

**GLENORCHY TO HOBART CBD TRANSIT CORRIDOR
STRATEGIC OPTION ASSESSMENT**

Strategic option assessment objective: Strategic qualitative analysis of options enables project to move from a longer list of options to a shorter list of potential solutions. Shorter list of options will undergo more detailed option assessment.

Process: Strategically assesses all options that were high and medium scoring identified in the Options Generation workshop (June 2012).

Strategic policy fit:

- Alignment with State and local Government policies and plans.
- Alignment with project objectives:
 - Improving public transport reliability.
 - Improving public transport frequency.
 - Making better use of existing infrastructure (sharing road space, targeted upgrades, use of non-infrastructure solutions).
 - Improving people's access to activity centres and key trip generators.
 - Creating additional public transport demand through mixed use and higher residential development.
 - Ensuring public transport routes are easy to understand and consistent.

Targets identified problems:

- Low population growth in Glenorchy.
- Low levels of public transport use.
- Complex bus network.
- Frequency/temporal span.
- Poor public transport reliability.
- Poor quality bus stop infrastructure.
- Cycling gaps.

Targets project outcomes:

- Reduced greenhouse gas emissions by encouraging public transport, walking and cycling.
- Creating liveable and accessible communities through land use patterns that integrate with public transport and improve public transport, walking and cycling options.
- Improved travel reliability.
- Creating healthy, active communities by encouraging walking and cycling.
- Better integration of transport and land use planning to support an effective public transport system.

| PROPOSED OPTION | STRATEGIC POLICY FIT | TARGETS IDENTIFIED PROBLEMS AND PROJECT OUTCOMES | SYSTEM WIDE APPROACH VS CORRIDOR SPECIFIC | COMMUNITY ACCEPTABILITY | EASE OF IMPLEMENTATION | PLANNING AND DEVELOPMENT COSTS | FURTHER INVESTIGATION AS PART OF TRANSIT CORRIDOR PROJECT | RANKING BASED ON OPTION GENERATION WORKSHOP |
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| IMPROVED SERVICE FREQUENCY | | | | | | | | |
| Increased frequency Improved inter-peak, evening and weekend service frequency in response to demand and capacity. | Score: 5 Strategic Plans: <ul style="list-style-type: none"> • Tasmanian Urban Passenger Transport Framework (Moving People). • Draft Hobart Passenger Transport Network Plan (temporal coverage and frequency improvements). Project objectives: | Score: 5 Targets frequency by improving frequency where there is demand. Encourages use of public transport through providing more frequent services. Will lead to lower greenhouse gas emissions by encouraging public transport | Corridor specific. | Score: 5 Very acceptable to passengers | Score: 5 Easy to implement, requires timetable and scheduling revisions. Should occur after Northern Suburbs bus services review. | Score : 4 No construction costs, but requires on-going recurrent funding. | Further investigation | High |

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| | <ul style="list-style-type: none"> Improving frequency. | use, through more frequent services. | | | | | | |
| Increased temporal span Increased temporal span, enabling services to commence earlier and finish later, consistently across the week. | Score: 5 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving People). Draft Hobart Passenger Transport Network Plan (temporal coverage and frequency improvements). Project objectives: <ul style="list-style-type: none"> Improving frequency. | Score: 5 Targets temporal span by improving the temporal span of services and ensuring that there is consistency in starting and finishing times. Encourages use of public transport through increasing temporal span. Will lead to lower greenhouse gas emissions by encouraging public transport use, through a greater temporal span. | Corridor specific. | Score: 5 Very acceptable to passengers | Score: 5 Easy to implement, requires timetable and scheduling revisions. Should occur after Northern Suburbs bus services review. | Score: 4 No construction costs, but requires on-going recurrent funding. | Further investigation | Medium |
| Timetable harmonisation Providing services with predictable and consistent frequencies. | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving People). Project objectives: <ul style="list-style-type: none"> Improving frequency. Ensuring public transport routes are easy to understand and consistent. | Score: 5 Targets frequency and complexity of the bus network by creating predictable and consistent timetables (harmonised timetables). Will lead to lower greenhouse gas emissions by encouraging public transport use, though improved frequency and reduced complexity of the bus network. | Corridor specific. | Score: 5 Very acceptable to passengers | Score: 5 Easy to implement, requires timetable and scheduling revisions. Should occur after Northern Suburbs bus services review. | Score: 5 No construction costs, may require minimal on-going recurrent funding depending on the level of harmonisation. | Further investigation | Medium |
| IMPROVED NETWORK PLANNING | | | | | | | | |
| Simplify Northern Suburb bus services Undertake a Northern Suburbs Bus Service Review to ensure routes are simple and direct as possible. Including evaluating issue of forced transfers. | Score: 5 Strategic Plans <ul style="list-style-type: none"> Draft Hobart Passenger Transport Network Plan (route and network simplification). Project objectives: <ul style="list-style-type: none"> Ensuring public transport routes are easy to understand and consistent. | Score: 5 Targets complexity of Northern Suburbs bus network, by producing a more simple and efficient service. Will lead to improved reliability as routes will be simpler and more direct. Will also lead to reduced greenhouse gas emissions through encouraging public transport use. | Sub-metropolitan - focus on Northern Suburbs which uses the corridor. | Score: 3 Acceptable to passengers, some passengers may be concerned if routes and services change. | Score: 4 Requires services and routes to be reviewed. Requires community consultation. | Score: 4 Planning costs for initial review and implementation. Work would be undertaken internally by Metro. May require some on-going recurrent funding depending on review outcomes. Could also be efficiency gains. | Further investigation Metro have identified a need for a review and are in the process of undertaking the early stages of the review. | High |
| Road network priority Developing a network management approach which manages competing interests for limited road space by giving priority use to different modes eg 'SmartRoads' or Adelaide City Council road network hierarchy. | Score: 2 Project objectives: <ul style="list-style-type: none"> Improving public transport reliability. | Score: 4 Targets improving public transport reliability. Public transport has been given low priority on urban roads. Will lead to improved reliability and lower greenhouse gas emissions. Will also lead to better integration of land use and transport planning. | Sub-metropolitan - need to consider surrounding road network. | Score: 3 Different road users will have trade-offs, especially car users on public transport priority routes. | Score: 4 Need to consider network wide approach with other road owners eg Councils. May require infrastructure changes on the network. | Score: 4 Limited costs for planning of network hierarchy. Planning would be undertaken internally between DIER and Councils. | Further investigation | High |
| Vehicle type and capacity Investigating the use of alternative bus vehicle types to increase capacity eg larger capacity vehicles. <i>Option targets higher</i> | Score: 2 Strategic Plans: <ul style="list-style-type: none"> Draft Hobart Passenger Transport Network Plan (high capacity buses). Does not necessarily align with project objectives. | Score: 2 Does not directly target problems, but can help manage passenger capacity issues during peak times, without the need to schedule extra buses or increase | Corridor level, but has implications at a metropolitan level in terms of scheduling and through routing. | Score: 5 Higher capacity buses would be acceptable to the community. | Score: 4 Relatively easy to implement. Requires purchase of new buses and scheduling of buses during peak travel times. | Score: 3 Cost of purchasing new vehicles would be high. | No further investigation Option does not align well with project objectives or target Corridor problems eg there is not a passenger capacity problem on the Corridor at this point in time. | Medium |

