

Public Transport Monthly Patronage – February 2015

Recommendations

It is recommended that the Board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 77,088,240 passenger trips for the 12 months to Feb-2015, an increase of +0.8% on the 12 months to Jan-2015 and +9.5% on the 12 months to Feb-2014. February monthly patronage was 6,683,047, an increase of 608,194 boardings or +10.0% on Feb-2014, normalised to ~ +11.9% accounting for only special event patronage, as there were the same number of business and weekend days in Feb-2015 compared to Feb-2014. Financial year to date patronage has grown by +10.2%.

Rail patronage totalled 12,994,815 passenger trips for the 12 months to Feb-2015, an increase of +1.6% on the 12 months to Jan-2015 and +19.5% on the 12 months to Feb-2014. Patronage for Feb-2015 was 1,209,882, an increase of 204,509 boardings or +20.3% on Feb-2014, normalised to ~ +34.1%. Financial year to date rail patronage has grown by +22.1%.

The Northern Express bus service carried 2,732,222 passenger trips for the 12 months to Feb-2015, an increase of +1.1% on the 12 months to Jan-2015 and +16.8% on the 12 months to Feb-2014. Northern Express bus service patronage for Feb-2015 was 226,656, an increase of 30,117 boardings or +15.3% on Feb-2014, normalised to ~ +19.1%. Financial year to date Northern Express patronage has grown by +20.5%.

Bus services excluding Northern Express carried 56,009,807 passenger trips for the 12 months to Feb-2015, an increase of +0.5% on the 12 months to Jan-2015 and +7.6% on the 12 months to Feb-2014. Bus services excluding Northern Express patronage for Feb-2015 was 4,690,676, an increase of 281,939 boardings or +6.4% on Feb-2014, normalised to ~ +6.4%. Financial year to date bus services excluding Northern Express patronage has grown by +7.6%.

Ferry services carried 5,351,396 passenger trips for the 12 months to Feb-2015, an increase of +1.7% on the 12 months to Jan-2015 and +4.0% movement on the 12 months to Feb-2014. Ferry services patronage for Feb-2015 was 555,833, an increase of 91,629 boardings or +19.7% on Feb-2014, normalised to ~ +19.7%. Financial year to date ferry patronage has increased by 7.0%.

Summary performance against SOI targets is provided in Table 1.

February 2015							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
Rail	↑ 20.3%	↑ 34.1%	↑ 19.5%	↑ 22.1%	4.3%	22.1%	17.8%
NEX	↑ 15.3%	↑ 19.1%	↑ 16.8%	↑ 20.5%	4.6%	20.5%	15.9%
Bus	↑ 6.4%	↑ 6.4%	↑ 7.6%	↑ 7.6%	0.3%	7.6%	7.3%
Ferry	↑ 19.7%	↑ 19.7%	↑ 4.0%	↑ 7.0%	3.9%	7.0%	3.1%
Total	↑ 10.0%	↑ 11.9%	↑ 9.5%	↑ 10.2%	1.3%	10.2%	8.9%

Table 1. Summary performance against SOI Targets

Alignment with strategy

The Integrated Transport Plan identifies public transport growth and development through transformational change, building on the momentum achieved through significant patronage growth in recent years, as a key pillar for Auckland transport in the short to medium term.

The Regional Public Transport Plan (RPTP) sets the policies, objectives and actions over the next ten years for Auckland public transport.

A three year “Next Steps” public transport change programme is being implemented over predominantly years 2013/14 to 2015/16 along with a graduated marketing approach to grow short-term patronage and manage transformational change to the public transport system.

The Next Steps programme will also set the foundation for patronage growth towards the aspirational target of doubling public transport boardings over 10 years. The 10 year plan is currently under review and development following the baseline confirmation of a realistic 95 million passenger boardings confirmed independently by Deloitte.

Background

The report is a regular monthly update on annual public transport patronage change in Auckland. This report looks at current patronage, trends and annual forecasts against targets, and provides an overview of initiatives to drive growth over the coming months. Attachment 1 provides detailed patronage levels, trends and initiatives for each transport mode for this financial year 2014/15. Annual patronage forecasts are reviewed on a quarterly basis.

Strategic Context

In summary, as communicated in previous Board Papers, the “Next Steps: 3-year Change Programme” is an integrated approach to setting the short term foundation for a transformation of Auckland public transport and commencing the delivery of the Auckland Plan public transport objectives through eight key strategic projects (Figure 1).



Fig 1. PT “Next Steps” 3 Year Programme Key Strategic Projects

The eight strategic projects and graduated promotional approach are designed around the key customer growth attributes summarised at Figure 2.

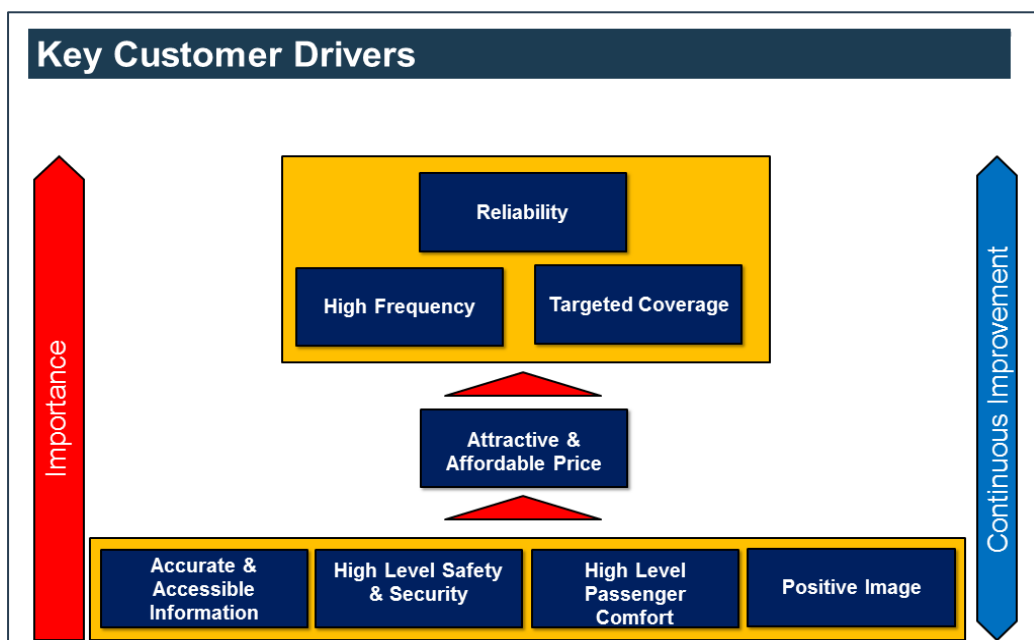


Fig 2. Key Customer Growth Drivers

A patronage growth programme (Figure 3) guides customer centred activity and communication as the component projects are rolled out. This programme combines research and a communication process that is focused on achieving sustainable behaviour change. Marketing activities are centred on promoting consideration, creating trial, building frequency, driving adoption and maintaining regular use. The underlying adoption framework (Figure 4) ensures a robust continuous improvement process that supports the quality and relevance of decision making.

