

AT Metro Monthly Patronage – July 2015

Recommendations

It is recommended that the board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 79,729,352 passenger boardings for the 12 months to Jul-2015, an increase of +0.6% on the 12 months to Jun-2015 and +9.6% on the 12 months to Jul-2014. July monthly patronage was 6,748,555, an increase of 479,803 boardings or +7.7% on Jul-2014, normalised to ~ +8.1% accounting for special event patronage.

Train services totalled 14,155,559 passenger boardings for the 12 months to Jul-2015, an increase of +1.7% on the 12 months to Jun-2015 and +22.5% on the 12 months to Jul-2014. Patronage for Jul-2015 was 1,328,576, an increase of 238,737 boardings or +21.9% on Jul-2014, normalised to ~ +24.1%.

Bus services totalled 60,003,526 passenger boardings for the 12 months to Jul-2015, an increase of +0.3% on the 12 months to Jun-2015 and +6.9% on the 12 months to Jul-2014. Bus services patronage for Jul-2015 was 5,019,806, an increase of 207,188 boardings or 4.3% on Jul-2014, normalised to ~ +4.4%.

Ferry services totalled 5,570,267 passenger boardings for the 12 months to Jul-2015, an increase of +0.6% on the 12 months to Jun-2015 and +9.8% on the 12 months to Jul-2014. Ferry services patronage for Jul-2015 was 400,173, an increase of 33,878 boardings or + 9.2% on Jul-2014, normalised to ~ +9.2%.

Rapid and Frequent services totalled 30,650,682 passenger boardings for the 12 months to Jul-2015, an increase of +1.2% on the 12 months to Jun-2015. Rapid and Frequent services patronage for Jul-2015 was 2,806,142, an increase of 361,403 boardings or +14.8 % on Jul-2014.

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 predominantly over the 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 ten key strategic priorities (Figure 1).

