

Transit Corridor Plan:

**Main Road from Glenorchy
to Hobart CBD
(including New Town Road
and Elizabeth Street)**

Draft For Public Consultation

June 2013

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EXECUTIVE SUMMARY

- The State Government has developed a draft Transit Corridor Plan to improve public transport on the Main Road Corridor which links Glenorchy to the Hobart CBD. The community is encouraged to provide comment on the draft Plan and its recommended options. State Government will use this feedback to help shape the final Plan.
- The draft Transit Corridor Plan aims to improve the Corridor from a public transport perspective, which will help create more sustainable, accessible, healthy and liveable communities.
- Providing better public transport services benefits local businesses by increasing pedestrian presence or 'footfall' in retail centres, benefits individuals by improving affordable access to employment and services, and it also mitigates traffic congestion and parking pressures in retail centres.
- Supporting people to shift from using private cars toward greater use of public transport is associated with higher levels of physical activity as people tend to walk to and from the bus, and this has health benefits for individuals.
- Road transport currently contributes to 92 percent of transport greenhouse gas emissions in Tasmania, with cars being the largest contributors. Supporting a shift toward use of public transport will assist the State in meeting its legislated target to reduce greenhouse gas emissions to at least 60 percent below the 1990 levels by 2050.
- The recommendations set out in this paper will encourage more people to use public transport for a variety of trip purposes such as travelling to work, shopping, accessing social services and for socialising.
- If implemented, the Plan will:
 - Reduce travel times for bus passengers and ease traffic congestion on the Main Road Corridor;
 - Improve bus passenger experience through upgraded bus stops, introduction of real time travel information and creating more frequent and regular bus services;
 - Improve walking and cycling access to the Main Road Transit Corridor and its activity centres;
 - Provide incentives and opportunities for more people to live closer to high quality public transport services and activity centres where there are jobs, services and shops; and
 - Maximise our investment in existing roads and bus services.
- The State Government is already taking steps to improve the bus frequency on the Main Road Corridor, through the provision of funding to improve

frequency and hours of operation for a 12 month pilot. This is expected to commence in August 2013.

- Some of the other recommendations within the Plan are presently unfunded and will require funding to be obtained through standard State and local Government budget allocation processes, or by redirecting existing resources.
- Through the Passenger Transport Innovation Fund, the State Government has made some funding available for progressing planning for the bus priority and bus stop improvement initiatives, if they remain in the Final Plan. The intention is that additional public consultation will be conducted around the planning of these specific measures. Additional funding will need to be sought for implementation.
- The table below outlines the recommended options and current status in terms of funding.

Figure 1 Summary of recommended options

RECOMMENDED OPTIONS	STATUS AND RESPONSIBILITY
Bus service reforms	
Improved frequency and hours of operation of bus services	
<p>1. Immediate improvements to bus frequency in response to demand:</p> <ul style="list-style-type: none"> • Weekday (7:00 AM-7:00 PM): frequency every ten minutes or less. • Saturday (7:00 AM-7:00 PM): frequency every 20 minutes. • Sunday (7:00 AM-7:00 PM): frequency every 30 minutes. • All days (before 7:00 AM and after 7:00 PM, except when services are not operating): frequency every 30 minutes. 	<p>Metro Tasmania</p> <p>Funded: State Government has provided funding for a 12 month pilot.</p> <p>Short-term: due to improve frequency in mid 2013.</p>
<p>2. Immediate improvements to hours of operation to ensure consistency across the week:</p> <ul style="list-style-type: none"> • Monday to Friday: services commence at 5:30 AM and finish by 1:00 AM. • Saturday: services commence at 6:15 AM and finish by 1.00 AM. • Sunday: services commence at 7:00 AM and finish by 10.00 PM. 	<p>Metro Tasmania</p> <p>Funded: State Government has provided funding for a 12 month pilot.</p> <p>Short-term: due to improve hours of operation in mid 2013.</p>
<p>3. Ensure any changes provide services with predictable and consistent frequencies (harmonised timetables).</p>	<p>Metro Tasmania</p> <p>Funded: State Government has provided funding for a 12 month pilot.</p> <p>Short-term: due to improve harmonisation in mid 2013.</p>
<p>4. In the medium-term, monitor demand and make the necessary improvements to frequency and hours of operation.</p>	<p>Metro Tasmania</p> <p>Unfunded: consider utilising existing resources.</p> <p>Medium term</p>
Simplify Northern Suburb bus services	

<p>1. Metro Tasmania to undertake a Northern Suburbs Bus Service Review to ensure routes are as simple and direct as possible and maximise use of the Transit Corridor.</p>	<p>Metro Tasmania Funded: from Metro's existing resources Short-term</p>
<p>Bus stop optimisation</p>	
<p>1. Optimise the number of bus stops along the Corridor to improve travel time reliability.</p>	<p>Metro Tasmania Part funded: State Government has provided funding to undertake detailed planning. Additional funding sought: Funding application submitted under Nation Building 2. State Government will pursue other opportunities to fund the final agreed implementation measures. Utilise existing Metro resources to assist with planning. Short-term</p>
<p>Infrastructure development</p>	
<p>Bus priority measures</p>	
<p>1. Implementation of short-term bus priority treatments to improve travel time reliability for buses, including:</p> <ul style="list-style-type: none"> • Bus priority approaching major intersections (reallocation of road space and providing signal priority). • Removal of Springfield Depot inward diversion. 	<p>DIER, Glenorchy and Hobart City Councils. Part funded: State Government has provided funding to undertake detailed planning Additional funding sought: Funding application submitted under Nation Building 2. State Government will pursue other opportunities to fund the final agreed implementation measures. Utilise existing DIER resources to assist in planning. Short-term</p>
<p>2. Investigation of medium-term bus priority treatments to reduce the diversion caused by the one-way street network within the Hobart CBD.</p>	<p>DIER and Hobart City Council Funding sought: Funding application submitted under Nation Building 2. State Government will pursue other opportunities to fund the final agreed implementation measures. Utilise existing DIER resources to assist in planning.</p>

	Medium-term
3. Investigation of medium-term bus priority treatments at key intersections, such as queue-jump bus lanes and bus-early start signal priority. For the longer-term, consider set-back bus lanes depending on the effect of short and medium term bus priority measures.	DIER, Glenorchy and Hobart City Councils Unfunded Medium to long-term
4. Develop a uniform 'brand' for bus priority infrastructure, through the use of a distinctive colour.	DIER Unfunded: consider utilising existing resources. Short-term.
Improved bus stop infrastructure	
1. Upgrade bus stop infrastructure, including shelters, seating and passenger information displays and ensure stops are accessible (DDA compliant).	Metro Tasmania Part funded: State Government has provided funding to undertake detailed planning Funding sought: Funding application submitted under Nation Building 2. State Government will pursue other opportunities to fund the final agreed implementation measures. Utilise existing Metro resources to assist with planning. Short-term
2. Review bus stop lengths to ensure the space is adequate for efficient bus manoeuvrability.	Metro Tasmania Unfunded: consider utilising existing resources. Short-term: undertake as part of bus stop infrastructure upgrade.
A better urban environment to support and encourage the use of public transport, walking and cycling.	
1. DIER and Glenorchy and Hobart City Councils to ensure urban design frameworks for activity centres within the Transit Corridor support and encourage public transport, walking and cycling.	DIER, Glenorchy and Hobart City Councils Unfunded: consider utilising existing resources. Short to long-term.
2. Improved pedestrian connections to major bus stops within activity centres through targeted	DIER, Glenorchy and Hobart City Councils Funding sought (Hobart Bus

<p>infrastructure upgrades and/or signage. Major bus stops to target include:</p> <ul style="list-style-type: none"> • Hobart Interchange (subject to the outcomes of the Hobart Central Bus Interchange project). • Glenorchy Interchange. • Elizabeth Street bus stops (between Liverpool and Bathurst Streets, bus stop id 3385/341 and 958). • North Hobart activity centre (bus stop id 346 and proposed new stop near Lefroy Street). • Moonah activity centre (bus stop id 358 and 937). • New Town activity centre (bus stop id 354 and 944). 	<p>Interchange): Funding application submitted under Nation Building 2. State Government will pursue other opportunities to fund the final agreed implementation measures.</p> <p>Other projects - Unfunded: requires budget allocation.</p> <p>Short-term.</p>
<p>Improved cycling connections to the Transit Corridor</p>	
<p>1. Improved connectivity, through targeted infrastructure upgrades and/or signage for the following Transit Corridor cycling connections:</p> <ul style="list-style-type: none"> • Bathurst Street, Molle Street to Campbell Street. • Burnett Street, Murray Street to Campbell Street. • Newdegate Street, Mellifont Street to Elizabeth Street, with link via Strahan Street to Argyle Street. • Archer Street, Argyle Street to New Town Road. • Bay Road, Inter-city cycleway to New Town Road via Cross Street. • Bromby Street, Inter-city cycleway to New Town Road. • Derwent Park Road or alternative route (eg. Bayswater Road, Lutana rail spur). • Tolosa Street or alternative route (Humphreys Rivulet). 	<p>DIER, Glenorchy and Hobart City Councils</p> <p>Unfunded: requires budget allocation.</p> <p>Short to long-term.</p>

