

The Metro logo is displayed in white lowercase letters on a dark blue background. The background of the entire page is a photograph of a family (a man, a woman, a young girl, and a baby) standing on a bus, talking to the driver. The man is wearing a grey hoodie, the woman is holding the baby, and the young girl is wearing a black leather jacket. The driver is seen from the side, wearing a light blue shirt and glasses.

metro

GREATER CHRISTCHURCH **METRO STRATEGY** 2010-2016

WHERE IS
METRO
TAKING YOU?

Greater Christchurch Urban
Development
Strategy

Together we're making a greater future

This Greater Christchurch Metro Strategy encompasses the Greater Christchurch Urban Development Strategy (UDS) area.

The UDS is an integrated plan to manage urban growth in Greater Christchurch to 2041, developed through a partnership between Christchurch City Council, Environment Canterbury, Selwyn and Waimakariri District Councils, and the New Zealand Transport Agency. It aims to create more liveable communities, manage the distribution of new housing, improve transport links and enhance environmental performance into the future.

As part of that bigger picture, this Metro Strategy will drive improvements to public transport, providing better connections between the central city, suburbs and the growing communities of the Selwyn and Waimakariri Districts.



ABOUT THE METRO STRATEGY: WHAT, WHY, HOW?

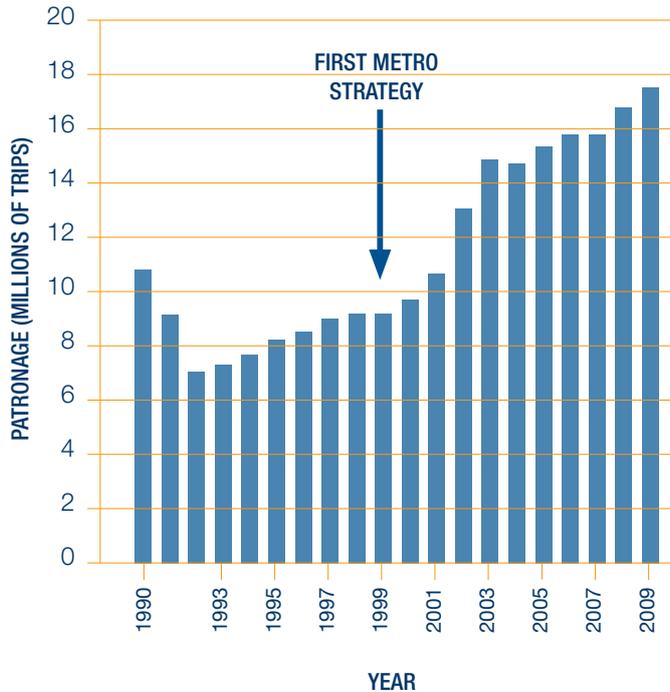
WHAT IS THE GREATER CHRISTCHURCH METRO STRATEGY?

The Greater Christchurch Metro Strategy turns public feedback into a number of targets aimed at improving public transport in Christchurch and parts of Selwyn and Waimakariri districts. The first Metro Strategy was adopted by Christchurch City Council and Environment Canterbury in 1998, at a time of low public transport use. The Councils recognised that a new approach was needed so they asked the community for their ideas. This consultation led to some major improvements which have been built on by recent Metro strategies. These improvements include:

- The Orbiter cross-suburban service - now our most popular bus route
- The Metrocard electronic ticketing system
- More frequent bus services
- Real Time Information at key bus stops showing passengers how many minutes until their bus arrives
- Bus priority on three key corridors
- Biodiesel bus trials
- Security cameras on all buses
- Bike racks on 14 bus routes so far

As a result, Metro now carries almost twice as many people as it did ten years ago. This fourth edition of the Greater Christchurch Metro Strategy sets new and updated targets for the next six years.





Metro patronage has almost doubled in the last 10 years



WHY DO WE NEED A METRO STRATEGY?

