

Connect Horizons Regional Transport Events Policy

1. Purpose

The overall purpose of this policy is to promote public transport. This policy sets out when Connect will consider additional support for events in the form of free fares and targeted services.

2. Background

Connect recognises the promotion of public transport is essential to encourage positive behaviour change and mode shift towards public transport. Targeted services aim to provide service to areas or link destinations where there is not a core or local service, or where normal services cannot meet peak demand. The provision of free fares can provide incentive to use public transport. Targeted event services and free event fares can therefore enable greater access to events and result in promotion of public transport.

The aim of providing free fares and target services as part of an event activity is to:

- Increase long-term patronage;
- Provide exposure of public transport to new users;
- Improve the Connect brand recognition and value.

This policy is for external event promotions, and is not inclusive of internal promotions by Connect such as Free Bee cards or free fares for the launch of new services.

3. Criteria

The provision of free fares and targeted services for events is at the discretion of the Manager Transport Services, guided by criteria in 3.1 and 3.2.

3.1 Free fares for events

Connect may provide free fares for events when –

- a. The event is expected to have more than 2,000 attendees on any one day; and
- b. The event does not occur more frequently than once a month; and
- c. The event organiser incorporates advertising of the free event fares into their event marketing; and
- d. Association with the event will have a positive effect on the Horizons Regional Council and Connect brand; and
- e. The event takes place within Horizons Regional Council boundaries.

Free travel may be provided only to event attendees, to specific services, or to the whole network, at the discretion of the Manager Transport Services, depending on the scale and location of the event.

3.2 Targeted services to support events

In collaboration with event organisers, Connect may support to create targeted event services, provided that –

- a. The event is expected to have more than 2,000 attendees on any one day; and
- b. There is demand outside of regularly scheduled services; and
- c. Services can be provided alongside regularly scheduled services; and
- d. Targeted event services are funded by the event organiser; and
- e. The event organiser incorporates advertising of the targeted service into their event marketing; and
- f. Association with the event will have a positive effect on the Horizons Regional Council and Connect public transport services and brand; and
- g. The event takes place within Horizons Regional Council boundaries.

4. Application process

Event organisers need to email their request to transport@horizons.govt.nz and include the following event information:

- Date(s);
- Time(s);
- Location(s);
- Previous number of attendees (or for new events, prospective number);
- Event summary and purpose;
- Traffic management plan;
- Site map.

We strongly advise that event organisers email us at least 90 days prior to the event.

5. Monitoring and feedback

Monitoring the success of promotions and events is vital to inform where Connect should support future initiatives. The responsibility for this monitoring and feedback is on both Connect and the event organiser.

Connect will report the outcomes of this monitoring and feedback to the Horizons Passenger Transport Committee on an annual basis.

Connect will monitor the success of an event or promotion by:

- Comparing passenger data to a similar period with no event or promotion;

- Comparing passenger data to other events or promotions;
- Evaluating public feedback received;
- Evaluating advertising, social media advertising and other engagement about free travel to the event.

The event organiser will monitor the success of an event by:

- Evaluating the event organisers advertising, social media advertising and other engagement about free travel to the event;
- Providing to Connect public feedback received on public transport provided.

6. Review

This policy will be reviewed alongside the Horizons Regional Public Transport Plan.