Provision of secure bicycle parking at select locations on the Transit Corridor	
1. Provision of additional short-term bicycle parking facilities within Moonah activity centre.	Glenorchy City Council Unfunded: requires budget allocation. Short-term.
2. Investigate the provision of long-term secure bicycle parking at Glenorchy activity centre.	DIER, Glenorchy City Council. Unfunded: requires budget allocation and/or utilisation of existing resources. Short-term.
Improved passenger service information	
1. Provision of simplified, easy to understand and accessible pre-trip information including: <ul style="list-style-type: none">• Internet journey planners.• Integrated website for all Greater Hobart bus services.	Journey Planner: Metro Tasmania Funded: from Metro's existing resources Short-term: scheduled to occur in 2013. Integrated website: Metro Tasmania and private bus operators. Unfunded: requires budget allocation and/or utilisation of existing resources. Short-term.
2. Provision of real time passenger information: <ul style="list-style-type: none">• Fixed roadside passenger information at interchanges and major bus stops.• Smart phone applications, SMS and recorded messaging.• Web-based information.	Metro Tasmania Funding sought: Funding application submitted under Nation Building 2. State Government will pursue other opportunities to fund the final agreed implementation measures. Short-term
Planning	
Better managing our road network for competing uses	
1. Develop a road network approach within Hobart and Glenorchy local Government areas to establish the priority use of roads by transport mode, time, and place of activity.	DIER, Glenorchy and Hobart City Councils Unfunded: consider utilising existing resources. Short-term
Corridor branding and marketing of services	
1. Better understand the target markets for public transport users and their expectations, in order to create an informed direct	Metro Tasmania Unfunded: utilise existing resources or reallocate funding.

marketing campaign.	Short-term
2. Implement options to brand Metro's Transit Corridor services.	Metro Tasmania Funded: State Government has provided funding for specific marketing activity. Short-term
Increased density and mixed use through infill development	
1. State and local Government to jointly investigate mechanisms to facilitate development, on the Main Road Transit Corridor and its activity centres in the form of higher residential densities and mixed use.	State Government (DIER, Department of Economic Development, Tasmanian Planning Commission, Housing Tasmania), Southern Tasmania Councils Authority, Glenorchy and Hobart City Councils. Unfunded: currently seeking funding from partner organisations. Short to long term

CONTEXT

The *Tasmanian Urban Passenger Transport Framework* (the Framework) identifies Transit Corridor development as a means to create sustainable, accessible, healthy and liveable communities. The vision underpinning the Framework is to consolidate residential and commercial development around key urban roads (known as 'corridors') which carry high quality public transport services to connect activity centres (shopping and employment areas) to the Hobart CBD.

These corridors need suitable infrastructure to enhance the attractiveness and reliability of the public transport services that use them. It is proposed that these corridors will be the focus for investment in public transport, walking and cycling infrastructure.

Land use change will also need to occur over time in order to increase urban population density and activity around Transit Corridors. This will make these communities more desirable places to live and will also support the increased investment and use of public transport services.

The Main Road Corridor from Glenorchy Interchange to Hobart CBD (via Main Road, New Town Road and Elizabeth Street) is the subject of the first transit corridor plan ever to be developed in Tasmania.

What is a Transit Corridor?

Transit Corridors are high frequency public transport routes that pass through high density residential areas and link activity centres to the Hobart CBD.

Activity centres are shopping areas which can also include community and government services, education facilities and recreation, leisure and entertainment activities.

Transit Corridors typically run along main streets as opposed to highways, as main streets attract greater levels of passenger activity due to the presence of attractions such as shops, schools, services and places of work.

Examples of Transit Corridors elsewhere in Australia include:

- Route 86 Tram: one of Melbourne's busiest tram routes, linking the suburban shopping centres of Preston and Northcote to Melbourne CBD.
- Smart bus network in Melbourne: high quality bus network linking suburban shopping centres, hospitals and schools.

Why Main Road?

The Main Road Corridor is one of Greater Hobart's core public transport routes. Its major attributes are listed below.

- Carries 20 percent of Greater Hobart's public transport passengers.
- The Corridor is used for a variety of trips including commuting to work, shopping, accessing services and for social reasons.
- Has a high level of bus frequency throughout the day.
- Contains strong trip attractors at each end of the Corridor; Hobart CBD and Glenorchy and links the activity centres of Moonah, New Town and North Hobart.

A high level review of public transport corridor options in the Northern Suburbs was undertaken as part of the project. The review considered that the Brooker Highway is not suitable for targeted development as a Transit Corridor, as it is Hobart's key urban highway with a vital freight and car-based passenger function, as opposed to being a core public transport route. The Highway is also not adjacent to places where people visit on a regular basis, such as the Glenorchy and Moonah activity centres.

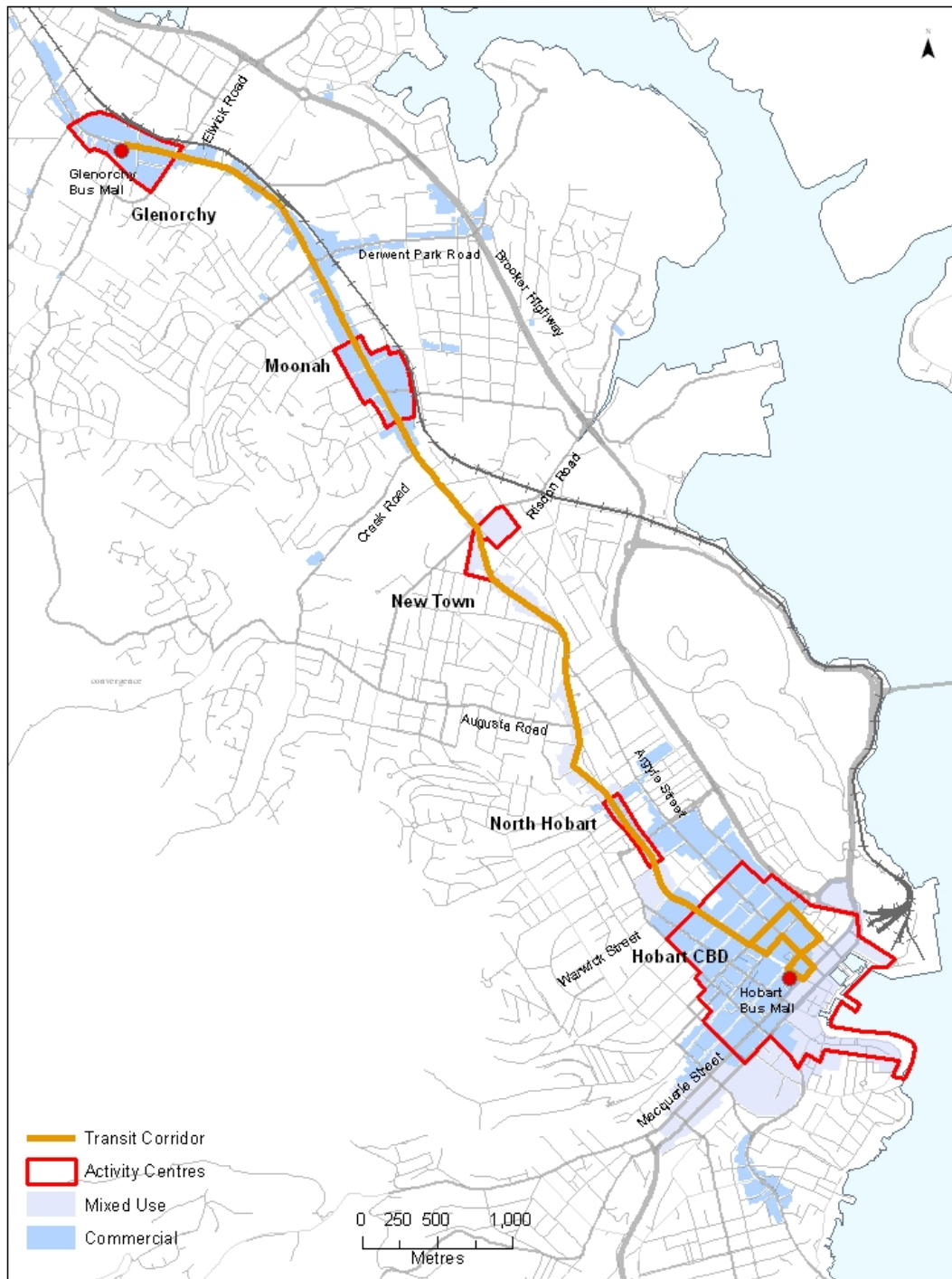
With Tasrail's freight service ending at the Brighton Transport Hub, rather than continuing to Hobart Port, options for utilising the existing rail corridor (either light

rail or bus rapid transit) have been considered by the State Government in recent times. Improving the reliability and effectiveness of public transport on Main Road is not considered to be contrary to future development of public transport options on the rail corridor. Main Road is a vital public transport route in its own right, servicing particular needs and locations that strongly suggest it will continue to be important over the long term, irrespective of future usage of the rail corridor.

Investment on the Main Road Corridor will assist in building the overall market for public transport in the Northern Suburbs, some of which may be ultimately transferred to the rail corridor.

A critical feature of this Draft Plan is the recommendation that both State and Local Government cooperate to implement a program for targeted residential and commercial development along, and adjacent to, the Main Road Corridor. This will be essential to support the future increased investment and use of public transport services, both for buses on Main Road, or trains on the rail corridor. In this respect, the close proximity of the two corridors to each other is beneficial, in that the proposed land use changes will increase the potential demand for public transport services on both routes.