Ongoing growth in private car use is causing traffic congestion, road safety issues and reliance on fossil fuels which increases emissions and exposes our region to rising fuel costs and supply issues. Public transport is an effective way of moving large numbers of people and reducing those effects. The aim of this Metro Strategy is to identify ways to improve public transport in Greater Christchurch so that more people use it more often and we can keep our city moving.

HOW IS A METRO STRATEGY DEVELOPED?

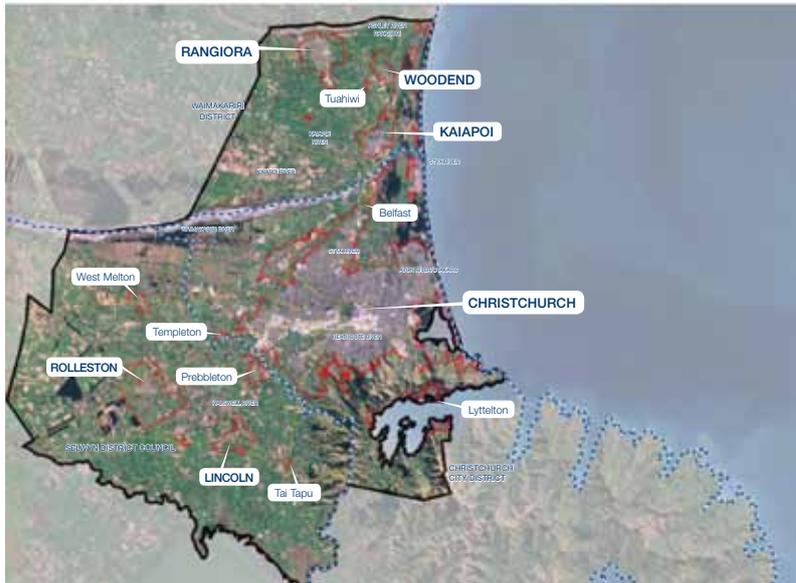
Public involvement is key to a successful Metro Strategy. During public consultation in March and April 2010, more than 1900 submissions were received. The Public Transport Advisory Group, which consists of 25 representatives from the local community, analysed the public's feedback and used the suggestions to develop the proposed improvements in this document. They were then adopted by each council in mid-2010 to show their commitment to delivering the improvements the public asked for.

The key to a successful Metro Strategy is public involvement



WHO IS INVOLVED IN THE METRO STRATEGY?

This is the first Metro Strategy to encompass the entire Greater Christchurch Urban Development Strategy area, as shown in this map. Selwyn and Waimakariri District Councils are now partners in the Metro Strategy, along with Christchurch City Council and Environment Canterbury.



MAP OF GREATER CHRISTCHURCH METRO STRATEGY AREA

LEGEND

- Territorial Authority Boundaries
- Greater Christchurch Boundary

WHEN WILL THESE IMPROVEMENTS HAPPEN?

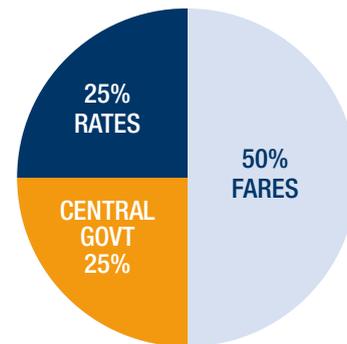
The Greater Christchurch Metro Strategy includes a range of short and long-term targets for 2010-2016. Next to each target is a timeframe to indicate when it should be completed. Some improvements will be achieved quickly, while others will take more time and planning. For example, it will be relatively easy to add signage on buses making passengers aware of onboard security cameras, but big projects like the new Transport Interchange will take longer to complete.

84% of respondents told us more money should be invested in public transport

HOW WILL THESE IMPROVEMENTS BE FUNDED?

During public consultation, 84% of respondents told us more money should be invested in public transport. Some of the proposed improvements can be made at little cost and will be met through existing budgets. Other targets are longer term which may require additional funding in future budgets and will be subject to further consultation.

