



26 June 2015

MR DANIEL FARRELL

EMAIL fyi-request-2780-
aa7ed36d@requests.fyi.org.nz

Dear Mr Farrell

I refer to your Official Information Act 1982 request to the University of Waikato (**University**) dated 28 May 2015. Please find the University's response below.

In response to your questions:

- 1. What reports or documents, if any, does the University of Waikato hold, in regard to any potential business case, or lack thereof, for providing funding for public transport?**

The University is considering ways in which it can encourage and facilitate concessions for public transport for staff and students.

For your information, find attached:

- Submission Form to WRC from University of Waikato for Regional Transport Plan;
- Internal University emails regarding Regional Public Transport Plan Submission;
- Waikato Students' Union Submission to the Draft Regional Public Transport Plan;
- Notes from an internal University meeting regarding the introduction of paid parking at the University and the possibility of the University providing funding for public transport; and
- The University's Paid Parking Student Communications Plan which states that the University is investigating the possibility of bus subsidies for students either through tickets or helping pay for more direct bus routes to the University.

- 2. What correspondence has the University of Waikato had with external bodies, including but not limited to the Waikato Regional council and the Hamilton City Council, in regard to the potential for tertiary student concessions on public transport?**

The potential for tertiary student concessions on public transport has been discussed in meetings between the University, the Waikato Regional Council and the Hamilton City Council.

The University is also in discussions with the South Waikato District Council regarding running point to point buses from Tokoroa and Putaruru to the University for students. It is intended that this service will start in 2016. The possibility of this being extended to Te Kuiti, Te Aroha and

Morrinsville is also being considered. It may also be possible to use the buses to provide other transport links during the day while in Hamilton.

For your information, find attached:

- Correspondence between the University and the Waikato Regional Council regarding Proposed Public Transport Meeting;
- Internal University email regarding Transport Issues; and
- Internal University email regarding Transport Meeting.

3. Are there any current projects the University is undertaking that may, directly or indirectly, increase or decrease the likelihood of tertiary concessions in Hamilton?

The University considers that its planned introduction of paid parking at the University, and its willingness to use some of the funds raised to provide short-term support for a tertiary concession, will increase the likelihood of tertiary concessions in Hamilton.

Some names and contact details in the attached documents have been withheld under s 9(2)(a) of the Official Information Act 1982 as withholding the information is necessary to protect the privacy of natural persons.

You have the right by way of complaint to an Ombudsman under s 28(3) of the Official Information Act 1982 to seek an investigation and review into any refusals.

Yours faithfully

NORRIS WARD McKINNON



Maria Ware
Solicitor
Commercial Corporate

DDI 07 834 6026
Email maria.ware@nwm.co.nz

SUBMISSION FORM

Title: Mr John Cameron, Head of Facilities Management

Organisation/group submitting: The University of Waikato

Postal Address: Private Bag 3105
Hamilton 3240

Phone: (Daytime):

Mobile:

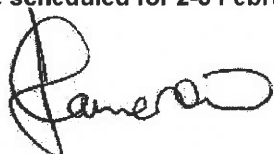
Email: j.cameron@waikato.ac.nz

Yes, prefer to be contacted by email

No, we do not wish to present in person.

Hearings are scheduled for 2-3 February 2015. You will be notified when to appear.

Signed:



Your submission

Note that your submission and any information you supply as part of your submission is considered public information and will be available in reports and documents relating to this process and may be published on our website at www.waikatoregion.govt.nz.

General comments:

The University of Waikato is generally supportive of a review of the Draft Regional Transport Plan and indeed the Vice-Chancellor has during the course of this year, been in a conversation with the Mayor of Hamilton City, Julie Hardaker and also Paula Southgate from the Waikato Regional Council on matters pertaining to transport. Additionally, other members of the University have been involved in workshops on the same topic throughout the year, and also involved in meetings with the Hamilton City Council concerning assisting the Council with cycleways and ride sharing software, which whilst they are not specifically the matter in the Regional Council's Transport Plan, nevertheless form part of the greater transport concept within the city.

Additionally, the University is in the position to assist with any research that might be required in relation to this Plan.

If one goes back further the University has been in conversations with both the City and the Regional Council variously over the last, at least 10 years, about matters pertaining to transport, and facilitating better services with the buses to the campus, etc.

I will comment below on the significant elements of the Draft Plan but a couple of overarching principles broadly represent the University's position:

1. Principles:

- 1.1 The University is working towards a more sustainable mode of operation in all aspects of what it does. This is seen as a very broad-brush sustainability approach and is obviously a work in progress and takes time in many instances to make gains, but in the case of transportation we are very keen to facilitate more sustainable methods of transport, and supportive of ensuring people are encouraged as much as is possible to switch to these more sustainable forms of transportation.

- 1.2 The second overall principle is that the University would like to work on a one-on-one basis with the City and the Regional Council over the details of the implementation of the transportation strategy within the region. The University is a major contributor to the region's economic growth, and is also a major contributor of employment, along with almost 1,000 students in accommodation on campus, and many thousands in rented accommodation around the city. Clearly, we would like to see as much dialogue as possible to attempt to get a win-win solution for the city via the City Council, the Regional Council, and the University, for services to staff, students and the general public.

2. Key Points in Draft Plan

More particularly in relationship to the key points in your Draft Plan we have the following observations to make.

2.1 Bus Transport:

The University is supportive of a review of the network to ensure it meets the population needs as the city changes.