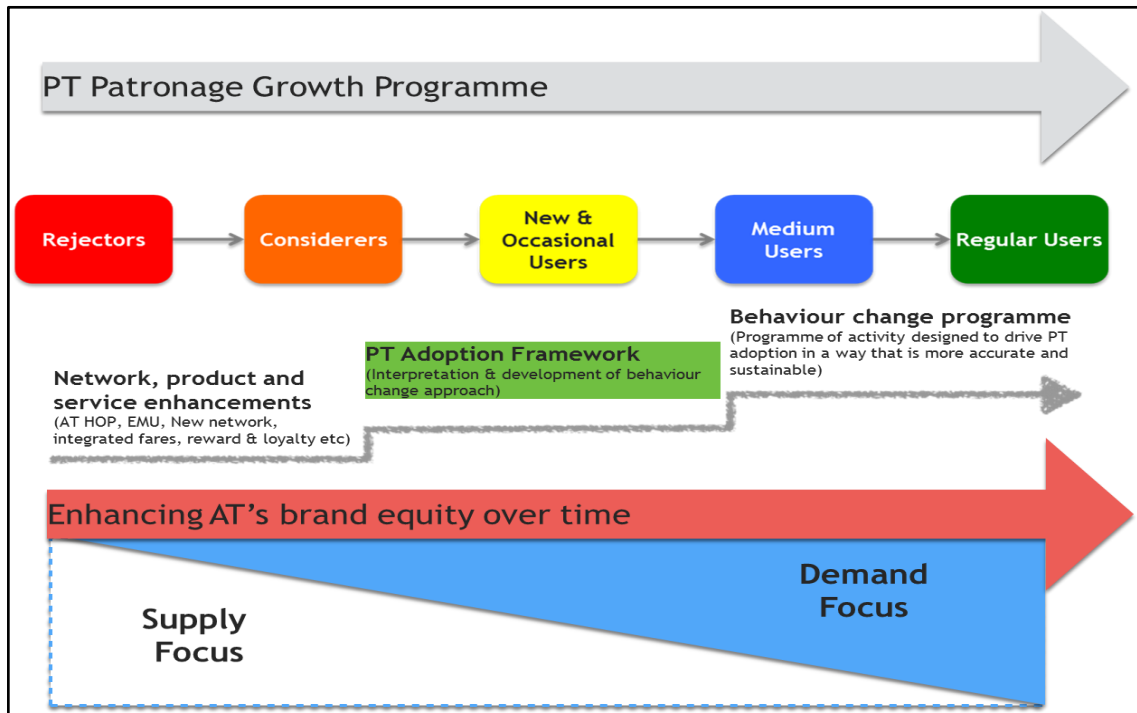


Fig 3. Public Transport patronage growth program

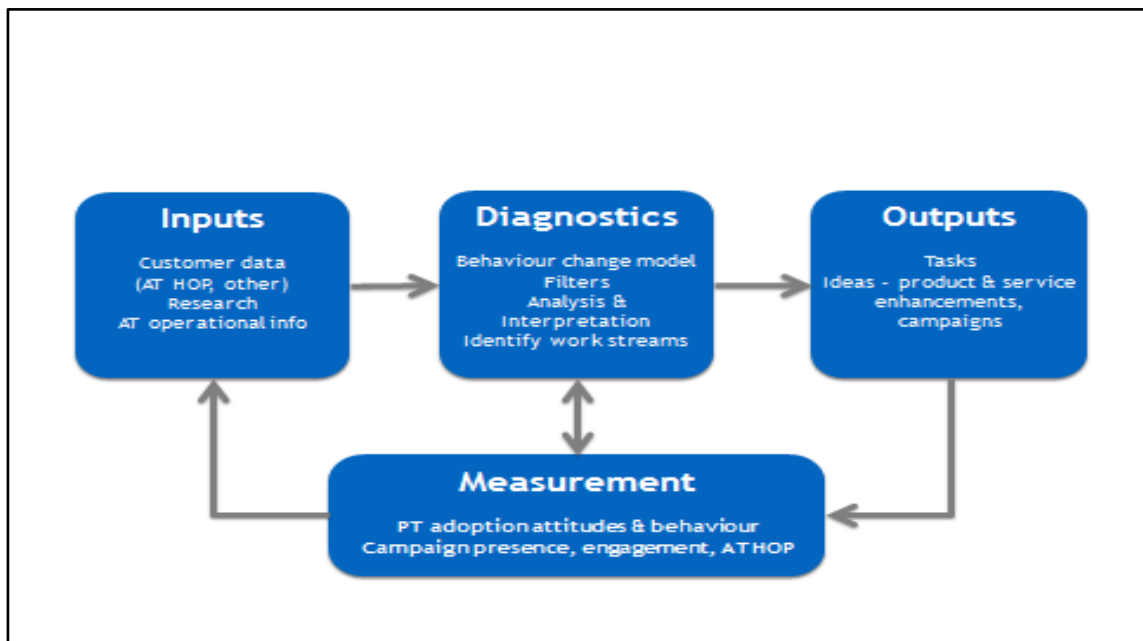



Fig.4. Public Transport adoption framework

Attachments

Number	Description
1	Monthly PT Patronage Report – February 2015

Document Ownership

Prepared by	Ian Robertshaw Public Transport Business Development Manager	
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Glossary

Acronym	Description
AT	Auckland Transport
EMU	Electric Multiple Units
MoT	Ministry of Transport
PT	Public Transport
PTOM	Public Transport Operating Model
RPTP	Regional Public Transport Plan
RTN	Rapid Transit Network

ATTACHMENT 1:

MONTHLY PT PATRONAGE REPORT – February 2015

Normalising factors used on actual patronage counts in this report for Feb-2015 include:

- Additional patronage for special events across bus and rail.
- Same business day and weekend day.

Auckland public transport patronage totalled 77,088,240 passengers for the 12 months to Feb-2015, an increase of +0.8% on the 12 months to Feb-2014 and +9.5% on the 12 months to Feb-2014 as illustrated in Figure 1. February monthly patronage was 6,683,047, an increase of 608,194 boardings or +10.0% on Feb-2014, normalised to ~ +11.9%.