Public transport services are funded through a combination of fares, Environment Canterbury rates and government subsidies. Half the cost of running public transport services must be funded through fares that passengers pay as they board. The remaining half is split evenly between Environment Canterbury rates and central government funding. Public transport infrastructure, such as bus stops and shelters, are generally funded through local Council rates and central government funding.



WHERE IS METRO TAKING YOU?

OUR FUTURE VISION

Over the next 30 years, Greater Christchurch is served by the best public transport system in New Zealand. It is reliable, attractive, convenient, safe and takes us where we want to go, providing a preferable alternative to many car trips. It shows environmental leadership by embracing new technologies and improves our health and well-being by contributing to a safer, cleaner region with less congestion and pollution.



GOALS TO GET US THERE

To achieve this Vision, we need to create:

1. A reliable network
2. An attractive system to use
3. A convenient system to use
4. A safe system to use
5. A valued system with excellent community use and support
6. A system that is well integrated with other modes of transport
7. A system that shows environmental leadership
8. A system that significantly improves the health and well being of Greater Christchurch and its residents
9. An affordable and economically sustainable system and;
10. Integrated land use and transport planning which supports public transport.

A NEW PATRONAGE TARGET

In feedback received while developing this Metro Strategy, 93% of respondents said they want us to encourage more public transport use in the future. In 2008/09 Metro carried over 17 million passenger trips. This means that on average every Christchurch resident made 46 public transport trips during that year.

In Wellington, residents make an average of 77 public transport trips each year, and in European cities this can be much higher. For example, in Zurich, Switzerland which has a similar population to Christchurch, residents make an average of 417 public transport trips every year, which is more than one trip every day.

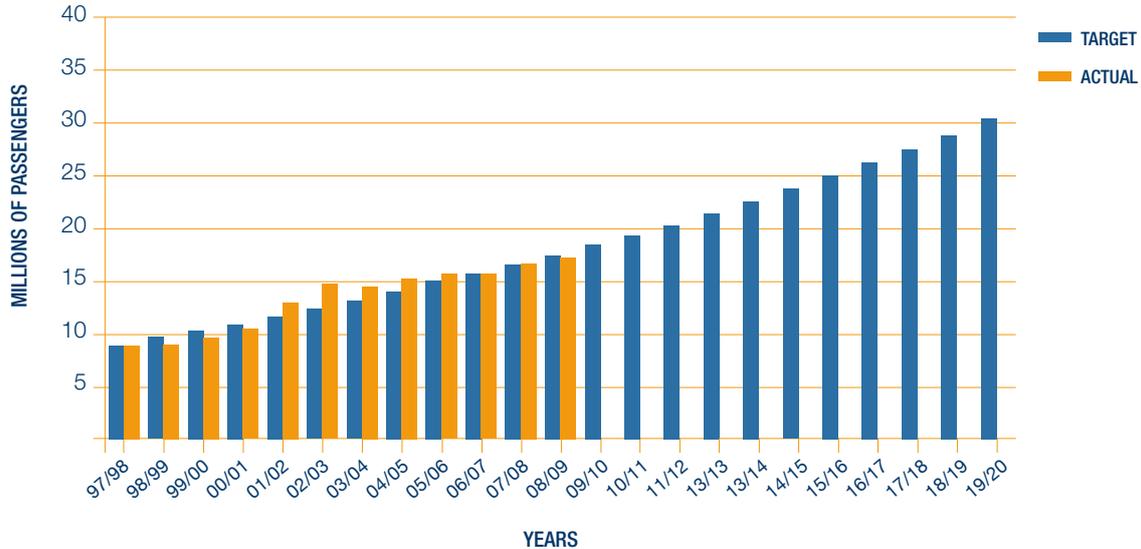
In the last five years, Metro patronage growth has ranged from 0.7% to 5.9% each year. Based on the improvements proposed in this Strategy, the Public Transport Advisory Group has set a target of 5% growth per year. This would lead to 30 million passenger trips per year by 2020, or 75 trips per person per year on average.

Every Christchurch resident makes an average of 46 trips on public transport every year. In Wellington it is 77 and in Zurich, Switzerland it is 417



GETTING TO 30 MILLION TRIPS BY 2020...