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| <i>capacity buses as opposed to smaller capacity buses (eg mini buses) as Corridor has high passenger utilisation and smaller buses have similar operating costs to standard capacity buses.</i> | | frequency. Will lead to lower greenhouse gas emissions as vehicles can carry more people. | | | | | | |
| INTEGRATED TRANSPORT AND LAND USE PLANNING | | | | | | | | |
| Planning Scheme reform Reforming Planning Schemes to ensure consistency across municipal boundaries and enable mixed use and higher densities in inner urban areas. | Score: 5 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Places). Southern Integrated Transport Plan (match land with existing transport infrastructure, manage land use to reduce travel demand). Planning Reform Program (Southern Regional Land Use Strategy, New Planning Schemes). Project objectives: <ul style="list-style-type: none"> Creating additional public transport demand through mixed use and higher residential development. | Score: 5 Targets low population growth in Glenorchy and low levels of public transport use through ensuring mechanisms are in place to enable higher densities and mixed use development. Will lead to creating more liveable and accessible communities by encouraging land use patterns that integrate with public transport, and improve public transport, walking cycling options. Will also lead to better integration of land use and transport planning. | Sub-metropolitan – applies to Hobart and Glenorchy local Government areas | Score: 4 Consistent Planning Schemes will be acceptable to the community and developers, however some community members may have concerns about enabling higher density. | Score:3 Existing initiative, already underway. The development of new Planning Schemes is a lengthy process and Planning Schemes are required to be certified by the Tasmanian Planning Commission. | Score: 3 Work undertaken internally by Councils, but requires significant internal planning resources. | No further investigation. Existing strategy. Liaise with Councils and Tasmanian Planning Commission to ensure consistency. | High |
| Increased density and mixed use through infill development Investigate mechanisms to encourage mixed use and higher densities adjacent to the Transit Corridor | Score: 5 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Places). Southern Integrated Transport Plan (match land with existing transport infrastructure, manage land use to reduce travel demand). Planning Reform Program (Southern Regional Land Use Strategy, New Planning Schemes). Project objectives: <ul style="list-style-type: none"> Creating additional public transport demand through mixed use and higher residential development. | Score: 5 Targets low population growth in Glenorchy and low levels of public transport use through encouraging higher densities and mixed use development. Will lead to liveable and accessible communities by encouraging land use patterns that integrate with public transport, and improve public transport walking cycling options. Will also lead to better integration of land use and transport planning. | Corridor specific – encourage mixed use and increased density adjacent to the corridor (within 800m). Relies on planning policies to be implemented at the regional and local Government level. Partly dependent on supply of industrial land at metropolitan level. | Score: 4 Some community members may have concerns about enabling higher densities. | Score: 2 Requires Planning Scheme reform to be implemented and other mechanisms to be put in place to encourage infill and mixed use. Land use change is a lengthy and ongoing process. The process of identifying sites for development and completion of construction can take up to 10 years. | Score: 3 Difficult to quantify. Requires facilitation by Government and potential infrastructure investment, which can vary in terms of levels of intervention. Relies predominantly on private sector investment to undertake infill and mixed use. | Further investigation | High |
| Car parking policy and pricing Developing car parking policies which support greater use of non-car modes (Greater Hobart Parking Strategy). Manage on-street parking within the Transit Corridor to improve public transport reliability. | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Policies). Southern Integrated Transport Plan (develop and implement Greater Hobart parking strategy). Project objectives: <ul style="list-style-type: none"> Improving public transport reliability. | Score: 4 Targets low levels of public transport use by encouraging a modal shift. Targets public transport reliability through better use of road space. Will lead to reduced greenhouse gas emission through lower car use. Will improve public transport reliability through managing | Metropolitan – need consistent car parking policy and pricing across Greater Hobart. On-street car parking is Corridor specific. | Score: 2 Some community members and local business may have concerns about restricting car parking or charging higher prices. | Score: 2 Development of an agreed car parking policy and pricing across Greater Hobart requires buy-in from Greater Hobart Councils and consultation with private car park owners, local business and the community. Managing on-street car parking on the Corridor would require consultation with local | Score: 4 Relatively low cost. Requires development and implementation of a strategy. No construction required. | No further investigation Development of a Greater Hobart Parking Strategy is an existing strategy identified under the Tasmanian Urban Passenger Transport Framework. This strategy is important, but best pursued as a metropolitan issue, not specific to the Transit Corridor project. Therefore it is recommended | High |

