



**When free public transport is not  
enough**

**Christine Cheyne and Imran Muhammad**

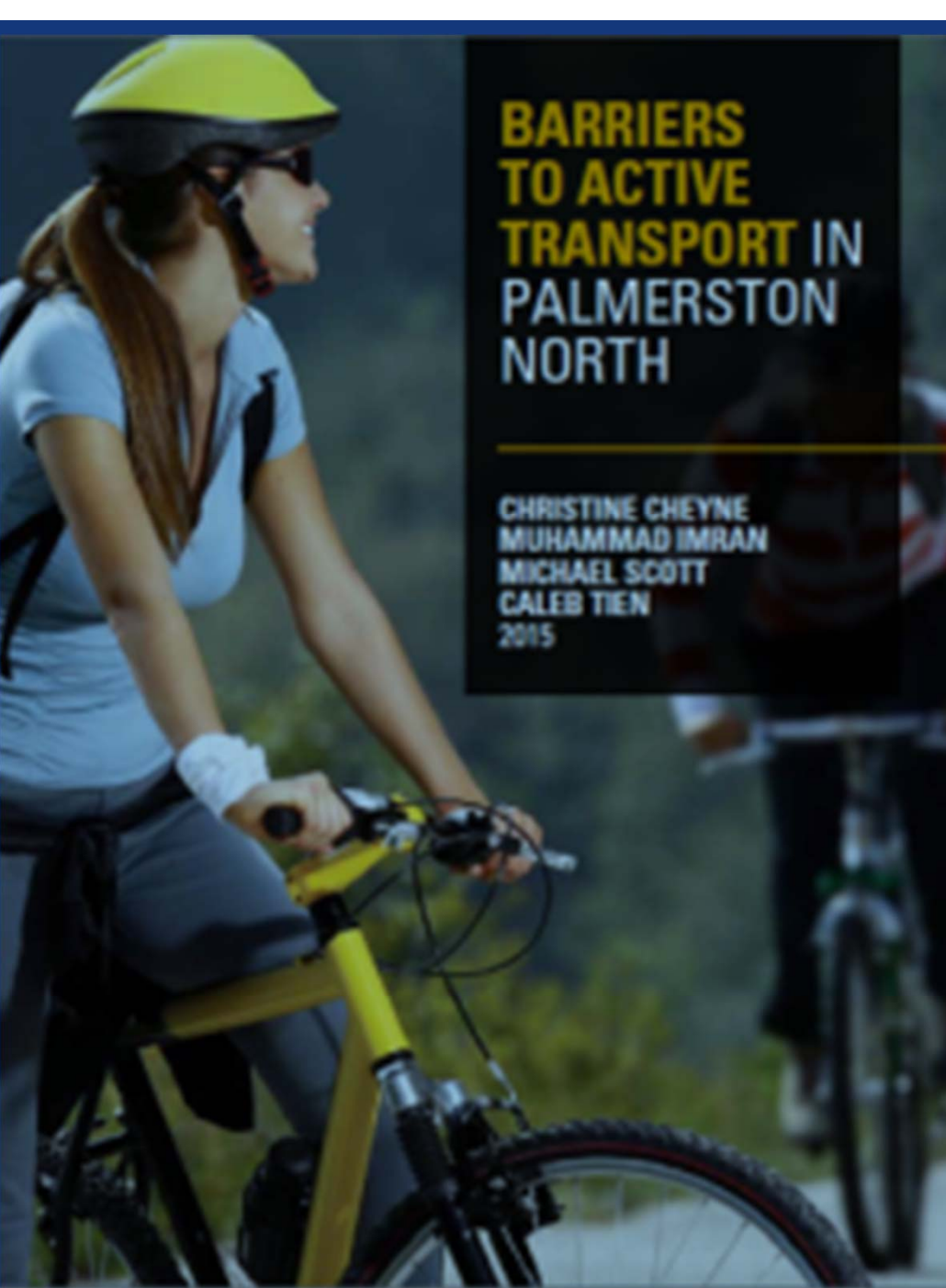
'March madness'  
what to do about it, and with it, and  
afterwards?