PROJECTED PATRONAGE TARGET TO 2020 CONTINUING 5% GROWTH PER YEAR



To achieve the 5% patronage growth target every year, a range of service and infrastructure improvements are needed. The improvements on the following pages have been created from public feedback. The first five improvements were rated as the most important by the public.



THE TOP FIVE

Improvement	Action and Timeline	Who
1 Increase public transport reliability.	<p>Ongoing: No trips will be missed or leave a timing point early.</p> <p>2012: Less than 15% of trips will leave a timing point late¹.</p> <p>2014: Less than 10% of trips will leave a timing point late.</p> <p>2016: Less than 5% of trips will leave a timing point late.</p>	Environment Canterbury and Christchurch City Council
2 Provide frequent bus services to meet residents' travel needs.	<p>Ongoing: During regular service reviews, investigate options for increasing frequency and operating hours to meet demand and make services more attractive.</p>	Environment Canterbury
3 Provide bus priority measures to speed up services and improve reliability. These should be continuous with consistent operating hours wherever possible to gain maximum benefits.	<p>Ongoing: Complete four new bus priority corridors by 2016.</p> <p>Ongoing: Identify opportunities to provide other bus priority measures where appropriate as part of scheduled road works.</p> <p>All of these measures should be cognisant of possible future mode options.</p>	Christchurch City Council District Councils as appropriate

¹ Within 5 minutes of the scheduled departure time.



THE TOP FIVE CONTINUED

Improvement	Action and Timeline	Who
<p>4 Investigate, consult the public and plan for future public transport modes.</p>	<p>2010/11: Complete investigations into the costs and viability of possible future mode and corridor options for Greater Christchurch including, but not limited to, Bus Rapid Transit, Light Rail and Heavy Rail.</p> <p>2011/12: Consult the public about the future transport options through the Regional Land Transport Strategy.</p> <p>2012 onwards: Continue to protect appropriate corridors.</p>	<p>All partners</p>
<p>5 Develop Park and Ride in Greater Christchurch.</p>	<p>2011: Complete investigations to determine the best locations and timing for Park and Ride in Greater Christchurch.</p> <p>2012: Develop options for implementation of Park and Ride.</p>	<p>All partners</p>

TRAVEL TIME AND RELIABILITY

Improvement	Action and Timeline	Who
<p>Improve bus travel times relative to private vehicles so public transport is a more attractive travel option.</p>	<p>Ongoing: Average bus travel times to match or be lower than car travel times on high demand corridors every year.</p> <p>Ongoing: Investigate providing non-stop or limited stop services where there is demand to provide faster travel times.</p> <p>Ongoing: Encourage and educate people to use a Super Gold Card, Metrocard or load Metrocards before they travel to reduce boarding times.</p> <p>2013: Investigate options to move to a cashless system on buses to reduce boarding times, particularly at the Transport Interchange.</p>	<p>Environment Canterbury and Christchurch City Council</p>
<p>Ensure bus priority measures are well understood by all road users so they work safely and efficiently.</p>	<p>2010/11: Run an education campaign to ensure at least 80% of road users understand how to use bus priority measures.</p> <p>Ongoing: Educate 100% of bus drivers to ensure they understand how to use bus priority measures safely and correctly.</p> <p>Ongoing: Enforce bus priority measures across the city as appropriate.</p> <p>Ongoing: Review all bus priority measures one year after implementation and improve designs to enhance understanding or compliance if necessary.</p>	<p>Christchurch City Council and Environment Canterbury</p> <p>District Councils as appropriate</p>

TRAVEL TIME AND RELIABILITY CONTINUED

Improvement	Action and Timeline	Who
Encourage other road users to give way to buses when they are indicating to pull out of a bus stop.	<p>2011: Investigate the most effective way of educating and encouraging people to give way to buses and implement findings.</p> <p>Ongoing: Lobby central government to introduce a new road user rule requiring other road users to give way to buses indicating to pull out of a bus stop.</p>	Environment Canterbury with support from all partners

