

**From:** [Evaleigh Rautjoki-Williams](#)  
**To:** [REDACTED]  
**Subject:** LGOIMA 24-0034 Council apps  
**Date:** Tuesday, 9 April 2024 11:04:00 am

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Tēnā koe [REDACTED]

Bay of Plenty Regional Council – Toi Moana, has now collated the information requested in your email dated 18 March 2024.

The following provides the detail you requested regarding the apps the council has invested in, in each of the past three years.

### **Antenno - as at 8 April**

#### **Description and purpose**

Antenno is a mobile app which allows members of the community to report issues 24/7 to a subscribed council, while also allowing those councils to send notifications via the app to users, based on places of interest those users have identified.

This app enables streamlined direct communication between the community and Council, making it easy for the community to get in touch in a way that is easy for them. It also supports other customer service functions, such as our call centre, to identify and respond to service delivery issues and opportunities in the community.

#### **How much it has cost in total (set up costs, maintenance) - any funded by other than ratepayers?**

\$10,000 implementation costs; \$1198.37 per month for subscription/maintenance

#### **Date launched**

July 2019

#### **Downloads**

9501 installs

### **Baybus OnDemand - as at 2 April**

#### **Description and purpose**

The Baybus OnDemand Trial is an electric rideshare service in Tauranga South - with passengers using the OnDemand app to book their travel. The technology sitting behind the app then analyses the most efficient path to all passengers' destinations, considering the needs of all passengers onboard. The trial will run for up to 18 months. This trial is the first of its kind for the Bay of Plenty. The passengers' digital experience in accessing this service is fundamental to determining the success of the trial.

#### **How much it has cost in total (set up costs, maintenance) - any funded by other than ratepayers?**

- **Total cost of VIA Technology Supplier Contract:** \$164,543.00
- **Paid out over the term of the contract:**
  - **Y1:** \$36,565.33

- **Y2:** \$109,696.00
- **Y3:** \$18,282.67
- **The total OnDemand service was funded by:**
  - 51% of net cost funded through Waka Kotahi’s LCLR Programme
  - 49% of net cost minus \$100,000 funded through:
    - \$100,000 max sponsorship for charging stations by Mercury Energy

**Date launched**

18 March 2024

**Downloads**

1130 total app downloads between 25/03/2024 – 31/03/2024

**Transit App - as at 4 April**

Transit App provides journey planning functionality and real time information on bus services provided by Bay of Plenty Regional Council. In addition, the Regional Council can publish service alerts and information banners to alert users to issues on the network. Users can also save their favourite locations and bus routes to optimise their experience, as well as see the location of available Beam scooters in Tauranga.

Transit was launched in June 2021 with no charge to the customer. Following a change in its operating model in February 2023, Transit offered enhanced functionality (Transit Royale) at a cost to the customer of \$4.99 per month, or \$24.99 per year. Bay of Plenty Regional Council chose to fund this service for its customers, along with several other Public Transport Authorities around the country.

Enhanced features provided by Transit Royale:

- Users can see additional routes when tapping on a location further than 200m away
- Users can see all available departures (capped without a Royale subscription)
- Customisable user experience
- Priority back office support services and enhanced data reporting
- Integration with Beam scooter locations
- Journey planner optimisation
- Communications and marketing support including surveys

Having a seamless, reliable and user-friendly way for passengers to get the information they need is a fundamental part of offering a transport service. The Transit app supports mode shift and overall optimises the experience for bus users in the Bay of Plenty.

**How much it has cost in total (set up costs, maintenance) - any funded by other than ratepayers?**

|        | <b>Total Cost</b> | <b>Waka Kotahi</b> | <b>Bay of Plenty Regional Council</b> |
|--------|-------------------|--------------------|---------------------------------------|
| Feb 23 | \$27,600          | \$14,076           | \$13,524                              |
| Feb 24 | \$25,200          | \$12,852           | \$12,348                              |
|        | <b>\$52,800</b>   | <b>\$26,928</b>    | <b>\$25,872</b>                       |

## Date launched

June 2021 – Free Transit app

February 2023 – Transit Royale paid service

## Downloads

|               | <b>App Downloads</b> |
|---------------|----------------------|
| Jun 21-Feb 22 | 5,617                |
| Mar 22-Feb 23 | 9,067                |
| Mar 23-Feb 24 | 10,632               |
|               | <b>25,316</b>        |

## How does council determine whether an app has been successful?

Any operational expenditure goes through a business case process as part of our Long Term and Annual Planning, which includes associated KPIs - whether at a direct or overall activity level. In all the cases above, these apps complement or build on existing programmes, and are not a project or programme in themselves, so any success or other would be linked to the project as a whole, and not assessed in isolation. In addition to this we have stringent procurement processes in place that help weigh up product features and costs.

## Any apps from past three years no longer in use explain what and why?

No

Please note that if you have any concerns about our response, you have the right to lodge a complaint with the Ombudsman under Section 27(3) of the Act. The Ombudsman's Office can be contacted by calling 0800 802 602, emailing [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz) or online at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz).

If you need to contact BOPRC to clarify any details provided, please quote the BOPRC reference number in the subject of this email.

Ngā mihi,  
Evaleigh

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