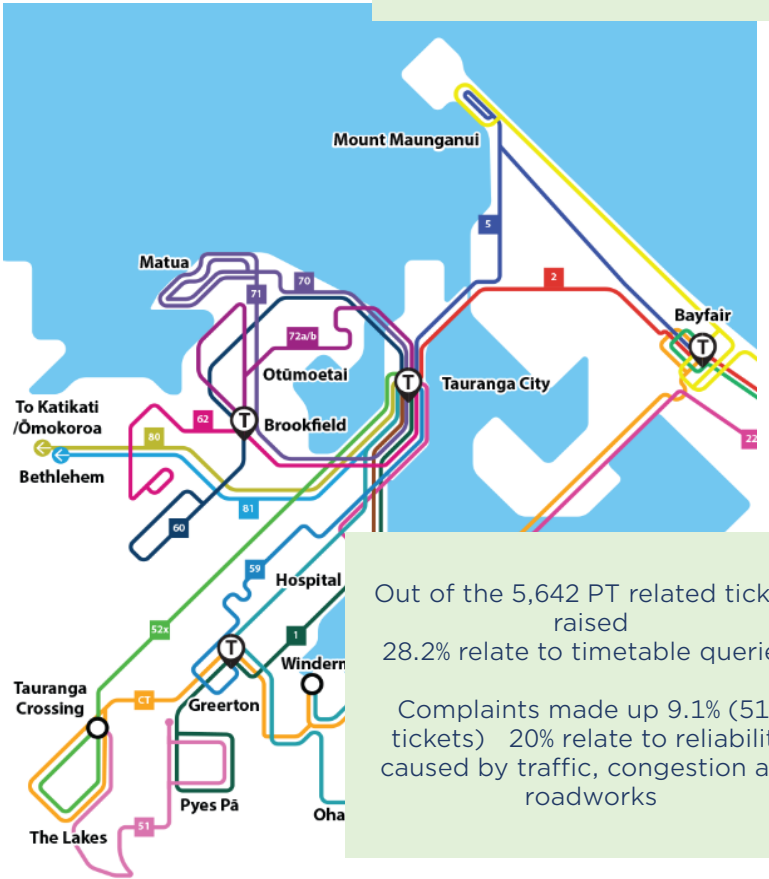
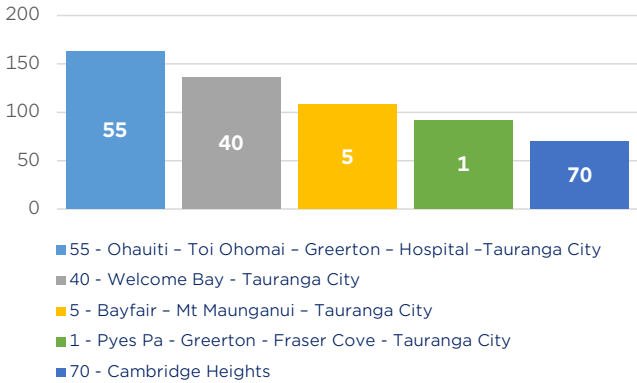
- 31,247 accessibility concession trips taken during the quarter, which is similar to the previous quarter, and a 36% increase on 2022/23 quarter
- 60 Applications processed and accepted during the quarter
- 1,913 applications accepted since go-live on 1 July 2021



# Customer Experience



Top 5 Tauranga routes with missed trips relating to traffic Q3 2023/24



In Q3 2023/24 Tauranga Urban Network had an estimated 72,531 scheduled trips, of which missed trips were 925 or 1%

Out of the 5,642 PT related tickets raised 28.2% relate to timetable queries.