Figure 2 Location of Main Road Transit Corridor



How was the draft Plan developed?

The project is divided into three key stages:

Stage One:

- High level review of Corridor Options Report: confirmed the focus of investigation on Main Road as a Transit Corridor. Completed November 2011.
- Transit Corridor Assessment Reports: identifies problems at the metropolitan and Transit Corridor level to inform identification of options for improving the Corridor. Completed July 2012.

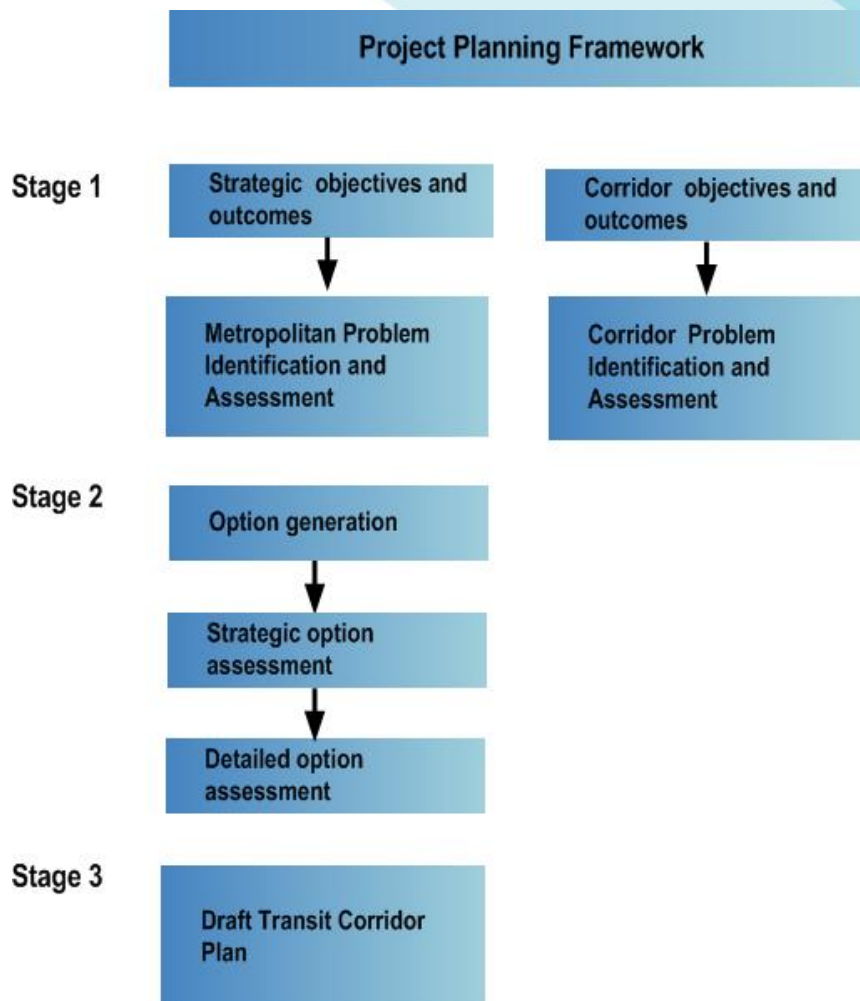
Stage Two:

- Identification of Corridor Improvement Options: finding the best solutions based on a strategic and detailed option assessment. Completed January 2013.

Stage Three:

- Draft Transit Corridor Plan: outlines recommendations for improving the Corridor based on work undertaken in previous stages. This stage involves formal public consultation.

Figure 3 Process of developing the Draft Transit Corridor Plan



Who has been involved in the development of the Plan?

A Steering Committee has overseen the development of the Plan, which includes officers from the Department of Infrastructure Energy and Resources (DIER), Metro Tasmania and Hobart and Glenorchy City Councils.

Workshops with DIER, Metro Tasmania and Council staff were held during Stages One and Two to identify problems and options to improve the Corridor. Workshops were also held with cycling stakeholders to identify where cycling infrastructure is inadequate or missing.

MAIN ROAD TRANSIT CORRIDOR VISION

The vision for the Main Road Corridor is based on the project objectives, and developed in consultation with key stakeholders.

Corridor vision

Main Road is a core public transport route linking Glenorchy to the Hobart CBD, with a public transport system that is frequent, reliable and supported by high quality infrastructure.

The focus will be on improving the reliability and effectiveness of the Main Road bus service to build public transport demand.

To achieve this:

- Public transport will have greater priority on the road.
- Public transport routes will be easy to understand and supported by high quality bus stop infrastructure and passenger information.
- Services will have a high frequency all day, every day.
- Pedestrian and cyclist access to the Corridor will be improved.
- The Corridor will be a focal point for land use change through higher population densities and greater economic activity.

WHY DO WE NEED TRANSIT CORRIDORS?

Greater Hobart has high levels of car use and a low density urban form, which makes the cost-effective provision of attractive public transport services very difficult. Population growth is also occurring in outer urban areas, with lower growth in inner and established urban areas such as Glenorchy, which have better access to public transport.

Outer urban areas have higher levels of car dependency as people have to travel greater distances to go to work, shop and access services and therefore cannot easily access these areas by walking or cycling. Public transport services are often limited because the density is lower and a higher level of service is not sustainable.

Our dependency on cars makes us more vulnerable to increases in oil prices and contributes to higher levels of greenhouse gas emissions. High car use also

increases traffic congestion. It is not sustainable for the State Government to keep building more roads, as experience shows that new roads simply encourage people to use their cars more, which increases congestion in the longer term.

Providing opportunities for people to live in inner residential areas which are close to activity centres and well serviced by public transport, will result in more people using public transport and also walking and cycling.

The public transport system also needs to be improved, so that it becomes more attractive for people to use in terms of reliability (travel time), service frequency and supporting infrastructure, such as accessible and comfortable bus stops. This has benefits to all potential customers, including those who rely heavily on public transport, such as those who are socially excluded and the aged.

Creating high quality Transit Corridors and encouraging more people to live near the Corridor provides the opportunity to maximise the existing investment in infrastructure that State and local Government makes in terms of roads, public transport services, schools, water and sewerage. It also maximises economic and business investment by creating new opportunities for infill development (both residential and commercial) leading to greater population and economic renewal in inner urban areas.

In order to improve the effectiveness and reliability of public transport on the Main Road Transit Corridor, the recommendations within this Plan focus on the following opportunities:

Improving the bus service

1. The current Northern Suburbs bus network is complex and difficult to understand.
2. There is demand for more frequent buses and earlier starting and later finishing times for the bus service each day.
3. Buses currently have poor travel time reliability (slow travel times) on the Transit Corridor.

Improving the quality of supporting infrastructure

1. The Corridor has poor quality bus stop infrastructure and pedestrian links.
2. There are cycling infrastructure gaps in terms of accessing the Transit Corridor and a lack of bicycle parking facilities.

RECOMMENDED OPTIONS

Options to improve the Main Road Transit Corridor were identified in an Option Generation Workshop with stakeholders. These options then underwent a strategic and detailed assessment process, which was based on social and economic benefits and enabled the identification of recommended options.

The recommended options are grouped as:

- Bus service reforms, such as improving bus frequency.
- Infrastructure development, such as bus priority projects.
- Planning, such as land use planning initiatives.

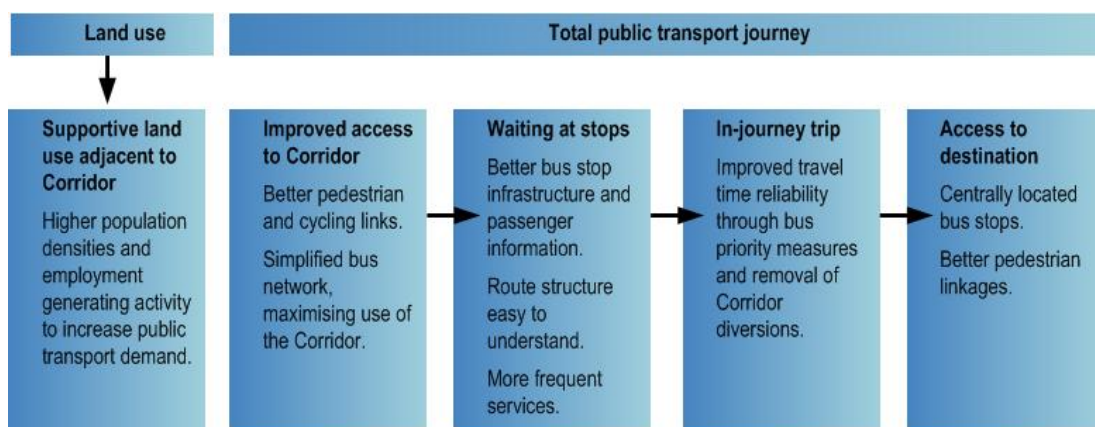
In considering the remainder of this Draft Plan, it is important that readers recognise that some of the recommended changes (if approved for the final Plan) cannot be made until additional funding is found.

How will the Main Road Transit Corridor be improved?

Improving public transport on the Main Road Corridor will encourage more people to use public transport for a variety of trip purposes such as travelling to work, shopping, accessing social services and for socialising.

Improvements focus on the total public transport journey, including creating a more supportive land use pattern.