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| | <ul style="list-style-type: none"> Making better use of existing infrastructure. | on-street car parking. | | | businesses and the community. | | that only management of on-street car parking is considered under the Transit Corridor project and that this is considered under the bus priority option. | |
| Improved urban design Creating an attractive urban environment to encourage greater activity and use of public transport, walking and cycling. | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Planning Reform Program (Southern Regional Land Use Strategy, New Planning Schemes). Public Spaces and Public Life (Gehl Report). Main Road Master Plan. Project objectives: <ul style="list-style-type: none"> Improving people's access to activity centres and key trip generators. | Score: 3 A more attractive urban environment will indirectly encourage greater use of public transport, walking and cycling. It will also encourage greater investment in development which will increase activity and lead to population growth. Will create healthy, active communities by encouraging walking and cycling and public transport use. | Corridor level, also applies to areas adjacent to the Corridor. | Score: 5 Creating an attractive urban environment is very acceptable to the community. | Score: 3 Requires urban design frameworks to be developed and implemented and community consultation. May require infrastructure changes to the road environment (streetscape beautification, wider footpaths etc). | Score: 3 Requires development of urban design frameworks and implementation strategies and hard infrastructure works. | Further investigation Councils have already developed urban design strategies along the Corridor eg Main Road Master Plan and Inner City Action Plan. State Government and Metro will need to work with Councils to ensure plans support and encourage public transport use. | Medium |
| IMPROVED CYCLING CONNECTIONS | | | | | | | | |
| Improved cycling connections to the Transit Corridor and Principal Urban Cycling Network Improved connectivity through targeted infrastructure upgrades and or signage. | Score: 5 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Legs). Tasmanian Walking and Cycling Active Transport Strategy (improved infrastructure and facilities that support walking and cycling). Principal Urban Cycling Network. Southern Integrated Transport Plan (creating a more supportive transport system for pedestrians and cyclists). Project objectives: <ul style="list-style-type: none"> Improving people's access to activity centres and key trip generators. | Score: 5 Targets cycling gaps through identification of infrastructure needs in terms of upgrades and or signage. Will create healthy, active communities by encouraging increased cycling use and providing safer routes. | Corridor specific – focus on links to Corridor and Principal Urban Cycling Network. | Score: 5 Very acceptable to cyclists. | Score: 4 Requires identification and prioritisation of missing links. Planning and construction of infrastructure needs. Development of way-finding/signage strategy. | Score: 4 Requires planning and construction costs. Cycling infrastructure is predominantly low cost. | Further investigation | High |
| PEDESTRIAN IMPROVEMENTS | | | | | | | | |
| Better bus stop infrastructure Upgrade of bus stop infrastructure and information. | Score: 5 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving people). Draft Hobart Passenger Transport Network Plan (bus stop amenity, information and appearance). Southern Integrated Transport Plan (identify and improve priority bus stops). Tasmanian Walking and Cycling Active Transport Strategy (improved | Score: 5 Targets poor quality bus stop infrastructure by upgrading bus stops. Will lead to lower greenhouse gas emissions by encouraging public transport use, through better supporting infrastructure. | Corridor specific | Score: 4 Very acceptable to passengers. Local residents and business may have concerns about upgraded bus stops close to their properties. | Score: 4 Requires development of bus stop hierarchy and infrastructure needs. Planning and construction of bus stop upgrades, including bus stop facilities audit. Needs to occur after bus stop optimisation and align with bus priority treatments. | Score: 3 Requires construction of new bus stop infrastructure, which although low cost can be costly due to the number of bus stops along the Corridor. | Further investigation | High |