SERVICE MARKETING AND INFORMATION

Improvement	Action and Timeline	Who
Improve the image of public transport to encourage more people to use it.	<p>Ongoing: Promote the Metro network to enhance the image of the system and encourage patronage growth. Monitor residents' views of the Metro image annually, including people with special needs, and increase ratings each year.</p>	Environment Canterbury with support from all partners
Ensure the public are aware of any upcoming service changes.	<p>Ongoing: Promote service changes to a range of audiences so 80% of affected passengers are aware of the changes two weeks before they begin and 60% of affected residents are aware of the changes two weeks before they begin.</p>	Environment Canterbury with support from all partners



SERVICE MARKETING AND INFORMATION CONTINUED

Improvement	Action and Timeline	Who
<p>Provide more Real Time Information (RTI) at bus stops and ensure it works well.</p>	<p>Ongoing: At least 90% of passengers rate the quality of RTI as satisfactory or better.</p> <p>Ongoing: Work towards having RTI at 100% of boarding stops:</p> <p>Christchurch City – At least 10 new RTI are installed on average every year between 2010 and 2016.</p> <p>Selwyn/Waimakariri Districts – At least 5 new RTI are installed in each district on average every year between 2010 and 2016.</p>	<p>All partners</p>
<p>Promote RTI availability via internet and cell phone (WAP and text) so more passengers use it.</p>	<p>2011: At least 50% of passengers are aware of RTI on the internet and at least 60% of users rate it as satisfactory or better.</p> <p>At least 20% of passengers are aware of RTI on cell phones and at least 50% of users rate it as satisfactory or better.</p> <p>2013: At least 65% of passengers are aware of RTI on the internet and at least 75% of users rate it as satisfactory or better.</p> <p>At least 50% of passengers are aware of RTI on cell phones and at least 70% of users rate it as satisfactory or better.</p> <p>2015: At least 80% of passengers are aware of RTI on the internet and at least 90% of users rate it as satisfactory or better.</p> <p>At least 80% of passengers are aware of RTI on cell phones and at least 90% of users rate it as satisfactory or better.</p>	<p>Environment Canterbury</p>



SERVICE MARKETING AND INFORMATION CONTINUED

Improvement	Action and Timeline	Who
<p>Investigate onboard audio and visual display information systems on selected Metro services.</p>	<p>2012: System trialled on at least one route.</p> <p>2013: Evaluate the system by surveying passengers and drivers to determine whether the system should be expanded.</p> <p>2014: Develop a roll-out plan if appropriate.</p>	<p>Environment Canterbury</p>
<p>Improve information provision to make it easier for people to understand and use the network.</p>	<p>2011: Create a clear way of identifying non-stop, limited stop or express services on vehicles, timetables and bus stops which is understood by at least 80% of passengers.</p> <p>2011: Create a clear way of indicating when a bus is full and not going to stop which is understood by at least 80% of passengers.</p> <p>Ongoing: Ensure all information on timetables, maps, at bus stops and on the website is clear so at least 80% of people can read and understand it.</p> <p>Ongoing: Ensure signage on new buses is clear and large so people can identify their route from the front, side and back.</p>	<p>Environment Canterbury</p>

SERVICE FREQUENCY AND COVERAGE

Improvement	Action and Timeline	Who
Provide more services to special events.	<p>2011: Create a calendar of events where improved bus services could be provided and trial services to at least two special events. Investigate the option of building bus ticket prices into event tickets to encourage attendees to use the bus.</p> <p>2012: Expand special event services if trials are successful.</p>	Environment Canterbury
Provide cross-suburban services to offer better coverage.	<p>2012: Extend the Metrostar route following a review of this service.</p> <p>2015: Investigate demand for additional cross suburban services and plan to implement if appropriate.</p>	Environment Canterbury
Investigate ways to service outlying areas where there is demand for public transport.	<p>2011: Develop a clear protocol to respond to requests for new services to outlying areas. Include public consultation, cost assessment and flexible options such as working with commercial operators or utilising existing vehicles in the area.</p> <p>Ongoing: Respond to requests from community groups as they arise.</p>	Environment Canterbury

