

# AT Metro Monthly Patronage – May 2015

## Recommendations

It is recommended that the Board:

- i. Notes this paper.

## Executive summary

Auckland public transport patronage totalled 78,614,558 passenger boardings for the 12 months to May-2015, an increase of +0.3% on the 12 months to Apr-2015 and +9.5% on the 12 months to May-2014. May monthly patronage was 7,311,762, an increase of 215,447 boardings or +3.0% on May-2014, normalised to ~ +6.2% accounting for one less business day and one more weekend day in May-2015 compared to May-2014 and special event patronage. Financial year to date patronage has grown by +9.4%.

Rail patronage totalled 13,691,257 passenger boardings for the 12 months to May-2015, an increase of +1.1% on the 12 months to Apr-2015 and +21.8% on the 12 months to May-2014. Patronage for May-2015 was 1,344,262, an increase of 150,560 boardings or +12.6% on May-2014, normalised to ~ +17.0%. Financial year to date rail patronage has grown by +21.7%.

The Northern Express bus service totalled 2,807,544 passenger boardings for the 12 months to May-2015, an increase of +0.7% on the 12 months to Apr-2015 and +16.8% on the 12 months to May-2014. Northern Express bus service patronage for May-2015 was 269,023, an increase of 19,135 boardings or +7.7% on May-2014, normalised to ~ +13.3%. Financial year to date Northern Express patronage has grown by +17.2%.

Bus services excluding Northern Express totalled 56,624,536 passenger boardings for the 12 months to May-2015, no movement on the 12 months to Apr-2015 and +6.8% on the 12 months to May-2014. Bus services excluding Northern Express patronage for May-2015 was 5,266,077, an increase of 20,226 boardings or 0.4% on May-2014, normalised to ~ +3.3%. Financial year to date bus services excluding Northern Express patronage has grown by +6.5%.

Ferry services totalled 5,491,221 passenger boardings for the 12 months to May-2015, an increase of +0.5% on the 12 months to Apr-2015 and +7.1% on the 12 months to May-2014. Ferry services patronage for May-2015 was 432,400, an increase of 25,526 boardings or +6.3% on May-2014, normalised to ~ +8.3%. Financial year to date ferry patronage has increased by 8.0%.

Summary performance against SOI targets is provided in Table 1.

<b>May 2015</b>							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
<b>Rail</b>	↑ 12.6%	↑ 17.0%	↑ 21.8%	↑ 21.7%	5.9%	21.7%	15.8%
<b>NEX</b>	↑ 7.7%	↑ 13.3%	↑ 16.8%	↑ 17.2%	3.7%	17.2%	13.4%
<b>Bus</b>	↑ 0.4%	↑ 3.3%	↑ 6.8%	↑ 6.5%	0.6%	6.5%	6.0%
<b>Ferry</b>	↑ 6.3%	↑ 8.3%	↑ 7.1%	↑ 8.0%	5.0%	8.0%	3.0%
<b>Total</b>	↑ 3.0%	↑ 6.2%	↑ 9.5%	↑ 9.4%	1.8%	9.4%	7.5%

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 nine key strategic priorities (Figure 1).

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

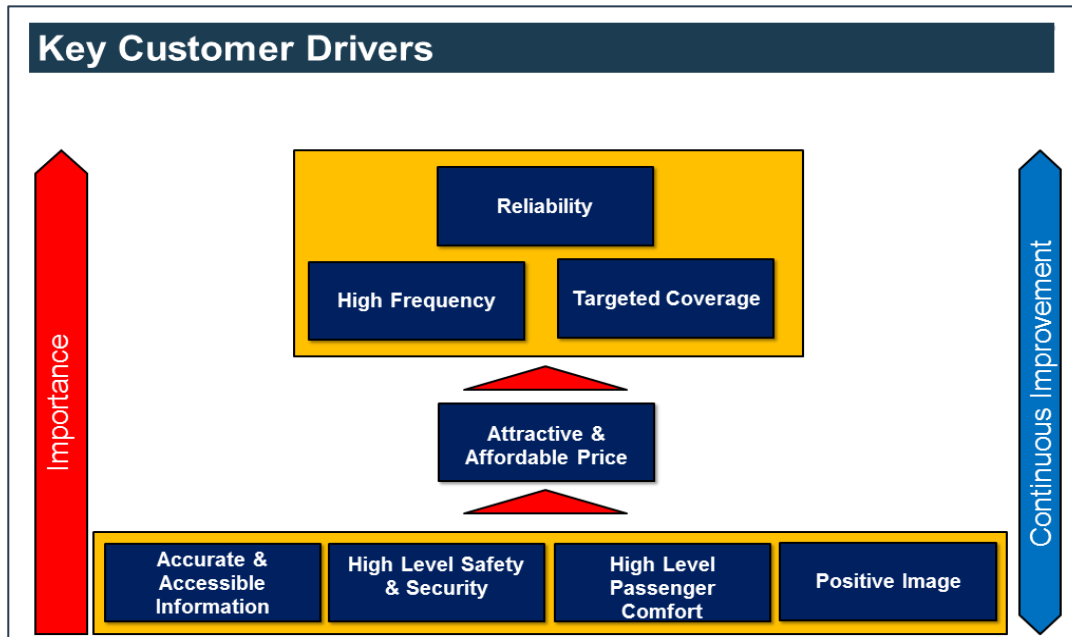


Fig 1. PT "Next Steps" 3 Year Programme Key Strategic Projects



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 and investment.