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| | <p>infrastructure and facilities that support walking and cycling).</p> <p>Project objectives:</p> <ul style="list-style-type: none"> Improving people's access to activity centres and key trip generators. Making better use of existing infrastructure (sharing road space, targeted upgrades, use of non-infrastructure solutions). | | | | | | | |
| <p>Better pedestrian connections to major bus stops and activity centres</p> <p>Improved connectivity through targeted infrastructure upgrades or signage.</p> | <p>Score: 5</p> <p>Strategic Plans:</p> <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving legs). Southern Integrated Transport Plan (creating a more supportive transport system for pedestrians and cyclists). Tasmanian Walking and Cycling Active Transport Strategy (improved infrastructure and facilities that support walking and cycling). <p>Project objectives:</p> <ul style="list-style-type: none"> Improving people's access to activity centres and key trip generators. Making better use of existing infrastructure (sharing road space, targeted upgrades, use of non-infrastructure solutions). | <p>Score: 4</p> <p>Targets low levels of public transport use and poor quality bus stop infrastructure by improving pedestrian connections to bus stops.</p> <p>Will create healthy, active communities by encouraging walking and use of public transport.</p> | Corridor specific | <p>Score: 5</p> <p>Very acceptable to passengers and pedestrians. Improved safety outcomes.</p> | <p>Score: 4</p> <p>Requires assessment of pedestrian connectivity and planning and construction of infrastructure upgrades.</p> | <p>Score: 4</p> <p>Requires construction of pedestrian infrastructure, which is predominantly low cost.</p> | Further investigation Predominately local Government responsibility. | High |
| RELIABILITY IMPROVEMENTS | | | | | | | | |
| <p>Bus priority measures</p> <p>Identification of bus priority measures to improve travel time reliability for buses including investigation of:</p> <ul style="list-style-type: none"> Signal operations and priority. Lane management, eg bus lanes, full/part-time. On-street car parking management. Use of alternative corridors. | <p>Score: 5</p> <p>Strategic Plans:</p> <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving People). Draft Hobart Passenger Transport Network Plan (passenger transport priority measures). Southern Integrated Transport Plan (investigate and implement bus priority measures within Greater Hobart). <p>Project objectives:</p> <ul style="list-style-type: none"> Improving reliability. Making better use of existing infrastructure (sharing road space, targeted upgrades, use of non-infrastructure solutions). | <p>Score: 5</p> <p>Targets reliability by improving travel time for buses on the Corridor through better use of road space and bus priority measures.</p> <p>Will lead to improved reliability and reduced green house gas emissions though encouraging greater use of public transport.</p> | Corridor specific | <p>Score: 3</p> <p>Very acceptable to passengers.</p> <p>Car users may have concern about sharing road space.</p> | <p>Score: 3</p> <p>Requires identification of bus priority measures, modelling and construction of measures. Requires consultation with local businesses and residents if car parking spaces are required to be removed.</p> | <p>Score: 3</p> <p>Requires planning and construction of bus priority measures. Short-term measures would generally be low cost, medium term options may be more expensive.</p> | Further investigation | High |
| Bus stop optimisation | Score: 3 | Score: 3 | Corridor specific | Score: 3 | Score : 4 | Score: 5 | Further investigation | High |