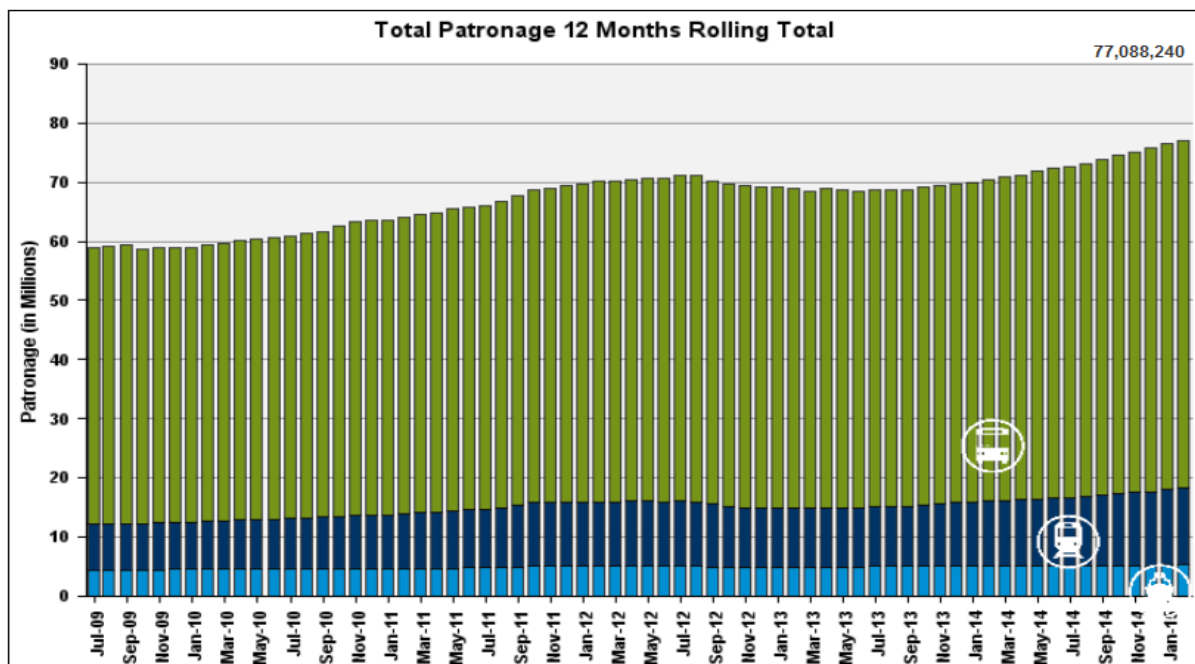


Fig 4. Total Patronage – 12 Months Rolling Total

A breakdown of patronage by month, twelve month rolling total and financial year-to-date (Jul-2014 to Jun-2015) is provided at Figure 5.

February 2015	FY 2014/15 Year-to-date February 2015				12 Months				
	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	% Change Prev Year	Previous Year 2013/14 to Jun 14	Actual rolling total to February 2015	% Change Prev Year	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	7,048,126	7,352,673	8,607,855	↑ 22.1%	11,435,085	12,994,815	↑ 19.5%	12,100,000	13,400,000
2. Northern Express Bus	1,490,172	1,558,226	1,795,649	↑ 20.5%	2,426,745	2,732,222	↑ 16.8%	2,511,000	2,850,000
3. Frequent, Connector and Local Bus (Including School Bus)	33,823,241	33,925,211	36,408,095	↑ 7.6%	53,424,378	56,009,807	↑ 7.6%	53,695,000	57,500,000
4. Ferry	3,460,999	3,596,087	3,702,446	↑ 7.0%	5,109,947	5,351,396	↑ 4.0%	5,380,000	5,450,000
Total Patronage	45,822,538	46,432,197	50,514,045	↑ 10.2%	72,396,155	77,088,240	↑ 9.5%	73,686,000	79,200,000

Fig 5. Summary of Patronage by mode

1. Rail

Figure 6 provides a summary of rail patronage for February 2015 and the 2014/15 targets and performance:

- Totalled 12,994,815 passengers for the 12 months to Feb-2015, an increase of +1.6% on the 12 months to Jan-2015 and +19.5% on the 12 months to Feb-2014. (Figure 6).
- Patronage for Feb-2015 was 1,209,882 boardings, an increase of +20.3% (+204,509 boardings) on Feb-2014.