Certainly in the past we have noted significant improvements with the introduction of the Orbiter and would like to talk to the City about the potential for further improvements to the Orbiter and other bus services. This could include, but is not limited to, looking at the timing of some of these routes and the possibility of further entry into the campus, rather than just along Knighton Road, and of course as is mentioned below, discussions around the whole question of the charging for staff and students using buses.

2.2 Mobility Services:

The University puts a lot of effort in to support people with disabilities, and whilst there is still a long way to go with some of the physical attributes of the campus in terms of disability access, nevertheless we are very supportive of anything that the Regional Council is doing that will improve the services for people with a whole range of disabilities.

2.3 Rail:

The Plan proposes that no more than a "watching brief" is kept on the concept of a rail link between Hamilton and Auckland.

The University understands that such a rail link would be expensive, but nevertheless is strongly supportive of every effort being made to progress that concept. Anecdotally there is very considerable evidence of a drift south from Auckland of people either moving to the Waikato or moving to subdivisions which are springing up to the south of Auckland, such as in Te Kauwhata and Pokeno. Whilst some of those people will be employed locally, in a number of instances many of us are aware of people who are commuting back to Auckland.

A high speed rail service such as is very common overseas and indeed works between Wellington and the Wairarapa and Palmerston North would seem intuitively to be extremely desirable, albeit uneconomic in the early days.

2.4 Fare Box Recovery:

We understand that there is a desire for an increased recovery to try and assist in reducing the load on the tax payer and rate payer, and indeed understand that what is proposed is in line with central Government's expectations/requirements. However, we are slightly apprehensive about the effect increases might have on patronage, and certainly believe there's not a clear understanding of the degree of subsidy that is already in the fare structure and that needs to be more widely publicised.

2.5 Concession Fares:

The University notes that during 2014/15 there is going to be a review of the fares and it is proposed that the staff will work with the tertiary institutions to see if "third party funding" can be used for off-peak tertiary concessions.

We note there is a very successful scheme whereby students at Massey University travel to and from the campus for free. As mentioned in the preamble, this matter was discussed by the Vice-Chancellor with Julie Hardaker and Paula Southgate in the meeting earlier this year, and it was recognised it would be difficult to see a Business Case for the University to subsidise bus travel, but nevertheless we would be keen to try and progress the conversation to see if there was a middle ground on this topic.

2.6 New Ticketing System:

The University has previously been in conversation with the Regional Council about the current ticketing system and had hoped when it was introduced to have the ability to vend tickets on the campus. This apparently was not possible due to constraints around the software, but if there is a proposal for a new ticketing system, we would reiterate that the University would be extremely interested in possibly locating a ticket vending machine or kiosk here, partly as a service to students and staff, but also because we believe it may assist in increasing the patronage.

2.7 Hamilton Network:

We note that you are proposing modifications to the network such that 90% of the population would move from being within 400 metres of a bus stop to 600 metres of a bus stop. We don't really have an opinion on whether that's desirable or not, but as mentioned in the introduction possibly if you were wanting to research any implications of such a matter we could assist in providing survey expertise.

2.8 Satellite Towns:

Broadly speaking the University is supportive of any changes that you might be making which will assist in providing a better service to the satellite towns that services community, the city and the University.

2.8 Rural Areas:

We note there are no changes proposed for the servicing of rural areas but if we were able to progress the conversation about some form of concessions then we would be interested in having that conversation concerning these being extended to people not just from the core routes within the city.

2.9 Special Events:

The proposal is to charge event organisers for some of the costs associated with the provision of a special bus service to events.

That seems, on the face of it, to be a reasonable position, but it's possible it will be difficult for event organisers to fund that, particularly since many events (and in particular the major one at the University, namely Balloons Over Waikato) are largely funded through donations and general fundraising.

2.10 Additional Item:

An additional item we would like to bring up in the discussions we hope will ensue, is discussion around the concept of "park and ride" facilities for both cars and bikes, to encourage people into multi modes of transport.

12 December 2014

From: John Cameron
Subject: RE: Regional Public Transport Plan Submission
Date: 27 March 2015 3:39 pm
To: Helen Pridmore hmp@waikato.ac.nz
Cc: Duanna Fowler duanna@waikato.ac.nz, Anna Bounds bounds@waikato.ac.nz, John Cameron



Helen

I have had a look through the WSU submission and in essence it's narrower than the submission the University made, but having said that, it has picked up on one item that the Regional Council was not very explicit about, and you really had to dig to find, namely, that the proposal is to merge together two of the bus routes to the University.

Their rationale for this is to do with patronage and efficiency, but the end result will be (as indeed the WSU submission says) that there is less choice for students coming to the University, particularly from Hamilton East.

In our submission we told the Regional Council we would like to talk with them further on a number of the matters that were in the Regional Plan, and as yet we have had no feedback from them. I know that Anna has previously had some communications with people there as well, and it may be that those contacts can be advanced to try and progress the conversation.

I am not quite sure whether I can give a report back to the VC for his report at the next Council meeting, other than to say now that we made a submission on all major aspects of the Regional Plan, and are supportive of the WSU's submission as well and like the WSU we would like to have further dialogue with the Council about the matters, particularly the ones pertaining directly to the University which is largely around routes, frequency, concession fares and ticketing systems.

I am hoping that some of that could suffice for Council, and then indicate that once we have managed to have more dialogue with the Regional Council we will report back further.

Regards
John



John Cameron / Head of Facilities Management
Facilities Management Division / University of Waikato
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www.waikato.ac.nz / ddi +64 7 838 4188 / cell +64 274 735950

From: Helen Pridmore [mailto:hmp@waikato.ac.nz]
Sent: Friday, 27 March 2015 9:22 a.m.
To: John Cameron
Cc: Duanna Fowler
Subject: FW: Regional Public Transport Plan Submission

Dear John,

I've now had a chance to look at this and it seems as if the issues taken up by WSU are ones that the University could 'get behind'. Do you agree?

