



Public Transport Southern Consultation Submission

2 August 2013

Executive Summary

The Greater East Tamaki Business Association Inc. (GETBA) represents close to 2000 businesses in East Tamaki, with a workforce of almost 30,000 employees, which is expected to grow to 45,000 over the next 10 – 15 years with further development of the Highbrook Business Park.

The current public transport network struggles to accurately match the specific needs of our employees with feasible public transport options, and this has been highlighted by previous research GETBA has conducted, which indicated that only 2.6% of employees used public transport for their commute to work.

As part of the Southern Network Consultation, we have engaged our local businesses and employees to assess the current use of the existing public transport network, the impact the proposed changes will have on current public transport users, and the overall appetite for public transport in East Tamaki.

Overall this consultation process has highlighted the fact that a large number of employees in East Tamaki would like to use public transport for their commute to work, but they are currently unable to due to a gap in services.

Of the 330 employees we communicated with, only 10% currently use public transport, although 80% indicated that they would if there was a service that suited them.

We believe the proposed Southern Network is a positive step forward in the development of an efficient and effective public transport system for Auckland, and the move to a frequent network that links with the rail system and Transport Hubs should improve the accuracy of timetables, and increase patronage over time.

However we believe the proposed Southern Network could, and should be improved by implementing a few simple changes/additions to routes timetables and bus stop locations. Our proposed changes are intended to address gaps in service coverage, and create better links to East Tamaki (in particular Highbrook Business Park) from the north and south via rail and frequent bus services.

352 Panmure – Manukau

We have suggested changes in the timing of this service, and a slight detour in Highbrook Business Park to accommodate more employees.

575 Mangere – Botany

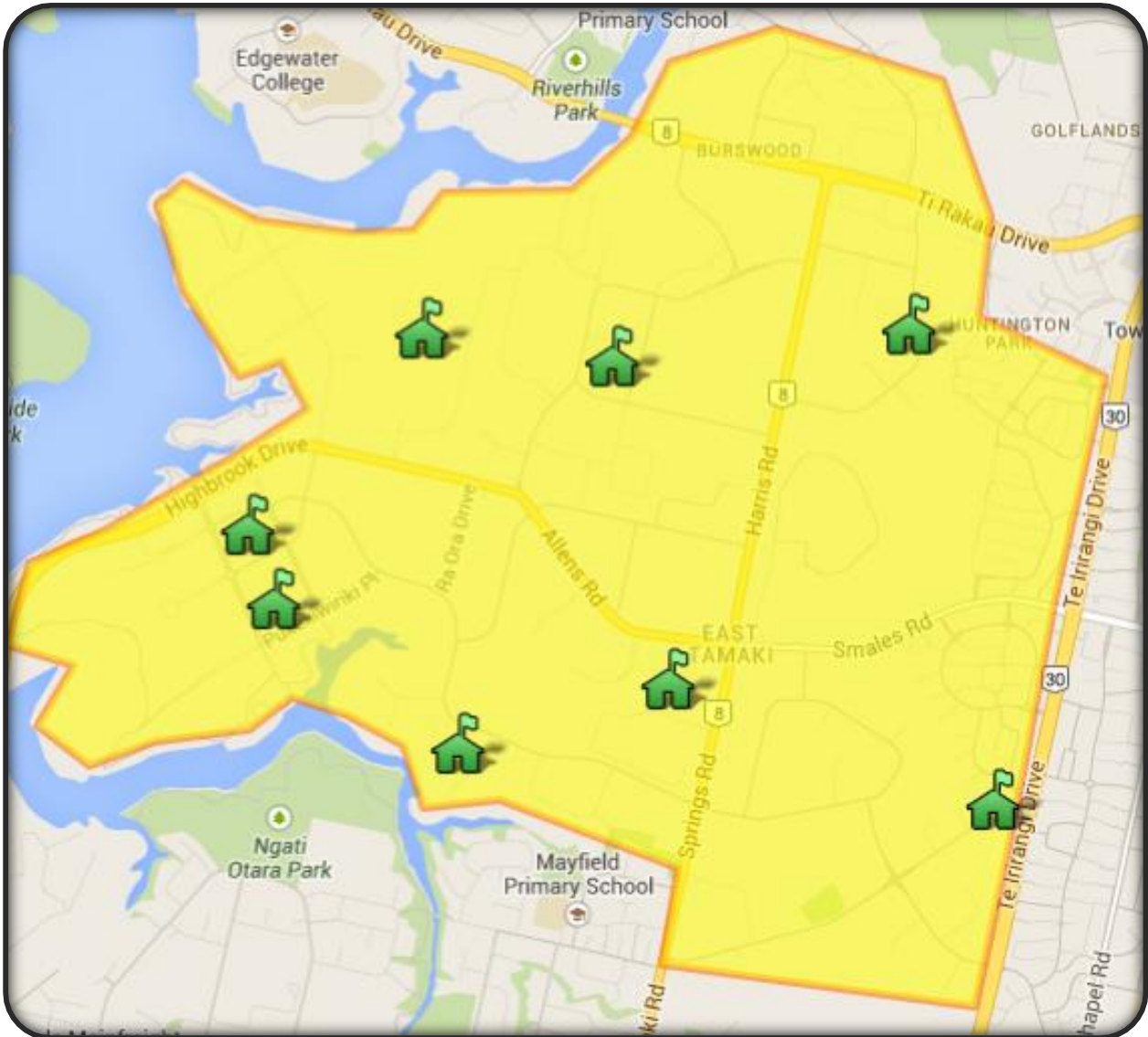
We have suggested changes in the timing of this service, and a different start location to provide a more central link to rail and bus feeder services.