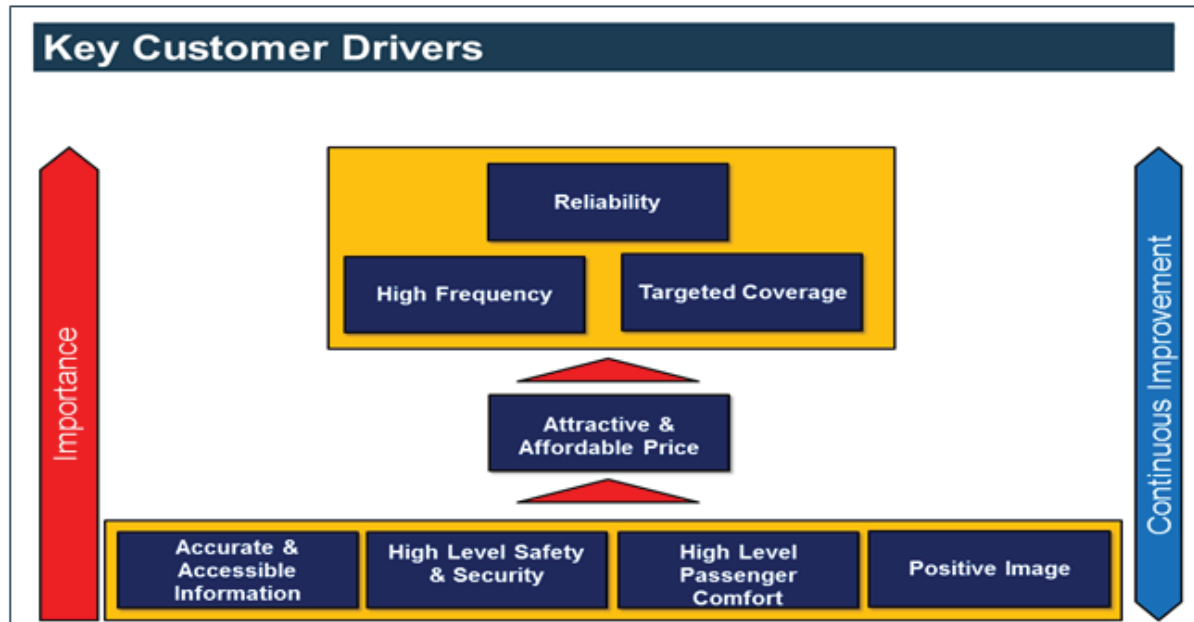


Fig 1. PT "Next Steps" 3 Year Programme Key Strategic Projects

Progress against 3-Year Business Strategy & Key Strategic Priorities

Patronage growth is delivered via the underlying key strategic priorities within the Metro three-year business strategy:

1. Integrated Ticketing & Fares
2. Procurement & Contract Reform (PTOM)
3. Resource Efficiency & Effectiveness
4. New Network including Rapid & Frequent Service Network
5. Infrastructure Use and Development
6. On-Time Service Performance
7. First & Final Leg
8. Customer Experience
9. PT Adoption Marketing & Promotion
10. Metro Safety & Security

A patronage growth programme (Figure 2) 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 3) ensures a robust continuous improvement process that supports the quality and relevance of decision making and investment.