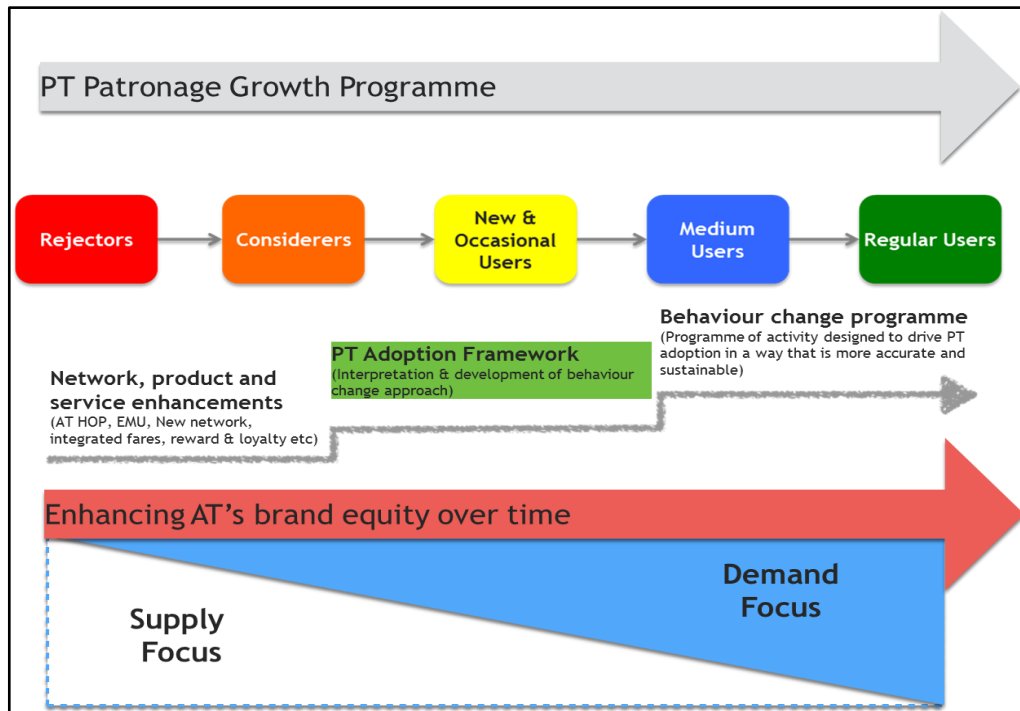


Fig 3. Public Transport patronage growth program

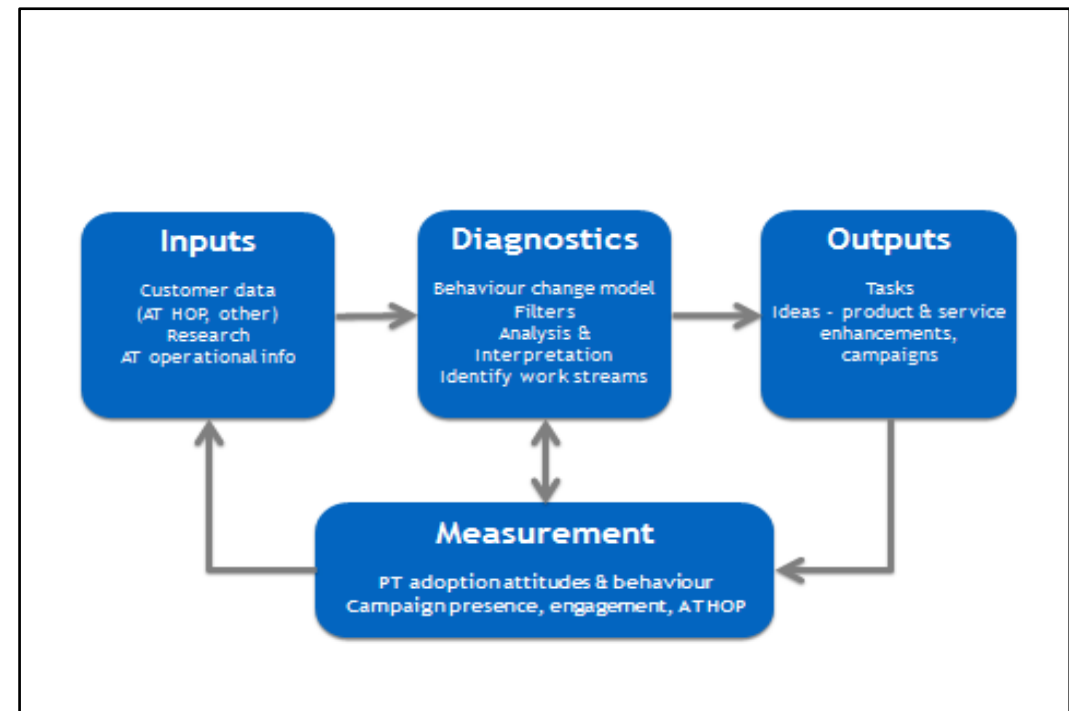






Fig.4. Public Transport adoption framework

## Attachments

Number	Description
1	Monthly PT Patronage Report – May 2015

## Document Ownership

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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 – May 2015

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

- Accounting for one less number of business and one more weekend days in May-2015 compared to May-2014
- Additional patronage for special events across bus and rail in May-2014.

Auckland public transport patronage totalled 78,614,558 passenger boardings for the 12 months to May-2015, an increase of +0.3% on the 12 months to May-2014 and +9.5% on the 12 months to May-2014 as illustrated in Figure 4. May monthly patronage was 7,311,762, an increase of 215,447 boardings or +3.0% on May-2014, normalised to ~ +6.2%.