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| Optimising the number of bus stops along the Corridor to improve travel time reliability. | Strategic Plans: <ul style="list-style-type: none"> Southern Integrated Transport Plan (improve travel time reliability on key urban corridors). Draft Hobart Passenger Transport Network Plan (bus stop amenity, information and appearance, including rationalisation). Project objectives: <ul style="list-style-type: none"> Improving reliability. | Targets reliability by reducing the number of bus stops along the Corridor. Will lead to improved reliability and reduced green house gas emissions though encouraging greater use of public transport. | | Passengers may have concerns about walking further to bus stops, however their in-bus travel time will be reduced. | Requires identification of bus stops to be removed or relocated. Consultation with local residents. Needs to occur in conjunction with bus stop upgrades and bus priority measures. | Low cost requires funding for consultation and removal costs. Some bus stops will be consolidated which requires construction of a new stop. | | |
| Removal of Corridor diversions Removing diversions from the Corridor which result in travel time delays eg Springfield Depot, investigating CBD one-way street network. | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Southern Integrated Transport Plan (improve travel time reliability on key urban corridors). Project objectives: <ul style="list-style-type: none"> Improving reliability. Ensuring public transport routes are easy to understand and consistent. | Score: 5 Targets reliability by removing Corridor diversions in order to make travel time savings. Will lead to improved reliability and reduced green house gas emissions though encouraging greater use of public transport. | Corridor specific | Score : 5 Very acceptable to passengers. | Score: 3 Removal of Springfield Depot inward diversion requires development of new inward bus stop. Diversions in the CBD requires longer term planning and needs to align with future plans for the Hobart CBD network and Hobart CBD bus interchange project. | Score: 3 Removal of Springfield Depot inward stop requires construction of a new bus stop. CBD diversions may require planning and construction costs. | Further investigation | Medium |
| Managing peak travel demands Investigate mechanisms to redistribute demand during peak travel times to create peak spreading and reduce congestion including: <ul style="list-style-type: none"> Staggered work and school hours. Flexible work arrangements. Fare pricing (cheaper travel during non-peak hours). | Score: 3 Strategic Plans: <ul style="list-style-type: none"> Southern Integrated Transport Plan (manage travel demand and influence travel choice in peak periods). Project objectives: <ul style="list-style-type: none"> Improving reliability. | Score: 3 Targets reliability by reducing demand and therefore congestion during peak travel times. Will lead to improved reliability during peak travel times for public transport by redistributing demand. | Metropolitan level, measures such as staggered school and work travel times, flexible work arrangements and fare pricing would need to be implemented at a metropolitan level. | Score: 3 Some members of the community, workplaces and schools may be reluctant to change their travel patterns and hours of operation. | Score: 3 Would require extensive consultation with the community, schools and workplaces in terms of changing hours of operation. | Score: 4 Generally low cost to implement. | No further investigation Does not apply specifically to the Transit Corridor, would need to be investigated as part of a metropolitan measure. | Medium |
| On-board bus improvements Investigation of on-board bus improvements to increase reliability: <ul style="list-style-type: none"> Accessible services to make passenger boarding faster. Changed boarding practices: passengers only alighting from the rear door, reducing dwell times. Cashless buses: greencard boardings only during peak travel times. | Score: 2 Strategic Plans: <ul style="list-style-type: none"> Disability Standards for Accessible Public Transport. Project objectives: <ul style="list-style-type: none"> Improving reliability. | Score: 2 Targets reliability through reducing dwell times at bus stops. Will lead to improved reliability by reducing dwell times at bus stops. | Changes would need to be implemented at the metropolitan level, as differing on-board bus practices by Corridor would be confusing for passengers. | Score:3 Introduction of accessible services would be very acceptable to the community particularly older people, people with prams and people with disabilities. Changing boarding practices would be confusing to the community. Cashless buses may be unacceptable to the community. | Score: 3 Changing peoples boarding practices may be difficult to achieve. Introduction of cashless buses would require a higher uptake of Greencard (currently 50%), before it is likely to be successful. Buses will not be entirely cashless as a key feature of Greencard is the ability to 'top up' on the bus. | Score:3 The cost of purchasing new buses is very expensive. Introduction of cashless buses would require introduction of ticket machines which were linked to the INIT system. | No further investigation Metro already has a requirement to ensure 55% of services are accessible by 2012 and all services must be accessible by2022. Implementation of cashless buses may be premature at this stage, until a higher level of uptake of Greencard is achieved. Suggest that an option be pursued under fares and pricing to encourage Greencard use. | Medium |
| FACILITATE MULTI-MODAL TRIPS | | | | | | | | |
| Secure bicycle parking at select locations on the Corridor Identification of secure | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Legs). | Score: 4 Targets cycling gaps by providing secure bicycle parking at select locations along the Corridor to | Corridor specific | Score: 5 Very acceptable to cyclists. | Score: 4 Identify locations for secure bicycle parking based on need. Planning and | Score: 4 Requires planning, consultation and construction costs. Requires on-going management costs. | Further investigation | High |