Figure 4 Improvements required across the total public transport journey



The frequency of bus services on the Corridor will be improved so that during the hours of 7:00 AM to 7:00 PM on weekdays, passengers will wait no more than 10 minutes for a bus. Buses will also start and finish at a consistent time from Monday to Friday starting at 5:30 AM and finishing by 1:00 AM.

Metro Tasmania will also undertake a review of bus services in the Northern Suburbs with the view to making bus routes as simple and direct as possible. This makes the bus system easier to understand for existing and new customers.

The travel time reliability of buses also needs to be improved. The introduction of bus priority measures such as giving buses priority at key intersections and removing the Springfield Bus Depot inward diversion will reduce bus travel times along the Corridor. Optimising the number of bus stops along the Corridor, by

ensuring stops are located approximately 400 metres will also result in travel time savings.

Bus stop infrastructure will also be upgraded along the Corridor, including provision of shelter, seating and passenger information at major bus stops. Stops will also be improved to ensure they continue to be accessible for those with limited mobility such as the disabled, elderly or parents travelling with young children.

Passengers will have access to improved service information so that the bus system is easier to understand and they know when the next bus will be arriving. This includes features such as an internet journey planner and real time travel information including electronic signage at major bus stops and smart phone applications.

People living closer to high quality public transport corridors are more likely to use public transport. Therefore land use change to support more people living in the area as well as activities that attract people such as shops, places of employment and services is required. Residents are also more likely to shop, access services and work in their local area if there is greater choice and they can access these areas by quality walking, cycling or public transport links.

Improving access to the Corridor and also to major public transport stops will be implemented through the provision of cycling connections and pedestrian links.

Bus service reforms

Improved frequency and hours of operation of bus services:

1. Immediate improvements to bus frequency in response to demand:
 - Weekday (7:00 AM-7:00 PM): frequency every ten minutes or less.
 - Saturday (7:00 AM-7:00 PM): frequency at least every 20 minutes.
 - Sunday (7:00 AM-7:00 PM): frequency at least every 30 minutes.
 - All days (before 7:00 AM and after 7:00 PM, except when services are not operating): frequency every 30 minutes.
2. Immediate improvements to hours of operation to ensure consistency across the week:
 - Monday to Friday: services commence at 5:30 AM and finish by 1:00 AM.
 - Saturday: services commence at 6:15 AM and finish by 1:00 AM.
 - Sunday: services commence at 7:00 AM and finish by 10:00 PM
3. Ensure any changes provide services with predictable and consistent frequencies (harmonised timetables).
4. In the medium-term, monitor demand and make the necessary improvements to frequency and hours of operation.

What will change?

The Main Road Transit Corridor performs well in terms of desired bus service frequency, but improvements need to be made to the level and consistency of frequency during the weekday (from 10:00 AM to 4:00 PM) and at weekends.

Improvements to bus service frequency will mean that passengers will wait no more than ten minutes for a bus between 7:00 AM to 7:00 PM during weekdays and in the evening (after 7:00 PM) no more than 30 minutes, until services no longer operate at night.

During the busy AM and PM peak periods, buses will operate at a higher frequency than ten minutes, e.g. an average of five to seven minutes.

The maximum waiting times on Saturday and Sunday (7:00 AM to 7:00 PM) will be 20 and 30 minutes respectively.

The starting and finishing time of bus services on the Corridor each day currently varies. There is a need for services to operate as consistently as possible particularly from Monday to Friday. Sunday will have reduced operating hours as the demand for buses is lower.

Currently buses on the Transit Corridor operate on a deharmonised basis, meaning that the bus timetable has irregular departure times. Creating a regular harmonised bus service ensures that people do not have to rely on accessing a timetable, as they know that a bus will be arriving at regular intervals.

The State Government has provided funding to Metro Tasmania for a 12 month pilot to implement frequency and hours of operation improvements in line with the above recommendations.

Benefits of improving frequency and hours of operation

Research shows that increasing bus service frequency is one of the key measures likely to increase patronage.

This needs to be carefully matched to passenger demand if services are to operate as efficiently and productively as possible. Too high a frequency will result in an over-supply of services, while too few will result in passenger overcrowding.

Improving frequency has the following benefits:

- Reduces waiting time at bus stops, which contributes to an overall reduction in total travel time, especially for short trips.
- Reduces the need for passengers to rely on accessing a timetable to plan their trips, passengers can just 'turn up and go'.
- Encourages more public transport trips outside the AM and PM peak periods and for other trip making purposes e.g. shopping.
- Improves the perception of safety while waiting for services at night.

Improvements in frequency are likely to be more attractive if they occur in conjunction with changes to the starting and finishing times and operate as harmonised timetables.

Improved hours of operation are considered to be essential in making the service more attractive. It has the following benefits:

- Enables people who start work early and finish late to use public transport. This has particular benefits for those that rely on public transport (e.g. students, people on low incomes).
- Encourages the use of public transport for other trip purposes (such as shopping and socialising), particularly at night.

Both frequency and hours of operation should be monitored and improvements made in response to passenger demand. There is likely to be demand for additional frequency improvements in the medium term as the bus system is improved.

Simplify Northern Suburb bus services

1. Metro Tasmania to undertake a Northern Suburbs Bus Service Review to ensure routes are as simple and direct as possible and maximise use of the Transit Corridor.

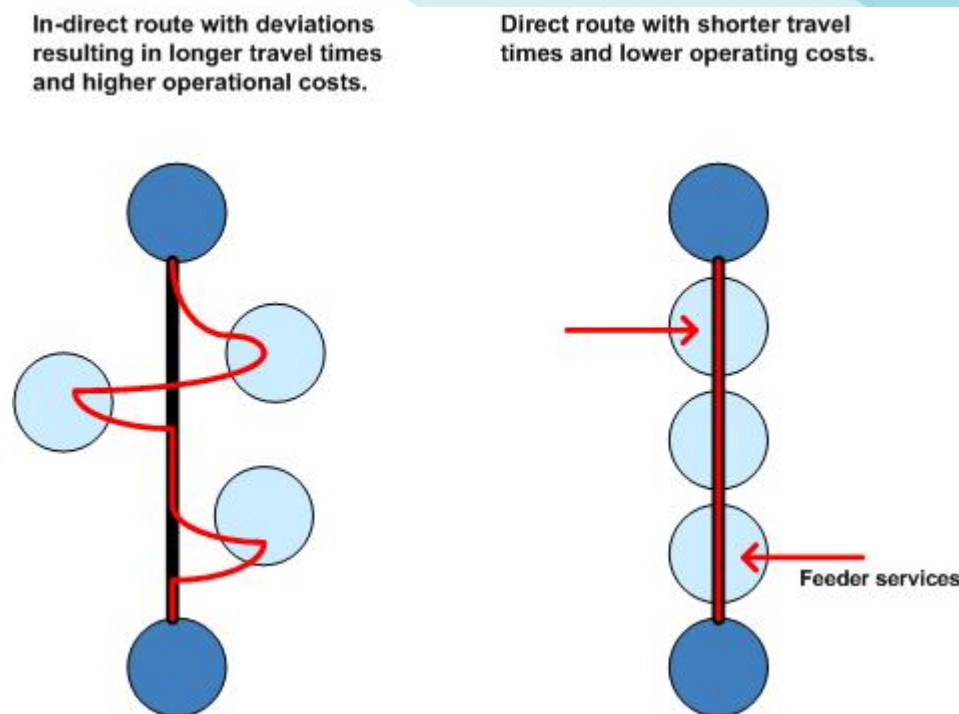
What will change?

The Northern Suburbs is serviced by 59 different Metro bus routes, with a number of different route variations operating throughout the day. The sheer number of routes and variations makes the system overly complex and difficult to quickly comprehend for both current and potential passengers.

Bus routes should be as simple and direct as possible producing an efficient and reliable service. An effective bus service should either follow a reasonably direct route along defined corridors, or provide a service which feeds into a corridor (see Figure 5).

Metro Tasmania is currently in the early stages of planning a review of Northern Suburb bus services. The review is expected to take up to 12 months to complete and will look at creating more simple and direct bus routes.

Figure 5 Creating simple, direct bus routes



Benefits of creating more simple and direct bus routes

The principle is to deliver fewer routes, but improve frequency in order to increase patronage. Direct routes can also result in travel time savings through reducing deviations from the corridor, which result in benefits to passengers and also bus operators through lower travel and operating costs.

There is likely to be a mixture of benefits and losses involved with changing route structures, with most passengers likely to experience benefits, while other passengers may be concerned about withdrawn or altered routes, particularly if they have to walk further to access a bus stop.

These losses can be off-set by upgrading the Main Road Transit Corridor through frequency improvements, bus stop upgrades and bus priority treatments resulting in travel time reductions.

Metro Tasmania will conduct public consultation on bus service changes during the review process.

Bus stop optimisation

1. Optimise the number of bus stops along the Corridor to improve travel time reliability.

What will change?

There are many bus stops on the Main Road Corridor with an average spacing of stops every 250 metres. This is well above the recommended average spacing of 400 metres.

