



will be considered to be released in full

MIN-4027 Timaru MyWay update

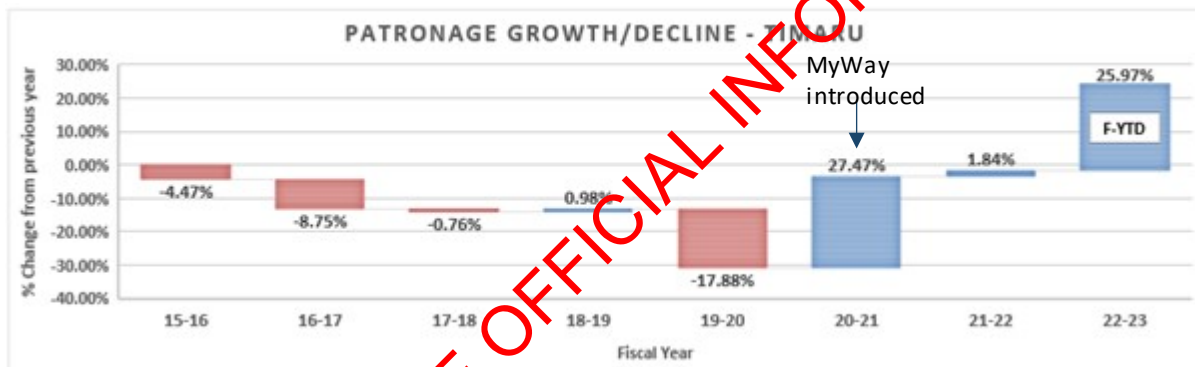
1 December 2022

Provide an update on patronage, customer satisfaction and cost benefit analysis undertaken for the Timaru MyWay on-demand public transport service.

Waka Kotahi NZ Transport Agency's response:

Patronage

- Timaru MyWay commenced in June 2020, replacing three timetabled bus routes. There has been a 26 percent increase in MyWay patronage in the 2022-23 financial year to date compared to the previous financial year, as illustrated in the figure below from Environment Canterbury. The figure also shows MyWay reversed the decline in patronage on the timetabled bus routes in Timaru from 2020-21.



Customer Satisfaction

- The Timaru MyWay service has a high level of customer satisfaction. The average rating from customers on their ride experience on the MyWay app is 4.8 out of 5.
- Environment Canterbury's *Timaru Metro User Survey 2021* found that approximately 90 percent of MyWay customers feel that it is a better service than traditional public transport and that MyWay has made it easier for them to use public transport.

Cost Benefit Analysis

- No formal cost benefit analysis has been carried out for MyWay.
- While a 50 percent farebox recovery is desirable from a Waka Kotahi perspective, the farebox recovery for the previous timetabled bus routes in Timaru was 18 percent.
- In comparison, Environment Canterbury reports that the farebox recovery for MyWay for the 2022-23 financial year to date is 14 percent.
- MyWay is more expensive to operate compared to the previous timetabled bus routes because on-demand service costs generally rise with increasing demand. However, it has generated higher patronage and high customer satisfaction levels.
- Environment Canterbury reports that they will manage these costs through balancing demand with service levels and trip aggregation.