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**From:** Scott Menzies <skmenzies1@gmail.com>  
**Sent:** Tuesday, 27 March 2018 11:54 a.m.  
**To:** Mailroom Mailbox  
**Cc:** Len Fleete; Dalziel, Lianne (Mayor)  
**Subject:** LTP SUBMISSION

Re. Public Transport

I prefer Option 2 as I do not think fare increases will do anything to increase patronage but deter people instead.

Cut the middle section of route 95, as it duplicates and cannibalises patronage from the Blue line. The 95 could run as a mini-bus service between Pegasus and Kaiapoi's park and ride facility, and between the bus interchange and Ara.

Re. the six lowest performing routes, I propose:

Combine routes 107 and 108 into one route rather than cancelling them, with the main arrival and departure point being Northlands mall. This will mean more patronage per trip and just one route to pay for instead of two.

Route 135 could be combined with route 60 on the east side of town (east of The Palms), with some tweaks to the route itself. The remainder of route 60 from The Palms to Wigram could be renumbered 70.

Scrap 535 but extend the 28 to Rapaki (say, every second or third trip). Ensure bus stops at point where route 28 passengers could transfer to and from route 145 are sheltered and comfortable. (keep the 145).

Encourage advertising inside buses along the top of the aisle as a revenue stream, a la NYC subway.

Re. increasing patronage:

Cantabrians need to get over their snobby attitude about the buses. At the same time bus travel needs to be made a comfortable, attractive proposition to entice people away from their cars.

I propose:

Rebranding Metro with a change in livery. Make Metro iconically 'Christchurch' and iconically 'Timaru'.

Achieve this by demanding bus operators change their bus liveries to a red and black colour scheme, or green and black in Timaru, as part of their contract. No more bits of yellow on Red Bus, no more Irish-looking orange, green and white on Go Bus. Bus operators would display their respective logos on the driver's side near the driver's window, a la London red buses. On the main Metro lines in Christchurch, ensure at least one third of the side of the bus - the end third of the side - is red and black (thus preserving most of the blue, orange, yellow or purple for them). On the remainder, most routes, the bus would entirely feature the new red and black livery. Seek a graphic design/branding team to design a modern, stylish design (look at Go Wellington's iconic gold and black design as an example).

ECan needs to work with bus operators and central government to improve the standard of the fleet. Many buses are second-hand and an embarrassment to the city. They do not improve the look, reputation or comfort of the system, and are bad for the environment. If central government is keen on public transport uptake it should put its money where its mouth is and subsidise new buses.

Look to Metlink in Wellington, where dozens of new buses, many electric, are being rolled out in the middle of this year. Christchurch should have the same high standard, there is no excuse. What is Wellington doing that allows them to get these flash new buses that Christchurch is not?

Roll out electric double decker buses on the main metro lines. These would be a huge drawcard for people, as it is exciting and cool to ride on a double decker. Wellington's Metlink is getting a lot of new electric double deckers this year - our Metro should do the same. The bus interchange has been designed to handle double deckers.

Once the new red and black livery is rolled out, simultaneously launch an aggressive advertising campaign targeting people's snobby attitude about buses.

Highlight how much cheaper taking the bus is compared to driving, and how much better it is than the stress of driving. Highlight how middle-class and wealthy people take the bus too ('even Merivale and Fendalton folk take the bus'). Use cheeky humour.

Insist drivers do not play the radio out loud on buses. Patrons do not want the driver's choice of station forced upon them. The world is now noisy enough without the radio too. If passengers wish to listen to music they can do so with headphones.

Recognise that New Zealand is now a land of many languages and introduce pictograms to replace English-only instructions and rule signs onboard buses, in line with best international practice.

Avoid fare increases as much as possible. Bus use must remain significantly cheaper than taking a car, taxi or Uber to remain an attractive proposition.

Ensure buses feature air-conditioning in summer and adequate (but not stifling) warmth in winter.

Introduce a customer code of conduct on display in all buses. Look to Melbourne, etc. as an example. Use pictograms and basic wording.

Shenzhen in China has around 3,000 electric buses on its municipal system, all controlled and monitored by a central computer. 74 charging depots across the city. Perhaps Metro's bus operators could do a deal with the manufacturer of the Shenzhen buses, or with the same manufacturer as Wellington Metlink are using? If new electric buses were built for us perhaps we could get a discount as part of Wellington's order?

Restore a major Metro line through the West End. This part of the city, rich in cultural, educational and commercial assets and home to a growing residential population deserves to be served by a major line, not just a shuttle bus, which is not at all as good.

Allow Metrocard holders to use the trams as a way to get around the central city.

Kind regards,

Scott Menzies

264A Papanui Road