A bus stop optimisation review has been undertaken, which involved evaluating the location of bus stops and patronage volumes to determine which stops should be retained, removed or relocated. The focus was on removing stops which were located too close together or had low passenger volumes. The review recommended the following changes:

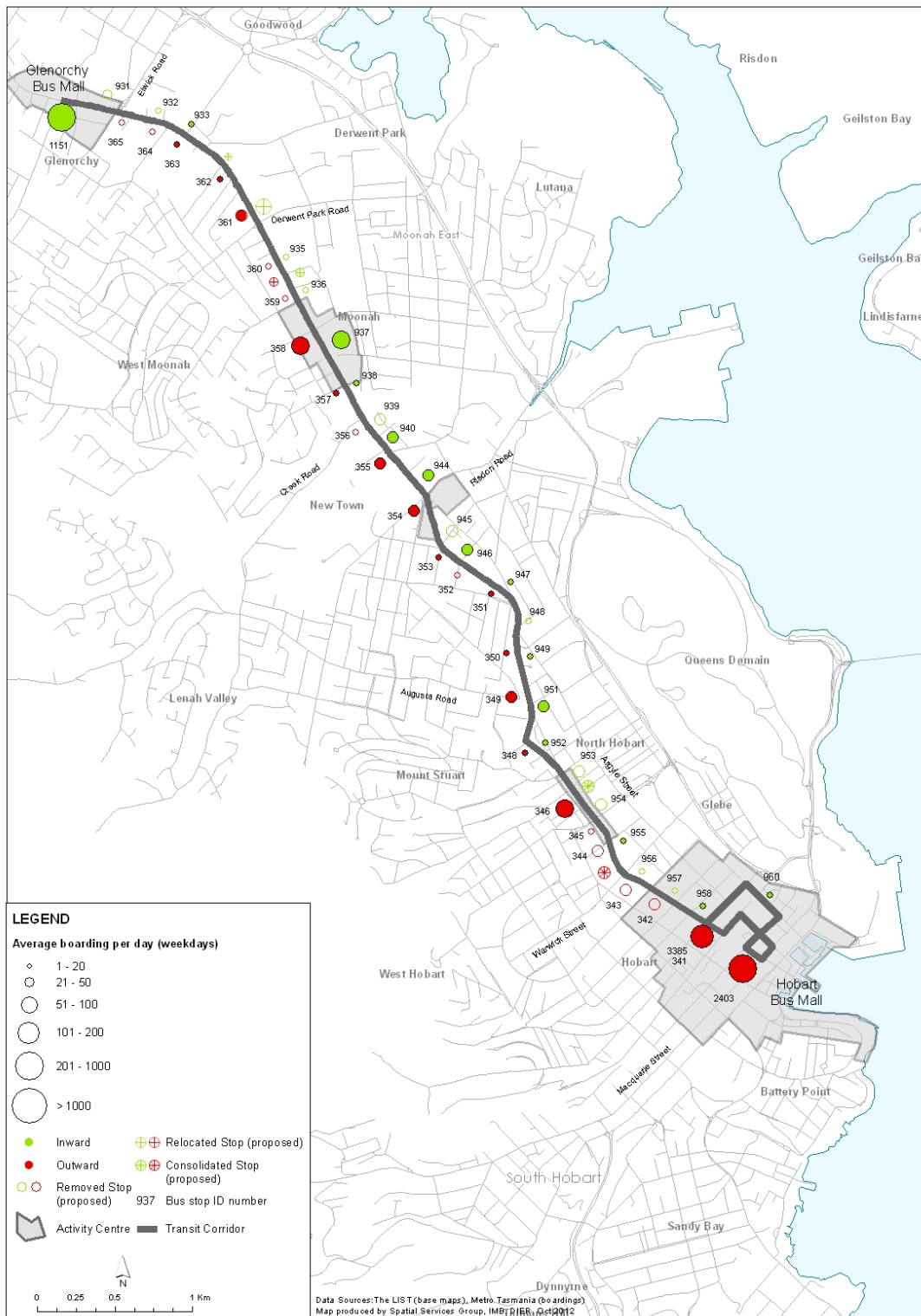
- Net reduction of nine inward stops and eight outward stops.
- Relocation of two inward stops.
- Consolidation of four outward and four inward stops to provide two outward and two inward stops.

See Figure 6 for further details.

The bus stop optimisation will mean that bus stops will be located approximately every 400 metres (within five minute walk), however in areas where there are a large number of trip attractors such as activity centres, or aged care homes, bus stops may be located closer together.

As part of the bus stop optimisation process, targeted consultation will need to occur with the local community and adjacent residents and businesses. This will occur as part of the bus stop upgrade project, the implementation of which is currently unfunded.

Figure 6 Proposed bus stop optimisation



Benefits of optimising the number of bus stops

Optimising the number of bus stops along the Corridor will lead to improvements in bus travel time, through reducing the number of times a bus has to stop between its origin and destination. The potential travel time savings from the reduction of bus stops along the whole length of the Corridor is around 1.5 minutes (90 seconds). This translates to a five percent reduction in travel time in the AM inward trip from Glenorchy to Hobart CBD and an eight percent reduction in the AM outward trip from Hobart to Glenorchy.

With bus frequency improvements, stops can be more widely spaced because research shows that people are prepared to walk further in return for a more frequent and reliable service. However, there is a need to balance bus stop optimisation against accessibility requirements, especially for older passengers and other people with limited mobility. For some people bus travel is not a viable option, irrespective of the service frequency or bus stop location. For these people the only transport options may be either taxis or community transport.

Infrastructure development projects

Bus priority measures

1. Implementation of **short-term** bus priority treatments to improve travel time reliability for buses, including:
 - Bus priority approaching major intersections (reallocation of road space and providing signal priority).
 - Removal of Springfield Depot inward diversion.
2. Investigation of **medium-term** bus priority treatments to reduce the diversion caused by the one-way street network within the Hobart CBD.
3. Investigation of **medium-term** bus priority treatments at key intersections, such as queue-jump bus lanes and bus-early start signal priority. For the **longer-term** consider set-back bus lanes depending on the effect of short and medium term bus priority measures.
4. Develop a uniform 'brand' for bus priority infrastructure, through the use of a distinctive colour.

What will change?

Buses on the Main Road Corridor have poor travel time reliability, which means they have longer travel times than cars and a high variability in bus travel time (meaning that bus travel times can vary by up to 20 percent).

Bus reliability can be improved by giving greater priority to buses on the Corridor through the introduction of bus priority measures.

Bus priority measures

Bus priority treatments have been identified which will improve the reliability of buses along the Corridor. These measures are presented at a 'concept level' only. If funding for implementation is obtained, these measures can be delivered subject to the outcomes of more detailed public consultation and design work.

These measures can be implemented in the short-term (next one to three years), as they do not require any significant infrastructure works (predominately line-marking changes and some removal of on-street car parking).

The measures include treatments at 12 separate locations and focus on giving buses traffic priority at key intersections and removing the Springfield Depot inward diversion.

For more detail on the proposed bus priority treatments see **Attachment A**.

The design of the treatments includes the removal of on-street car parking spaces at specified locations, which are essential for the bus priority measures to be effective. The proposed locations for removal of on-street car parking are:

- Moonah activity centre: removal of five to six on-street car parking spaces.
- New Town:
 - On-street car parking restrictions along New Town Road on the inward and outward approach to Risdon Road.
 - On-street part-time car parking restrictions on the inward approach to Creek Road near Aurora Netball Stadium/Bowls Club.
 - Removal of three on-street car parking spaces on the inward approach to Cross Street.
- North Hobart activity centre: net gain of one on-street car park.
- Collins Street: removal of two on-street car parking spaces between Argyle and Campbell Streets.

For more detail on on-street car parking removal see **Attachment B**.

More planning is required to assess options to reduce the diversion from the Transit Corridor (Elizabeth Street) caused by the one-way street network in the Hobart CBD. This is a medium-term option because of the complexity of making changes to the CBD network and the flow-on effects to key arterial roads (Macquarie/Davey Streets).

Reversing the one-way street network within the CBD is not considered a viable option, as traffic modelling shows that congestion would generally be greater than if the existing one-way street network were to be maintained.

Therefore other options need to be investigated, these could include:

- Bus lanes.

- Bus contra-flow lanes (similar to the current bus contra-flow lane in Macquarie Street).
- Traffic signal priority.

Depending on the success of the short-term bus priority measures, further bus priority measures could be considered in the medium to long-term to improve bus travel time. These measures could include additional bus lanes and traffic signal priority. See **Attachment C** for more details.

Bus priority measures such as bus lanes should be branded as a distinctive colour such as red, so they are easily recognisable to road users that the infrastructure is for buses.

Benefits of bus priority measures

The short-term bus priority measures will result in reduced travel times for buses and ease general traffic congestion. Traffic modeling indicates that the bus priority measures together with the bus stop optimisation measures will result in the following travel time savings for buses:

- AM peak (inward): savings of **3:51 minutes** or 12 percent of travel time.
- AM peak (outward): savings of **4:46 minutes** or 23 percent of travel time.
- PM peak (inward): savings of **2:37 minutes** or 8 percent of travel time.
- PM peak (outward): savings of **2:20 minutes** or 8 percent of travel time.

The capital costs of delivering the identified short-term bus priority measures is low cost and estimated at \$230 000.

Branding of bus priority measures enables users of the road network to clearly identify which lanes they can use, reducing unauthorised use and providing a clear message to bus passengers that they are important and are being given priority.

Improved bus stop infrastructure

1. Upgrade bus stop infrastructure, including shelters, seating and passenger information displays and ensure stops are accessible (DDA compliant).
2. Review bus stop lengths to ensure the space is adequate for efficient bus manoeuvrability.

What will change?

