# The beauty of data, Yes data!

Over the next 30 years, significant development is expected in the existing urban areas of Whangārei City, Tikipunga, Kamo, Maunu, Onerahi and Otaika as well as at the growth nodes of Marsden, Point/Ruakākā, Waipū, Parua Bay and Hikurangi.

For the city of Whangārei to edge into the future, amid its growing population, people need their transport to be safe, resilient, inclusive and sustainable. *Perhaps we need more bus journeys?*

The Citylink bus network, comprised of 7 bus routes, provides public transport connectivity to the city centre however patronage has flatlined since 2012.

The problem is perhaps coined by this question: “*Why would I get on a bus if my car gets me there quicker than the bus?*”

So WDC wanted us to investigate an upgrade to the Citylink routes, increasing services and introducing priority lanes.

But which routes? Will it help if we upgrade all 7 of the Citylink routes?

Probably. But the funding pot is not bottomless. The budget is constrained.

So the question becomes, *“How much of the network can we invest in? How can we know where to invest to get value for money? What can help us forecast this information?”*

This presentation illustrates how we analysed the wealth of patronage and performance data available through the *BeeCard* system, used travel time and patronage to quantify the potential benefits of the proposed length of bus lanes and rank the sections in terms of the scale of benefits.

We have identified a programme of improvements that is affordable and achievable while meeting the objectives of the Whangārei District Council of providing public transport services that provide viable and attractive travel options so the city can accommodate population growth while reducing transport carbon emissions.