Thanks to  
Imran Muhammad  
Christian Davey  
Ella Sparrow  
Savannah Redmond  
Horizons Regional Council transport planners

# March madness research questions

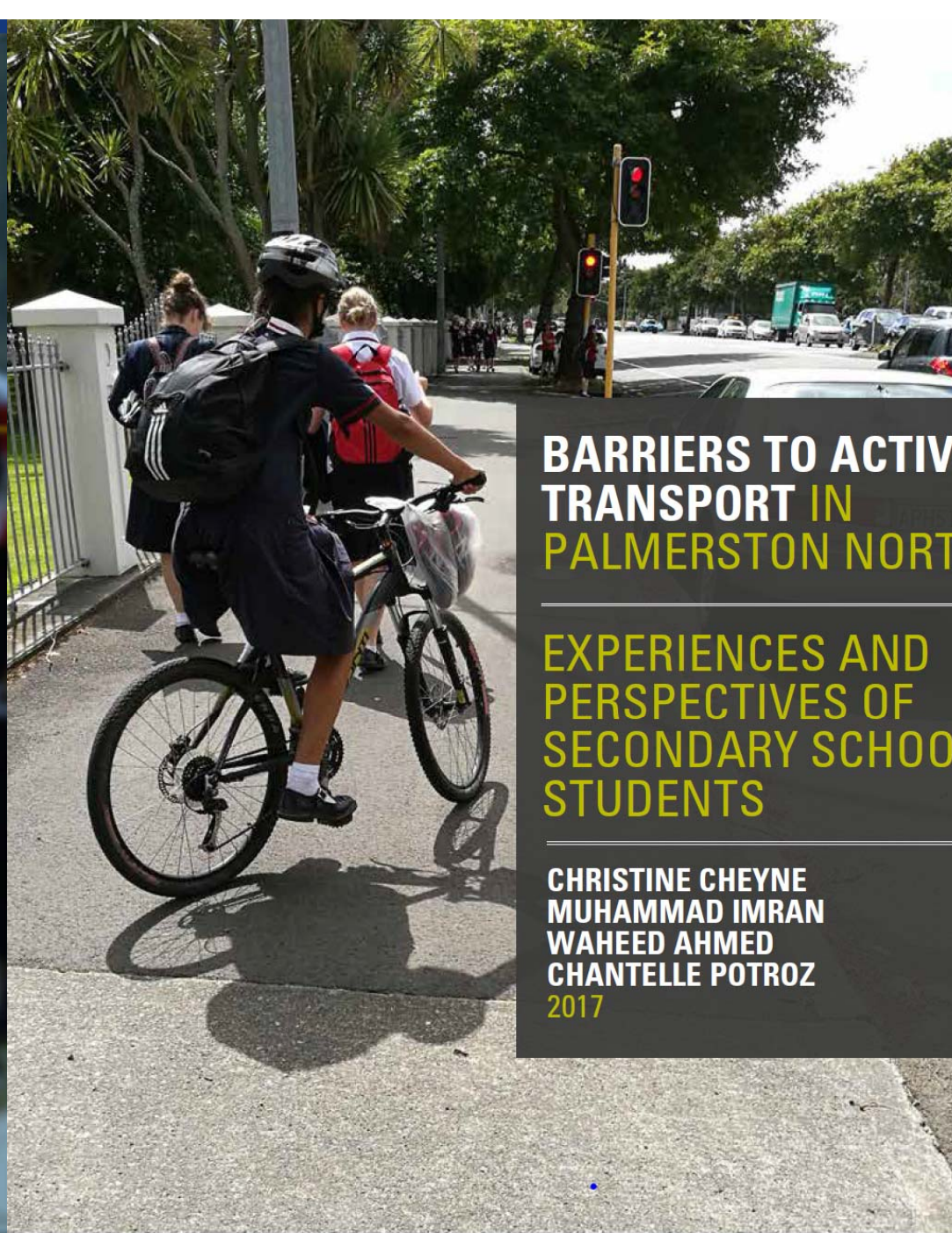
- How do we maintain initial interest in public transport and arrest decline in PT patronage?
- How do we achieve better integration of active and public transport to reduce road transport emissions, reduce congestion, and improve health?