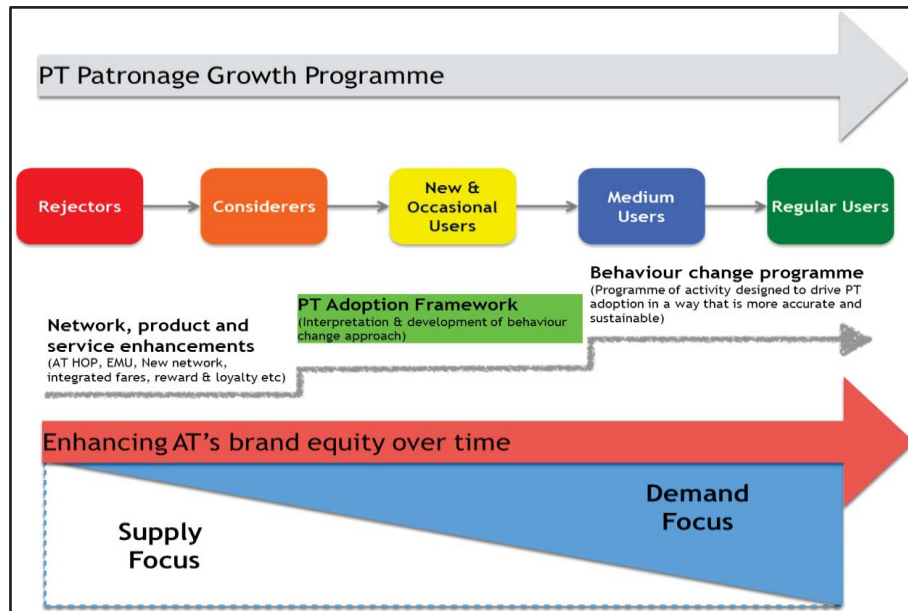


Fig 2. Public Transport patronage growth program

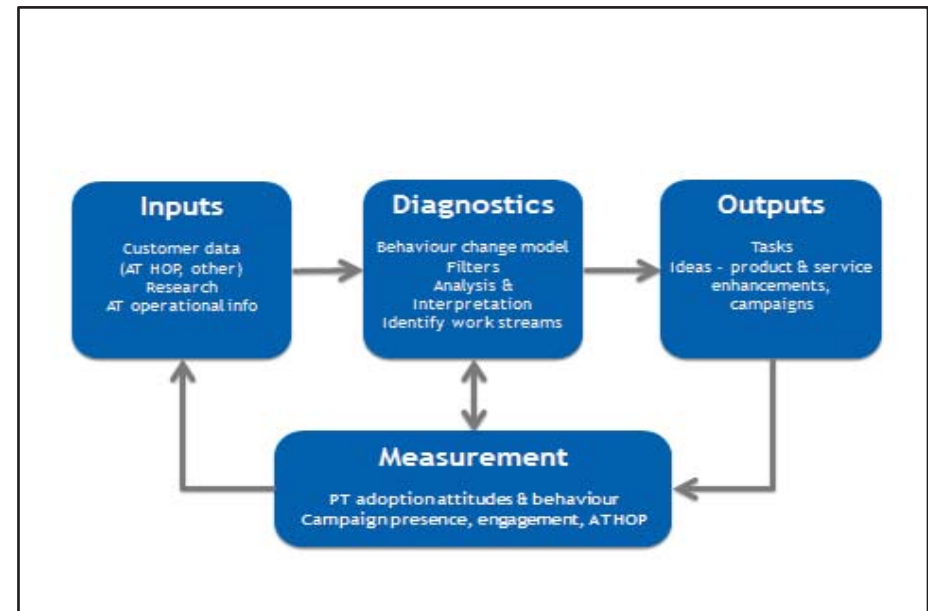


Fig.3. Public Transport adoption framework

Attachments

Number	Description
1	Monthly PT Patronage Report – July 2015

Document Ownership

Prepared by	Ian Robertshaw Public Transport Business Development Manager	
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Approved for Submission	David Warburton Chief Executive	

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 – July 2015

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

- Differences in patronage for special events across bus and rail in Jul-2015 compared to Jul-2014. (There were the same number business days and weekend days in Jul-2015 compared to Jul-2014).

Auckland public transport patronage totalled 79,729,352 passenger boardings for the 12 months to Jul-2015, an increase of +0.6% on the 12 months to Jul-2014 and +9.6% on the 12 months to Jul-2014 as illustrated in Figure 4. July monthly patronage was 6,748,555, an increase of 479,803 boardings or +7.7% on Jul-2014, normalised to ~ +8.1%.