566 Lady Ruby Drive – Accent Drive

We have identified a gap in services as a result of a decommissioned route, and have suggested an alternative service to address this.

Consultation Area

As indicated on this map, we have taken a strategic approach to this consultation process with regards to the geographic area covered, to ensure we captured the most relevant data in relation to current and proposed routes and services. We have also engaged a mix of both blue and white collar employees with varying shift times, which has enabled us to make an educated assessment of the suitable hours of operation for public transport services that travel via East Tamaki.

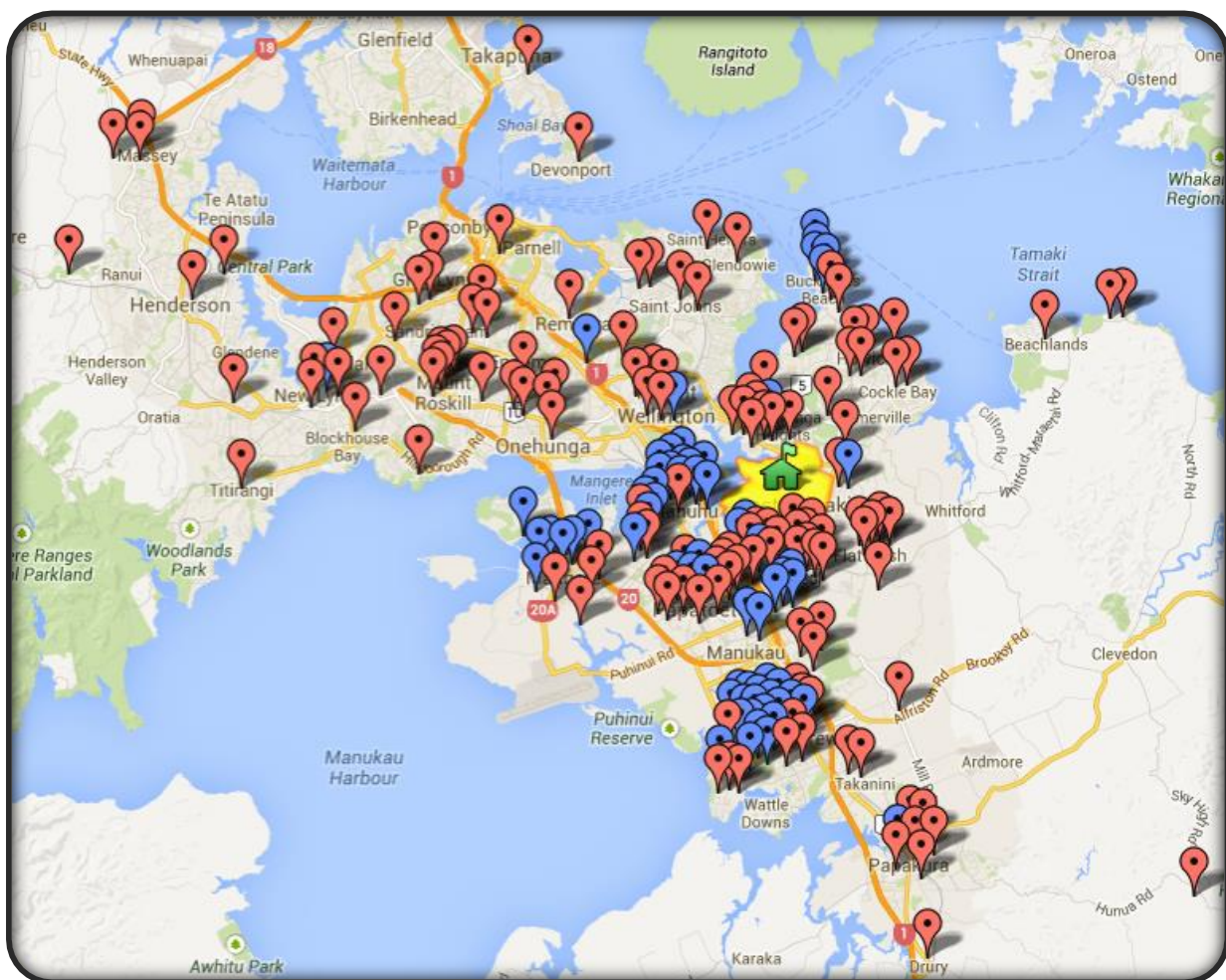


Employee Locations

As part of our engagement with employees, we asked where they were travelling from so that we could identify the strengths and weaknesses of the network with regards to routes and services travelling via East Tamaki.

This map gives us a clear indication of the areas that are populated by East Tamaki employees who currently use, or wish to use public transport for their commute to work, and by assessing this with correlating data we collected, we have been able to identify the impact the proposed Southern Network will have on employees in East Tamaki, and the changes that need to be implemented to maximise patronage of these services.

-  = Employees that would like to use public transport for their commute to work
-  = Employees that currently use public transport for their commute to work



The red and blue markers in densely populated areas are representative of the blue collar workforce. The red markers in these areas are indicative of shift workers that are handicapped by the current hours of operation of services in their area.

Red markers in the less populated areas are mainly representative of the white collar workforce, and indicate that public transport routes and services in these areas are not currently suitable for employees to commute to East Tamaki.

Proposed Changes

In this submission we have proposed changes that should provide better links with services that travel via East Tamaki for commuters coming from the north and south. These proposed changes are focussed on services that link with the rail network, and are intended to provide better coverage for Highbrook Business Park, which is identified as a high growth area, has a current appetite for public transport, and can be regularly serviced from both the north and south with a few minor alterations to the current and proposed Southern Network.