# BARRIERS TO ACTIVE TRANSPORT IN PALMERSTON NORTH

CHRISTINE CHEYNE  
MUHAMMAD IMRAN  
MICHAEL SCOTT  
CALEB TIEN  
2015

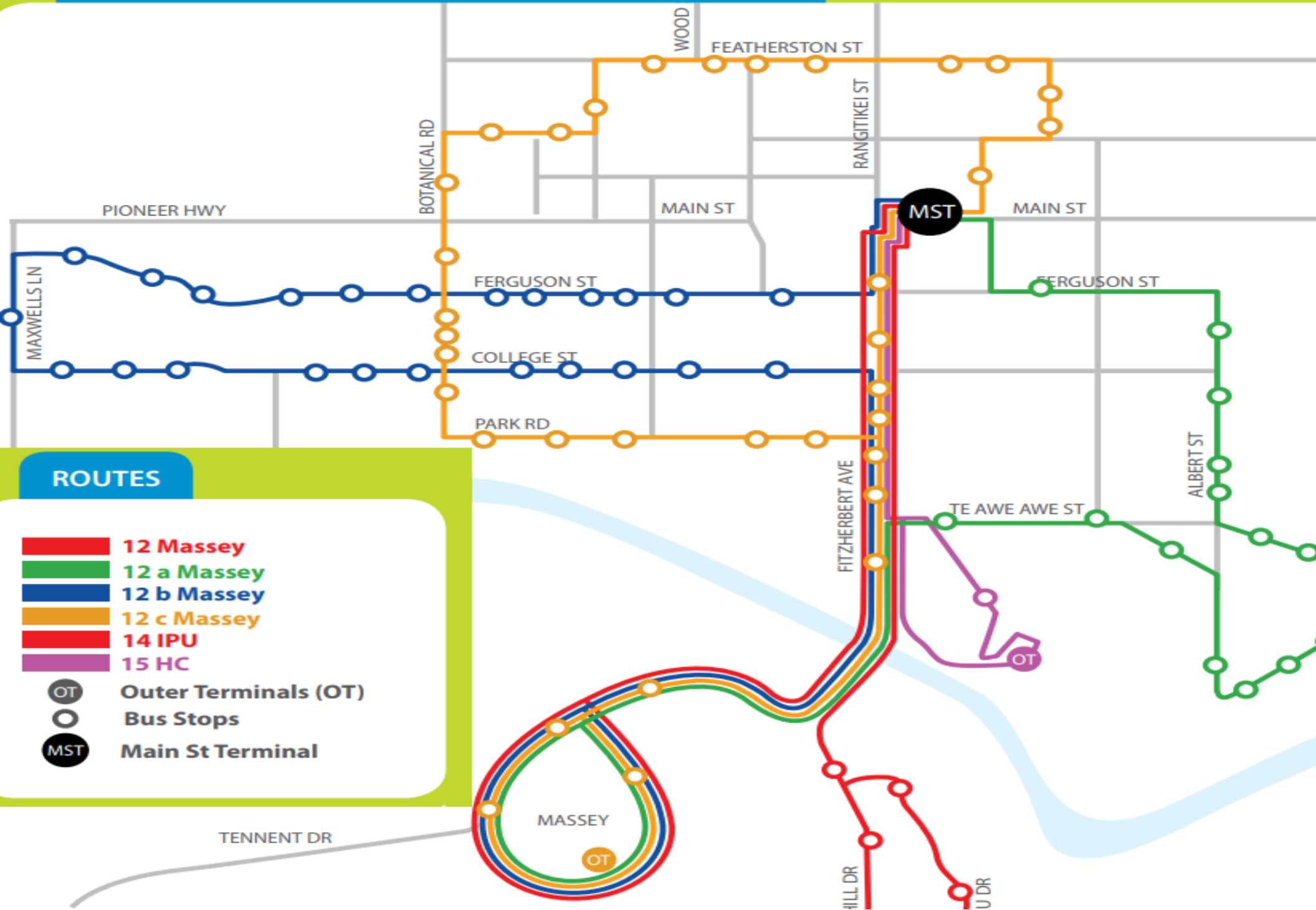


# BARRIERS TO ACTIVE TRANSPORT IN PALMERSTON NORTH

## EXPERIENCES AND PERSPECTIVES OF SECONDARY SCHOOL STUDENTS

CHRISTINE CHEYNE  
MUHAMMAD IMRAN  
WAHEED AHMED  
CHANTELLE POTROZ  
2017

# PALMERSTON NORTH – MASSEY

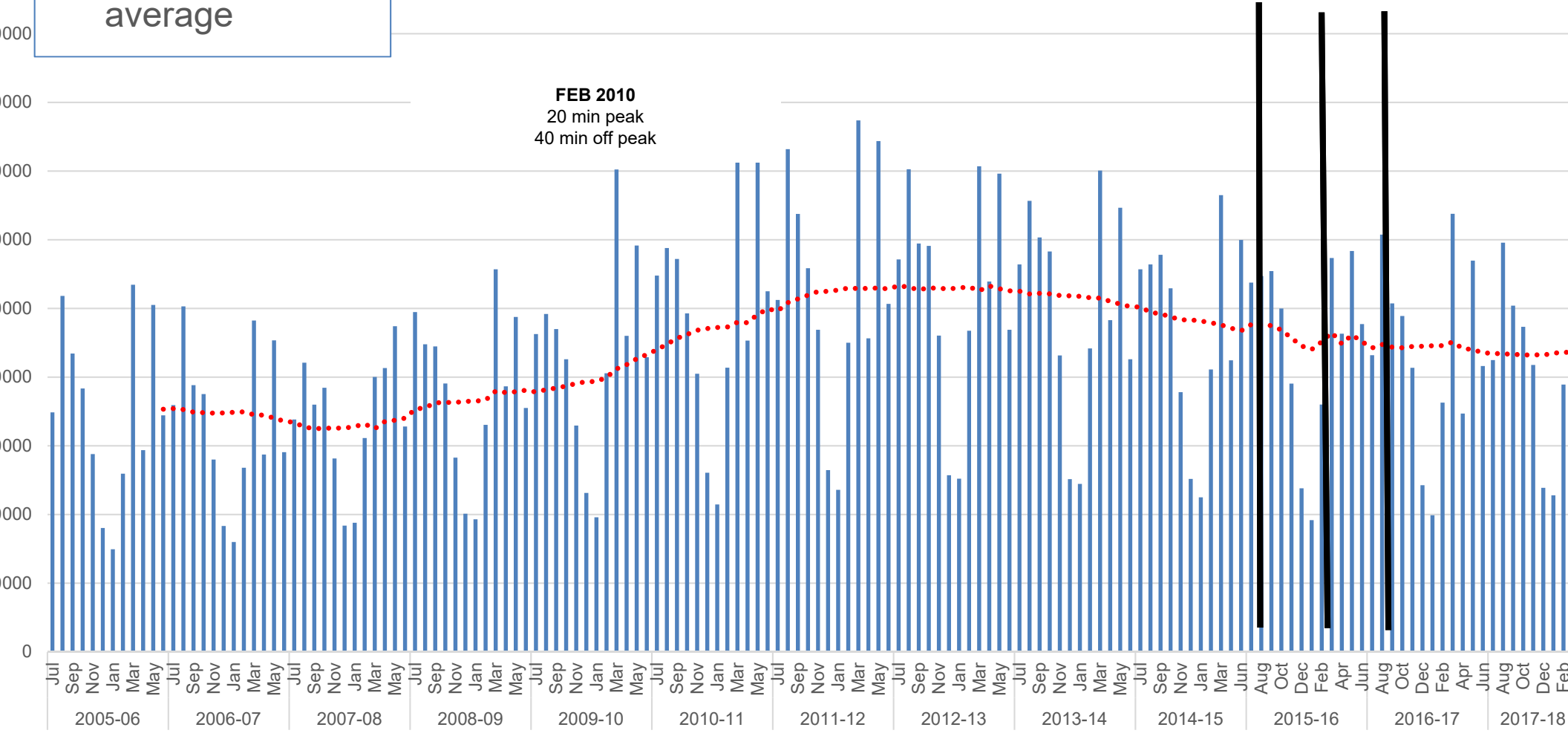


# Total Patronage Palmerston North Services

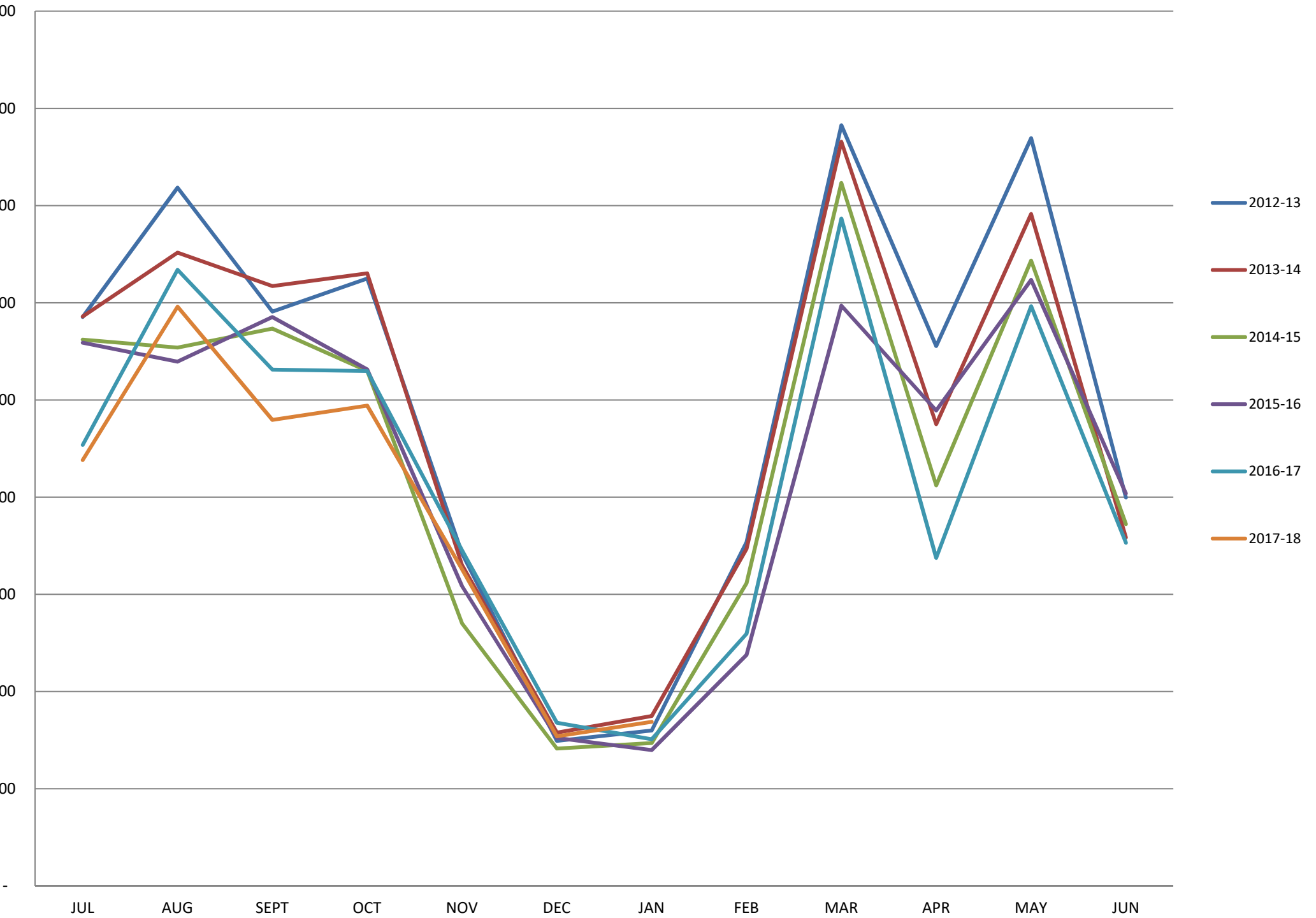
## July 2005 – March 2018

■ Total  
⋯ 12 month moving average

**JULY 2016**  
 - Summerhill  
 - Fernlea  
**FEB 2017**  
 - 10 min peak  
 - Late nights  
**AUG 2017**  
 - Weekends



# MUUA Monthly Total



# Key factors influencing decline in patronage

- Decline in population (e.g. decline in student numbers, decline in staff numbers)