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| bicycle parking (long-term) locations to facilitate multi-modal trips and for people accessing activity centres eg at Glenorchy. | <ul style="list-style-type: none"> Tasmanian Walking and Cycling Active Transport Strategy (improved infrastructure and facilities that support walking and cycling). Southern Integrated Transport Plan (creating a more supportive transport system for pedestrians and cyclists). Project objectives: <ul style="list-style-type: none"> Improving people's access to activity centres and key trip generators. | encourage greater use of cycling and using cycling as part of a public transport trip. Will lead to healthy and active communities by encouraging cycling use. | | | construction of facilities. Operation and management of facility requires investigation. | | | |
| Bicycle racks on buses Provision of bicycle racks on buses to extend the public transport catchment and facilitate multi-modal trips. | Score: 2 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Legs). Tasmanian Walking and Cycling Active Transport Strategy (improved infrastructure and facilities that support walking and cycling). Southern Integrated Transport Plan (creating a more supportive transport system for pedestrians and cyclists). Project objectives: <ul style="list-style-type: none"> Improving people's access to activity centres and key trip generators. | Score: 3 Targets cycling gaps by providing infrastructure on buses to encourage multi-modal trips. Will lead to healthy and active communities by encouraging public transport and cycling use. | Metropolitan wide – bicycle racks will be on buses operating throughout Greater Hobart. | Score: 3 Very acceptable to cyclists, other passengers may be concerned about increase in bus travel time. | Score: 2 Current project to trial bicycle racks on 10 buses. Project on hold due to operational issues (liability issues associated with responsibility for bicycles on buses). Metro negotiating with Union. Creates travel time reliability issues, scheduling difficulties and limited capacity to carry bicycles (two bicycles per bus). | Score: 3 Requires buses to be retrofitted with bicycle racks. Would need to apply to a large percentage of the fleet to guarantee access to a bicycle rack bus given the number of buses using the corridor. | No further investigation. Await outcomes of Metro negotiation with Union and outcomes of trial. The Transit Corridor is not considered to be a priority route for bikes on buses, other routes would have a higher priority because of barriers, eg South Hobart/Fern Tree because of hilly terrain, Camelot Park because of Tasman Bridge and Kingston via Southern Outlet. | High |
| Park and ride at select locations along Corridor Provision of new or expanded park and ride facilities along the Corridor to extend the public transport catchment and facilitate multi-modal trips. | Score: 3 Strategic Plans: <ul style="list-style-type: none"> Southern Integrated Transport Plan (investigate park and ride facilities in accessible locations). Draft Hobart Passenger Transport Network Plan (park and ride development). Project objectives: <ul style="list-style-type: none"> Does not necessarily align with project objectives. | Score: 3 Targets low levels of public transport use by extending the catchment of public transport through providing facilities where people park and ride. Will help to reduce greenhouse gas emissions by enabling people to use public transport for part of their journey. | Corridor specific | Score: 5 Very acceptable to passengers preferring to drive to bus stops. | Score: 3 Requires identification of potential sites, analysis of demand, improved bus frequency and construction of facility. | Score: 3 Requires planning and construction of park and ride facilities, including land acquisition which can be expensive. Also requires on-going recurrent funding in terms of bus services, if located in areas where there is not a high frequency. | No further investigation Current project investigating park and ride in Greater Hobart. The approach is to use park and ride to extend the catchment of Transit Corridors, intercepting car trips before they reach congested points in the network, ie before Glenorchy. The Urban Passenger Transport Framework also specifically encourages walk and ride within inner urban areas. DIER is currently investigating the viability of park and ride at Claremont. There is an existing park and ride at Springfield Depot, which Metro has the potential to expand. Await outcomes of existing project investigation. | High |
| USE OF CORRIDOR BY ALTERNATIVE MODES | | | | | | | | |
| Use of corridor by alternate modes Investigate use of the | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban | Score: 4 Use of the Corridor by alternate modes has potential | Corridor specific. | Score: 3 Use of the Corridor by other modes is likely to be | Score: 1 Difficult to implement. To ensure the introduction of | Score: 1 Dedicated on-road systems such as light rail and trams | No further investigation On-road light rail has previously been investigated | Medium |

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| Corridor by alternative modes, eg on-road light rail, trams. | <p>Passenger Transport Framework (Moving Places and Moving Minds). Project objectives:</p> <ul style="list-style-type: none"> Improving public transport reliability. Making better use of existing infrastructure. <p>Does not align with short-term objectives about improving the existing bus based system. Aligns with objectives regarding improving modal share.</p> | <p>to increase use of public transport through a 'sparks effect'. Could intensify reliability problems for bus based public transport and cars through creating less road space.</p> <p>Will result in reduced greenhouse gases if more people shift to public transport use.</p> | | acceptable to the community for those using public transport. Motorists may be concerned by losing dedicated road space to public transport. | alternative modes operate effectively and efficiently on the Corridor, requires extensive network planning in terms of how different modes integrate and use the Corridor. Dedicated on-road systems would require extensive planning, design and construction. | are very expensive to construct. Purchase of rolling stock is also expensive. Would require on-going operational and maintenance costs. | <p>by Parsons Brinkerhoff in 2009. The report indicated that an on -road system between Hobart CBD and New Town Rivulet would be very expensive.</p> <p>Proposed tram service between Hobart CBD and North Hobart appear to be targeted primarily as a service for tourists, rather than providing a genuine public transport service.</p> | |
| MARKETING AND BRANDING | | | | | | | | |
| <p>Corridor branding</p> <p>Differentiate the Corridor from other services through Corridor branding eg bus livery, information, bus stops and bus priority measures.</p> | <p>Score: 3 Strategic Plans:</p> <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Minds and Moving People). Southern Integrated Transport Plan (improve information and communication of public transport services). <p>Project objectives:</p> <ul style="list-style-type: none"> Ensuring public transport routes are easy to understand and consistent. | <p>Score: 3 Targets low levels of public transport use by marketing and differentiating the Corridor service.</p> <p>Will result in lower greenhouse gas emissions as marketing will lead to increased public transport use.</p> | <p>Corridor specific for bus stop and bus priority branding.</p> <p>Metropolitan wide for vehicle livery as buses will operate throughout Greater Hobart.</p> | <p>Score: 5 Very acceptable to passengers.</p> | <p>Score: 4 Relatively easy to implement requires development of branding strategy.</p> | <p>Score: 4 Development of marketing strategy and implementation, including branding of bus stops, buses etc. Requires marketing consultant, graphic design etc.</p> | <p>Further investigate Need to consider if initiative applies just to Corridor or Metro as a whole eg improving overall brand in the first instance.</p> | High |
| <p>Direct marketing to passengers</p> <p>Informing residents, workers, students in adjacent suburbs regarding Corridor services, walking and cycling options.</p> | <p>Score: 4 Strategic Plans:</p> <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Minds). Southern Integrated Transport Plan (improve information and communication of public transport services). <p>Project objectives:</p> <ul style="list-style-type: none"> Ensuring public transport routes are easy to understand and consistent. | <p>Score: 4 Targets low levels of public transport use by providing direct marketing to passengers about public transport options.</p> <p>Will result in lower greenhouse gas emissions as marketing will lead to increased public transport use, walking and cycling.</p> | <p>Corridor specific – direct marketing would target residents, students and workers in adjacent suburbs.</p> | <p>Score: 5 Very acceptable to passengers.</p> | <p>Score: 4 Relatively easy to implement. Requires development of a dedicated marketing and campaign.</p> | <p>Score: 4 Marketing campaign is relatively inexpensive, especially if existing resources are used.</p> | <p>Further investigate Suggest initiative focuses on an marketing and information campaign as opposed to Travel Smart Program as these are expensive and resource intensive to operate.</p> | Medium |
| <p>Behaviour change programs</p> <p>Development of travel behaviour change programs eg targeting adjacent suburbs, workplaces, schools.</p> | <p>Score: 4 Strategic Plans:</p> <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving Minds). Southern Integrated Transport Plan (improve information and communication of public transport services and facilitate access to a range of transport options through development of education and work travel plans). <p>Project objectives:</p> <ul style="list-style-type: none"> Ensuring public transport routes are easy to understand and consistent. | <p>Score: 4 Targets low levels of public transport use by developing school, workplace or community travel plans to inform passengers about transport options, including public transport, walking, cycling, and carpooling.</p> <p>Will result in lower greenhouse gas emissions as behaviour change programs will lead to increased public transport, walking and cycling use.</p> | <p>Corridor specific – travel behaviour change programs will target residents, students and workers in adjacent suburbs.</p> | <p>Score: 5 Very acceptable to passengers.</p> | <p>Score: 3 Travel Smart Programs require development of tailored programs and dedicated resources to implement the program.</p> | <p>Score: 3 Travel Smart Programs are costly to implement due to cost of having dedicated resources to undertake the project.</p> | <p>No further investigation DIER is currently undertaking a pilot travel behaviour change program to inform the development of a state-wide scheme to support Tasmanian businesses and their employees. Await the outcomes of this pilot program to determine programs effectiveness on travel behaviour change.</p> | Medium |
| <p>Wi-Fi on buses</p> <p>Expand the current Wi-Fi on</p> | <p>Score: 1 Does not align with strategic plans or project objectives.</p> | <p>Score: 1 The trial was intended to increase public transport</p> | <p>Metropolitan – would need to be rolled out at a metropolitan level as buses</p> | <p>Score: 4 Generally acceptable to passengers, but passengers</p> | <p>Score: 4 Relatively easy to implement, requires hardware and</p> | <p>Score: 4 Additional operational cost to bus operators, who would be</p> | <p>No further investigation DIER undertook a 12 month trial ending June 2012 on 16</p> | Medium |