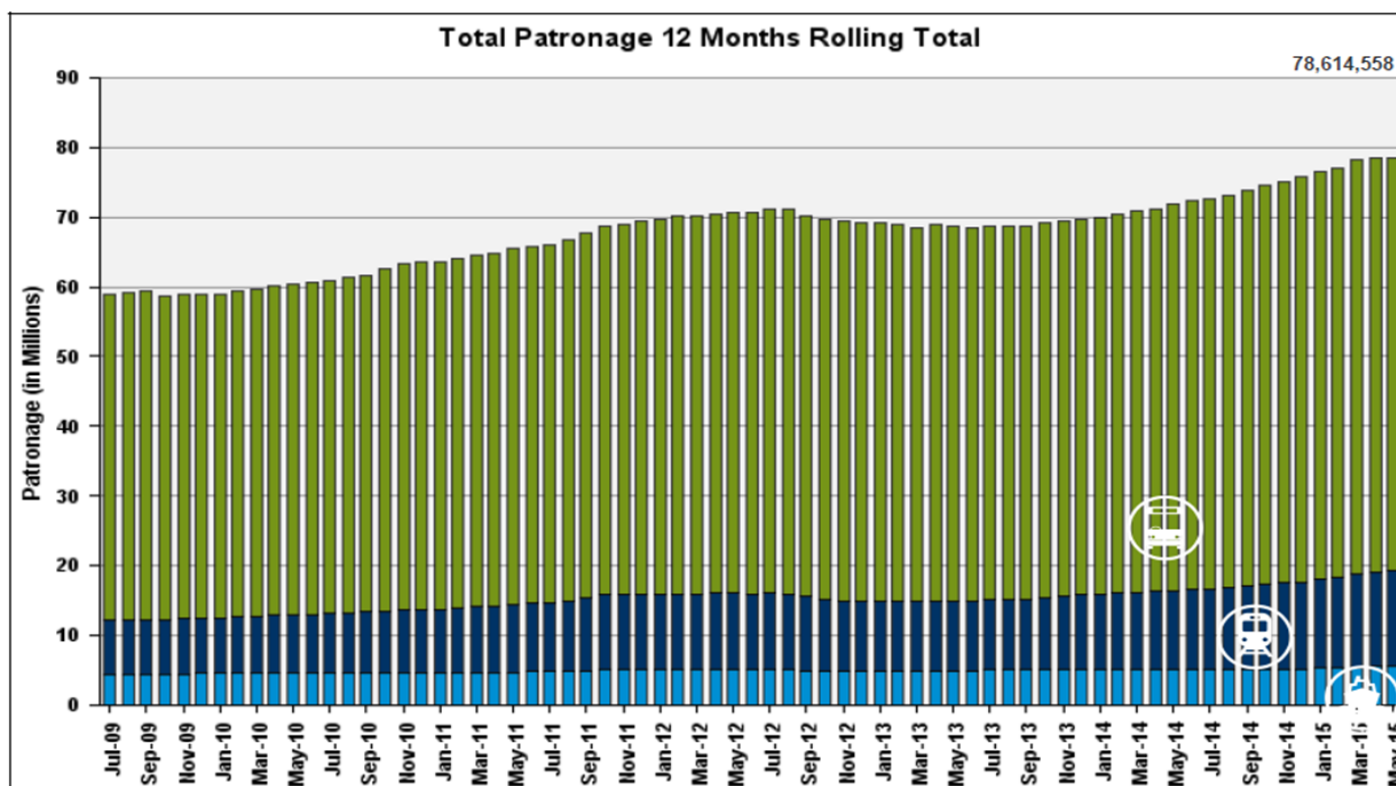


Fig 4. Total Patronage – 12 Months Rolling Total



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.

May 2015	FY 2014/15 Year-to-date May 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 May 2015	% Change Prev Year	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
<b>1. Rail</b>	10,395,255	11,005,667	12,651,426	↑ 21.7%	11,435,085	13,691,257	↑ 21.8%	12,100,000	13,800,000
<b>2. Northern Express Bus</b>	2,216,676	2,299,355	2,597,475	↑ 17.2%	2,426,745	2,807,544	↑ 16.8%	2,511,000	2,850,000
<b>3. Frequent, Connector and Local Bus (Including School Bus)</b>	48,898,722	49,186,968	52,098,855	↑ 6.5%	53,424,378	56,624,536	↑ 6.8%	53,695,000	57,000,000
<b>4. Ferry</b>	4,777,537	5,016,106	5,158,811	↑ 8.0%	5,109,947	5,491,221	↑ 7.1%	5,380,000	5,450,000
<b>Total Patronage</b>	<b>66,288,190</b>	<b>67,508,096</b>	<b>72,506,567</b>	<b>↑ 9.4%</b>	<b>72,396,155</b>	<b>78,614,558</b>	<b>↑ 9.5%</b>	<b>73,686,000</b>	<b>79,100,000</b>

Fig 5. Summary of Patronage by mode

## 1. Rail

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

- Totalled 13,691,257 passengers for the 12 months to May-2015, an increase of +1.1% on the 12 months to Apr-2015 and +21.8% on the 12 months to May-2014. (Figure 6).
- Patronage for May-2015 was 1,344,262 boardings, an increase of +12.6% (+150,560 boardings) on May-2014.