- Cost
- Increase in use of other modes (more people in cars – driving, ride-sharing), more people biking)
- Decline in fuel costs
- Increase in cost of PT



# Massey urban bus service

- approximately 150 services a day to and from Massey's Manawatū campus on routes 12, 12A, 12B, 12C and 15
- Complex timetable
- Service improvements in July 2017
- Universal Access scheme (free travel for full-time staff and students) introduced 2014



# Massey Bus User Survey

75 participants through approaching people using bus – approx. 70% female and 30% male

4 phases of data collection  
March-May 2018: weeks 2, 6, 6, 8 of 12 week semester

Student interviewers asked participants how they travelled to the campus each day (mode of transport) in each direction and their main reason for use of that mode



# Key findings

Main reason for not using the bus is the need to travel to or from places (e.g. farm) not easily accessible from bus route including airport.

One reason for taking car is that they missed the bus.

Overwhelmingly, main reason for use of bus is (lack of) cost

But there there are many deterrent factors that need to be addressed from location of bus stops to frequency of services



# Where to from here?

Reducing cost of PT removes a significant barrier but must be accompanied by other enhancements and segmented promotion

Highlight health benefits (AT, AT&PT)

Lots of scope to have better bike-bus (& train) integration

Exchange insights with other urban areas seeking to increase AT & PT

# Paris Mayor Floats Free Transit for All

BY RACHEL DOVEY | MARCH 23, 2018

Thank you!