352 Panmure – Manukau

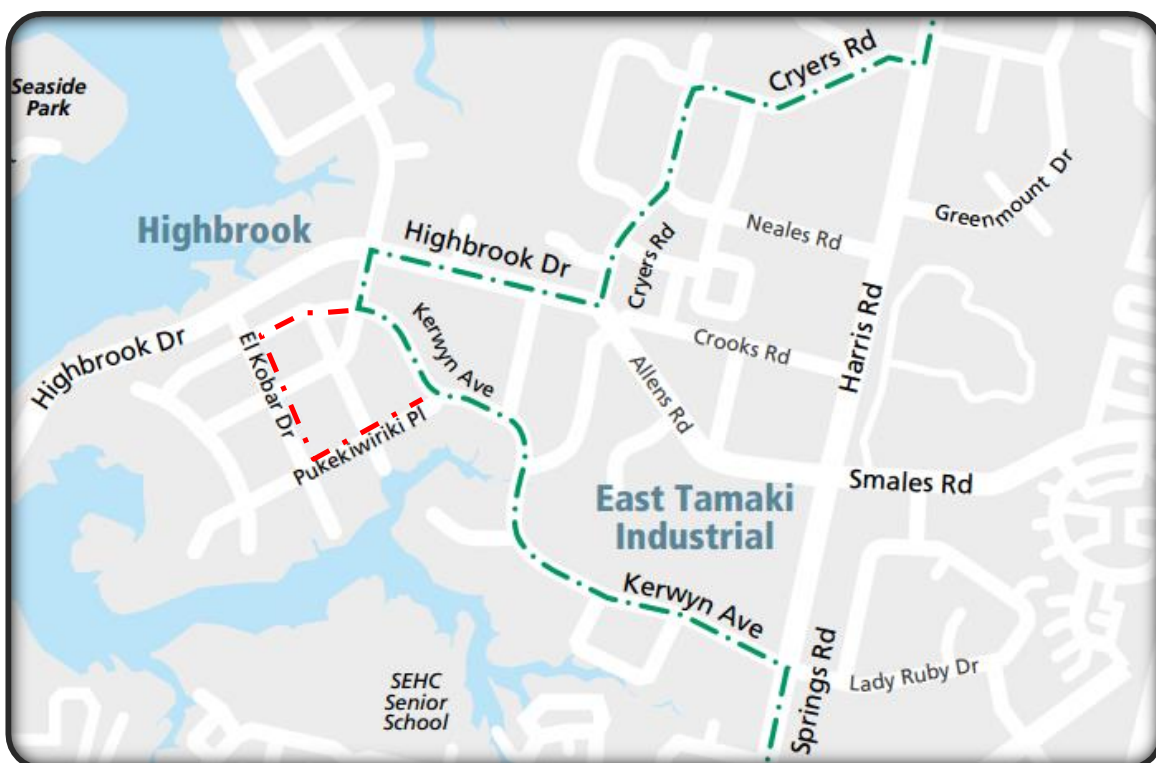
This service will effectively replace the obsolete 561 service which is currently in operation. This service is destined to start at the newly constructed Panmure Transport Hub, and we believe this could become a major interchange for East Tamaki employees. We propose the following changes to improve this service:

Timing

Subsequent to our consultation, we believe this service should operate between **5am - 9am**, and **2pm – 7pm**. We have identified that a large portion of blue collar employees that we engaged start between 6am and 7am, and finish from 2pm onwards. This change in hours of operation would increase the availability of this service to the vast majority of production and manufacturing staff that work along this route.

Route

We suggest that this route detours (as indicated in red on the map below), to turn right from Business Parade Sth onto Sir Woolf Fisher Drive, then left onto El Kobar Drive, and then left again onto Pukekiwiriki Place, before turning right onto Kerwyn Ave to rejoin the existing route. This minor detour would service a further 2000 + employees, and if coordinated correctly, would provide a time efficient service to Highbrook from the north which does not currently exist.



