

5. On-demand public transport

This proposal is for a virtual bus-stop, technology-enabled service to increase patronage and reduce emissions.

Public transport provides a needed social, employment, health and recreation link for people, though it has typically focused on people without access to a car.

The age-old public transport model of big diesel buses and fixed timetables is losing popularity. There are now more sustainable ways to deliver this service.

The next generation of public transport can offer better transport options, be more customer-focused, convenient, flexible and is more sustainable, by reducing reliance on private cars.

We propose trialling an ‘Uber’-style on-demand public transport model as an alternative to some current bus routes. The trial would start in Hastings first and then extend to Napier.

Why now?

Technology use and transport habits have changed a lot recently. The cost, convenience and flexibility of transport solutions now available means that we can pilot these changes to the current way we deliver public transport, currently delivered by Go Bus Transport Ltd who operate goBay buses in Napier and Hastings.

If the service proves popular fares could be increased and the cost to ratepayers reduced. It provides a more sustainable transport option that improves connectivity for people and offers better transport choices.

This new service means that everyone in the trial area is close to a bus stop – a maximum of about 200 metres away. The average wait time for a ride is expected to be about 8 minutes. Some bus services at peak times will remain to meet peak demand.

Do you support the Regional Council piloting a more dynamic, more personal public transport service?



OPTION 1 (preferred option)	OPTION 2
<p>Introduce a virtual bus stop, technology-enabled service.</p> <p>This option will cost more than the current bus service but is predicted to double public transport use, to reduce traffic congestion and emissions.</p> <p>Impact on levels of service: Improve the accessibility measure of distance to a bus stop. In 2019, 20% of urban households were in 400m of a regular bus route. The on-demand service will improve this to 100%.</p> <p>Total cost: 2021-22 in Hastings: Pilot in Hastings at an additional cost of \$361,000 in 2021-22 and \$249,000 in 2022-23, replacing the current routes 16A, 16B and 17. 2023-24 in Napier: Introduce in Napier at a total additional cost of \$582,000 in 2023-24 and \$447,000 in 2024-25, replacing the current routes 13, 14 and 15.</p>	<p>Status quo – continue with the current bus service, at the same cost to ratepayers.</p> <p>This option will result in a slow decline of bus use as it delivers an increasingly unpopular transport option.</p> <p>Impact on levels of service: No change</p> <p>Total cost: No additional costs</p>
<p>Impact on rates: included in rates increase Year 1 \$361,000 1.5% increase Year 2 \$249,000 0.8% increase Year 3 \$838,000 2.5% increase Total of \$6.8 million over 10 years assuming the success of the pilot programme.</p>	<p>Impact on rates: Nil</p>
<p>Impact on debt: No impact</p>	<p>Impact on debt: No impact</p>