If so, would you be happy to address the issues in whatever way you think appropriate, with a view to reporting back to the Vice-Chancellor so that he can in turn report back to Council (briefly, just to close the loop) in his Vice-Chancellor's report at the next meeting? That would mean coming back to Duanna by 4 May (ish).

If you think a different approach would be better, just let me know. Many thanks,

Helen

Helen Pridmore

*Assistant Vice-Chancellor (Executive)
University of Waikato | Private Bag 3105 | Hamilton 3240 | New Zealand
Ph: +64 7 838 4673*

CAUTION: The information in this email (and any attachments) may be confidential. If it has been received in error, please notify me and destroy the information immediately.

From: Shannon Stewart [mailto:president@wsu.org.nz]
Sent: Wednesday, 25 March 2015 5:16 p.m.
To: Helen Pridmore
Subject: Fwd: Regional Public Transport Plan Submission

Good evening Helen,

Please find attached a submission prepared by a member of our 2014 WSU Board on the organizations behalf. I hope this helps.

Regards,

Shannon Stewart
President

Waikato Students' Union
Ground Floor, Student Union Building
Gate One, University of Waikato
Kiaighton Road, Hamilton

P: 07 856 9139
E: President@wsu.org.nz
W: www.wsu.org.nz

----- Forwarded message -----

From: **Daniel Farrell** <dcf5@students.waikato.ac.nz>
Date: Sat, Dec 13, 2014 at 6:21 PM
Subject: Regional Public Transport Plan Submission
To: transport@waikatoregion.govt.nz
Cc: Aaron Letcher <president@wsu.org.nz>

To whom it may concern,

On behalf of the Waikato Students' Union, please find attached a submission to the Waikato Regional Council on the Draft Regional Public Transport Plan.

Any details regarding presentation of submissions can be sent to president@wsu.org.nz.

Regards

Daniel Farrell

Director
Waikato Students' Union

SUBMISSION TO THE DRAFT REGIONAL PUBLIC TRANSPORT PLAN

WAIKATO STUDENTS' UNION

The WSU would like to present this submission in person to the council. Details of submission presentations can be received by the WSU President via email at president@wsu.org.nz.

INTRODUCTION

The Waikato Students' Union (WSU) is a representative body with over 6,000 members. We deliver services such as advocacy services, budgeting advice, club coordination and student media at the University of Waikato. Because of our role as representatives of students at the University of Waikato, we will be submitting on tertiary student related issues in this plan. We believe the voice of tertiary students is very important in this process, as students make up almost one in every five persons living in the Hamilton urban area.¹

There are two specific areas we feel are of significance to students. The first of these is the merger of the routes 10 and 17. The second is tertiary student concessions for bus fares in Hamilton.

SUMMARY OF SUBMISSIONS

- The proposed route 10 should go to the University at all times, and at the very least from 7am to 9pm, Monday to Friday.
- A tertiary concession would increase numbers on routes servicing the University, increasing the farebox recovery from these routes.
- Any tertiary concession should not be limited to certain times and days.
- Any tertiary concession should not be reliant on third party funding.

MERGING ROUTES 10 AND 17

While we understand the need to improve the efficiency of the public transport service in Hamilton, we have concerns with students living in Hamilton East having no access to public transport to the University outside of "peak times". Classes at the University run from 8am to 8pm from late February to early November, and continue with summer school semesters from November to February. This doesn't leave much time where students are able to be without access to the University.

This is then contrasted with the draft plan, which gives students access to the University from Hamilton East only between 6:55am-9:25am and 2:25pm-6:30pm, Monday to Friday.² This does not give students living in Hamilton East access to the University when they need it, making public transport an unrealistic option for them.

We submit that the proposed route 10 should go to the University at all times, and at the very least from approximately 7am to 9pm, Monday to Friday. The life of a tertiary student is varied, and this means that "peak times" is not a viable option for students.

TERTIARY CONCESSIONS

It is widely accepted that tertiary students of a significant level of poverty. Approximately 10% of tertiary students in Hamilton receive an average \$222.27 per week via the Student Allowance.³ This is less than a

¹ Based on approximately 40,000 students in a population of 218,800 in the Hamilton urban area.

² As per page 71 of the Draft Regional Public Transport Plan

³ Based on data from an Official Information Act request of the Ministry of Social Development on 13 November 2014, see fyi.org.nz/request/2174-number-of-students-receiving-the-student-allowance-in-hamilton-average-weekly-amount-received

quarter of New Zealand's average weekly income.⁴ Currently, tertiary students are required to pay an adult fare to catch the bus. This equates to:⁵

	Cash Fare	BUSIT Fare	Cost of Driving ⁶
Weekly	\$33.00	\$24.00	-
Per semester (A & B semesters)	\$415.80	\$302.40	-
Per semester (summer school)	\$198.00	\$144.00	-
Per annum	\$1029.60	\$748.80	\$535.35

While we note that "almost 50 per cent of users are at high school or undertaking tertiary studies"⁷, the WSU suggests that the majority of these users would be attending high school. We also suggest that tertiary students would be more willing to use public transport if it was more affordable for them to do so. Given that having tertiary concessions does not increase the cost to run buses, as they would be running irrespective of whether a tertiary concession exists, we submit that increasing the number of tertiary students able to afford to use public transport would increase the farebox recovery from routes servicing the University, being, under the new plan, routes 2, 10, 13 and the Orbiter. We do not accept the suggestion that introducing a tertiary concession would reduce the farebox recovery, as suggested in the plan⁸.