575 Mangere – Botany

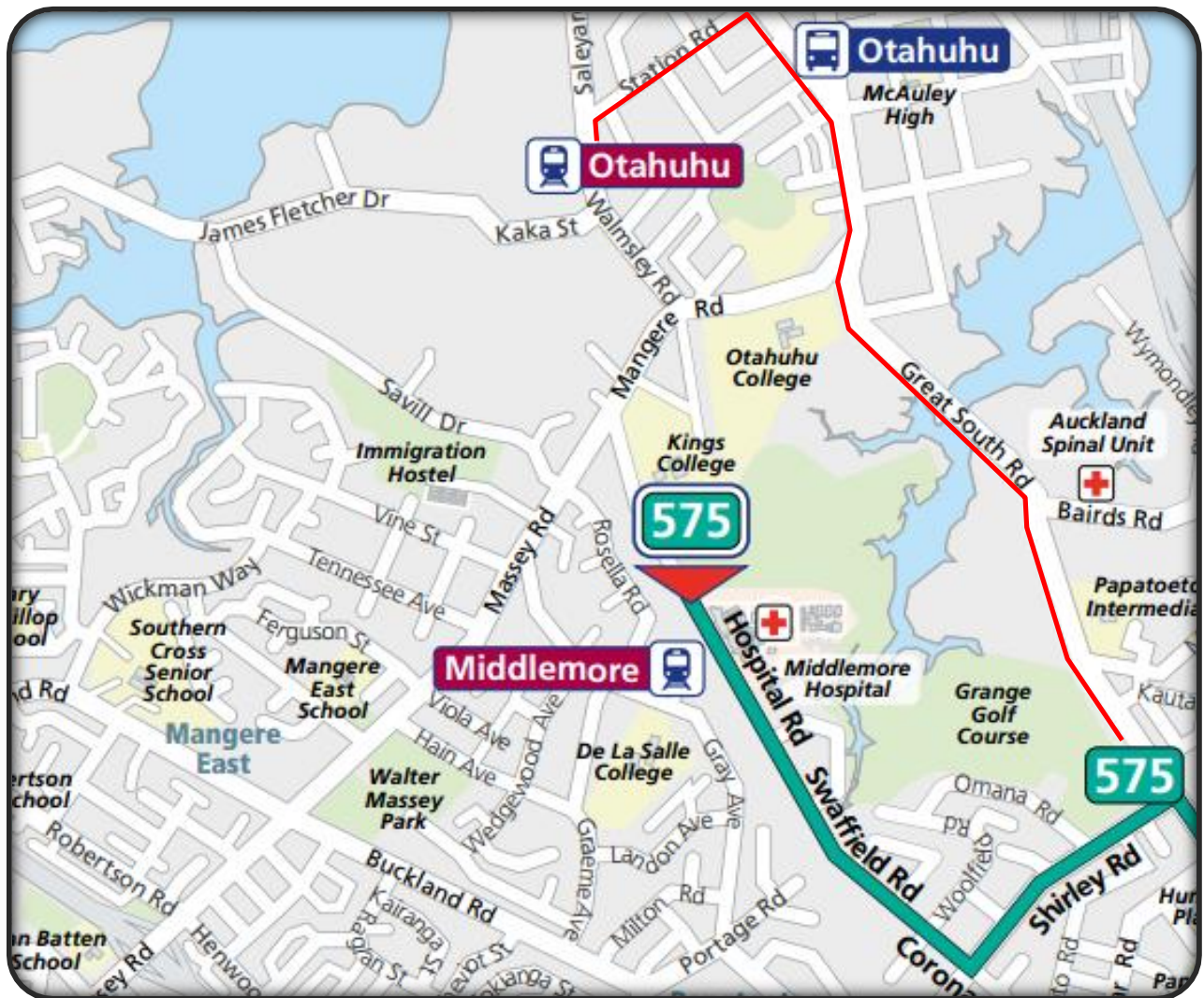
This is currently the most frequented service by employees in East Tamaki, and acts as a link from other services for many travelling from the north and south. However we believe that with a new start point, and longer hours of operation, this service would be far greater utilised. We propose the following changes to improve this service:

Timing

Again we have identified that this service could cater for a large portion of the production and manufacturing staff in East Tamaki if it started an hour earlier, therefore we suggest that this service should start from **5am Monday – Friday**. We would also suggest that this service was increased to 15 minute intervals during peak hours (5am – 9am and 2pm – 7pm).