There is a large inconsistency in the quality of bus stop infrastructure along the Main Road Corridor, including a lack of passenger information for public transport users (e.g. timetables, bus route maps), poor pedestrian connections and way-finding to bus stops.

Not all major bus stops have shelter or seating, and where shelters are present; most are aged and have a poor appearance and aesthetic.

The State Government will provide \$100 000 in funding to assist in the planning and design of upgraded bus stops. The State Government will need to gain additional funding to implement these upgrades. If funding is forthcoming, the bus stop upgrades will be undertaken in conjunction with the bus stop optimisation program.

A bus stop hierarchy has been developed which outlines major and minor stops. Major stops are classified as stops with over 120 passenger boardings per day and these require shelter, seating, lighting and passenger information (such as timetable and route maps).

As part of the upgrade program, there is a need to ensure that bus stops have sufficient length to enable the bus to merge in and out easily and not cause disruption to other traffic. Particular attention should be given to bus stops in activity centres such as North Hobart and Moonah, where the potential for buses to obstruct traffic is greater. This may require the removal of some on-street parking or changes to kerbs at particular locations.

The capital cost of upgrading bus stops along the Corridor is estimated at around \$470 000.

Benefits of upgrading bus stops

Upgrading bus stops is an important component of improving the quality of the bus system. Through bus stop upgrades, bus passengers will:

- Be more comfortable - through the provision of adequate shelter and/or seating;
- Feel safer - because of the provision of lighting and bus stops being located close to safe crossing points (e.g. pedestrian lights and refuges); and
- Have access to better information - simple and easy to understand timetable and route information and/or real-time travel information.

Upgraded bus stops must meet the requirements of the Commonwealth's Transport Standards for *Accessible Public Transport 2002* (that is, bus stops need to be DDA-compliant). Upgrades will also provide benefits for passengers with limited mobility, the aged or people travelling with young children. This will enable sectors of the community to participate more fully in the community and reduce social exclusion.

Investment in bus stop infrastructure will also contribute to an improvement in the streetscape environment, particularly within activity centres.

A better urban environment to support and encourage the use of public transport, walking and cycling.

1. DIER and Glenorchy and Hobart City Councils to ensure urban design frameworks for activity centres within the Transit Corridor support and encourage public transport, walking and cycling.
2. Improved pedestrian connections to major bus stops within activity centres through targeted infrastructure upgrades and/or signage. Major bus stops to target include:
 - Hobart Interchange (subject to the outcomes of the Hobart Central Bus Interchange project).
 - Glenorchy Interchange.
 - Elizabeth Street bus stops (between Liverpool and Bathurst Streets, bus stop id 3385/341 and 958).
 - North Hobart activity centre (bus stop id 346 and proposed new stop near Lefroy Street).
 - Moonah activity centre (bus stop id 358 and 937).
 - New Town activity centre (bus stop id 354 and 944).

What will change?

The urban environment needs to be more people-focused and support use of public transport, walking and cycling, especially within activity centres.

Urban design frameworks

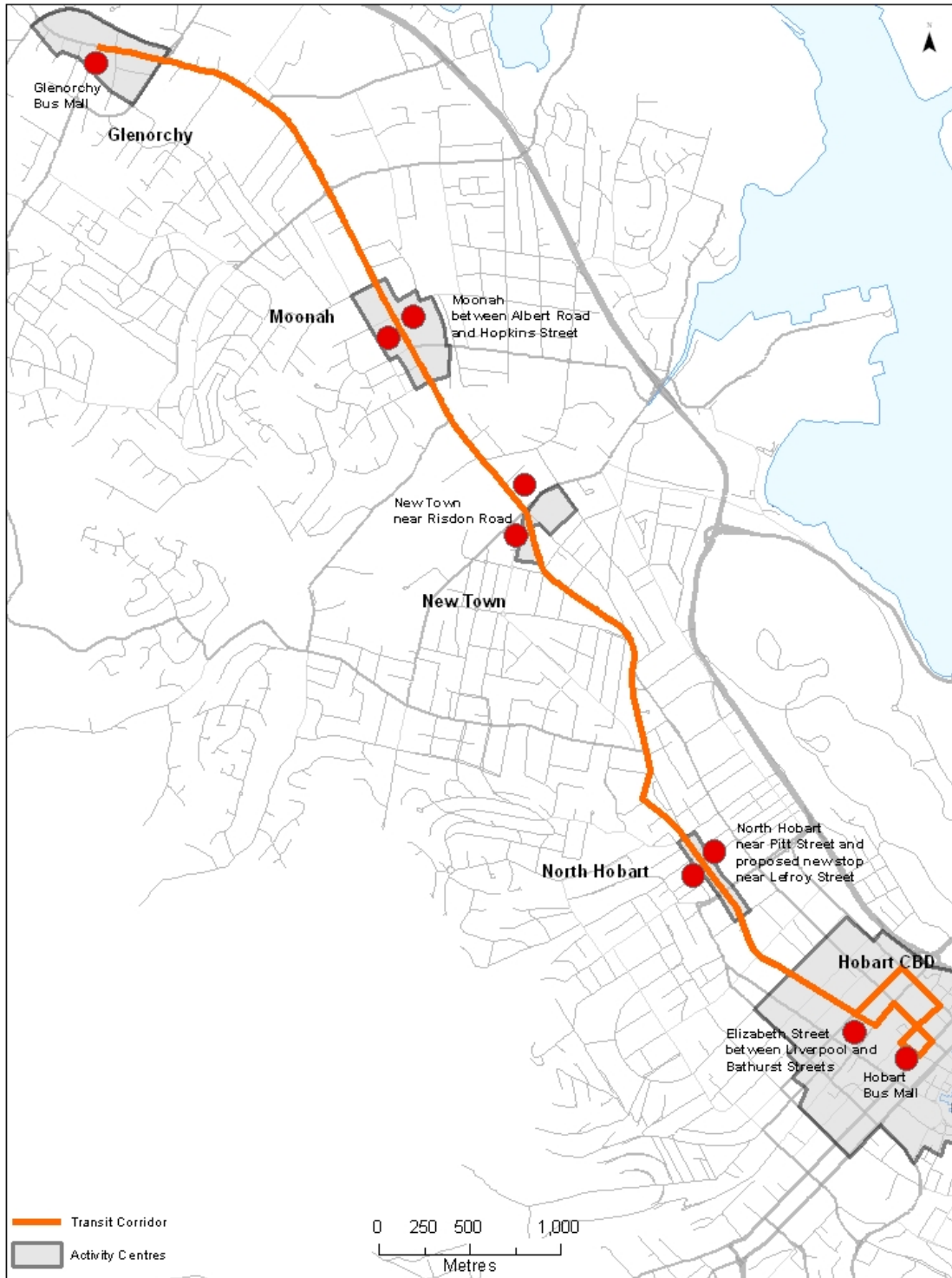
Urban design needs to support public transport and pedestrian activity. This can be achieved by ensuring urban design:

- Enables public transport to penetrate the centre of activity centres, so it is highly visible and accessible to key trip attractors.
- Provides high quality supporting infrastructure such as:
 - Safe and direct pedestrian connections to bus stops and key trip attractors e.g. adequate footpath widths and quality surfaces.
 - Bus stop infrastructure, including shelter, seating and passenger information.
 - Way finding mechanisms such as signage or well-marked routes that link trip attractors.
- Improves the amenity of public spaces, especially those close to high volume bus stops or bus interchanges, e.g. provision of seating, streetscaping, passive surveillance and adequate lighting.
- Reduces the amount of through-traffic and lowers vehicle speeds.

Targeting major bus stops

All public transport trips have a walking component; therefore it is critical that walking connections to the Main Road Corridor are improved. Improving walking infrastructure and removing barriers to major bus stops within activity centres will be the initial focus as these stops have the highest volume of passengers. Figure 7 shows the location of bus stops which will be improved for pedestrians.

Figure 7 Location of bus stops to target for pedestrian improvements



Benefits of improving urban design and pedestrian connections to major bus stops

A people-focused environment will encourage a place where more people want to visit and spend their time. Research undertaken by the Heart Foundation (2011) indicated that measures aimed at attracting more public transport users, pedestrians and cyclists has the following benefits to activity centres:

- Generates more business and stimulates the local economy, leading to increased public transport demand and patronage.
- Leads to greater levels of activity, which will make the centre more vibrant and safer.
- Revitalises 'drive-through' centres into lively places that people want to visit.
- Leads to increases in property values, creating refurbishment and redevelopment opportunities.
- Encourages people to spend time outside of their homes, leading to greater levels of social inclusion.
- Increases health outcomes through increased incidental exercise.

Improved cycling connections to the Transit Corridor

1. Improved connectivity, through targeted infrastructure upgrades and/or signage for the following Transit Corridor cycling connections:
 - Bathurst Street, Molle Street to Campbell Street.
 - Burnett Street, Murray Street to Campbell Street.
 - Newdegate Street, Mellifont Street to Elizabeth Street, with link via Strahan Street to Argyle Street.
 - Archer Street, Argyle Street to New Town Road.
 - Bay Road, Inter-city cycleway to New Town Road via Cross Street.
 - Bromby Street, Inter-city cycleway to New Town Road.
 - Derwent Park Road or alternative route (eg. Bayswater Road, Lutana rail spur).
 - Tolosa Street or alternative route (Humphreys Rivulet).

What will change?