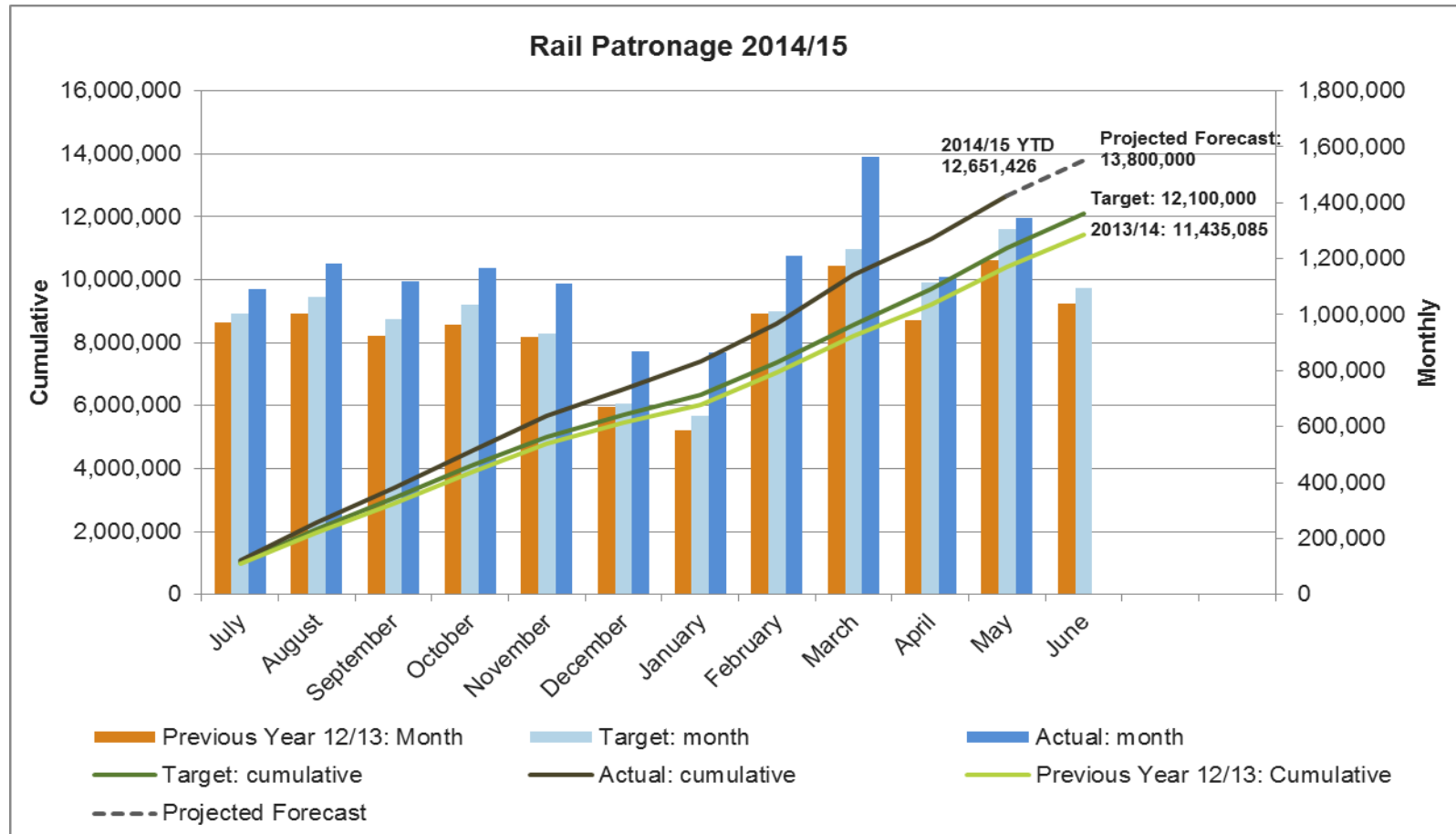


Fig 6. Rail – Patronage results vs target and previous year

### Activity Summary for May

- Safety campaign along Western Line in preparation for the introduction of electric trains.
- Introduction of electric trains across the network in weekends.
- Customer communications advising of Rail bus replacement for Queens Birthday
- 'Trains take 288 cars off road' poster tested on CRL facebook page.

### Activity Summary for June

- Planning for the roll out plan for the remaining electric trains, weekday bus connection to Waitakere and Pukekohe diesel shuttle and a minor timetable change installation of ticketing gates at New Lynn.
- Swanson Park & Ride extension complete.

## 2. Northern Express (RTN Bus)

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

- Patronage totalled 2,807,544 passengers for the 12 months to May-2015, an increase of +0.7% on the 12 months to Apr-2015 and +16.8% on the 12 months to May-2014 (Figure 8).
- Patronage for May-2015 was 269,023 boardings, an increase of +7.7% (+19,135 boardings) on May-2014.