Complaints made up 9.1% (512 tickets) 20% relate to reliability caused by traffic, congestion and roadworks



# Financial Performance

## Summary of Financial Performance 2023/24 (to 31 March 2023)

	Year to date \$'000				Full year \$'000			
	BUDGET	ACTUAL	VARIANCE		BUDGET	FORECAST	VARIANCE	
Operating Revenue	38,776	37,518	(1,258)	Lower	50,876	50,123	(753)	Lower
Operating Expenditure	39,889	36,928	2,961	Lower	53,218	51,060	2,157	Lower
Total Operating surplus (deficit)	(1,113)	590	1,703	Favourable	(2,342)	(937)	1,404	Favourable
Capital Revenue	41	0	(41)	Lower	302	41	(261)	Lower
Capital Expenditure	60	(0)	60	Lower	592	80	512	Lower

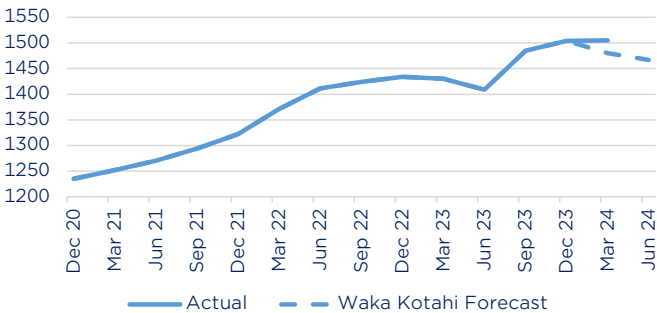
**Operating revenue variance:**

- Waka Kotahi funding forms the basis of the lower year to date variance (directly correlated to lower variances in operating expenditure).

**Operating expenditure variance:**

- YTD due to timing of expenditure procured.

Waka Kotahi NZ Diesel Bus indexation (Rest of NZ)





# Baybus OnDemand

## Trial Update

Public Transport Committee

12 June 2024





# Baybus OnDemand

- Launched 25 March 2024
- 18-month trial to explore enhancing public transport's flexibility and sustainability

## Key features

- App-based booking
- Dynamic routing for efficient service
- Integration with existing public transport network

# Welcome to Baybus OnDemand.

Your electric rideshare service  
connecting Tauranga South.



**baybus**  
**OnDemand**

## How it works.

Baybus OnDemand operates without fixed routes or timetables. Simply book a ride, and our electric minivan will arrive to pick you up. We match your ride request with others heading in the same direction, ensuring efficient travel for all passengers.