Although the existing on-road and off-road cycle infrastructure provides access to the Transit Corridor at some locations, there are several key points where connectivity between the Corridor and the cycle network are poor.

Cycling stakeholders helped to identify gaps in the cycling network by focusing on routes which facilitate 'transport orientated' cycling to key attractors on the Transit Corridor, such as activity centres.

The following high priority routes and type of treatment required were identified as follows:

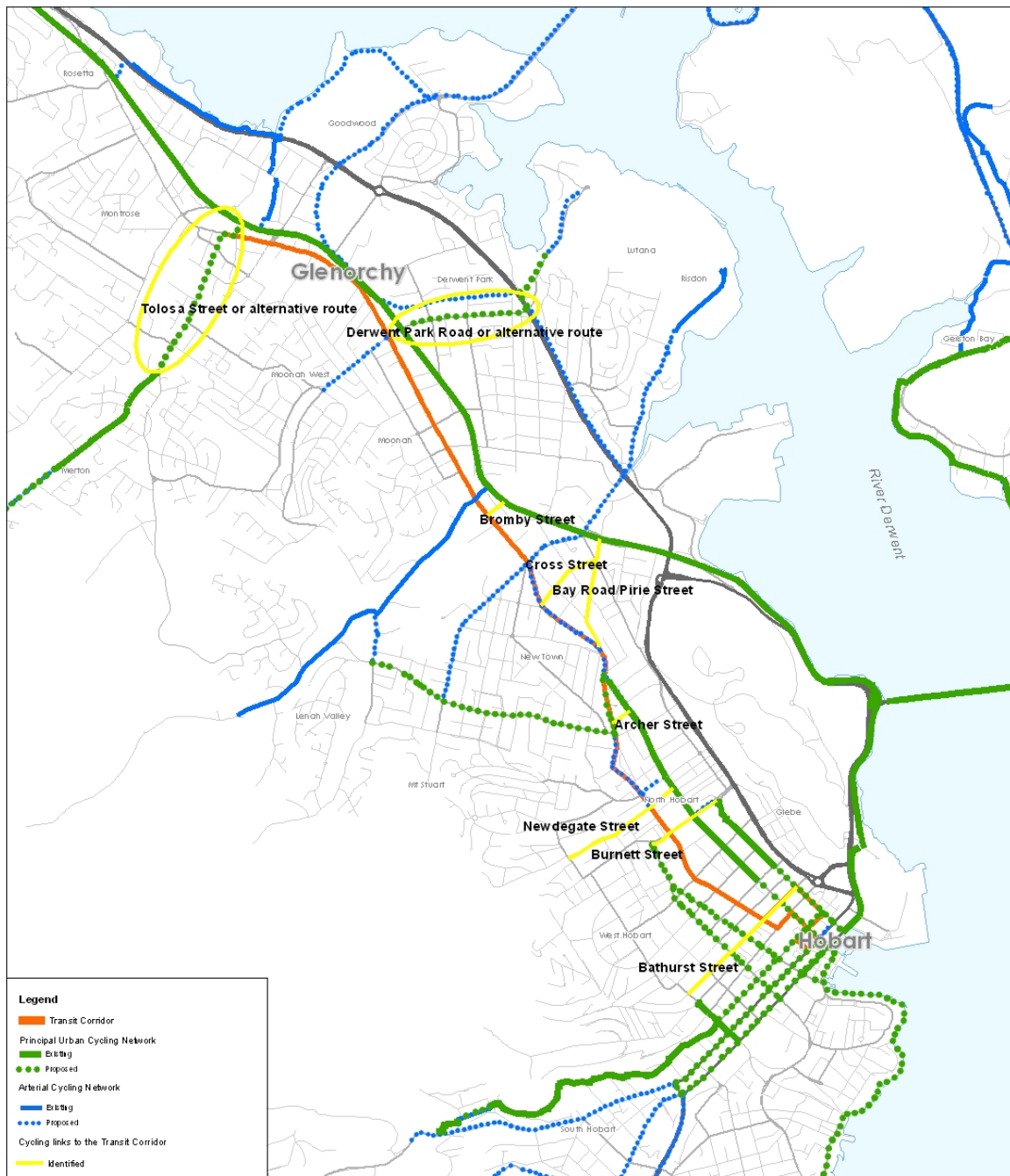
Figure 8 High priority cycling routes

CATCHMENT AND LINKS	CYCLING ROUTE	TYPE OF TREATMENT REQUIRED
West Hobart to Hobart CBD.	Bathurst Street: Molle Street to Campbell Street.	Treatment to be determined. May require some form of separation due to traffic environment. Alternative route may also require consideration due to one-way street network eg Melville Street.
North Hobart to Hobart CBD.	Burnett Street: Murray Street to Campbell Street.	Treatment to be determined. May require some form of separation due to traffic environment. Further investigation is required around Elizabeth Street and Burnett Street intersection treatment or alternative route eg Little Arthur Street.
West Hobart to North Hobart.	Newdegate Street: Mellifont Street to Elizabeth Street, with link via Strahan Street to Argyle Street.	Marked route with shared wide lane or mixed traffic. Could also consider alternative route Arthur Street and Little Arthur Street.
New Town to Hobart CBD.	Archer Street: Argyle Street to New Town Road.	Marked route with shared wide lane.
New Town Activity Centre to Inter-city cycleway.	Bay Road/Pirie Street and/or Cross Street: Inter-city cycleway to New Town Road.	Marked route with mixed traffic.
New Town (High Schools and Aurora Netball Stadium) to Inter-city cycleway.	Bromby Street: Inter-city cycleway to New Town Road.	Marked route with mixed traffic.
Moonah, Derwent Park, Lutana to Principal Urban Cycling Network (Inter-city cycleway) and Main Road.	Derwent Park Road or alternative route (eg. Bayswater Road, Lutana rail spur): linking to Main Road, Intercity cycle way.	Initial study on Derwent Park Road and Bayswater Road was inconclusive. Requires further investigation in determining the best route.
West Glenorchy to Glenorchy Activity Centre and Intercity	Tolosa Street or alternative route (Humphreys Rivulet):	Feasibility study currently underway for Humphreys Rivulet to determine if this

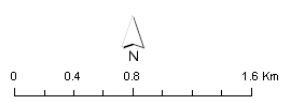
cycleway	linking to Main Road and Inter-city cycleway	is a feasible alternative route.
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The type of treatment required will vary depending on factors such as traffic volume, traffic speed and the nature of the road environment. Some routes will require traffic engineering interventions to ensure cycle movements are safe and convenient, whereas other routes (such as Bromby Street) require only signage to indicate that it is a cycle-friendly route.

Figure 9 Location of high priority cycling routes



Map Users Note:
 Data Sources:
 Principal Cycling Network (Draft), 2011, DIER
 Hobart Arterial Bicycle Network, 2009, Cycling South Tasmania
 Map produced by Spatial Services Group, DIER
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 BkxStrategyMapPublished.mxd
 27 Nov 2012



Benefits of improving cycling connections to the Corridor

Research shows that the mode share of cycling can be increased if cycle routes are safe and connected. The needs of cyclists are diverse, and vary according to age, levels of mobility, experience and confidence. It is not possible to cater for all users in all situations; however, infrastructure and the built environment must be designed so that it is attractive to a wide range of users. Providing safe, well-connected cycling infrastructure, whether on or off-road, encourages more people to cycle.

Provision of secure bicycle parking at select locations on the Transit Corridor

1. Provision of additional short-term bicycle parking facilities within Moonah activity centre.
2. Investigate the provision of long-term secure bicycle parking at Glenorchy activity centre.

What will change?

Short term bicycle parking currently exists along the Transit Corridor in the form of hoops and/or poles in activity centres. Only Hobart CBD (Argyle Street car park) offers publicly available secure long-term parking.

There are currently limited short-term bicycle parking facilities at convenient locations in the Moonah activity centre. Moonah would benefit from the provision of additional short-term parking (between Hopkins Street and Albert Road), especially given its proximity to the Inter-City Cycleway and its role in providing local shopping needs.

The provision of long-term secure bicycle parking will be investigated within the Glenorchy activity centre to determine if it is a viable option. The provision of secure parking could be in the form of either bicycle lockers/kennel or cages (known as 'Parkiteers').

Glenorchy has been identified as a possible location for the following reasons:

- Glenorchy is just within the outer limits of acceptable cycling distance to the Hobart CBD (where the majority of people work), therefore people are more likely to combine cycling with public transport to cover the greater distance involved.
- Glenorchy is a key activity centre, therefore secure bicycle parking serves a dual purpose by providing a facility for those that want to use public transport and also encouraging people to cycle, who work, shop and use services within the area.

- Glenorchy Interchange has one of the highest number of passenger boardings of any point on the Corridor, with just under 2400 boardings per day (weekdays).

If the provision of secure long-term bicycle parking at Glenorchy is successful in terms of the number of users, consideration could be given to identifying other locations for secure parking along the Corridor.

Benefits of providing secure bicycle parking

Long-term bicycle parking is most appropriately located close to where people are spending extended periods of time, in particular key activity centres. These centres are likely to be where there would be a concentration of demand for long-term bicycle parking. People are also more likely to combine cycling as part of a public transport trip if secure bicycle parking facilities are provided.

Improved passenger service information

1. Provision of real time passenger information:
 - Fixed roadside passenger information at interchanges and major bus stops.
 - Smart phone applications, SMS and recorded messaging.
 - Web-based information.
2. Provision of simplified, easy to understand and accessible pre-trip information including:
 - Internet journey planners.
 - Integrated website for Greater Hobart bus services.