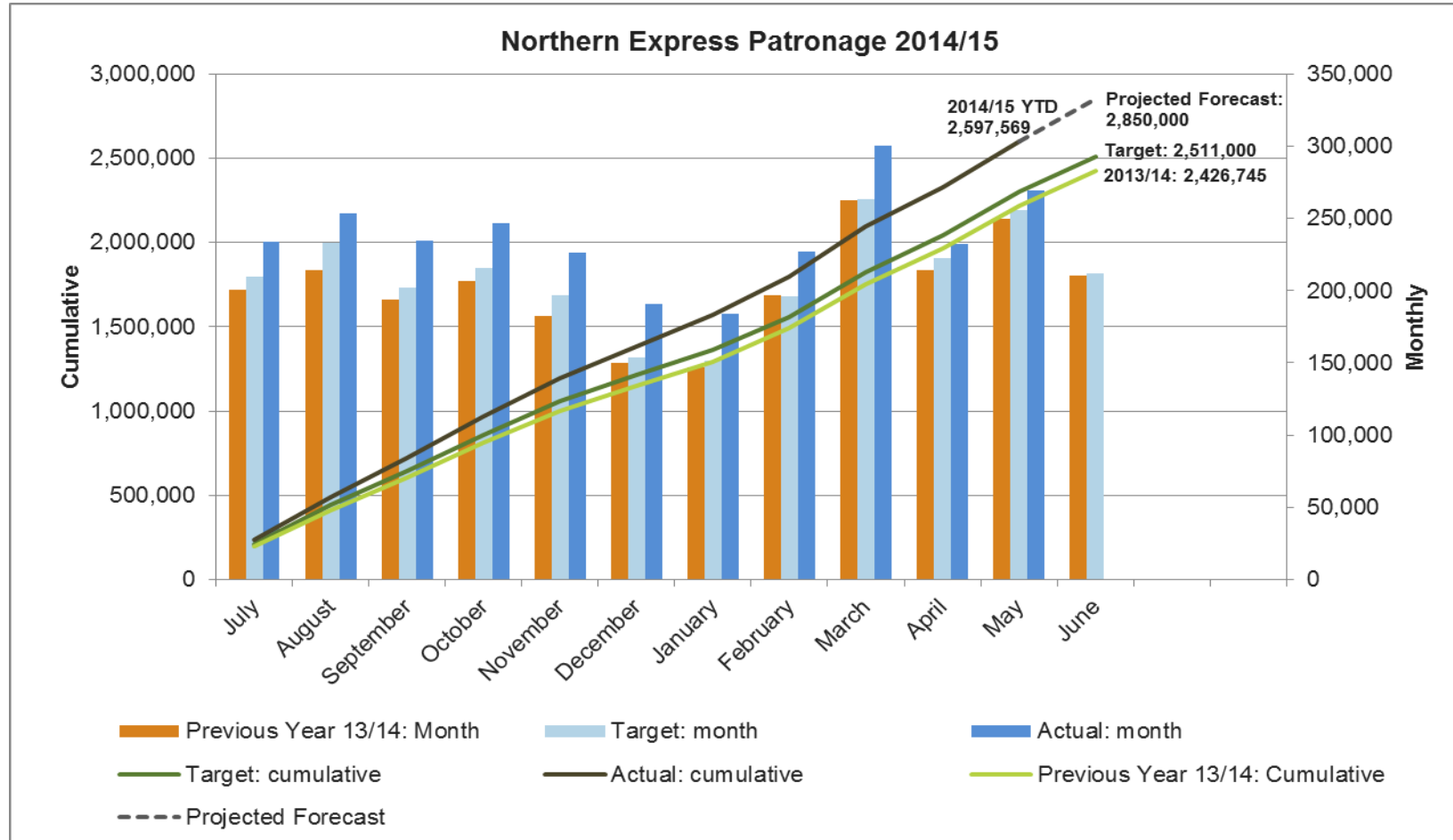


Fig 8. Northern Express – Patronage results vs target and previous year

### **Activity Summary for May**

- On time performance for Northern Express continued to operate at a high level for the month, sitting at 98.2%.

### **Patronage impacts from marketing and promotions:**

- None programmed for June.

### **Key Activities for June**

- None programmed for June.

### 3. Bus (excluding Northern Express)

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

- Patronage 56,624,536 passengers for the 12 months to May-2015, no movement on the 12 months to May-2015 and +6.8% on the 12 months to May-2014 (Figure 9).
- Patronage for May-2015 was 5,266,077 boardings, an increase of 0.4% (20,226boardings) on May-2014.

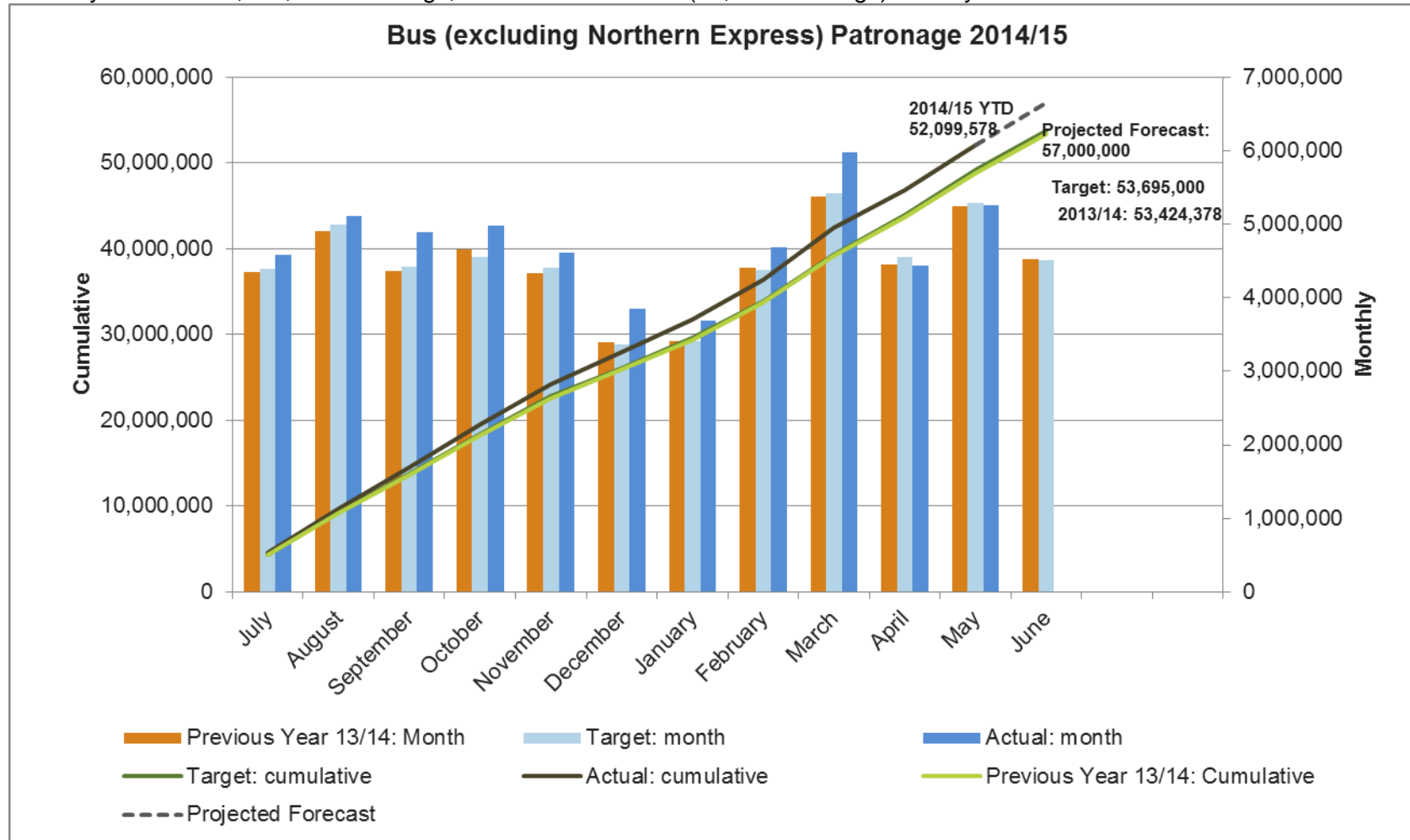


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

### Activity Summary for May

- Customer communications in market advising of June bus timetable changes to improve reliability and punctuality on Ritchies and Urban Express services.
- Howick & Eastern timetable improvements went into place on 25 May. Timetables were updated to add more runtime so buses are more reliable and punctual.
- Retention posters in buses '40kms of new bus lanes coming by June 2017 – wave to the traffic!'
- The new Kowhai Connection service started on 25 May. The new bus has more seats and there's a new timetable with more scheduled destinations.