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|---|--|---|--|---|---|--|---|---|
| buses trial to urban bus services. | | patronage but had limited impact on increasing patronage. Therefore does not target problems or will lead to better project outcomes. | will operate throughout Greater Hobart. | may be indifferent to availability of free service. | software to be installed in buses. | required to enter into their own Wi-Fi service arrangement with a private provider. | buses operating on long distance routes to test the attractiveness of free Wi-Fi in terms of increasing public transport use. The trial did not show an increase in public transport use, although passenger behaviour improved. Provision of free Wi-Fi is not considered a competitive advantage as most people have a more than adequate download limit on their smart phones. | |
| SERVICE INFORMATION | | | | | | | | |
| Provision of simple passenger information Simplified, easy to understand and accessible pre-trip information including one stop website for metropolitan bus services. Development of internet journey planners to assist passengers in planning their journey. | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving People). Draft Hobart Passenger Transport Network Plan (information and communication eg internet journey plan). Southern Integrated Transport Plan (improve information and communication of public transport services). Project objectives: <ul style="list-style-type: none"> Ensuring public transport routes are easy to understand and consistent. | Score: 4 Targets low levels of public transport use by providing better information and helps to reduce the complexity of the bus network. Will result in lower greenhouse gas emissions as provision of simpler information should lead to greater public transport use. | Metropolitan wide – website and journey planner would target metropolitan residents. | Score: 5 Very acceptable to passengers. | Score: 4 Relatively easy to implement. Requires development of simple information which is easy to understand and development of one-stop website for services within Greater Hobart and journey planner. | Score: 4 Cost effective to implement. Requires development of new information, integrated website and journey planner. | Further investigation | High |
| Use of alternate technologies Development of phone applications with real time travel information, journey planner and timetable information. | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving People). Draft Hobart Passenger Transport Network Plan (information and communication eg mobile phone information). Southern Integrated Transport Plan (improve information and communication of public transport services). Project objectives: <ul style="list-style-type: none"> Ensuring public transport routes are easy to understand and consistent. | Score: 4 Targets low levels of public transport use by providing better information which is more accessible and helps to reduce the complexity of the bus network. Will result in lower greenhouse gas emissions as provision of more accessible real time information should lead to greater public transport use. | Metropolitan wide – phone applications would target metropolitan residents. | Score: 5 Very acceptable to passengers. | Score: 3 Requires development of phone applications and roll-out of real time travel information and journey planner. | Score: 3 Development of phone application and real-time travel information system. | Further investigation | High |
| Real time travel information Provision of real time travel information at interchanges and major bus stops. | Score: 4 Strategic Plans: <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving People). Draft Hobart Passenger | Score: 4 Targets low levels of public transport use by providing better information and helps to reduce the complexity of the bus network. Will result in lower | Corridor specific | Score: 5 Very acceptable to passengers. | Score: 3 Requires expansion of INIT system (Metro on board bus system) and office communication systems and roll-out of signage (requires network connection) at major | Score: 3 Expansion of INIT system and installation of real time travel information signage. | Further investigation | High |