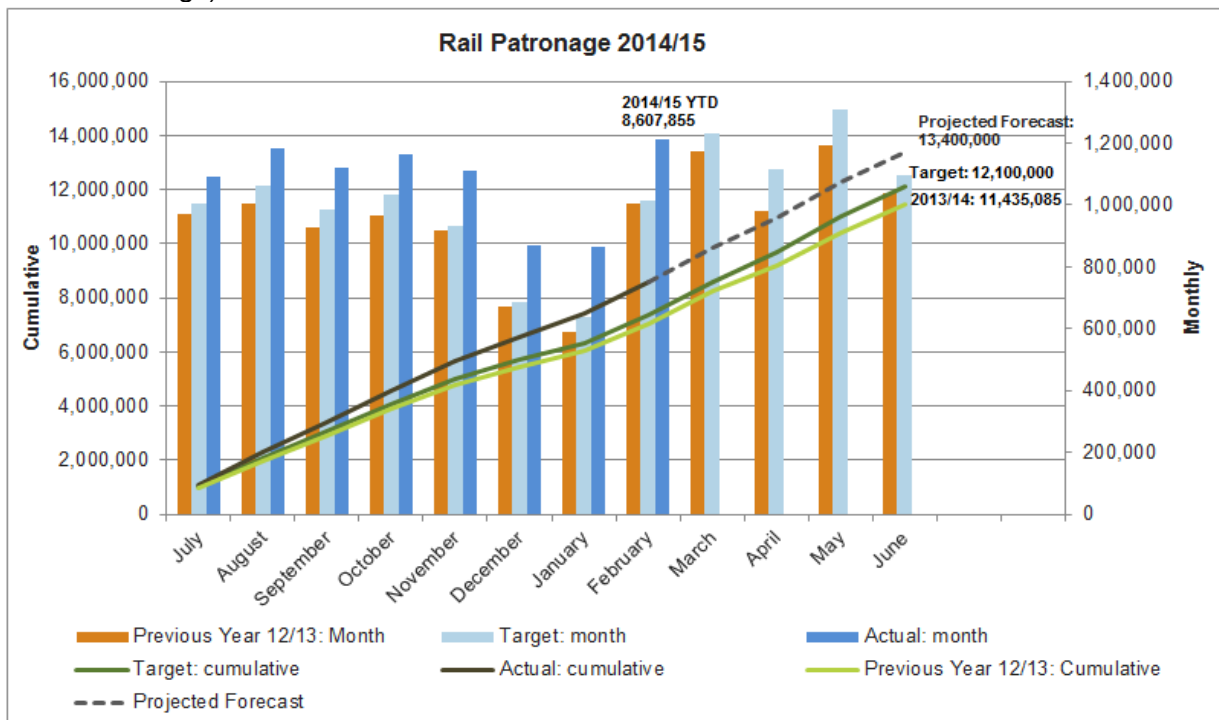


Fig 6. Rail – Patronage results vs target and previous year

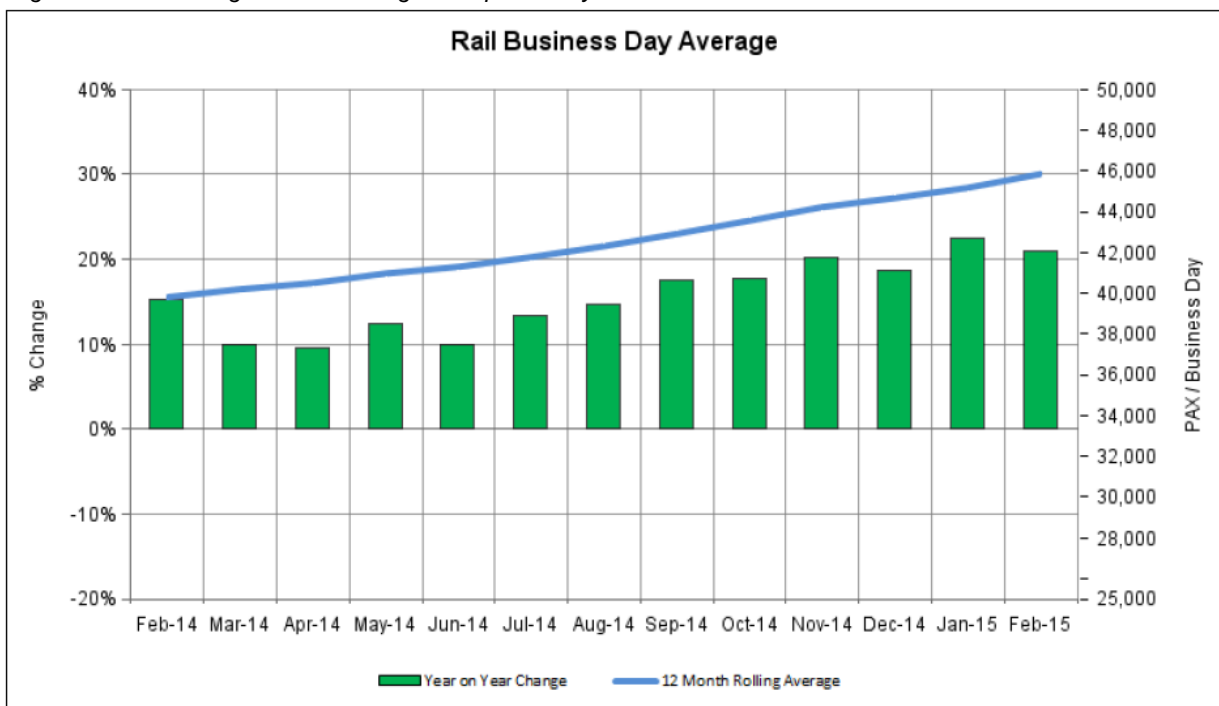


Fig 7. Rail – Average passengers per business day

Activity Summary for February

- Rail patronage continues to reach new milestones with the 12 month rolling average passing 13m in early March; the February results fell shy by just a few thousand.
- The peak event season contributed to results with high numbers travelling to the NRL Nines, Foo Fighters concert and the start of Cricket World Cup.
- Safety campaigns ran along the Southern Line (Homai to Papakura) in readiness for the roll out of additional electric trains.
- A billboard and press campaign promoted the new consistent 30 minute weekend timetable across the network.
- A joint bus, train, ferry campaign in Eastern suburbs promoted service improvements for this area.
- AT HOP “Good to Go” school campaign continued, and the Tertiary student concession campaign started.

Key Activities for March

- Further special event timetables for major events.
- Continuation of the 30 minute weekend and East Auckland campaigns.
- Additional carriages provided on Eastern Line services, to provide 4 extra 6-car electric trains.
- Communication of the bus replacements for trains over Easter on a special holiday timetable.

2. Northern Express (RTN Bus)

Figure 8 provides a summary of the Northern Express bus Rapid Transit patronage performance:

- Patronage totalled 2,732,222 passengers for the 12 months to Feb-2015, an increase of +1.1% on the 12 months to Jan-2015 and +16.8% on the 12 months to Feb-2014. (Figure 8).
- Patronage for Feb-2015 was 226,656 boardings, an increase of +15.3% (+30,117 boardings) on Feb-2014.