What will change?

Real time passenger information

Real time passenger information enables the provision of accurate (real time) bus arrival times to passengers through:

- Electronic signage at major bus stops.
- SMS and recorded messaging.
- Smart phone applications e.g. similar to tramTRACKER in Melbourne.
- Web-based information on computers and mobile devices.

The estimated cost of providing a real time passenger information system is \$2.5 million across Greater Hobart. This includes upgrades to the ticketing system, purchase of mobile communication technologies for the bus fleet, Metro information technology system upgrades, fixed signage and development of smart phone applications.

Integrated website for Greater Hobart bus services

There is currently no integrated website for all bus operators in Greater Hobart, showing timetable and route information. For passengers who want to travel to and from the urban fringe to other destinations in Greater Hobart (where they have to transfer to another service provider), it is difficult to plan the entire journey.

An integrated website for bus services would address this problem.

Internet journey planner

An internet journey planner is a step further, as it enables passengers to plan more complex trips on public transport, using multiple buses, without requiring prior knowledge of timetables and routes. Metro Tasmania has developed an internet-based journey planner for Burnie and Launceston, with the same resource for Hobart expected to be available in 2013. The journey planner will only cover Metro services.

Benefits of passenger information

Pre-trip information (such as journey planners and an integrated Greater Hobart bus website) would increase the potential for passengers that use public transport infrequently to become regular customers and also assists those passengers needing to make more complex cross-town trips.

Real-time passenger information will improve the public transport service by:

- Providing passengers with instant access to information.
- Removing the uncertainty involved in predicting the arrival time of the next bus.
- Creating the perception that services are more reliable, as waiting times are reduced.
- Creating a greater feeling of safety, particularly at night as passengers can spend less time waiting for a bus to arrive.

Planning projects

Better managing our road network for competing uses

1. Develop a road network approach within Hobart and Glenorchy local Government areas to establish the priority use of roads by transport mode, time, and place of activity.

What will change?

As road space along Main Road is very limited, improving the travel time reliability of public transport requires a 'road network approach', where particular transport modes are given priority over other modes. DIER, Hobart and Glenorchy City Councils will need to work together reach agreement on such a system.

All transport modes will continue to have access to all roads; however certain roads will be managed to function more efficiently for cars, while other routes will give greater priority to public transport, cyclists and pedestrians.

For example, the Brooker Highway is a key freight and car route; therefore these modes should have priority over other modes.

The Main Road Corridor is a key public transport route; therefore buses should have priority on certain sections of this road.

Benefits of network planning

A network approach will enable the road network to be better managed for certain modes. It enables the road owner to plan for the future, in terms of ensuring public transport is given priority on identified routes and considered upfront when any changes are being planned to the road environment.

This approach will lead to improved travel time reliability for public transport and improved connectivity and amenity in activity centres for pedestrians.

Cycling infrastructure improvements can be targeted at those roads on the Principal Urban Cycling Network.

Increased density and mixed use through infill development

1. State and local Government to jointly investigate mechanisms to facilitate development, on the Main Road Transit Corridor and its activity centres in the form of higher residential densities and mixed use.

What will change?

Past land use planning policy has resulted in low density development patterns and residential areas being built away from commercial areas, which has created high levels of car dependency and makes the effective provision of public transport difficult.

Strategic land use plans such as the *Southern Tasmania Regional Land Use Strategy* aim to increase residential densities in inner urban areas. The strategy sets a 25 year infill development target, with the intent of achieving a 50/50 ratio of 'Greenfield' (that is, housing on previously undeveloped land) to infill development.

The provision of infill development is a challenge, as the development process for infill can be complex, lengthy and more costly to the developer than Greenfield

development. In order to achieve a significantly higher level of infill development, it is likely that there will need to be deliberate policy changes and some form of Government intervention. There is no single entity within State or local Government that is responsible for facilitating infill development, or readily capable of doing so under existing arrangements.

More work is required by both State and local Government to investigate the best means of progressing infill development and assessing the most appropriate intervention mechanisms within the Tasmanian context.

In order to achieve a modal shift towards sustainable transport options, development in the form of new housing and key trip attractors need to be located close to core public transport corridors such as Main Road and activity centres. These areas should be priority areas for infill residential and commercial development.

The State Government in conjunction with Glenorchy and Hobart City Councils has identified sites within 800 metres of the Main Road Transit Corridor which could be suitable for infill development.

It should be noted that higher density residential development will also be critical for justifying the very large investment needed to re-introduce a rail service on the existing rail corridor. Between Glenorchy and Moonah, Main Road is in close proximity to the rail corridor, therefore the identification of sites for this Plan will also help the prospects for establishing a light rail service.

In order to yield a higher supply of land for infill development adjacent to the Transit Corridor (particularly around Glenorchy and Moonah activity centres), it is highly likely that either: (i) density will need to be significantly increased; or (ii) a proportion of industrial land within Glenorchy will need to be converted to residential or mixed use development. Industrial land should only be converted if it is close to the Transit Corridor, isolated from other industrial land or has buildings with low value.

The benefits of increasing density and mixed use

Research shows that compact and mixed use development creates more sustainable travel behaviour, with higher levels of public transport use, walking and cycling.

Increasing density and mixed use development along key public transport corridors and close to activity centres will enable more people to use sustainable transport options such as public transport, walking and cycling. Residents are more likely to work and shop locally if there is more choice and places are convenient to visit.

Increases in density need to occur close to key public transport corridors, otherwise people will continue to use their cars, leading to increased congestion and higher travel costs.

There are other benefits to encouraging infill development. Increasing densities in urban areas has advantages in terms of maximising the use of existing infrastructure such as water, sewerage, electricity, schools and community facilities. Density also provides economies of scale to support existing and new commercial developments, thus leading to economic renewal in inner urban areas.

Corridor branding and marketing of services

1. Better understand the target markets for public transport users and their expectations, in order to create an informed direct marketing campaign.
2. Implement options to brand Metro's Transit Corridor services.

What will change?

Branded Corridor bus services have been implemented in other Australian cities and overseas, in order to distinguish Corridor services from standard bus routes. Examples of branding elsewhere include the 'SmartBus' in Melbourne and Adelaide's 'Go Zones'. Branded Corridor services typically provide a higher level of public transport service than other routes by having features such as simple and direct routes, high frequency bus services, bus priority measures and easily understandable passenger information.

Metro Tasmania will implement options to brand the Main Road Transit Corridor; these options will focus on:

- Colour scheme: use of distinctive colours to identify Corridor services.
- Unique logo and name.
- Bus stop infrastructure: shelter, seating and signage which are linked to the brand e.g. colour, name and logo.

Existing public transport users and potential passengers need to be kept informed of any improvements to the Main Road Transit Corridor services through marketing and information campaigns, especially if the intent of improvements is to attract new users.

Metro Tasmania will need to develop a direct marketing campaign which addresses the needs of their target market. Metro has specific marketing funding from the State Government to promote bus frequency improvements and to brand the Corridor.

The benefits of Corridor branding and marketing of services

Branding and marketing of public transport are considered to be cost-effective 'soft' measures to increase public transport patronage.

The intent of branding Corridor services is to improve the image of the bus service and increase passenger awareness, thereby increasing patronage by attracting new users.

PLAN IMPLEMENTATION AND NEXT STEPS

Improving the urban public transport system requires both State and local Government and Metro Tasmania to work together. This Plan shows that a variety of improvements which involve both levels of Government and service providers is required in order to maximise the potential of the bus system and the existing investment made in that system.

How will the plan be implemented?

The State Government has already made steps to implementing some of the recommendations contained within the draft Plan, such as planning for the improvement of bus frequency on Main Road. It will need to secure funding for the planning and delivery of bus priority measures, bus stop optimisation and upgrades. It has also allocated its own resources to progress particular measures, should they be approved for the final version of this Plan.

Other recommendations within the Plan are unfunded and will require funding to be obtained through standard State and local Government budget allocation processes.

Some recommendations can be undertaken by redirecting existing resources and changing the way we view and prioritise the needs of public transport.

Figure 1 (located at the front of this Plan) shows the status and responsibility of the recommended options.

PUBLIC CONSULTATION PROCESS

The Plan has a six week public consultation period, with comments due by **Friday 19 July 2013**.

People are invited to make comments on the recommended options within the Plan: Comments can be made by:

- Email: dier@dier.tas.gov.au.
- Hardcopy: Main Road draft Transit Corridor Plan, DIER, GPO Box 936, Hobart, 7001.

What happens after comments have been received?

After public consultation has closed, a public response report will be developed based on the comments received. Following consideration of these a Final Plan will be prepared.

The Final Plan will require endorsement from the Minister of Sustainable Transport, Glenorchy and Hobart City Councils and Metro Tasmania.

Additional public consultation phases

Some of the recommended options will require further consultation with those local businesses or residents that may be directly affected. Recommendations which require further consultation include:

- Bus priority measures, including on-street car parking removal; and
- Bus stop optimisation and bus stop upgrade measures.

Consultation will occur once funding has been obtained and more detailed planning is undertaken.

Additional information

Additional information on the identified problems (Stage One Report) and option assessment (Stage Two Report) can be found on DIER's website:

- http://www.dier.tas.gov.au/passenger_transport/transit_corridors



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