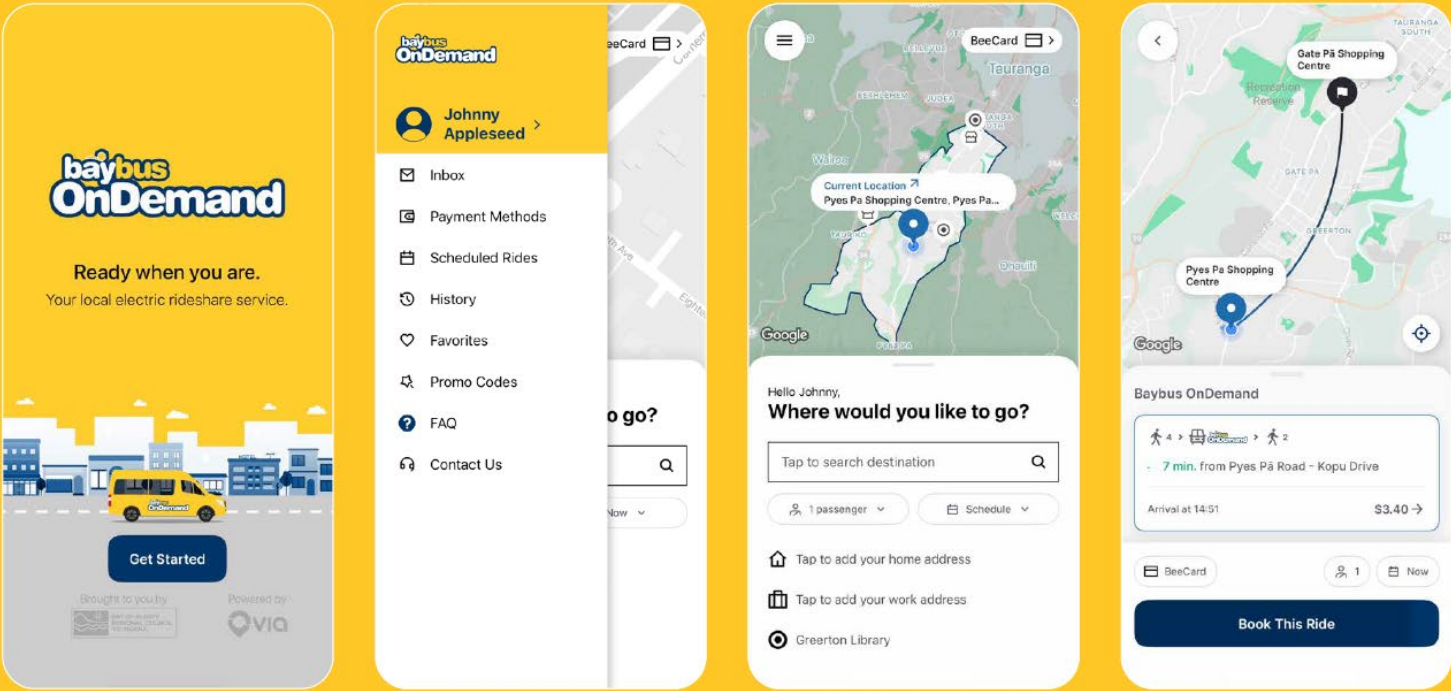
## Service zone.

Baybus OnDemand serves key areas within Tauranga South including Gate Pā, Greerton, Parkvale, Pyes Pā, Tauriko, and The Lakes.

You're able to connect to essential locations like hospitals, shopping centers, and the wider Baybus network.



# Baybus OnDemand app.



Item 9.1, Presentation: Baybus OnDemand Trial Update - 12 June 2024



# Pricing & payment.

Pay using the app (debit/credit card) or your Bee Card.  
No cash or direct payment to drivers.

Concession fares available for eligible passengers, which can be accessed using a Bee Card with the concession preloaded.

	In app (credit/debit card)	In vehicle (Bee Card)
Adult	\$3.40	\$2.72
Child & Youth	\$2.00	Free
Under 5	Free	Free



# Comprehensive launch

- Marketing and communications campaign
- Community outreach
- User education and support

Pre-launch (18-24 March)	Teaser campaign
Media release	6 newspaper, online and radio coverage
Customer email	24k Bee Card holders, open rate 68%, 945 click throughs
Letterbox drop	9,800 households
Digital marketing	49.5k impressions, 36.9k reach, 1k clicks
Outdoor advertising	Billboard, adshels, shopalites
Roadshows	8 including retirement villages, Greerton Library, Tga Crossing
Website	2k visitors, 46sec time spent, 56% bounce rate



Launch (25 March – 11 June)	Main campaign
Letterbox drop	9,800 households
Digital marketing	677.7k impressions, 95.1k reach, 23.5k clicks
Google search	3.2k impressions, 1k clicks
Outdoor advertising	Billboard, adshells, shopalites
Roadshows	4 including retirement village, Greerton Library, Fraser Cove
Website	10.4k visitors, 25 sec time spent, 60% bounce rate

Education and support	
Getting started guide	106 pdf downloads from website
FAQs	13.9 page views
'How to' video content	
Social media community management	
Book on Behalf service	
Driver & Customer service training	