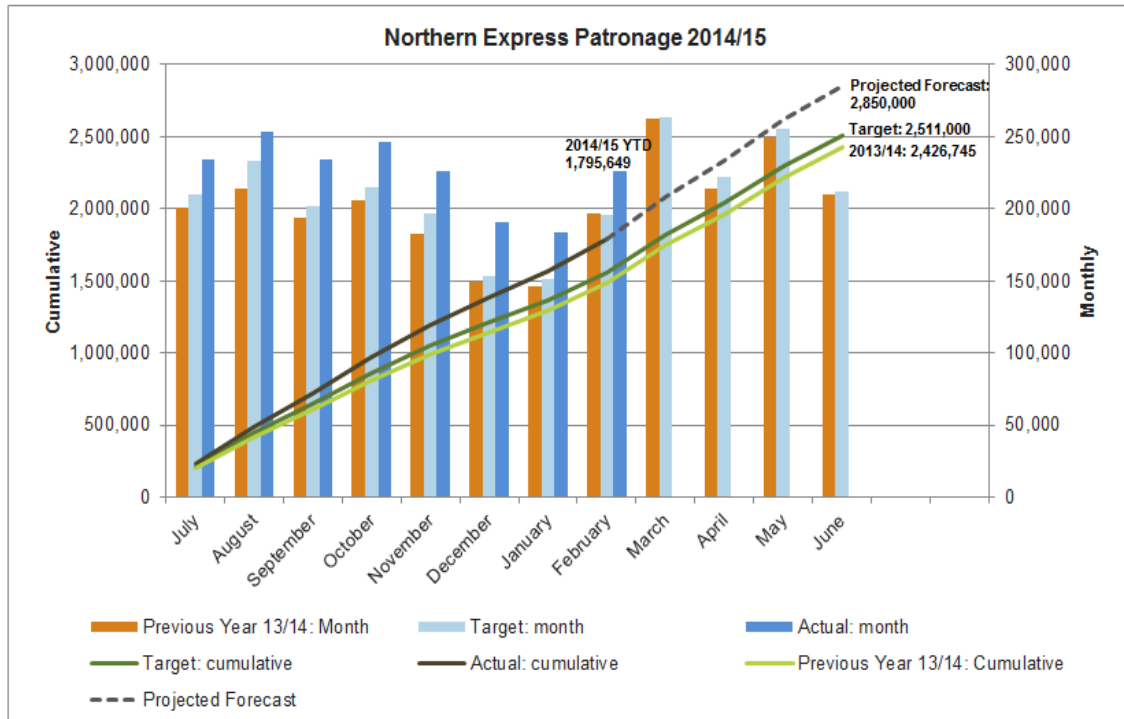


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for February

- On time performance for Northern Express continued to operate at a high level for the month, sitting at 98%.

Patronage impacts from marketing and promotions:

- The “Travel Myths” campaign on North Shore corridors has finished but some activity is still in market (Glenfield / Onewa Rd’s, Northern Busway, East Coast Rd.)

Key Activities for March

- None programmed for March.

3. Bus (excluding Northern Express)

Figure 9 provides a summary of bus (excluding Northern Express) patronage performance:

- Patronage 56,009,807 passengers for the 12 months to Feb-2015, an increase of +0.5% on the 12 months to Feb-2015 and +7.6% on the 12 months to Feb-2014 (Figure 9).
- Patronage for Feb-2015 was 4,690,676 boardings, an increase of +6.4% (+281,939 boardings) on Feb-2014.

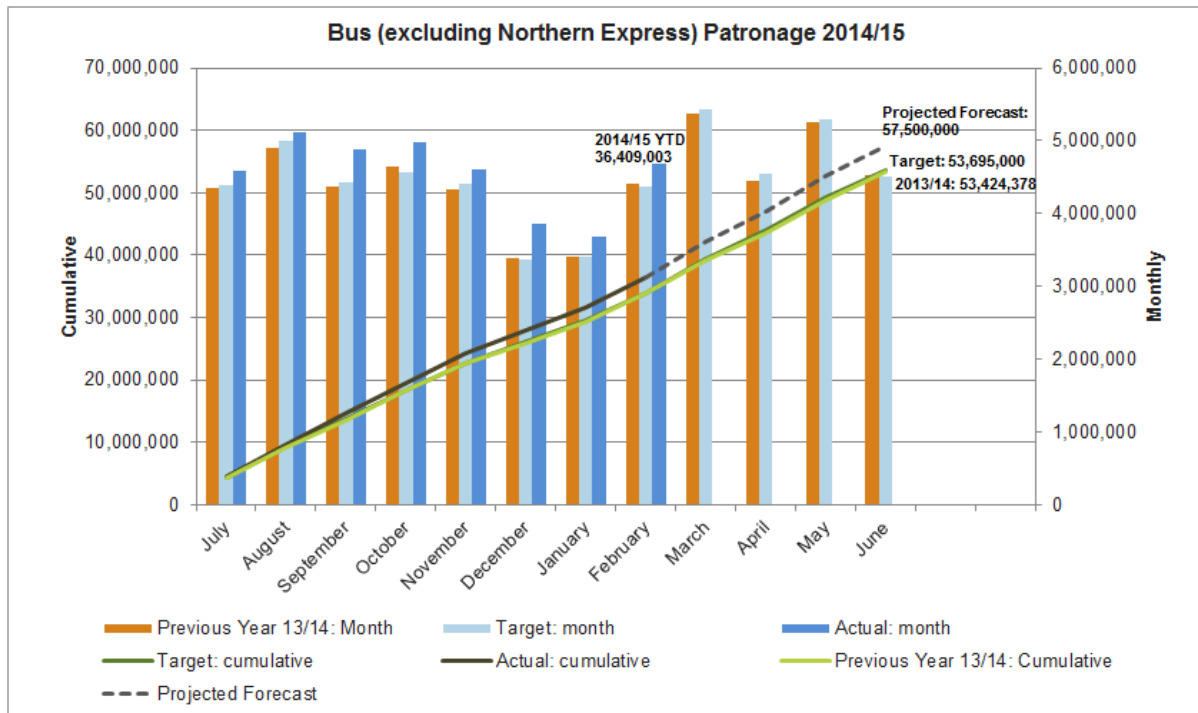


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

Activity Summary for February

The overall bus network peaked at 93.7% punctuality (at first stop) and 97.4% reliability in February 2015, increases of around 7% and 5% respectively compared to February 2014.

- Ritchies Transport western and northern sector timetable changes to better reflect actual running times were effective from Sunday 25 February
- Minor timetable changes to Urban Express service, including extra weekday trips to provide additional capacity, were effective from Sunday 25 February. Positive customer feedback has been received in advance of 'go live'
- Additional evening services added for Waiheke on Monday 5 February.
- NZ Bus has continued to reduce red light running incidents within the city through monitoring of key intersections and driver education.
- Birkenhead Transport run time and capacity review go live Saturday 22 February - timetables have been agreed and commercials in final stages of sign off
- Metro Inner/Outer timetable changes are scheduled to go live on Sunday 22 February.
- A campaign targeting students who are returning to study kicks off in February
- NZ Bus has been working through a plan to add additional services to meet increased demand between February and July. This was implemented in late February.
- On Monday 23 February introduced a new 632 Stonefields Loop bus service that connect the Stonefields suburb with Glen Innes Train Station. Services run every 20 minutes between 6am and 7pm Monday through Friday.
- The re-branding of all 39 LINK buses to AT Metro is complete.
- The "Get On Board with Jerome" campaign, featuring All Black Jerome Kaino is in the market driving bus patronage growth and awareness of the AT HOP card.

Key Activities for March

- Continuing a campaign promoting improvements in PT in East Auckland. The campaign is multi-modal and highlights faster travel to the City via Panmure Interchange, more reliable bus services, better bus and ferry connections and the ability to use an AT HOP card on all services. Promotion is via Adshels, bus backs, billboards, newspaper ads and a mail drop to households in the area.
- Tranzit’s Airporter (route 380) timetables to be reviewed due to upcoming major road works that will have significant impact on performance.
- Administration of tertiary and child concessions being loaded onto HOP Cards
- Capacity increase and use of contingency buses week-to-week to manage “March Madness” demand peak.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,351,396 passenger trips for the 12 months to Feb-2015, an increase of +1.7% on the 12 months to Jan-2015 and +4.0% movement on the 12 months to Feb-2014 (Figure 10).
- Patronage for Feb-2015 was 555,833, an increase of +91,629 boardings or 19.7% on Feb-2014.