### Key Activities for June

- Customer communications in market advising of June bus timetable changes to improve reliability and punctuality on Ritchies (go live Sunday 21 June) and Urban Express services (go live Monday 22 June).
- Customer communications in market advising of Waiheke Bus timetable changes in July to improve connections with ferries, add more trips and improve frequency.
- Customer communications in market advising of Metrolink, North Star & Waka Pacific timetable changes in July to add more trips and improve reliability.
- Customer communications in market advising of 813 Devonport timetable changes in July to meet more ferries on weeknights and meet every ferry on Sundays and until 11:30pm Saturdays.
- Customer communications in market advising of 380 Airporter timetable changes in July to improve reliability and create better connections with trains at Onehunga.
- Negotiations are continuing on commercial agreements with NZ Bus and Ritchies Transport for implementation of the Hibiscus Coast's new network, to go live in mid-October 2015 (with CRL diversions/relocations and new North Star school bus times to be implemented at the same time).
- Transit's Airporter (route 380) timetables have been reviewed and a new timetable with additional run time will go live in mid-July 2015.
- Waiheke Bus Company's timetables have been reviewed to align bus and ferry times and consultation with the Local Board completed before go live in mid-July 2015.

## 4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,491,221 passenger trips for the 12 months to May-2015, an increase of +0.5% on the 12 months to Apr-2015 and +7.1% movement on the 12 months to May-2014 (Figure 10).
- Patronage for May-2015 was 432,400, an increase of + 25,526 boardings or 6.3% on May-2014.

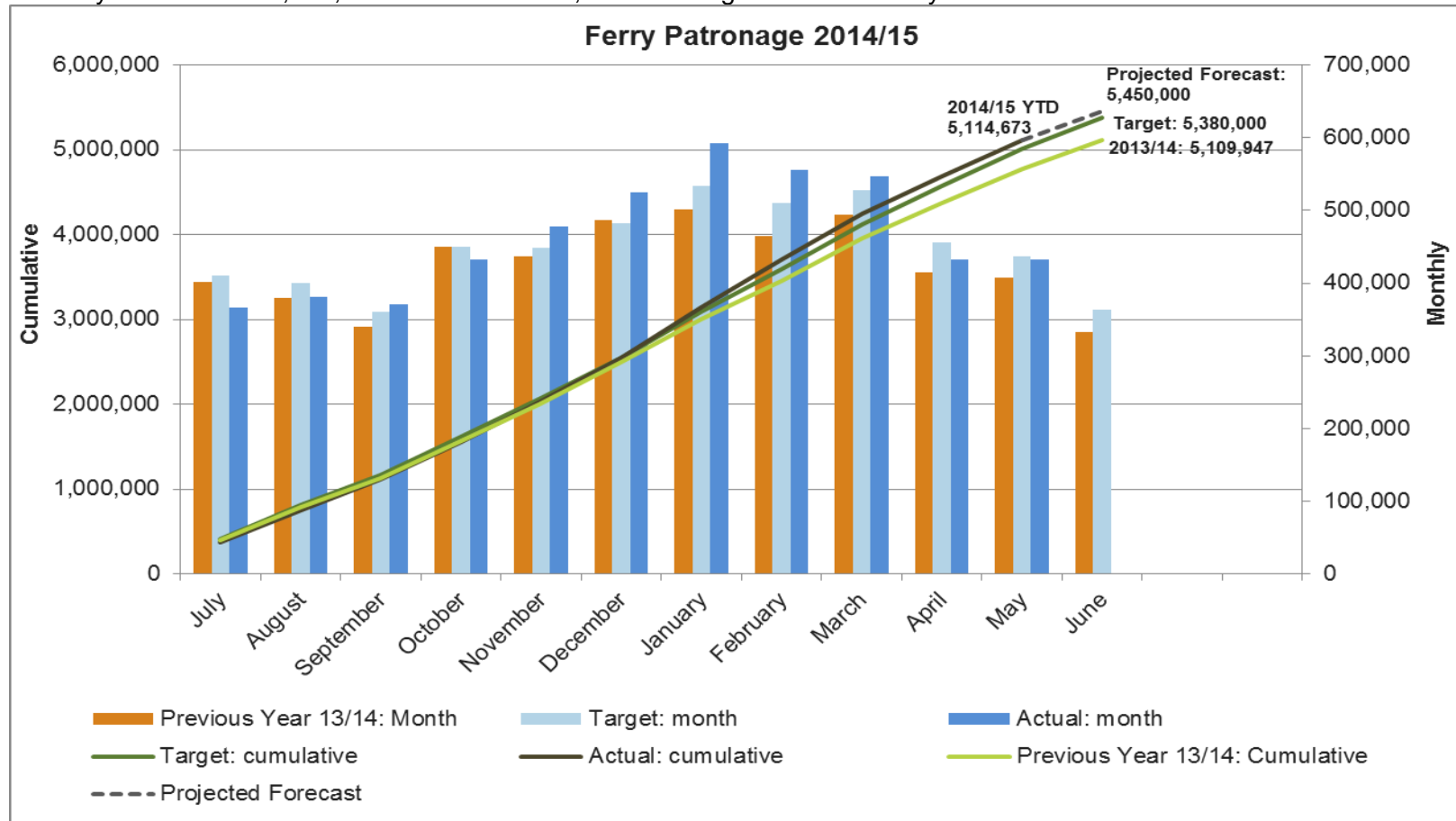


Fig 10. Ferry – Patronage results vs target and previous year



## Activity Summary for ferry in May

- Gulf Harbour ferry patronage up 82% year on year. Additional capacity added from 20 April 2015.
- Sufficient uptake on the extra Pine Harbour service which prevented leaving customers behind.
- HUB negotiations progressing with Fullers.

## Key activities for June

- Devonport Marine Square landscaping and passenger amenity improvement works continue.
- Weekend services for some services – either improvements or introduction of services being looked at. (Pine Harbour / West Harbour).
- Pier 2B at DTFT is closed at the moment for health and safety reasons. AT is working with Fullers to reposition their commercial ferry services that operate from that pier.
- Finalise HUB Agreement negotiations.

## Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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	1,564,792	1,134,517	1,344,262	
Variance: month to target	86,118	118,637	136,281	131,149	178,807	183,577	223,975	196,637	331,862	21,183	37,532	
Variance: month to previous year	117,561	176,487	194,216	200,677	193,191	198,111	274,976	204,510	390,204	155,678	150,560	
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	10,172,647	11,307,164	12,651,426	
Variance: cumulative to target	86,118	204,756	341,036	472,186	650,993	834,569	1,058,545	1,255,182	1,587,044	1,608,227	1,645,759	
Variance: cumulative to previous year	117,561	294,048	488,264	688,941	882,132	1,080,243	1,355,219	1,559,729	1,949,933	2,105,611	2,256,171	
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	22.13%	23.71%	22.88%	21.70%	
% cumulative change to target	8.58%	9.91%	11.18%	11.56%	12.98%	14.64%	16.70%	17.07%	18.48%	16.58%	14.95%	
Reforecast: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281	863,550	1,209,882	1,564,792	1,134,517	1,344,262	1,148,574
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	10,172,647	11,307,164	12,651,426	13,800,000
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	22.13%	23.71%	22.88%	21.70%	20.68%

### Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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	300,340	232,557	269,023	
Variance: month to target	23,912	20,005	32,172	31,088	29,210	37,367	32,669	30,999	37,228	10,093	13,471	
Variance: month to previous year	33,433	39,156	40,686	40,207	43,442	41,045	37,391	30,117	37,909	18,372	19,135	
Actual: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,795,649	2,095,989	2,328,546	2,597,569	
Variance: cumulative to target	23,912	43,917	76,089	107,177	136,387	173,754	206,423	237,423	274,651	284,744	298,214	
Variance: cumulative to previous year	33,433	72,589	113,275	153,482	196,924	237,969	275,360	305,477	343,386	361,758	380,893	
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%	20.50%	19.59%	18.39%	17.18%	
% cumulative change to target	11.39%	9.91%	11.79%	12.45%	12.89%	14.35%	15.15%	15.24%	15.08%	13.93%	12.97%	
Reforecast: month	233,814	253,328	234,282	246,472	226,217	190,749	184,131	226,656	300,340	232,557	269,023	252,431
Reforecast: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,795,649	2,095,989	2,328,546	2,597,569	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%	19.59%	18.39%	17.18%	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
<b>Patronage</b>												
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	5,982,231	4,442,267	5,266,077	
Variance: month to target	188,563	127,729	464,140	421,809	207,920	486,091	272,514	315,025	558,528	-110,940	-18,771	
Variance: month to previous year	228,637	217,392	516,418	325,793	275,501	462,244	277,837	281,940	607,448	-12,581	20,227	
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	42,391,234	46,833,501	52,099,578	
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	3,042,320	2,931,380	2,912,610	
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	3,193,210	3,180,629	3,200,856	
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	7.64%	8.15%	7.29%	6.55%	
% cumulative change to target	4.30%	3.37%	5.65%	6.55%	6.19%	7.26%	7.34%	7.32%	7.73%	6.68%	5.92%	
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	5,982,231	4,442,267	5,266,077	4,900,422
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	42,391,234	46,833,501	52,099,578	57,000,000
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	7.64%	8.15%	7.29%	6.55%	6.69%


## Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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%
Actual: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	555,833	547,427	432,400	432,400	
Variance: month to target	-43,614	-18,906	10,657	-18,405	28,938	42,637	59,077	45,976	19,978	-23,340	-4,430	
Variance: month to previous year	-35,980	1,348	31,397	-17,920	41,109	38,209	91,657	91,628	53,304	16,859	25,526	
Actual: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,702,092	4,249,519	4,681,919	5,114,319	
Variance: cumulative to target	-43,614	-62,520	-51,863	-70,268	-41,330	1,307	60,384	106,005	125,983	102,643	98,213	
Variance: cumulative to previous year	-35,980	-34,632	-3,235	-21,155	19,954	58,163	149,819	241,093	294,397	311,256	336,782	
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%	6.97%	7.44%	7.12%	7.05%	
% cumulative change to target	-10.64%	-7.72%	-4.43%	-4.33%	-2.00%	0.05%	1.96%	2.95%	3.06%	2.24%	1.96%	
Reforecast: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	555,833	547,427	432,400	432,400	335,327
Reforecast: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,702,446	4,249,873	4,682,273	5,114,673	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%	7.45%	7.13%	7.06%	6.65%

## Appendix 6: Metro Promotional Activities – May 2015

### Howick and Eastern bus timetable changes

To ensure full and comprehensive communication of bus changes to Howick and Eastern customer we prepared a series of posters to be displayed at bus stops, on buses and repeated in newspapers. AT Ambassador's were deployed at key bus stops. Chinese language communication as used through social media WeChat.




**Minor timetable changes for some Howick and Eastern weekday services from Monday 25 May 2015**

Bringing you better reliability and connections

Departure time changes for these trips:

Route	Current start time	From 25 May
358 Pakuranga Plaza to Onehunga	8:20am	8:25am
501 Britomart to Cockle Bay via Botany	1:55pm	1:50pm
550 Cockle Bay to Britomart via Newmarket	6:35am	6:30am
552 Panmure to Bucklands Beach	7:45am	7:40am
545 Botany to Half Moon Bay via Farm Cove	7:10am 7:40am 8:15am 4:50pm	7:15am 7:35am 8:12am 4:45pm
568 Manurewa to Botany via Homai, Manukau, Otara and Highbrook	7:15am	7:10am
575 Half Moon Bay to Middlemore via Otara and Highbrook	8:40am, all trips between 10:10am and 3:40pm, 5:15pm, 6:40pm	All depart 5 minutes later.
575 Middlemore to Half Moon Bay via Otara and Highbrook	2:15pm 2:45pm	2:12pm 2:35pm

For timetables visit [AT.govt.nz/timetables](http://AT.govt.nz/timetables) or phone 09 366 6400



### Kowhai Connection timetable changes

The Warkworth district's local bus service, the Kowhai Connection had a timetable revamp in May. Customers and community organisations were advised of these changes through posters, brochures and newspaper advertising.