The WSU believes that the proposed off-peak tertiary concession is not enough⁹. While we accept it is a start, it would not make significant differences to the ability of students to attend classes, as classes at the University span both off and on peak times. As such, we submit that any tertiary concession should not be limited to certain times and days.

While the WSU accepts that any tertiary concession would ideally have an element of third party contributions, we believe it is unreasonable to have a reliance on this type of funding. The reality is that policies around this type of funding do change, and an absolute reliance on third party funding may result in the concession being considered unsustainable in the future. As such, the WSU submits that tertiary concessions should not be reliant on third party funding.

CONCLUSION

Tertiary students are a large stakeholder group in the public transport system for the Hamilton urban area. Making up approximately 18% of the population, tertiary students should be heard in important discussions such as these. Students need both frequent access to the University and the ability to afford that access. The current draft of the Regional Public Transport Plan does not allow them that access.

⁴ Based on the latest New Zealand Income Survey by Statistics New Zealand, released on 3 October 2014, see stats.govt.nz/browse_for_stats/income-and-work/Income/NZIncomeSurvey_HOTJun14qtr.aspx

⁵ All figures are based on a tertiary student catching the bus to and from University, five times a week. Annual figures are based on a student taking papers in A semester, B semester and one summer school semester. Semester figures are based on a student only going to University during teaching weeks, as well as going to and from University for six exams across the year. Semester lengths are based on the 2014 University Calendar, found at calendar.waikato.ac.nz.

⁶ This estimate is based on a vehicle achieving \$20/100km for fuel costs, travelling 2km between Hamilton East and the University on a similar basis to the public transport estimations above. Also included in the estimate is \$100 for insurance, \$30 for Warrant of Fitness and \$280.55 for registration.

⁷ See page 28 of the RPTP.

⁸ At page 51.

⁹ As per page 51 of the plan.

Possible Implementation of Paid Parking

Notes of a Meeting Held in the Vice-Chancellor's office on Friday 8 May 2015

PRESENT

Prof Neil Quigley (VC), John Cameron, Michelle Jordan-Tong, Carole Gunn, Peta Goldsworthy

NOTED IN DISCUSSION

1. Notwithstanding the prospectus going out with a statement that parking will be free for students, if we decide to go ahead with paid parking it will occur from the start of 2016.
 2. It is accepted the imposition of paid parking on students may create hardship in some instances, and we will derive a mechanism whereby application can be made to a hardship fund type situation in what is expected to be a very small number of cases. This will be developed through the course of the project.
 3. All staff pay if they are going to have a named or licence to hunt park. There are no exceptions to this.
 4. Staff disability parks, such as the one - has, will be paid for but as they are in essence named parks, they will be charged at a lower rate, namely the same rate as a licence to hunt park.
 5. There will be no sliding scale of charges based on salary as the administrative complexities of that are too great.
 6. It was agreed that:
 - a named carpark shall cost \$750 (incl GST)
 - a licence to hunt will cost \$300 (incl GST)
 - a Pay & Display will cost \$2 per day
 7. It was decided the clamping fee will stay as it was, and rather than moving to tow away from cars parked in a named park, we would instead increase the clamping fee in that area to \$100.
 8. A matter of details but nevertheless I will record it. Namely, that we won't actually be putting people's names on the parks, instead we will be numbering them and only the so-called named park (aka numbered parks) will have numbers on them. The licence to hunt will be unnumbered and thus the distinction between the two will be quite clear. Furthermore, the numbered (named) parks will also have a large RES for Reserved painted on them as they do now.
 9. After some discussion about how one handles the numbers applying for the two forms of permitted parking, it was decided we would do two things:
 - Peta will look to some form of informal survey so people can give us feedback as to whether they would buy them.
 - We will just let people apply on the 'first come, first serve' basis for both named parks and the licence to hunt, and not put any limit on how many we might sell in the first instance.
- I believe we will have to manage this with some care so there's a certain cut-off day for you to apply by and we won't issue any until we see what happens by that cut-off date. If we don't get large numbers apply then it's all going to be fairly straightforward, however if we get flooded with applications in either case we will consider how we handle that if that occurs.
10. There was some discussion about the changing of the permit annually and the question was raised as to why we bothered to change it annually, as that's a lot more work (which it most certainly is). We will consider that and see whether we can leave it the same permit.

11. We need to address the situation of tenants, such as the Pharmacy, Bennetts, Sushi Bar, etc but also the tenants such as the Kohanga Reo, the Creche, U Leisure and WSU. Those will all be addressed in due course.
12. We agreed that events such as the lunchtime concert and people attending funerals at the Chapel would have to pay by way of Pay & Display just like everybody else.
13. It was agreed that we would be aiming, certainly in year two anyway, to provide some of the surplus generated from the charging to subsidising bus travel in some form or other.
14. John agreed he was going to try and get some increase in information on the location of staff and students on a map of the city, either by software that Waikato Regional Council or Hamilton City Council have, or possibly through the GIS people in Geography.
15. We will check with Wintec on what ratio they sell their licence to hunt parks at, but information we have from other areas suggests that most people do it at about 1.2 people to a park.
16. John will arrange for the map of the surrounding streets to be updated showing the yellow lined areas where no parking can occur at all.
17. This is just the notes from the meeting. Obviously there is a huge amount of detail to be worked through and a huge amount of communication to occur with a wide range of people. John will arrange meetings to begin that process. I believe before we can go too far in conversations with others, there's going to need to be a definitive statement on charging and perhaps in conversations with Peta we can determine the process that needs to happen over that.