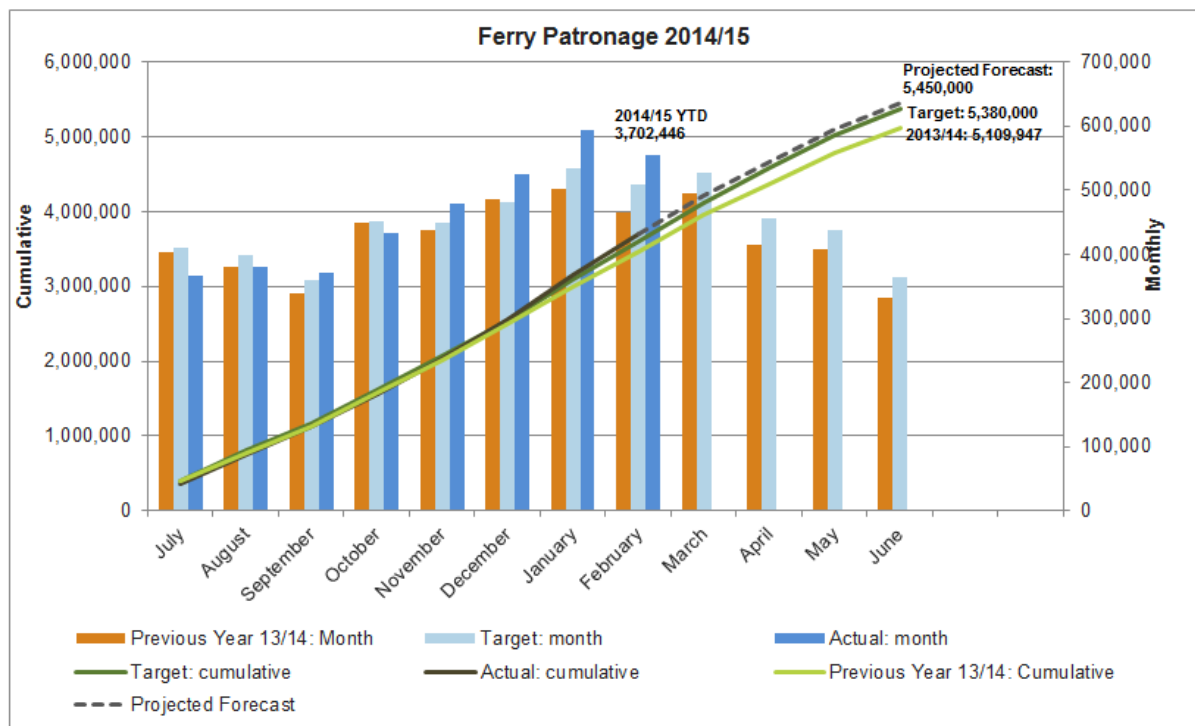


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in February

- Gulf Harbour ferry patronage up 116% year on year.
- Rakino Island services over February were increased this year and were up 4% on previous year.
- Ferry Destination Campaign launched on 11 Jan continues with website and print media and bill boards. A video “Discover the Hidden Treasures of the harbour” was posted on 29 February.
- West sector promotions covering Hobsonville and West Harbour concluded on 31 February.

Key activities for March

- Devonport Marine Square landscaping and passenger amenity improvement works continue.
- Proposals are being considered for additional services for Pine Harbour and West Harbour weekend services.
- Additional ferry services to accommodate March demand levels for Half Moon Bay ferry service.
- Gulf Harbour capacity increases to manage demand.

Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	978,839	1,193,702	1,039,830
Previous Year 12/13: Cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754	7,048,126	8,222,714	9,201,553	10,395,255	11,435,085
Target: month	1,003,721	1,062,480	982,949	1,033,908	933,092	683,704	639,575	1,013,245	1,232,930	1,113,334	1,306,730	1,094,333
Target: cumulative	1,003,721	2,066,200	3,049,150	4,083,057	5,016,149	5,699,854	6,339,428	7,352,673	8,585,603	9,698,937	11,005,667	12,100,000
Target: cumulative FY growth to previous year %	3.23%	4.52%	5.07%	5.61%	4.83%	4.50%	4.91%	4.32%	4.41%	5.41%	5.87%	5.81%
Actual: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281	863,550	1,209,882				
Variance: month to target	86,118	118,637	136,281	131,149	178,807	183,577	223,975	196,637				
Variance: month to previous year	117,561	176,487	194,216	200,677	193,191	198,111	274,976	204,510				
Actual: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,397,973	8,607,855				
Variance: cumulative to target	86,118	204,756	341,036	472,186	650,993	834,569	1,058,545	1,255,182				
Variance: cumulative to previous year	117,561	294,048	488,264	688,941	882,132	1,080,243	1,355,219	1,559,729				
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	22.13%				
% cumulative change to target	8.58%	9.91%	11.18%	11.56%	12.98%	14.64%	16.70%	17.07%				
Reforecast: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281	863,550	1,209,882	1,244,569	1,123,845	1,319,067	1,104,665
Reforecast: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,397,973	8,607,855	9,852,424	10,976,269	12,295,335	13,400,000
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	22.13%	19.82%	19.29%	18.28%	17.18%

Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185	249,888	210,069
Previous Year 13/14: Cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,966,788	2,216,676	2,426,745
Target: month	209,902	233,323	202,110	215,384	197,007	153,382	151,462	195,657	263,112	222,464	255,552	211,645
Target: cumulative	209,902	443,225	645,335	860,719	1,057,726	1,211,108	1,362,570	1,558,226	1,821,338	2,043,802	2,299,355	2,511,000
Target: cumulative FY growth to previous year %	4.75%	6.92%	6.11%	5.69%	6.07%	5.60%	5.33%	4.57%	3.92%	3.92%	3.73%	3.47%
Actual: month	233,814	253,328	234,282	246,472	226,217	190,749	184,131	226,656				
Variance: month to target	23,912	20,005	32,172	31,088	29,210	37,367	32,669	30,999				
Variance: month to previous year	33,433	39,156	40,686	40,207	43,442	41,045	37,391	30,117				
Actual: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,795,649				
Variance: cumulative to target	23,912	43,917	76,089	107,177	136,387	173,754	206,423	237,423				
Variance: cumulative to previous year	33,433	72,589	113,275	153,482	196,924	237,969	275,360	305,477				
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%	20.50%				
% cumulative change to target	11.39%	9.91%	11.79%	12.45%	12.89%	14.35%	15.15%	15.24%				
Reforecast: month	233,814	253,328	234,282	246,472	226,217	190,749	184,131	226,656	291,163	246,182	282,797	234,209
Reforecast: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,795,649	2,086,812	2,332,993	2,615,791	2,850,000
Reforecast: cumulative FY growth to previous year %	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%	20.50%	19.07%	18.62%	18.01%	17.44%