**Changes to Kowhai Connection bus service from Monday 25 May**


### Onboard newsletter

We sent the May issue of Onboard newsletter out to 150,832 email addresses, of which 40,014 were read (27%) and 2,587 people clicked on at least link to read more.

Stories covered were

- Electric train rollout
- Timetable changes - Howick and Eastern bus services
- New AT HOP retailer
- Park & Ride - Swanson
- Auckland's Regional Public Transport Plan
- Special offer for AT HOP card users : Auckland Zoo

[Click here to view online](#)



**On Board**  
Auckland's Public Transport News

Hi Craig

Welcome to the May issue of On Board! Your bi-monthly public transport newsletter. In this issue we cover:

- [Electric train rollout](#)
- [Timetable changes - Howick and Eastern bus services](#)
- [New AT HOP retailer](#)
- [Park & Ride - Swanson](#)
- [Auckland's Regional Public Transport Plan](#)
- [Special offer for AT HOP card users : Auckland Zoo](#)


Read on for more information.

**Electric train roll out.**

Auckland's new electric trains will soon be in regular service on all lines across the city.

The progressive roll out of electric trains is continuing with electric trains now running on weekends, across Auckland's entire electrified network (which extends to Swanson in the west and Papakura in the south).

During the week, electric trains are running on the Onehunga and Eastern Lines, and some services on the Southern and



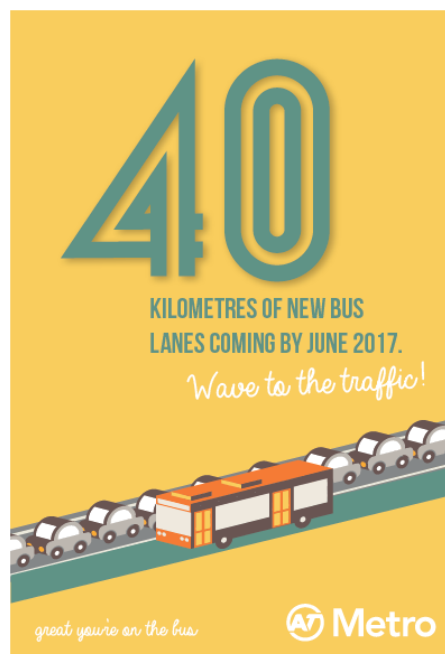
### New Network Consultation North Shore – 2 June to 13 July 2015

The materials for the New Network North Shore consultation are currently in market. Consultation closes 13 July.



### Bus on-board retention posters

The first in a series of posters targeted at current customers is shown below. This graphic style with the large number in the heading is being used to espouse the benefits and virtues of particular facets of bus travel in Auckland. This communication enables us to promote benefits to bus travel that we wouldn't normally invest in, in a larger campaign.



### Special Events – FIFA U-20 World Cup – May 30 to 20 June 2015

TO reflect the nature of this major event we have produced a range of materials for the FIFA U-20 World Cup are currently in market. As per all the games, travel on trains and special event buses is included with the match ticket.

> EVENT TRANSPORT

Auckland Transport  
 An Auckland Council Organisation

**Buses to North Harbour Stadium depart here.**  
 FIFA U-20 World Cup 2015  
 North Harbour Stadium

Buses depart from Railside Ave (temporary Bus Stop opposite Pioneer St) at:

Saturday 30 May:	10:00am, 10:40am, 11:30am, 11:50am, 12:10pm
Tuesday 2 June:	5:30pm, 5:50pm, 6:10pm
Friday 5 June:	2:30pm, 2:50pm, 3:10pm and 5:30pm, 5:50pm, 6:10pm
Wednesday 10 June:	6:00pm, 6:20pm, 6:40pm
Sunday 14 June:	3:00pm, 3:20pm, 3:40pm
Wednesday 17 June:	6:00pm, 6:20pm, 6:40pm
Saturday 20 June:	12:00pm, 12:20pm, 12:40pm and 3:30pm, 3:50pm, 4:10pm

Return services depart from a temporary Bus Stop on Don McKinnon Drive (directly outside North Harbour Stadium).

Visit [AT.govt.nz/events](http://AT.govt.nz/events) for more information.



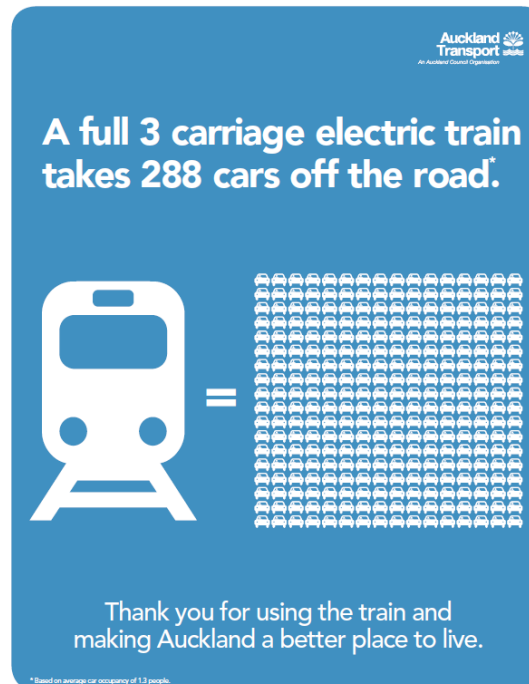
## Safety Campaign

A safety campaign along the Western Line prior to electric trains being introduced into scheduled service. The campaign reminds people to be safe around trains and track, and educates about electric trains being quieter and faster to accelerate.



## Train benefits poster

New poster promoting the capacity of trains and their benefit in easing road congestion.



For more information visit  
[AT.govt.nz](http://AT.govt.nz) or phone 09 366 4467  
@AkiTransport

