



Report 07.736
Date 31 October 2007
File TD/02/02/03

Committee Transport and Access
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Recommended updates to Marketing and Fares sections of Passenger Transport Operational Plan

1. Purpose

To recommend changes to the Passenger Transport Operational Plan (Operational Plan) structure and to incorporate updated guidelines and information on:

1. Marketing and Information, and
2. Fares and Ticketing.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

The Operational Plan is a non-statutory document providing detailed guidelines, methods and targets for implementing the Regional Passenger Transport Plan.

The Operational Plan was adopted by Council in August (**Report 07.478**). The Passenger Transport Committee was given delegated authority to adopt future amendments to the Regional Passenger Transport Operational Plan. The procedure for updates is outlined in **Report 07.460**.

Changes to the Operational Plan must be approved by the Passenger Transport Committee to ensure it remains consistent with, and gives effect to, the Passenger Transport Plan.

4. Comment

The Operational Plan is in the course of further development. The following updates are recommended to ensure the Operational Plan reflects existing practice as accurately as possible.

4.1 Structural changes

Changes to the Operational Plan structure are recommended to facilitate the updates recommended in this report and elsewhere on the Order Paper. The main changes are a reorganisation of the “Network Planning” section and splitting of the “Infrastructure and vehicle standards” section. The recommended structural changes do not introduce any new content except for changes to some headings and a new section providing a reference to the National Guidelines for Crime Prevention through Environmental Design in New Zealand. The recommended structural changes are indicated in **Attachment 1**.

4.2 Fares and ticketing

It is recommended that the Fares and ticketing section of the Operational Plan be updated to ensure existing guidelines and information are recorded in one location and accurately reflect current operational practice. The specific changes recommended to the Operational Plan are included in Section 2.5 of **Attachment 1**, the content of which will replace Section 2.4 of the current Operational Plan.

4.3 Marketing and information

It is recommended that the Marketing and information section of the Operational Plan be updated to reflect existing activities and to complete those sections currently identified as being “under development” or “to be advised”. The specific changes recommended to the Operational Plan are included in Section 2.1.1.1 and Section 2.6 of **Attachment 1**, the content of which would replace Section 2.5 of the current Operational Plan.

5. Communication

If the recommendations are adopted the Operational Plan will be updated and loaded on the Greater Wellington website. A press release will be prepared advising interested parties of the changes and how to obtain updated versions of the Operational Plan.

6. Recommendations

That the Committee:

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

3. ***Approves the updates to the Passenger Transport Operational Plan structure and content as set out in Attachment 1.***

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Attachment 1: Updates to Operational Plan structure and Marketing and Fares sections