



**Report** 06.399  
**Date** 11 August 2006  
**File** T/10/01/046

**Committee** Passenger Transport  
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**Advisor**

## **New Metlink fare zones and fares – marketing activities**

### **1. Purpose**

To advise the Committee of the programme of marketing activities to support the introduction of new fares zones and fares on 4 September 2006.

### **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**

#### **3.1 Previous reports and Committee decisions**

On 29 June 2006 the Policy, Finance and Strategy Committee adopted a report 06.305 on Metlink Bus and Train Fares. This included introducing a new zonal fare structure and new fares for the Metlink network from 4 September 2006 (1 September 2006 for Monthly and Quarterly tickets). Train fares are increasing by an average of 15% and most bus fares by varying amounts.

### **4. Marketing activities**

To support the introduction of the new fares zones and fares on 4 September a programme of marketing activities is being rolled out from mid August to raise awareness of the changes. These activities encourage people to obtain a leaflet or go to the Metlink website to see the new zonal fare maps and tables. Fare maps will also be displayed at some bus stops around the region; only very limited fare information has been available at bus stops in the past.

In addition, two further changes are being introduced:

- Route 12 becomes Route 3 from 4 September 2006 to give greater prominence to this as a key Wellington City route. This means that the region's three busiest bus routes will then be the Routes 1, 2 and 3.
- New style Metlink pocket-sized train timetables for the Paraparaumu, Johnsonville and the Hutt Valley and Melling Lines will be available, with the new fares. (A Metlink pocket-sized Wairarapa Bus and Train Guide was introduced in October last year.)

Below is a list of the marketing activities:

<b>Marketing activities</b>	<b>Date</b>
A letter with a Q & A sheet and a fares leaflet sent to over 700 people who provided a submission and their address during the "Fare Go" consultation in April and May 2006	11 August
Existing bus timetables stickered to advise of the new fare structure and fares and distributed to Metlink timetable stockists	From 11 August
The Metlink fares leaflet distributed to Metlink timetable stockists & bus and train operators	From 11 August
Metlink website updated with new fares information	14 August
Metlink fares posters on buses and trains	14 August – 4 September
Metlink fares posters at bus stops and train stations	From 14 August
Bus fare zone sticker applied to every bus stop pole in the region	From 14 August
New fare maps at bus stops	From 14 August
New style Metlink train timetables available with new fare information and promotional posters on trains and at train stations	From 14 August
New fares advert in the following publications: <ul style="list-style-type: none"> <li>• Wairarapa News</li> <li>• Upper Hutt Leader</li> <li>• Hutt News</li> <li>• The Wellingtonian</li> <li>• Kapi-Mana News</li> <li>• Kapiti Observer</li> <li>• The Mail</li> </ul>	15, 22 & 29 August
New fares advert in the Dominion Post	19, 23 & 26 August
New fares radio ads on the Radio Network: <ul style="list-style-type: none"> <li>• ZM</li> <li>• Newstalk ZB</li> <li>• Classic Hutt</li> </ul>	20 August – 28 August

<b>Marketing activities</b>	<b>Date</b>
<ul style="list-style-type: none"> <li>• Radio Sport</li> <li>• Hauraki</li> <li>• Coast</li> </ul>	
Route 3 (replaces existing bus Route 12 from 4 September) timetable, with new fares map, available	From 21 August
Route 3 promotional posters on Wellington City buses & at bus stops	From 21 August
Metlink promotional staff handing out the new fares leaflet at peak times at the following locations: <ul style="list-style-type: none"> <li>• Paraparaumu Station</li> <li>• Porirua Station</li> <li>• Wellington Station</li> <li>• Courtenay Place</li> <li>• Lambton Quay</li> <li>• Waterloo Station</li> </ul>	22 August & 23 August
Full page new fares article in Elements	29-30 August
<b>New fare structure &amp; fares introduced</b>	<b>4 September</b>

## 5. Communication

Details of communication activities are included in the table above.

## 6. Recommendations

*That the Committee:*

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

Report prepared by:

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