

Attachment 2

updated 23 May 2021

City Centre Bus Plan (CCBP) Communications Plan

What

Auckland Transport is sharing its plan for buses in the City centre to deliver on the City Centre Master Plan.

The City centre is undergoing a transformation right now, with the Downtown works nearing completion and work on the City Rail Link continuing. While these projects will deliver improvements for public and active transport, buses are (and will continue to be) a key part of the transport system to, from and through the city centre.

Buses are flexible, they connect people to the city from places without rail connections and are space efficient.

There is increasing demand on all road space in the city centre as more pedestrians, cyclists and deliveries take place. Auckland Transport has developed this plan to ensure that the bus network can continue to operate into the future and meet the needs of the city. This plan will help deliver the outcomes of the CCMP, which prioritises the City centre as a place for people, so we can all enjoy a safe, healthy and well-connected city centre.

The City Centre Bus Plan will:

- **Make the bus system simpler and easier to use**
- **Make the system operate better including meeting customer and driver needs when buses aren't operating and providing faster more reliable journeys**
- **Improve access to the city centre, particularly from places that can only be served by bus.**
- **Future proof the bus system for growth and additional capacity**
- **Deliver the outcomes of the City Centre Master plan**

This 36-page plan is intended to:

- inform the public and key stakeholders of our intentions and seek feedback
- inform and influence city centre planning, in line with the CCMP and AT's Bus Reference Case¹
- be a precursor to future formal consultation on infrastructure proposals in this city centre bus plan

Purpose of engagement

We want the plan to gain support from key stakeholders.

We will speak with partners and key stakeholders in advance of public release to explain the goal and details of the plan and to also inform us of potential risks and opportunities. This engagement will enable us to consider and address these before we take the plan to broader public engagement.

¹ <https://at.govt.nz/media/1934743/city-centre-bus-reference-case-report-revised-draft.pdf>

We wish to obtain political champions for the City Centre Bus Plan early on to support the proposals of the plan and help AT to gain wider support.

The document will be a precursor to informing future investment business cases and infrastructure proposals, which will be formally consulted upon at the appropriate time.

When

Milestones are set out in Appendix A, and summarised below:

- Design and Delivery Committee 18 May 2021
- AT Board 27 May 2021
- Discussions with Ngāti Whātua after the 27 May Board meeting
- Update to Auckland City Centre Advisory Board (ACCAB) meeting 21 June 2021
- Wider engagement after 27 May 2021
- Public launch of City Centre Bus Plan 6 July 2021 (proposed)

Discussions with some stakeholders are already underway regarding the high-level principles of the City Centre Bus Plan. We will book meetings with all key stakeholders (see list below) to begin immediately after 27 May 2021 (should AT Board approval be obtained).

Issues

- Modes of transport other than public transport are not covered by this plan (although they are referred to). This may lead to questions such as “what about bikes?”
- There are several other plans for the city centre creating potential confusion. We will need to explain where buses fit into this environment.
- People are already going through a lot of change in the city centre and we are proposing more. We need to show how the plan fits into this environment to create a coordinated approach to future development of the city centre.

The image below illustrates the timeline for the implementation of the outcomes of this plan. None of the proposals suggested in the plan would be delivered until after City Rail Link is open.

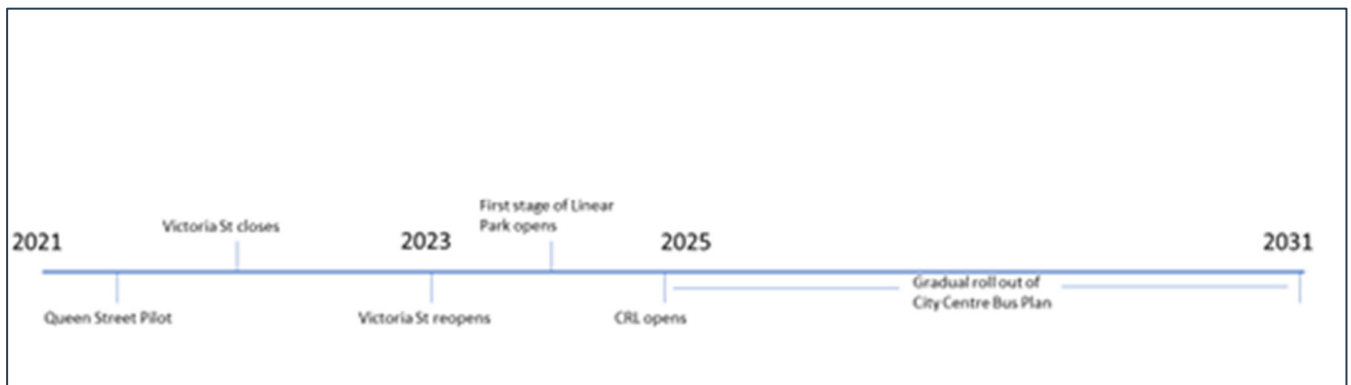


Figure 1: Timeline of expected activity in the city centre, showing the City Centre Bus Plan commencing after CRL

