

How Nelson-Tasman Doubled Bus Patronage in Three Months

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How Nelson-Tasman Doubled Bus Patronage in Three Months

Key points:

1. What the improvements were, and why they were effective
2. Actual patronage achieved so far, and how it compares to predicted patronage
3. What we can learn from Nelson-Tasman



Improvements and why they were effective

Legend

- **Route 1** - Nelson > Bishopdale > Stoke > Richmond
 - **Route 2** - Nelson > Tahunanui > Stoke > Richmond
 - **Route 3** - Nelson > Atawhai
 - **Route 4** - Nelson > The Brook
 - **Route 5** - Nelson > Hospital > Toi Toi
 - - - - **Route 5** - Nelson > Hospital > Toi Toi - Off Peak Only
 - - - - **Route 6** - Nelson > Washington Valley > Tahunanui - Off Peak Only
 - **Route 7 A** - Stoke Loop > Marsden
 - - - - **Route 7 B** - Stoke Loop > Nayland
 - - - - **Route 7 C** - Stoke Loop > Saxton
 - **Route 8E** - Richmond Loop > Champion Road
 - - - - **Route 8W** - Richmond Loop > Three Brothers Corner
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- NBUS Terminus/Transfer Point
 - 1** Fare Zones
 - Hospital
 - Transfer Point



BEFORE

The Late Late Bus

Friday and Saturday night bus service.
 This late night loop service travels out to Richmond via Tahunanui and returns to Nelson via Bishopdale.
 The Late Late Bus does not have bike racks and is not wheelchair accessible.
 For more information visit: trackabus.co.nz/nelson



AFTER



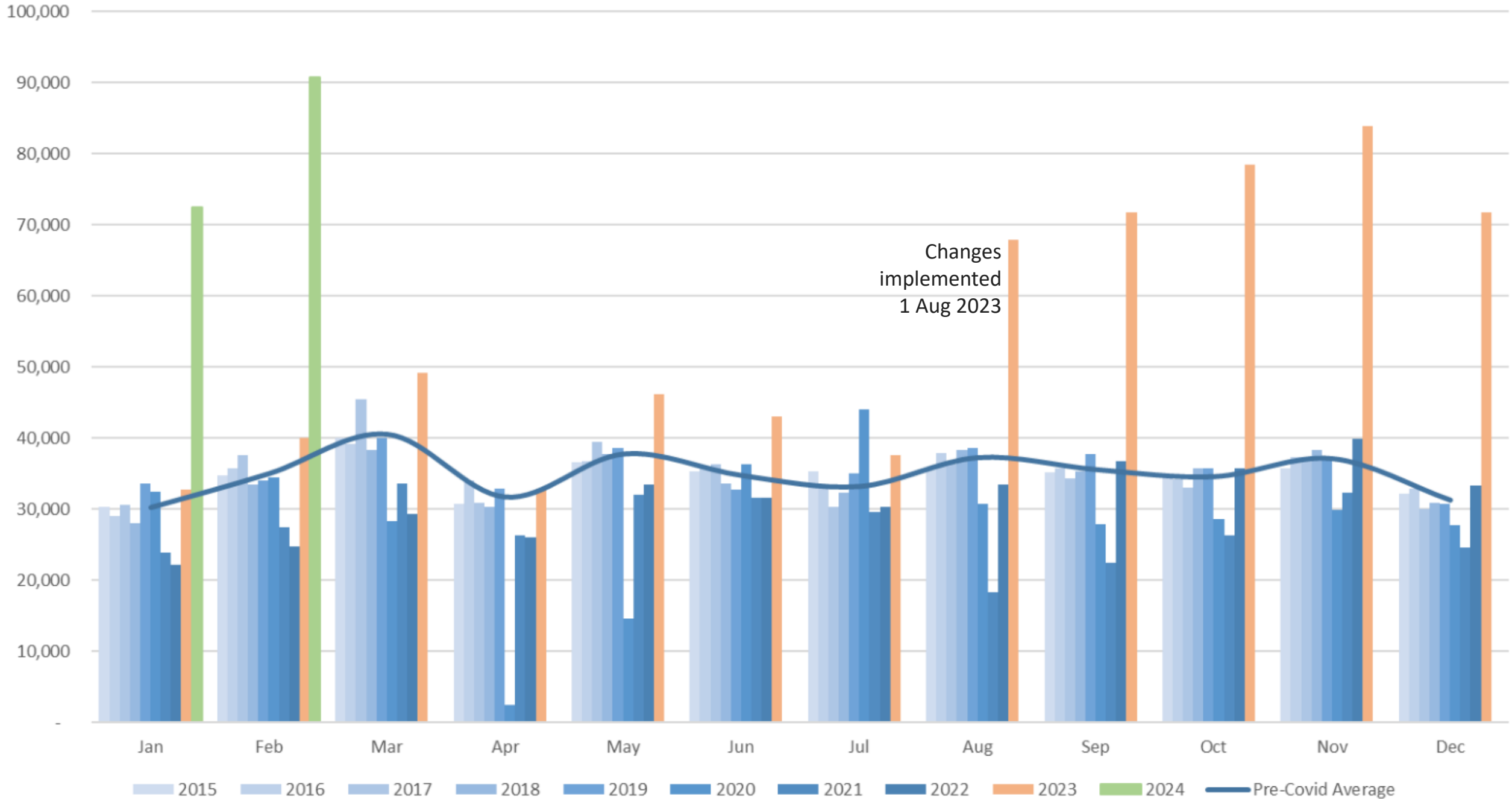
Bee Card Fare	Adult	Child / Student / CSC
1 Zone (Nelson)	\$2.00	\$1.35
2 Zones (Nelson-Stoke)	\$2.40	\$1.80
3 Zones (Nelson-Richmond)	\$2.80	\$2.25

Bee Card Fare	Adult	Child / Student / CSC
1 Zone (Nelson-Richmond)	\$2.00	\$1.00
2 Zones (Nelson-Wakefield)	\$4.00	\$2.00
3 Zones (Nelson-Motueka)	\$6.00	\$3.00



Actual patronage achieved so far

Monthly Patronage from 2015 to 2024





The predicted patronage for the first year was 746,000 passengers



If trends continue, the actual patronage for the first year is set to hit 983,000 passengers – an increase of approximately 33%





What we can learn from Nelson-Tasman



Learnings

- A whole-of-system approach can result in a step-change in public transport usage
- Fixed-route public transport can be successful in peri-urban areas
- Be prepared for unintended outcomes, such as higher than anticipated patronage affecting running times, and heavier electric buses impacting pavements





Conclusion

- Patronage has doubled over the first three months, and this trend has continued across the first seven months.
- Improvements were made to the route structure, frequency and span, coverage to areas like Wakefield, Mapua, Motueka and the airport, fares, bus stop infrastructure, information and branding, and vehicles.
- Many learnings that can be applied to public transport upgrades in other regions.





Acknowledgements