DRAFT

Project UoW staff and student paid parking
Element Initial internal announcement
Date May 2015

Background

The University of Waikato will introduce paid parking for staff and students on the Hamilton campus from 2016. This is being introduced to highlight the cost of providing parking, and encourage behaviour changes around transport.

Many staff consider free parking is a “right” or a perk, but the University is on the outer – most large organisations in Hamilton charge staff for parking and nearly all universities in New Zealand charge for parking.

Although the 2016 domestic prospectus (out since early 2015) mentions free parking as an enticement for students on the Hamilton campus, this is not expressed in such a way as to guarantee free parking.

It has been decided that in 2016, a staff “licence to hunt” permit will cost \$300 a year, and a staff numbered park will cost \$750. These will be available only via payroll deduction. The current criteria for allocating parking permits will be used, ie continuing staff are entitled to buy a licence to hunt. It has also been decided that any continuing staff member can choose pay for a numbered park, although uptake for this aspect is an unknown quantity at this stage.

It is recommended initial communications aim to elicit an early indication of the appetite for numbered parks vs licence to hunt permits; this will help inform the University’s allocation of parking areas.

Casual and student parking will be \$2 a day via pay and display machines. Work will be done to see if weekly/monthly/six-monthly tickets can be bought from these machines. Allocated visitor parks will still be free but visitors attending functions during the day (eg lunchtime concerts or events at the chapel) will pay to park on campus.

Upon signoff of these timelines and messages, detailed plans for internal communications (staff and students) will be created as will an external communications plan.

Proposed initial comms timeline

June and July are expected to be busy months in terms of wider communications with staff, so it is recommended the formal announcement of paid parking for staff and students takes place in late May/early June.

Wednesday 27 May – Community (staff)

Community story announcing paid parking for staff (and students). Will mention the University’s reasons for paid parking, some logistics, will push staff to an updated Q and A page, and will ask for early registrations for numbered parks or licence to hunt.

Thursday 28 May – iWaikato (staff)

Utilise noticeboards on iWaikato announcing the changes, plus encouraging early registration (or expressions of intent to change transport options) to paidparking@waikato.ac.nz

Friday 29 May – Official Circular (staff)

Notice reiterating the Hamilton campus will have paid parking from 2016, high level messaging, and pushing staff to indicate their intentions to paidparking@waikato.ac.nz.

Tuesday 2 June – Nexus (students)

Notice in UoW news page in Nexus announcing the charges to students. Noting that paid parking (\$2 a day for students) will begin A Semester 2016 (to allow time for machines to be purchased and installed). Early June is being chosen to make announcement, because students then go into study break, exams, recess. Note that Nexus is still to conduct an interview with the VC; it is recommended this does not take place before early June, and preferably not until B Semester so as not to expose the VC to questions that cannot be answered yet.

Tuesday 2 June – iWaikato (students)

Utilise noticeboards on student landing pages to mention paid parking and direct students to Q and A information.

Wednesday 17 June – State of the Nation pencilled in (staff)

This VC State of the Nation could mention paid parking, and encourage staff to submit early notice of their intentions.

Further communications will take place in August and September.

Initial communication objectives

- To formally announce the introduction of paid parking for staff and students from 2016
 - To successfully communicate the reasons for the introduction of paid parking
 - To minimise vocal opposition from staff and students about paid parking
 - To elicit early responses from staff about their intentions so as to guide planning for staff parking allocation
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Key messages

- The cost of providing parking on the Hamilton campus is considerable, increasing, and no longer sustainable
 - As part of the University's commitment to sustainability, more staff and students are encouraged to use alternative transport to campus
 - The University is out of step with other universities and large Hamilton employers who charge for parking
 - The University seeks feedback from individual staff on their intentions so as to make the best decisions around allocating parking for staff and students
 - The University will investigate the possibility of bus subsidies either through tickets or helping pay for more direct bus routes to the University
 - Permits have been priced to take account of sick leave and holidays that staff take
 - The University is still working through some logistics, but staff and students should check the Q and As provided
-

Responsibility for communications

Group Manager Communications



Paid Parking – Student Communications Plan *Marketing and Communications Division*

Date: June 2015

Author: Megan Burton-Brown

1. Introduction

The University of Waikato will introduce paid parking for staff and students on the Hamilton campus from January 2016. This is being introduced to highlight the cost of providing parking, and encourage behaviour changes around transport.

2. Background

Many students consider free parking a “right” or a “perk”, but the University is on the outer – most large organisations in Hamilton and nearly all universities in New Zealand charge for parking.

Casual and student parking will be \$2 a day via pay and display machines. Work will be done to see if weekly/monthly/six-monthly tickets can be bought from these machines. Allocated visitor parks will still be free but visitors attending functions during the day (e.g. lunchtime concerts or events at the chapel) will pay to park on campus.

Although the 2016 domestic prospectus (out since early 2015) mentions free parking as an enticement for students on the Hamilton campus, this is not expressed in such a way as to guarantee free parking. No mention of free parking was made at Open Day.

Initial communications has already gone out to staff and students to announce the introduction of paid parking in 2016. Some pushback from students has occurred, in the way of a Facebook page and petition. The Vice-Chancellor met with the student leading this group and agreed to provide a statement which was done 11 June.

A separate staff and external communications plan is being developed.

3. Strategic Alignment – UoW Vision and Strategic Plan (2014-2017)

Action six: Ensure sustainable practices in all aspects of University activity.