# Tauranga South to trial Baybus OnDemand public transport for 18 months

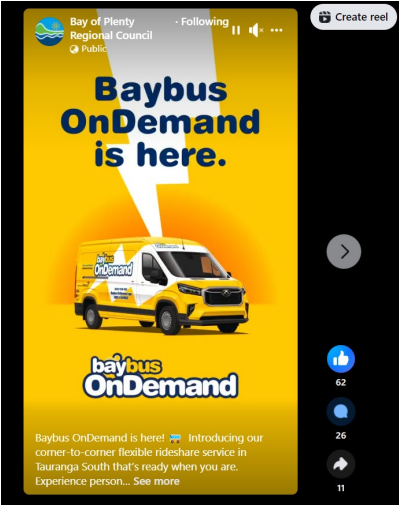
Bay of Plenty Times  
13 Mar, 2024 01:19 PM © 4 mins to read



Bay of Plenty Regional Council public transport committee chairman, Andrew von Dadelzen, left, and the council's director public transport, Mike Seabourne with the Baybus OnDemand vehicles. Photo / BOPRC

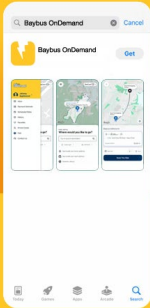
## Tauranga traffic woes: Bay of Plenty Regional Council trials on-demand buses after success elsewhere in NZ

By Kiri Gillespie  
27 Mar, 2024 11:00 AM © 7 mins to read



## Step 1: Download the app.

Search for Baybus OnDemand in the App Store or Google Play.





# Operational Performance

## To 24 May 2024:

- 2,000 Baybus OnDemand app accounts created, 20% of riders completing at least one ride, 16% taking two rides, and 8% of riders completing more than five rides.
- 4,600 rides completed. Patronage has steadily increased since launch, now delivering 760 rides per week.
- 92% of prompted riders rate the service 5/5 stars.
- 95% bookings are through the app.
- 72% paying by Bee Card, remainder by credit or debit card via the app.



# Community feedback

## Positive feedback Service expansion requests



**Jill Ryder**  
Fabulous service.

6w Like Reply Hide

Bay of Plenty Regional Council replied · 1 Reply



**Jeanetta Pervan**  
Many thanks the service was great xxj

10w Like Reply Hide

Bay of Plenty Regional Council replied · 1 Reply



**Margaret Bishop**  
Thank you.This service is so efficient.Cant wait until the area covered is extended.

7w Like Reply Hide

9w Like Reply



**Gunny AKiwi**  
Being not able to take it to cbd from gate pa is weird. Expand the map please asap.

8w Like Reply



**Blair Skarratt**  
Why not from Bayfair since the buses are full around 8 to 9

12w Like Reply



**Michael Leonard**  
What a great idea! Will have to try it out.

10w Like Reply



**Author**  
Bay of Plenty Regional Council  
See you on board!

9w Like Reply



**Jessica Carter**  
Love it used a few times now. All the drivers have been lovley too.

9w Like Reply



**Author**  
Bay of Plenty Regional Council  
Hi Jessica, Glad you're enjoying the service. Thanks for riding.

9w Like Reply



**Shelley Ward**  
We L O V E the on demand bus, my husband gets sooooo excited about going on it

5w Like Reply



**Author**  
Bay of Plenty Regional Council  
Hi Shelley, Glad to hear he's enjoying the service!

5w Like Reply



**Shelley Ward**  
Bay of Plenty Regional Council it is amazing and extremely well recommended

5w Like Reply



**Robyn Matthews-Hunt**  
Used it for the first time today, home to work and return. Absolutely magic. No parking/traffic to worry about. So relaxing. Its a real keeper.

7w Like Reply



*My wife & I have used the bus service many times, especially the electric van on trial in South Tauranga. It makes travel to the Lakes and hospital so much easier for us and being so convenient.*

*It takes a ride or two to get used to using the app. It is the education of the users that will be the biggest puzzle for instigators.*

*Congratulations on using the technology available to show this and getting 'us' up to date.*

*I am happy for you to use this recommendation for future advertising of the service. It is wonderful. Thanks heaps!!!! Martin*