CENTRAL CITY TRANSPORT INTERCHANGE

Improvement	Action and Timeline	Who
Provide a new central city Transport Interchange to cater for future demand.	2014: Christchurch City Council and New Zealand Transport Agency work in partnership to complete the new central city Transport Interchange.	Christchurch City Council
Ensure the new Transport Interchange meets passenger requirements.	<p>2011: Undertake a survey of public transport users on current and future Transport Interchange facilities before the new Transport Interchange is in operation.</p> <p>By 2016: Undertake a survey of public transport users on Transport Interchange facilities within two years of the new Transport Interchange commencing operation.</p>	Christchurch City Council and Environment Canterbury





SUBURBAN PASSENGER FACILITIES

Improvement	Action and Timeline	Who
<p>Upgrade Metro stops to provide safe, easy pedestrian access, better information and quality facilities.</p>	<p>2011: Adopt consistent Metro stop infrastructure standards across Greater Christchurch which includes safe pedestrian access to and from all stops.</p> <p>2012: Audit existing Metro stops to determine which ones comply or need upgrading. Develop an appropriate plan to upgrade all stops.</p> <p>Ongoing: All new bus stops comply with the standards.</p>	<p>All partners</p>
<p>Provide more seats and shelters at Metro stops and ensure they are a high quality.</p>	<p>2011: Provide an easy way for the public to notify Councils about locations where seats or shelters are needed.</p> <p>Ongoing: At least 90% of passengers rate the quality and availability of bus shelters as satisfactory or better.</p> <p>Christchurch – Install at least 10 new seats and shelters on average every year between 2010 and 2016.</p> <p>Selwyn/Waimakariri Districts – Install at least 5 new seats and shelters on average in each district every year.</p>	<p>All partners</p>



SUBURBAN PASSENGER FACILITIES CONTINUED

Improvement	Action and Timeline	Who
<p>Work with developers and landowners to provide public transport hubs² at Key Activity Centres and major stops.</p>	<p>Ongoing: Over the next 30 years public transport hubs are developed at Key Activity Centres and other centres with high levels of public transport activity. Opportunities for implementation of public transport hubs will be discussed with developers as appropriate.</p>	<p>All partners</p>
<p>Provide feeder bus services to transport hubs with core services connecting the hubs and the central city.</p>	<p>Ongoing: As transport hubs are developed, review the routes that service that area and investigate providing smaller feeder bus services to hubs with core services connecting hubs and the central city.</p>	<p>Environment Canterbury</p>
<p>Provide covered, secure cycle facilities to link to public transport.</p>	<p>2011: Identify locations where there is demand for cycle facilities to link to public transport.</p> <p>2012: Prepare an implementation plan to put these facilities in place.</p>	<p>All partners</p>

² Public transport hubs are key passenger destinations or interchange points (such as malls or hospitals) where higher quality passenger facilities are required.

TICKETING

Improvement	Action and Timeline	Who
Provide Metrocard issue, balance and reload facilities at more convenient locations.	<p>2010/11: Provide Metrocard issue, balance and reload facilities at 10 locations.</p> <p>2011: Consult the public to identify where more of these facilities should be located.</p> <p>2012/13: Provide Metrocard issue, balance and reload facilities at another 10 locations.</p> <p>2014/15: Provide Metrocard issue, balance and reload facilities at another 10 locations.</p>	Environment Canterbury with support from all partners
Provide Metrocard issue, reload, transaction and balance enquiries via internet and cell phone.	<p>2010/11: Provide Metrocard issue, reload, transaction and balance enquiries online.</p> <p>Ongoing: Promote online facilities and ensure they meet customers' needs.</p> <p>2013: Investigate text reloading of Metrocards.</p>	Environment Canterbury
Provide a range of flexible ticketing options to meet different passengers' needs.	2012: Investigate different types of ticketing options (such as monthly or annual passes, family tickets, tourist passes) and implement as appropriate.	Environment Canterbury
Integrate the Metrocard with other cards to make them multi-purpose.	Ongoing: Investigate options for integrating the Metrocard with other types of electronic or identification cards as opportunities arise.	Environment Canterbury