- Embed the values of access and equity and prioritise social responsibility in our decision-making process
- Exercise financial responsibility through the effective and efficient use of all resources

4. Overarching UoW Communication Objectives

- To successfully communicate the reasons for the introduction of paid parking
- To appropriately respond to vocal opposition from students about paid parking that minimises potential harm to UoW reputation
- To encourage the use of alternative means of transport among students by challenging their perceptions of driving to campus

5. Key Messages

- The cost of providing parking on the Hamilton campus is considerable (more than \$250,000 per year), increasing, and no longer sustainable (rather than charge all students to cover it, we're only asking those who use the service to contribute)
- As part of the University's commitment to sustainability, more students are encouraged to use alternative transport to campus, be that walking, biking, carpooling, bussing, etc.
- The University is out of step with other universities and large Hamilton employers who charge for parking (but this is not a money-making scheme)
- The University is investigating the possibility of bus subsidies for students either through tickets or helping pay for more direct bus routes to the University
- The University recognises some students will face hardship through this decision and support may be available

6. Communication Measures

- 2015 Communications Measurement Index
- Student feedback from student channels (emails, social media, Nexus, etc.) which shows an understanding of the University's position
- Analytics of FAQs readership and landing page engagement (click-through rates, etc.)
- Post-survey to measure numbers of students using other means of transport

7. Audiences

- Current students
- Prospective students

8. Responsibility for Communications

- Group Manager, Communications (communications)
- Head of FMD (in charge of technical roll-out of paid parking)

9. Sign off

- VC's office – for major decisions and announcements
- Group Manager, Communications – to approve all comms
- Head of FMD – to approve all comms
- Head of SASD – for matters relating to students and paid parking

10. Timing and Duration

The project will run from June 2015 – June 2016.

11. How we will work together

- The authority and budget for this project sits with Head of FMD
- Tactics noted here will be executed by Marketing and Communications, unless indicated otherwise in the 'Responsible' column
- Responsibility for sign-off on major items is noted in the tactics below
- If items are not signed off by the due date, MACD will have to continue work to ensure deadlines are met
- Sign-off on subsequent smaller items will be done in-house at MACD by relevant manager
- MACD will update the Head of FMD, Head of SASD and the VC if any deviations from the plan are required
- If issues arise around the execution around tactics, the point of escalation for MACD will be the Head of MACD

12. Risk and Mitigation

- **Backlash on social media**
Follow similar protocol as recent boycott page (i.e. meet with students involved and release a statement). Re-direct students to landing page for more info and encourage them to submit feedback/questions/suggestions via the online survey – acknowledge that all ideas will be taken in to consideration during the planning and implementation of paid parking.
- **Student protests/riots/boycotts:**
Ensure transparent communication with students and provide links to more information via the landing page and online survey. In extreme circumstances, VC to release a statement or provide public address.
- **Negative stories in Nexus/media:**
Send updates to WSU writers and media advisories to local media (e.g. link to landing page, FAQ's, etc.) and provide statements/comments when required.
- **Faulty machinery:**
Push implementation back to February to ensure sufficient time for testing machinery. Investigate creating and promoting a parking hotline for students to report problems/malfunctions.
- **Vandalism of P&D machines/signage:**
Consider installing similar system as used by the Hamilton Museum where P&D machines can be covered and locked at night (making it clear to afterhours visitors that they don't have to pay). Signage needs to be placed high enough to reduce risk of vandalism but low enough to be easily read.
- **Complaints from local residents about students parking in their street:**
Send letters to local residents, landlords and rental companies (e.g. RentFast) informing them of the introduction of paid parking. Meet with council to suggest reducing the parking time limits surrounding the campus and the creation of parking permits for local residents to park on the street outside their home. Further details to be provided in the external communications plan.

13. Tactics

Below is a list of suggested tactics which MACD plans to action.

Internal Comms		
Task	Responsible	Deadline
Link to FAQs posted in iWaikato	Comms Adviser, Internal	iWaikato: 5 June 2015
Link to landing page on iWaikato, Nexus and Student eNews	Comms Adviser, Students	Nexus: 13 July eNews: 15 July
Sustainability Committee's 2015 survey results to be made available to staff and students (via iWaikato, Nexus, eNews, landing page)	Comms Adviser, Students Sustainability Committee	13 July
Add paid parking info to Halls of Residence application forms and update website	Group Manager Student Accommodation and Conference Services Comms Adviser, Students	By 31 July 2015 (applications open 1 August)
Write student profiles about how they travel to campus (post on landing page)	Comms Adviser, Students	July
Announcement of bus subsidies and hardship grant (if applicable) via iWaikato, Nexus and Student eNews (linked to landing page)	Comms Adviser, Students	TBC (Sep)
'What's my ride?' campaign/activities (separate proposal to be created)	Comms Adviser, Students	17 – 21 August (week before mid-semester break)
Notices in Nexus and eNews about campaign activities (if applicable)	Comms Adviser, Students	August
Notice on Navori screens reminding students about paid parking from 2016	Comms Adviser, Students	Weeks commencing Monday 22 & 29 February 2016

Online / Website		
Task	Responsible	Deadline
Central landing page for staff/students to be created and launched, including: <ul style="list-style-type: none"> • FAQs • VC's statement • Graphics (\$ comparisons and break-down) • Sustainability committee's 2015 survey stats • Videos • Student/staff stories • Links to bus schedules/routes, cycle ways/walking tracks, ride-link, etc. • Link to bike store and trading post (plus TradeMe postings) • Link to Carma Carpooling app/nzgovt carpooling website 	Digital Marketing Adviser	Launch on 8 July 2015 Updated frequently (i.e. bus subsidy info, hardship grant, etc.)
Graphic templates (price comparison chart, cost break-down, etc.) to be sent to MACD designers	Comms Adviser, Students	22 June 2015
Update all website pages that reference students on campus or parking to link to paid parking info (e.g. table of fees and charges page, costs of study, etc.)	Digital Marketing Adviser	June
Design short/directed survey to gauge student feedback/questions/suggestions – ensure a maximum 250 character count is applied to all comment sections – main results to be discussed with VC and FMD	Comms Adviser, Students Marketing intern	Design by 26 June Test 29 June – 3 July Launch on landing page 8 July