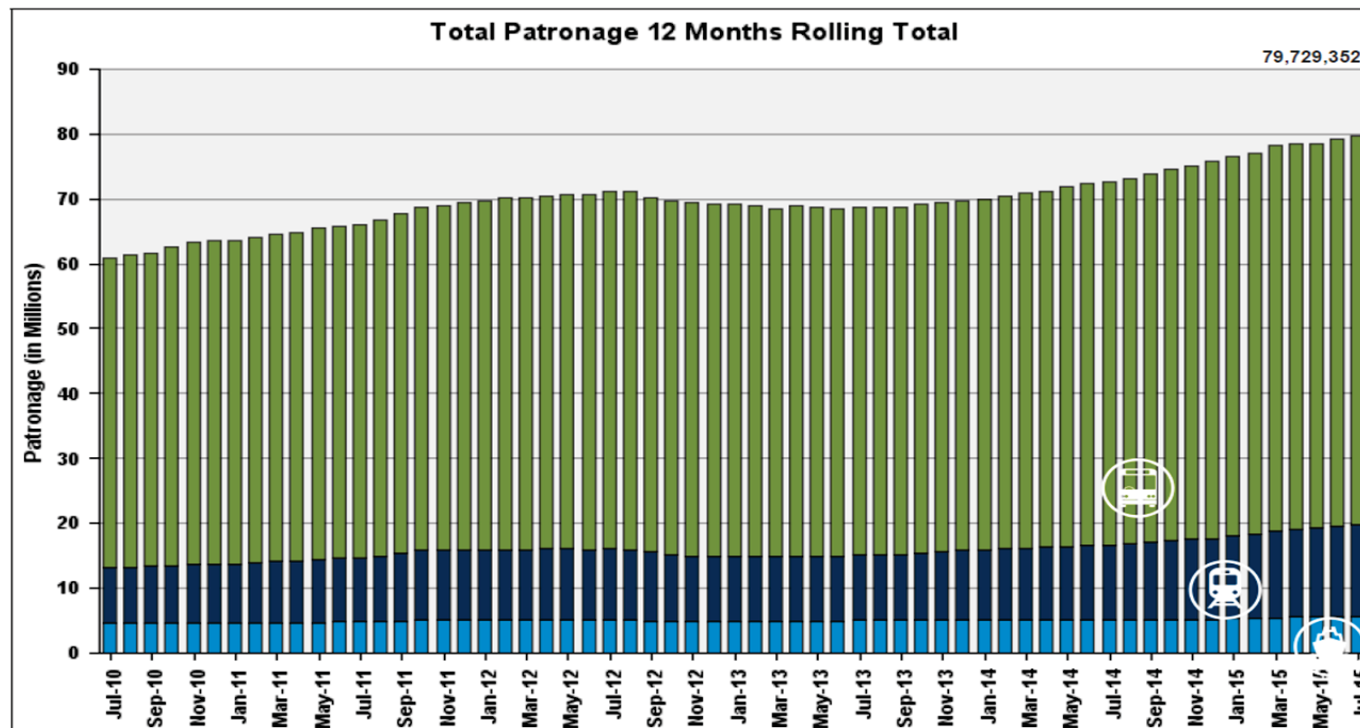


Fig 4 Total Patronage – 12 Months Rolling Total

1. Rail

Figure 5 provides a summary of rail patronage for July 2015 and the 2015/16 targets and performance:

- Totalled 14,155,559 passengers for the 12 months to Jul-2015 (Figure 5), an increase of +1.7% on the 12 months to Jun-2015 and +22.5% on the 12 months to Jul-2014. (Figure 5).
- Patronage for Jul-2015 was 1,328,576 boardings, an increase of +21.9% (+238,737 boardings) on Jul-2014.