Risks

Issue	Mitigation
Incorrect information about the purpose and details of this plan are passed on to others.	Identify interested parties (positive and negative) and discuss and explain the plan early with them. Start with people/groups most likely to understand the aims of the plan and build on their support with subsequent others.
A lot of other similar but distinct activity is already happening or about to happen in the city centre and this could be confused with the activities in this plan.	Explain where this plan fits in with the other works in the city centre. Use existing relationships within AT and AC
There may be other AT projects underway or yet to begin that don't acknowledge this plan.	Provide extensive internal promotion of this plan with AT and AC teams.
There is a lot happening for AT staff this year. Will they be able to manage the work to introduce this document well?	Plan early. Identify priorities in plan. Allocated dedicated resource.
We create a bad impression for the plan (and AT) by approaching stakeholders without understanding their needs, views and history with AT and other projects.	Get feedback and assistance from AT and AC people with experience with our stakeholder audience.

Key messages

The city centre is the heart of the region, and the heart of the transport system. Buses are vital for moving people to, from and around the Auckland city centre. Any growth in trips to the city in the future need to be on public transport. While the City Rail Link (CRL) and future rapid transit will transform regional connectivity, buses will still bring the greatest number of people into the city centre.

This plan will help to achieve the following:

- Improved customer benefits
 - Our city centre bus system doesn't work as well as it could and customers have told us that their experience of using buses in the city centre is substantially worse than the rest of Auckland.
 - This plan will make the bus system easier to use – more legible, more connected, more reliable, more accessible – while allowing for Auckland's expected growth.
- Operational improvements
 - Delivery of this plan helps us to meet Auckland's future growth on the public transport network
 - Moving buses to off-street facilities rather than beginning and ending their services on-street will help with improving air quality in the city centre. In addition, 50% of buses operating in the city centre are planned to be electric by 2025.
 - The plan will free up space for pedestrians in the city centre and remove buses from narrow side streets and free 1.2 kilometres of kerb-side space currently allocated to buses.

- Strategic alignment
 - This plan will help to create a safe, healthy and well-connected city centre we can all enjoy and will help enable the outcomes of the City Centre Masterplan (CCMP).
 - The City Centre Bus Plan is a ten-year vision for buses in the city centre but benefits will be delivered on an incremental basis over the 5-10 year period.
- AT has a three-step plan to improve the city centre bus system:
 1. Create two new high-quality dedicated east-west bus corridors on Customs Street and Wellesley Street, with fewer, higher quality and safer stops.
 2. Establish off-street facilities for urban and potentially inter-regional bus passengers. These facilities would include safe and comfortable waiting spaces, facilities for drivers, and bus charging facilities. Proposed locations for these are in Downtown, Wynyard Quarter, Beach Road and Learning Quarter areas.
 3. Make changes to bus services so that bus routes run through the city centre rather than only to the city centre.

This is the first stage of stakeholder engagement to inform and direct further planning and development of detailed proposals. We are seeking feedback and will consult on subsequent proposals as details and business cases are determined.

Who

Partners:

- Ngāti Whātua
- Panuku
- Waka Kotahi

Stakeholders:

- Universities
- Bike Auckland
- SkyCity
- Auckland Council Planning Committee
- Mayor's Office
- Chloe Swarbrick MP
- Waitemata LB
- Councillors
- Heart of the City
- City Centre Residents Group
- Downtown project
- Existing bus users
- Ports of Auckland
- Property Council
- Cooper & Co
- VHHL
- Precinct Properties
- Media
- Auckland Transport internal
- Auckland Council internal
- Automobile Association
- Greater Auckland
- Waka Kotahi

Full stakeholder list in separate document.

Channels

- Printed document
- Web content / video
- Email
- Face to face meetings
- Social media
- Launch event

Responsibilities

Engagement: Edward Newbigin, Principal Planner Customer Engagement, Service Network Development, Integrated Networks



Appendix A: Timeline

City Centre Bus Plan Engagement Timeline

05/04/21 12/04/21 19/04/21 26/04/21 03/05/21 10/05/21 17/05/21 24/05/21 31/05/21 07/06/21 14/06/21 21/06/21 28/06/21 05/07/21 12/07/21



PCG (Project Control Group)	7-Apr-21														
ELT (Elected Leadership Team)			22-Apr-21												
ACCAB (Auckland City Centre Advisory Board)											21-June-21				
AT Board							27-May-21								
Book meetings with key stakeholders															
Meeting with Mayor's Office															
Discuss with Ngāti Whātua															
Meet with other stakeholders															
First meeting with media															
Launch City Centre Bus Plan														6-Jul-21	