External Comms (if 'What's my ride?' campaign goes ahead)		
Task	Responsible	Deadline
Press release about campaign to be uploaded to website and sent to local and national media	Comms Adviser, Students Comms Adviser, Media	3 August
Media advisory about campaign to be sent out and local media invited to cover campaign activities	Comms Adviser, Students Comms Adviser, Media	3 and 10 August
News website's 'Featured Events' to be updated with campaign	Comms Adviser, Students Comms Adviser, Media	10 August

Marketing		
Task	Responsible	Deadline
Update recruitment slides (e.g. cost of study) to include paid parking info	MACD Designer Future Students Adviser	June
Designers to create graphics that compare UoW parking prices to other institutions in Hamilton and NZ, a break-down of the costs/parking plans (drafts supplied by Comms Adviser, Students)	MACD Designer	Ready to be uploaded to landing page by 8 July
If resources allow, create 2 videos: 'Why paid parking?' (informative clip with most important stats and reasons for introducing policy) and 'What's my ride?' (Go-Pro time-lapse of all the ways you can get to campus – can be used to promote campaign if necessary)	Digital Production Adviser Comms Adviser, Students Sustainability Committee	13 July launch first video 3 August launch second
2017 prospectus (and any other relevant publications) to remove 'free parking' and include paid parking info	Marketing Adviser	August/September
Designers to create colour-coded maps to show parking areas (upload to landing page)	FMD to supply info MACD Designer	TBC (Sep/Oct)

Recruitment Comms		
Task	Responsible	Deadline
Recruitment presentations to remove 'free parking' from slides	Group Manager - Future Students	June 2015
Ambassador training – update ambassadors on paid parking and how best to respond if students/teaching staff ask (also applicable for careers/teacher update seminars)	Future Student Adviser – Australia (Cynthia)	July/August

Social Media		
Task	Responsible	Deadline
Share link to FAQ's and encourage 'constructive discussion'	Social Media Adviser	13 July 2015 (first day of B semester)
Share link to landing page and short survey (if applicable)	Social Media Adviser	8 July
Share link to Sustainability Committee's 2015 survey results	Social Media Adviser	9 July
Upload and share first video (why paid parking?)	Social Media Adviser	13 July
Share cost-breakdown graphics	Social Media Adviser	14 July
Share student/staff stories from landing page	Social Media Adviser	July - as they are released on landing page
Share links to car-pooling apps/websites (https://carmacarpool.com , http://www.letscarpool.govt.nz/)	Social Media Adviser	July
Share second video (what's my ride?)	Social Media Adviser	3 August
Create event and post updates for the 'What's my ride?' campaign (if applicable)	Social Media Adviser	By 17-21 August
Share parking area maps	Social Media Adviser	TBC (Sep/Oct)

Miscellaneous		
Task	Responsible	Deadline
If needed, free budgeting workshops for students (to be promoted via student channels)	Careers/academic services	August 2015 – June 2016
ULeisure to communicate parking plans to members	ULeisure	August
Regulations made available for hardship grant (if applicable)	SASD	TBC (Sep)
Review 2013 Sustainability survey results (i.e. number of empty seats driving to campus) and share relevant info	Sustainability Committee	July
Brief all faculty comms staff to ensure consistency and frequent updates	Comms Adviser, Students	July
Replace news page in Nexus with stories about paid parking and alternative means of transport	Comms Adviser, Students	TBC (August)
If needed, conduct focus groups with current students to discuss paid parking	Comms Adviser, Students	July/August

14.Recommendations

Although these fall outside the scope of comms, the following recommendations were noted as important aspects of this project:

- Need to incorporate card payment options at P&D machines
- Avoid printing paper (e.g. posters) as it goes against the sustainable angle we're aiming for

From: ' ' @waikatoregion.govt.nz
Subject: Proposed Public Transport Meeting - WRC, HCC, UoW
Date: 14 April 2015 1:34 pm
To: ' ' @waikato.ac.nz, ' ' @hcc.govt.nz
Cc: ' ' @waikatoregion.govt.nz, ' ' @waikatoregion.govt.nz



Hi there

I have been tasked with setting up a meeting between UoW, WRC and HCC, to discuss public transport, and matters of mutual interest - ie

- proposed route changes as a result of implementing the new public transport network in the 2015-25 Regional Public Transport Plan
- recent submissions from the Waikato Students Association and other parties requesting Council to introduce tertiary concession fares
- the potential need to secure third party funding from the University if tertiary concession fares are implemented
- free parking within the University grounds and associated on-street parking around the University campus
- implementation of the University of Waikato Travel Plan for the Hillcrest Campus - 2010

Attendees for this meeting are:

- (WRC,)
- (WRC,)
- (WRC,)
- (HCC,)
- (HCC)
- Neil Quigley (Waikato University, Vice-Chancellor)

If you could confirm your availability for any of the following dates I'll collate responses, identify something that works for everyone and send through a calendar appointment.

- Tuesday 28 April – 10 to 11.30am
- Wednesday 29 April – 2 to 3.30pm
- Thursday 30 April – 1.30 to 3pm

I'm sorry we're short of options but if you could accommodate all or any of these three, that would be appreciated.