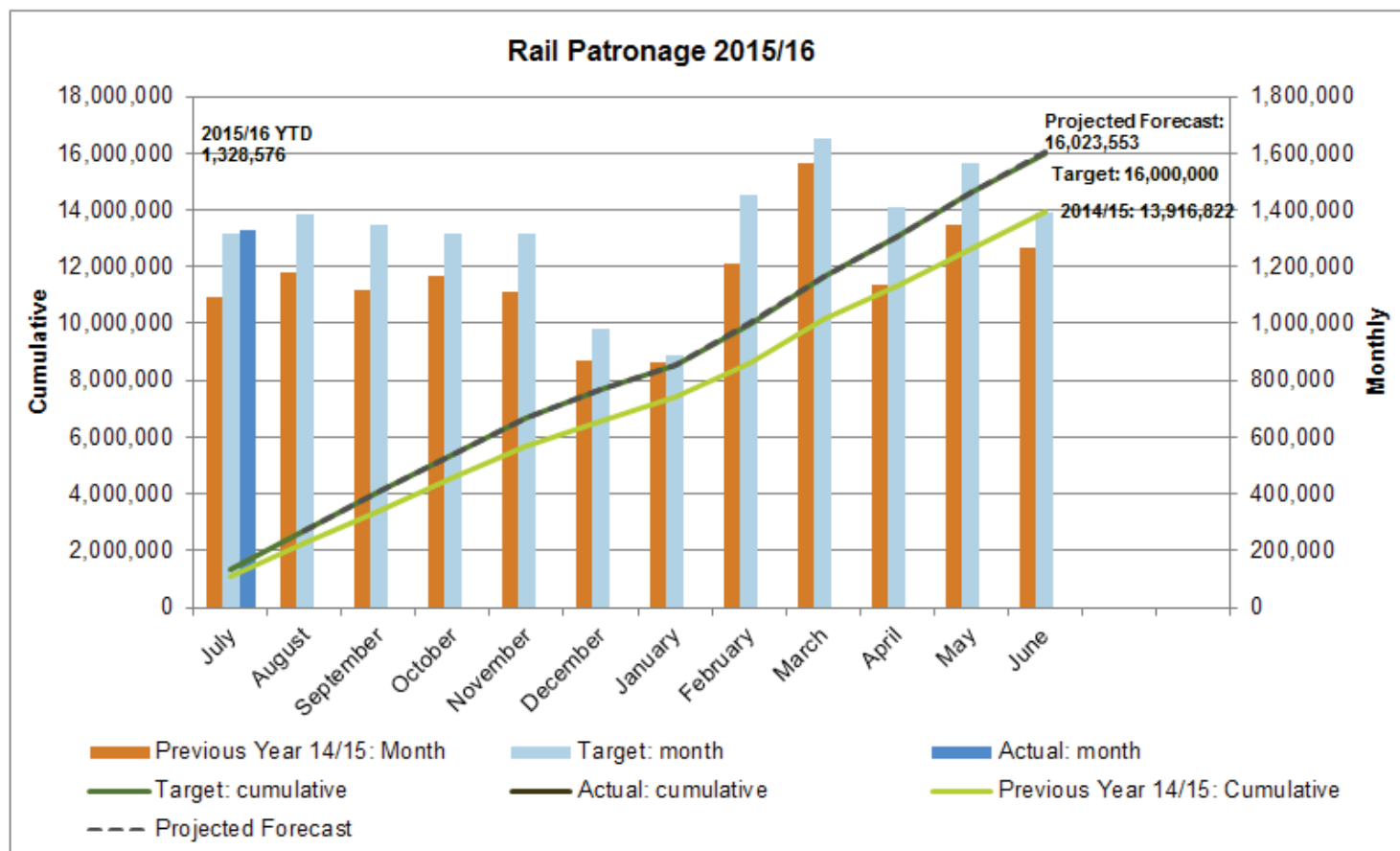


Fig 5. Rail – Patronage results vs target and previous year

Activity Summary for July

- Customer communications for the 20th July roll out of electric trains, timetable change and associated changes to Waitakere and Pukekohe connections.
- New Lynn gate signs and customer communication for gates becoming operational 27th July
- Swanson Park & Ride extension opened.

Activity Summary for August

- Rail Safety Week 10-16th August. This year's key message 'Expect trains' aims to address complacency and distraction which are known factors that contribute to unsafe behaviour.
- "Electric trains are now running across Auckland" campaign late August, promoting the full roll out of electric trains on all lines.

3. Bus

Figure 6 provides a summary of bus patronage performance:

- Patronage 60,003,526 passengers for the 12 months to Jul-2015, an increase of +0.3% on the 12 months to Jun-2015 and +6.9% on the 12 months to Jul-2014 (Figure 6).
- Patronage for Jul-2015 was 5,019,806 boardings, an increase of +4.3% (207,188 boardings) on Jul-2014.