Appendix 4. Bus (excluding Northern Express) Patronage

Bus - excluding Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,410,157	4,408,736	5,374,783	4,454,848	5,245,850	4,525,656
Previous Year 13/14: Cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505	33,823,241	39,198,024	43,652,872	48,898,722	53,424,378
Target: month	4,390,241	4,991,927	4,423,624	4,558,723	4,403,478	3,366,088	3,415,480	4,375,651	5,423,703	4,553,207	5,284,848	4,508,032
Target: cumulative	4,390,241	9,382,168	13,805,792	18,364,515	22,767,993	26,134,081	29,549,560	33,925,211	39,348,914	43,902,121	49,186,968	53,695,000
Target: cumulative FY growth to previous year %	0.92%	1.40%	1.34%	0.47%	0.68%	0.50%	0.46%	0.30%	0.38%	0.57%	0.59%	0.51%
Actual: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,852,179	3,687,994	4,690,676				
Variance: month to target	188,563	127,729	464,140	421,809	207,920	486,091	272,514	315,025				
Variance: month to previous year	228,637	217,392	516,418	325,793	275,501	462,244	277,837	281,940				
Actual: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,718,327	36,409,003				
Variance: cumulative to target	188,563	316,292	780,432	1,202,241	1,410,161	1,896,252	2,168,767	2,483,792				
Variance: cumulative to previous year	228,637	446,029	962,447	1,288,240	1,563,741	2,025,985	2,303,822	2,585,762				
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	7.64%				
% cumulative change to target	4.30%	3.37%	5.65%	6.55%	6.19%	7.26%	7.34%	7.32%				
Reforecast: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,852,179	3,687,994	4,690,676	5,786,137	4,857,470	5,638,002	4,809,388
Reforecast: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,718,327	36,409,003	42,195,140	47,052,610	52,690,612	57,500,000
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	7.64%	7.65%	7.79%	7.75%	7.63%

Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	415,541	406,874	332,410
Previous Year 13/14: Cumulative	402,275	781,740	1,121,769	1,571,832	2,008,707	2,495,344	2,996,794	3,460,999	3,955,122	4,370,663	4,777,537	5,109,947
Target: month	409,909	399,719	360,769	450,548	449,046	482,209	534,030	509,857	527,449	455,740	436,830	363,894
Target: cumulative	409,909	809,628	1,170,397	1,620,945	2,069,991	2,552,200	3,086,230	3,596,087	4,123,536	4,579,276	5,016,106	5,380,000
Target: cumulative FY growth to previous year %	1.86%	3.57%	4.33%	3.12%	3.05%	2.28%	2.98%	3.90%	4.26%	4.77%	4.99%	5.28%
Original Target: month												
Original Target: cumulative	0	0	0	0	0	0	0	0	0	0	0	0
Actual: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	555,833				
Variance: month to target	-43,614	-18,906	10,657	-18,405	28,938	42,637	59,077	45,976				
Variance: month to previous year	-35,980	1,348	31,397	-17,920	41,109	38,209	91,657	91,628				
Actual: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,702,446				
Variance: cumulative to target	-43,614	-62,520	-51,863	-70,268	-41,330	1,307	60,384	106,359				
Variance: cumulative to previous year	-35,980	-34,632	-3,235	-21,155	19,954	58,163	149,819	241,447				
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%	6.98%				
% cumulative change to target	-10.64%	-7.72%	-4.43%	-4.33%	-2.00%	0.05%	1.96%	2.96%				
Reforecast: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	555,833	516,699	446,451	427,926	356,477
Reforecast: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,702,446	4,219,145	4,665,597	5,093,523	5,450,000
Reforecast: cumulative FY growth to previous year %	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%	6.98%	6.68%	6.75%	6.61%	6.65%

Appendix 6: Public Transport Promotional Activities – February 2015

Back to School AT HOP campaign

AT encounters seasonal issues that occur when children are going back to school such as:

- Lost AT HOP card
- Credit card expired
- Parents unaware of concessions and paying too much



These issues translate into a spike of calls to the AT HOP helpdesk, resulting in an increase from the usual 500 calls to 900 calls over the February/ March period.

This campaign is targeted towards parents whose children are starting a new school travel this year.

The campaign has an additional emphasis on setting up 'Auto Top Up' on AT HOP cards so they never have to worry about their child being stranded without credit on their card.

We are delivering an integrated media campaign combining various media channels, together with an information pack that will be delivered to schools via AT's Community Transport Coordinators. The pack will contain a letter addressed to the principal, printed promotional material and a USB stick with all promotional material and images which can be printed or used to insert into their printed or digital newsletter.

AT HOP Concessions and Renewals

All existing tertiary and secondary student concessions on AT HOP cards are due to expire on 31 March 2015 after which time cards will revert to an adult profile and students will be charged adult fares. In March 2015 there will be approximately 60,000 students returning to renew the concession on their card. Currently, the loading of any concession onto an AT HOP card is a "card present transaction", undertaken at a Customer Service Centre. As no online solution is available for applying or renewing the concession on AT HOP card, students will be asked to visit a CSC to apply or renew their concessions before 31 March 2015.

We are delivering an integrated media campaign combining various channels but the focus will be on direct marketing to students mainly via email.

Auckland Transport
An Auckland Council Organisation

TIME TO RENEW YOUR STUDENT CONCESSION.

Tertiary and secondary student concessions on
AT HOP cards must be renewed by 31 March 2015.

APPLY NOW!

TERTIARY ID STICKER
H000001
EXP: 31/08/15

TERTIARY ID STICKER
F000001
EXP: 31/03/16

For more information visit:
AT.govt.nz/concessions or phone 09 366 4467.
@AkiTransport

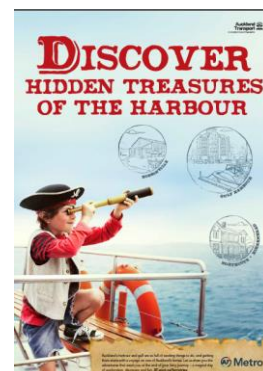
Terms of use and registered prospectus for the AT HOP cards are available at AT.govt.nz/athop or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured.