I will wait to hear back from you.

Regards

Waikato Regional Council

Private Bag 3038, Waikato Mail Centre, Hamilton 3240
Please consider the environment before printing this email

Working with others to build a Waikato region that has a healthy environment, a strong economy and vibrant communities

From:

Sent: Friday, 10 April 2015 9:31 a.m.

To: neil.quigley@waikato.ac.nz

Cc:

Subject: Proposed Public Transport Meeting

Kia ora ra Neil

It's been great to have had opportunities to talk to you over the last few weeks. Further to our discussions earlier this week, I'm writing to set up a meeting between ourselves and our staff (plus Hamilton City Council (HCC)) to discuss public transport. If you can 'reply all' I can work with your EA to hopefully set this meeting up later this month.

In addition to discussing how we may be able to support the University's plans (e.g. Tokoroa-Hamilton PT), it would be useful progress a request from HCC and WRC governors as follows.

At a recent meeting of the WRC and HCC Joint Passenger transport committee the members requested that staff commence dialogue with the University on matters of mutual interest, in particular:

- Proposed route changes as a result of implementing the new public transport network in the 2015-25 Regional Public Transport Plan.
- Recent submissions from the Waikato Students Association and other parties requesting Council to introduce tertiary concession fares
- The potential need to secure third party funding from the University if tertiary concession fares are implemented
- Free parking within the University grounds and associated on-street parking around the University campus
- Implementation of the University of Waikato Travel Plan for the Hillcrest Campus - 2010

My apologies for such an extensive list! This is perhaps reflective of the lack of previous communications between our organisations on PT. I also attach for your perusal background material.

Further to our discussions I have also asked staff to prepare travel pattern information (journey to work) from the 2013 census from Waikato rural communities to Hamilton. This will be sent separately.

Naku iti nei, na

Maria Ware

From: Neil Quigley <neilq@waikato.ac.nz>
Sent: Thursday, 30 April 2015 4:27 p.m.
To: John Cameron
Cc: Joseph Macfarlane; Alister Jones; Duanna Fowler; David Craig
Subject: transport issues

John

I had a very good meeting with the Regional Council CE and transport staff, plus the transport staff from the City and the South Waikato district council this afternoon. I said:

(i) I am prepared to put some of the revenue from our parking charge in to the fund to support concessionary public transport fares being offered to students next year. I would see any funding that we put in being just to minimise the risk to the Regional Council of lower revenue (but of course there is even a chance that revenue might raise if lower fares stimulate enough extra demand), so it would again be just to get the concession up and running but not a long-term commitment.

(ii) We think there might be demand for "park and ride" options from places like Cambridge to the University, and would be willing to provide some financial support for such a service to get it up and running (though not in the long term).

(iii) That there will need to be discussion between the City and others about the implications of our introduction of a parking charge on parking in the streets around the University. I indicated that they had until 1 January 2016 to get their act together on this.

For all of the above issues I said that you should be their primary point of contact - I hope that is OK.

On Tokoroa, they have gone off to work out how the service could be made a public service albeit subject to our funding and subject to our stipulations about route and timing. I also said that we would want a model that could be rolled out into other locations as we could establish demand. I have told them they they can refer back to me on this issue (at least for now).

For all of the above I also said that if we are putting money into transport we would be looking at add-ons such as University branding on buses (for no extra charge) and that we would insist on wireless internet on the long-haul flight.

Happy to discuss any of the above if you wish.

Thanks
Neil

Maria Ware

From: John Cameron
Sent: Friday, 29 May 2015 3:49 p.m.
To: Neil Quigley
Cc: John Cameron
Subject: Transport meeting

Neil

Just a very quick update to let you know that today I met with two people from Waikato Regional Council, and three from the Hamilton City Council, to discuss a raft of transportation related issues, but with perhaps particular reference to some of the matters that were in the Travel Plan that you discussed when you met with the Regional Council and others.

The end result of that is that Andrew Wilson from the Regional Council is putting together a Hit List of actual initiatives we think we could progress, some of which will be Regional or City Council initiatives, some of which will be University initiatives, and some of which will be combined. We are going to try and progress the conversation on these, although some (such as subsidies) might need to wait until next year.

In addition, the data set which you may have seen in the Travel Plan, which showed the distribution of students and staff in the vicinity of Hamilton, but also the North Island, and indeed further afield, is going to be updated and we are going to try and do this in three different ways:

- The Regional Council will update it for free, as per what was in the Travel Plan, as long as we supply the data set to them.
- They will then supply the same data set and GIS information to the City which has an accessibility software package, which will map walking times from near vicinity of the campus to the campus. I have not seen this before, and am not quite sure how it works, but it should be useful all the same.
- The other item we are going to do, is that I have met with Lex Chalmers from Geography (who is part of the resident GIS academic team), and between him and a couple of other people in that area, and ourselves, we are going to try and also duplicate the same data set in-house that we are going to get back from the Regional Council. The advantage of doing it in-house is that we have the expertise, and rather than having to pester the Council for it, we will endeavour to update this on an annual basis. Whilst I have some interest in this data, I will make it more widely available, so perhaps it could be of use for other staff wanting to know where the students are located. I could (e.g.) imagine a targeted enrolment drop in an area where there is quite a high density of student addresses might also pick up some other people in that area, who might otherwise like to come to the University.

I am not expecting a reply this is just for your information.

Regards
John



THE UNIVERSITY OF
WAIKATO
Te Whānau Mānanga o Waikato

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Facilities Management Division / University of Waikato
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