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|--|---|--|---|--|--|---|--|---|
| | <p>Transport Network Plan (real time travel information).</p> <ul style="list-style-type: none"> Southern Integrated Transport Plan (improve information and communication of public transport services). <p>Project objectives:</p> <ul style="list-style-type: none"> Ensuring public transport routes are easy to understand and consistent. | <p>greenhouse gas emissions as provision of more accessible real time information should lead to greater public transport use.</p> | | | <p>bus stops.</p> | | | |
| PRICING AND FARE STRUCTURE | | | | | | | | |
| <p>Tax benefits to encourage public transport use</p> <p>Investigate salary sacrificing and tax-free fringe benefits to encourage people to use public transport.</p> | <p>Score: 3</p> <p>Strategic Plans:</p> <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving People). Southern Integrated Transport Plan (implement pricing incentives to encourage a shift to public transport). <p>Does not align with project objectives.</p> | <p>Score: 4</p> <p>Targets low levels of public transport by providing a pricing incentive to use public transport.</p> <p>Will result in lower greenhouse gas emissions as will encourage greater use of public transport.</p> | <p>State-wide – would apply to all public transport users from an equity perspective.</p> | <p>Score: 5</p> <p>Very acceptable to passengers.</p> | <p>Score: 2</p> <p>Would be difficult to implement, as requires changes at the Federal level.</p> | <p>Score: 4</p> <p>Relatively low cost to implement, however ATO would experience a loss of revenue.</p> | <p>No further investigation</p> <p>DIER currently conducting a 12 month trial on salary sacrificing trips to and from work using Metro. Trial will be evaluated to determine if the trial can be expanded to other State agencies, requires a special tax ruling.</p> <p>Unlikely to apply to other private work employers, as unable to meet the tax ruling which requires a “related party” connection to Metro (State Government can make claim as Metro is a State owned company).</p> <p>Private employers do have other fringe benefits tax options not available to the public sector which might open other possibilities for them.</p> <p>Recent discussions on tax reform, most notably the Henry Tax Review and carbon tax debate, have overlooked passenger transport incentives. This issue is best pursued at a Federal level.</p> <p>Await outcomes of DIER trial to determine success of program. Monitor changes at a Federal Government level.</p> | <p>High</p> |
| <p>Fare pricing mechanisms to encourage public transport use</p> <p>Pricing mechanisms to encourage use of Greencard and more frequent public transport use.</p> | <p>Score: 3</p> <p>Strategic Plans:</p> <ul style="list-style-type: none"> Tasmanian Urban Passenger Transport Framework (Moving People). Southern Integrated Transport Plan (implement pricing incentives to encourage a shift to public transport). <p>Does not align with project objectives.</p> | <p>Score: 4</p> <p>Targets low levels of public transport by providing a pricing incentive to use public transport.</p> <p>Will result in lower greenhouse gas emissions as will encourage greater use of public transport.</p> | <p>State-wide – would apply to all public transport users from an equity perspective.</p> | <p>Score: 5</p> <p>Very acceptable to passengers.</p> | <p>Score: 5</p> <p>Relatively easy to implement as existing Greencard and INIT system in place.</p> | <p>Score: 3</p> <p>Any fare incentives would need to be absorbed as operational costs by Metro.</p> | <p>No further investigation.</p> <p>Pricing incentives are already in place to encourage public transport use eg Greenward 20% discount on fares and maximum daily cap. It is suggested that these incentives are appropriate.</p> <p>Suggest that an alternative strategy could be to undertake additional marketing to increase use of Greencard. Metro’s aim is for Greencard use to be around 80%.</p> | <p>Medium</p> |

Scoring framework

How well does the option align with Strategic Plans and project objectives?

- Measured on a scale of 1-5, where 1 was poorly addresses the objective and perfectly addresses the objective.

How well does the option address the identified problems on the Corridor?

- Measured on a scale of 1-5, where 1 was poorly addresses the problems and perfectly addresses the problems.

Does the option require a change to the Corridor or the whole system?

- No scoring, provides an indication of what level change needs to occur at.

How acceptable will the option be to the community?

- Measured on a scale of 1-5, where 1 was unacceptable and 5 was embraced.

How easily will the option be implemented?

- Measured on a scale of 1-5, where 1 was very difficult to implement and 5 was very easy to implement

How expensive is the option to implement, both in terms of the level of planning and development?

- Measured on a scale where 5 is very expensive to implement and was 5 was cheap.