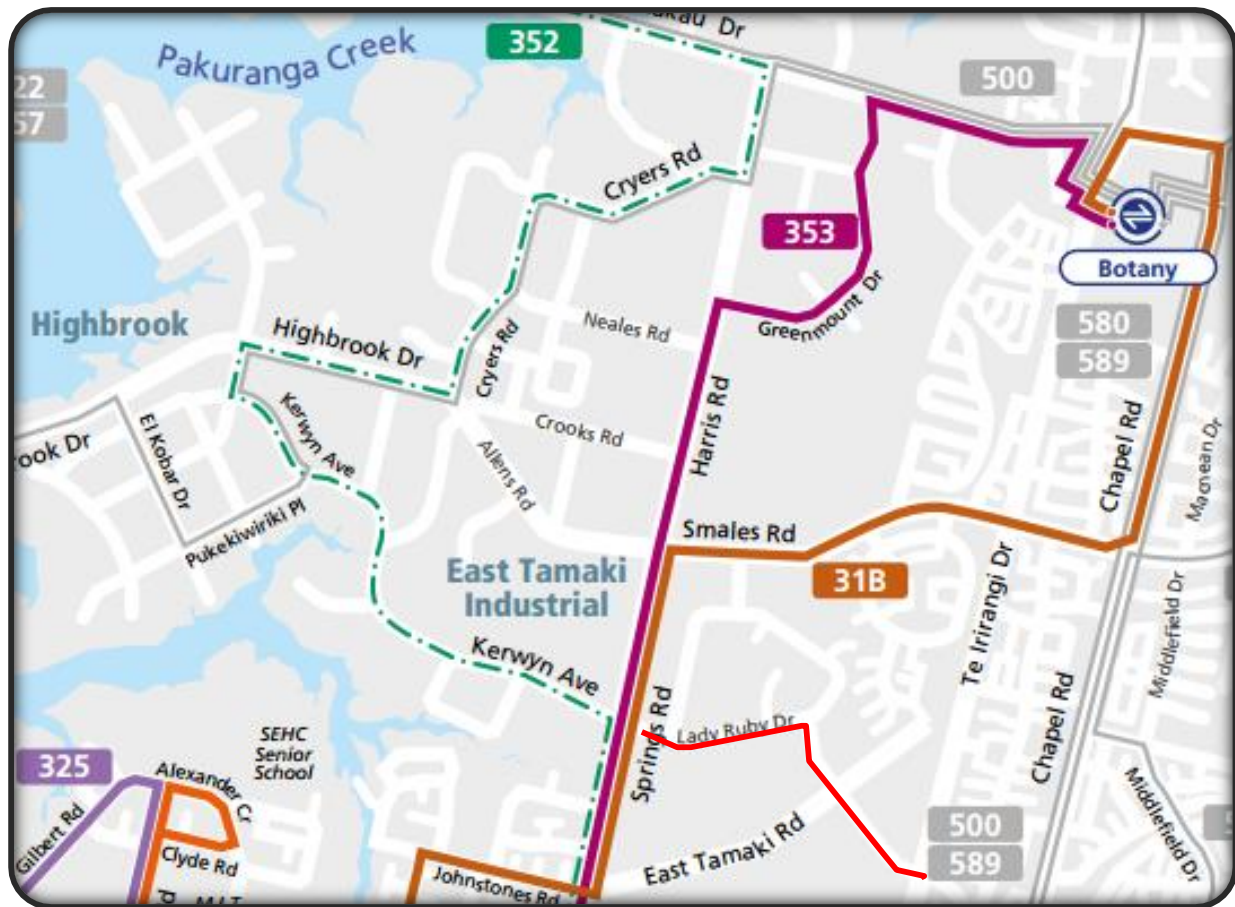
Route

We believe that this service would prove more time efficient as a connector service if it was to commence from the Otahuhu Train Station, then onto the Otahuhu Bus Terminal, and right onto Great South Rd until it links with the current route (as indicated in red on the map below). These changes would provide a more central link to the rail system, and other feeder services travelling from the north and southwest.



566 Lady Ruby Drive – Accent Drive

We have identified one particular area in East Tamaki where a service will be decommissioned and not replaced. This area forms part of the current 566 service, and encompasses Lady Ruby Drive, Accent Drive, and the Eastern end of East Tamaki Rd (as indicated in red on the map below).



This is an area that already accommodates a significant number of medium to large distributors and manufacturers, is surrounded by land that has been earmarked for greenfield development in the future, and where parking is already becoming an issue.

To fill this void in service we intend to construct a business case/s for alternative services to the public transport network, which would cater for employees in the area indicated, as well as other small pockets that are geographically handicapped by the proposed new Southern network, and potentially twilight shift workers that commute outside reasonable hours of public transport operation.

GETBA is supportive of the proposed Southern Network, and we hope that these suggestions are taken on board as constructively as they are intended.

For any questions about this submission, please contact:

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