CUSTOMER SERVICE

Improvement	Action and Timeline	Who
<p>Improve driver standards so customers are happy with the service provided.</p>	<p>Ongoing: Work with operators to continue to raise driver training standards so that at least 90% of drivers provide friendly, helpful customer service and safe, comfortable travel.</p>	<p>Environment Canterbury</p>
<p>Make it easier for passengers to provide feedback about Metro services and ensure they receive a satisfactory response.</p>	<p>2011: Set up a clear and coordinated approach to respond to all passenger feedback so at least 90% receive a timely and satisfactory response.</p> <p>2011/12: Introduce an 0800, text number and online link which is advertised on buses, bus stops and timetables so people can easily provide feedback about Metro.</p>	<p>Environment Canterbury</p>





VEHICLE STANDARDS

Improvement	Action and Timeline	Who
Investigate a range of environmentally friendly alternative fuels/technologies and increase the number of buses using them.	<p>Ongoing: Investigate different fuels/technologies and encourage operators to trial options as they become available.</p> <p>Ensure any alternative fuels are from a sustainable source.</p>	Environment Canterbury
Provide security cameras on all buses.	<p>Ongoing: Monitor all security cameras on buses to ensure 100% are working at all times.</p> <p>2011: Add clear signage on all buses so passengers are aware of the onboard cameras to enhance perceived safety.</p>	Environment Canterbury
Provide clean, comfortable and user-friendly vehicles.	<p>Ongoing: Ensure at least 90% of vehicles are clean, accessible for all users, comfortable (seating and temperature), bus stop buttons work and are easy to reach and graffiti is removed as soon as possible.</p>	Environment Canterbury

FUTURE OPTIONS

Improvement	Action and Timeline	Who
Continue developing requirements for including public transport access into all new residential and commercial development areas.	Ongoing: Work with developers to facilitate public transport routes and infrastructure in new subdivisions where appropriate.	All partners
Investigate alternative funding methods for public transport in the future.	Ongoing: Investigate alternative funding sources and collate research regarding the wider benefits of public transport to encourage greater central government funding in the future.	Environment Canterbury

ONGOING IMPROVEMENTS

The following improvements have already been achieved or started under the previous Metro Strategy, but it is important that they continue.

Improvement	Action and Timeline	Who
Improve the readability of on-bus ticket machine display screens.	2010: Provide new ticketing machines with better display screens so passengers can clearly see their balance.	Environment Canterbury
Support drivers in their customer service role.	Ongoing: Value and celebrate the role that drivers play in our Metro system through Driver of the Month awards.	Environment Canterbury
Provide facilities for carrying bicycles on buses.	Ongoing: Provide bike racks on all bus routes as the contracts are renewed. Advertise the availability of bike racks and provide opportunities for people to try out racks before travelling on the bus.	Environment Canterbury
All vehicles will meet or do better than national noise and air emission guidelines.	Ongoing: All new buses must meet or exceed latest European Standards set for vehicle emissions.	Environment Canterbury
Provide Super Low Floor (SLF), wheelchair accessible vehicles.	Ongoing: At least 95% of the urban Metro fleet are SLF vehicles.	Environment Canterbury

WHAT NEXT?

An Action Plan will be developed to implement these improvements. The Public Transport Advisory Group will monitor our progress and you will hear and see more as improvements are made to our Metro system.

THANK YOU

All of the partner Councils would like to thank the people of Greater Christchurch and the Public Transport Advisory Group for your help creating this Metro Strategy. Your feedback is greatly appreciated and gives us a clear direction on the improvements that need to be made to deliver even better Metro services in the future.





WANT MORE METRO INFORMATION?

Call Metroinfo on **3 66 88 55** or visit www.metroinfo.co.nz

Alternatively, visit Metroinfo in the City Bus Exchange,
Lichfield St, Christchurch.