Hidden Treasures of the Harbour – Ferry Leisure Campaign

Ferry services within Auckland have been steadily growing in recent years, both in destinations served (12 plus Waiheke) from the City Centre and in the frequency of services and patronage. Marketing activity has predominantly focussed on the initial launch of the service or expanded timetable with a particular emphasis on the commuter market.

This new campaign is the first to focus on a leisure market articulating the reasons why using a ferry is a great way to see some of the beautiful and fascinating places of the city. Targets for this campaign during 2015 are to increase leisure patronage by 15,900. The campaign pivots off a video shown on TrueView (ads that precede videos on YouTube) where we anticipate 60k+ views. There will also be press coverage in the NZ Herald, Tourist publications and outdoor media.

To see the video go to www.at.govt.nz/ferrytrips

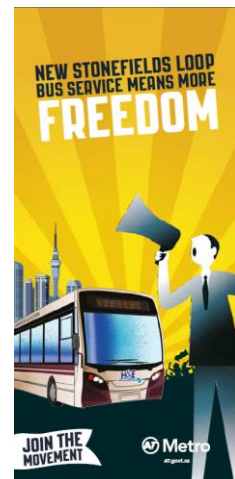


Retailer Promotion

A large number of public transport users are still paying cash fares even at locations within close proximity to Customer Service Centres and retail outlets. Several stops across Auckland have been identified and will be targeted with this campaign to increase awareness of the retailer close by. The aim of this campaign is to target frequent public transport users who may not be aware of where to get a card and highlight the convenience of getting a card and the 20% savings they receive on their travel by using an AT HOP card.

Stonefields Loop introduction

A new bus service was introduced in the Stonefields area. We delivered an information brochure and a free ticket to households within walking distance to the route, and put posters at all the bus stops explaining the new bus route. Information brochures were given to The Glen Innes Library and Auckland University Tamaki Campus.

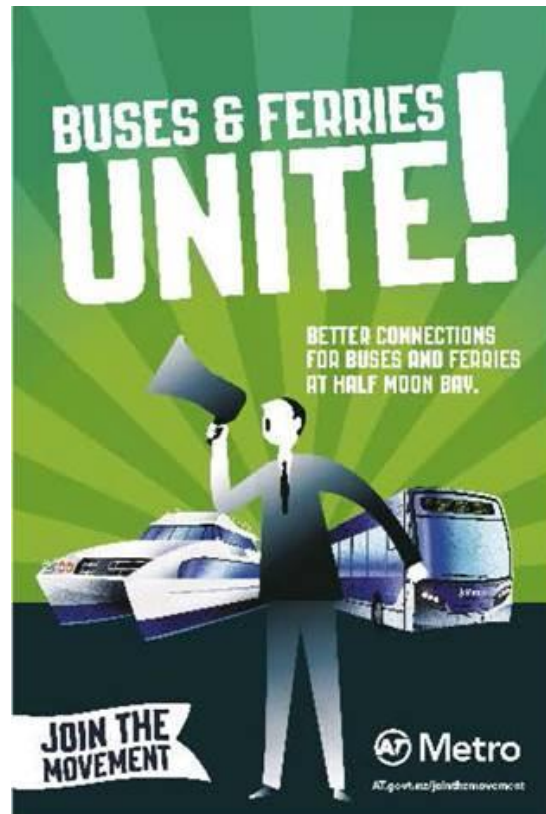
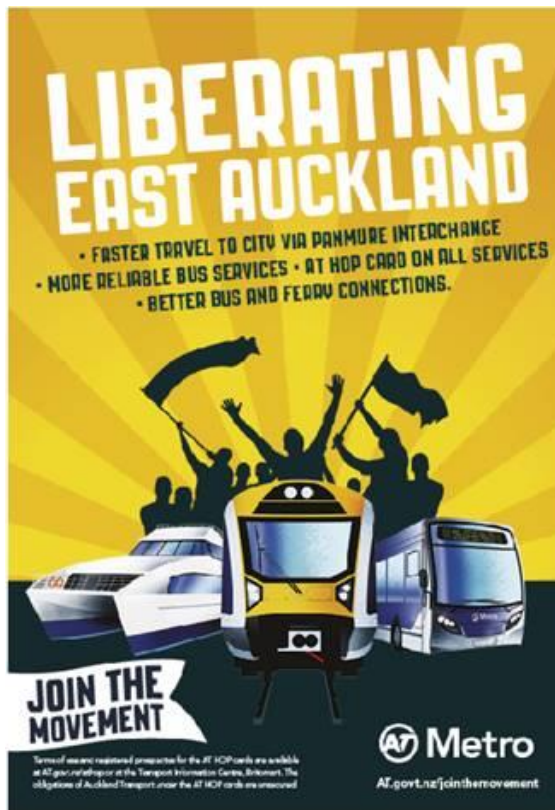


Additional Half Moon Bay ferry sailing for March

We told Half Moon Bay ferry customers about an additional ferry sailing we added at 6.15am for March to help with capacity issues. We handed out flyers as customers boarded the evening Half Moon Bay ferries.

East Auckland Campaign

There have been a number of incremental improvements in East Auckland (timetables, Panmure Interchange, AT HOP, connections at Half Moon Bay) that makes the public-transport proposition a great deal stronger than it was 12 months ago. While this is not as good as it will be following the implementation of the New Network due in 2016; it is certainly worthy of promoting to increase awareness and patronage. This campaign is targeting an increase in patronage of 35k over three months; 4% increase.



Rail Safety Reminder – South Auckland Transport

With regular EMU services progressively being rolled out on the Southern Line between (Papakura and Homai) a small campaign has been implemented to remind local residents of the dangers presented by the new electric trains and overhead wires. A mail drop has gone out to residences within 1km of railway lines and press ads have appeared in local papers. A letter and pack is also going out to local schools via our AT Travel wise coordinators. A similar strategy will be employed prior to roll-out of EMUs on the Western Line.



Changes to Birkenhead Transport bus services

From 22 February 2015

For more information visit AT.govt.nz/birkenheadchanges or phone 09 366 6400

Birkenhead service changes

Major timetable changes, additional trips and some routes changes were introduced to Birkenhead Transport bus services in February. We produced a brochure explaining the changes and used buses and AT Ambassadors to distribute these to customers along with the new timetables. Individualised posters were placed at every affected bus stop and newspaper advertising and posters on buses alerted customers to the changes.