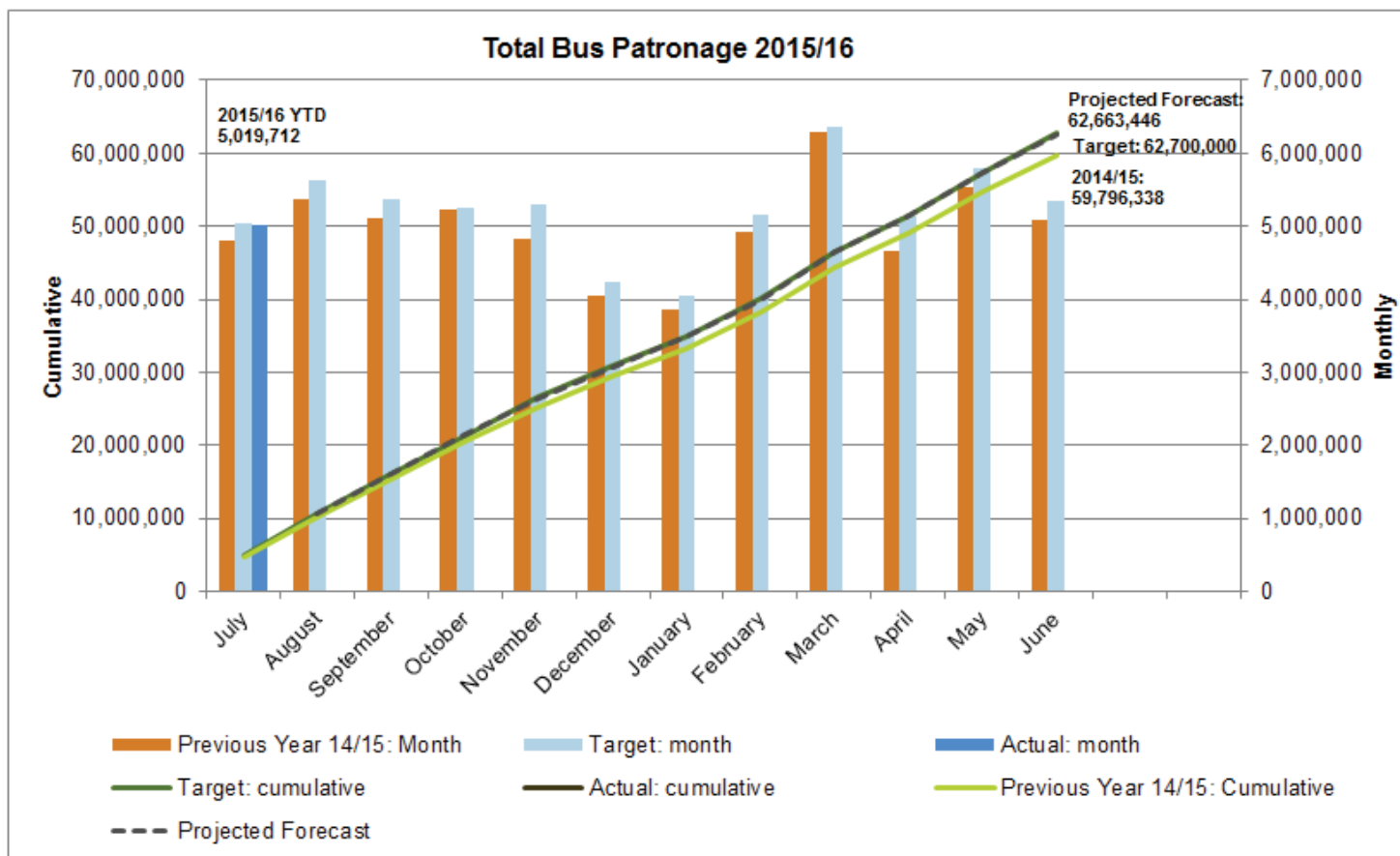


Fig 6. Bus – Patronage results vs target and previous year

Activity Summary for July

- 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 Ritchies 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 Airporter 380 timetable changes in July to improve reliability and create better connections with trains at Onehunga.
- Campaign promoting the new bus lanes installed on Dominion Rd, Khyber Pass, Victoria St West, Symonds St & Wellesley St starts 12 July 2015 on bus backs, adshels, street posters and billboards all with the message 'new bus lanes get you there faster'
- 'What's Up' campaign in market promoting double deckers coming out East soon.

Key Activities for August

- A new campaign promoting the new bus lanes installed on Dominion Rd, Khyber Pass, Victoria St West, Symonds St & Wellesley St starts on 12 July 2015 on bus backs, adshels, street posters and billboards, all with the message 'new bus lanes get you there faster'
- 'What's Up' campaign in market promoting double deckers coming out East soon.
- Customer communications start around Hibiscus Coast New Network coming in October 2015.
- Final preparation around CRL phase 1 customer communications messaging

4. Ferry

Figure 7 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,570,267 passenger boardings for the 12 months to Jul-2015, an increase of +0.6% on the 12 months to Jun-2015 and +9.8% movement on the 12 months to Jul-2014 (Figure 7).
- Patronage for Jul-2015 was 400,173, an increase of +33,878 boardings or 9.2% on Jul-2014.

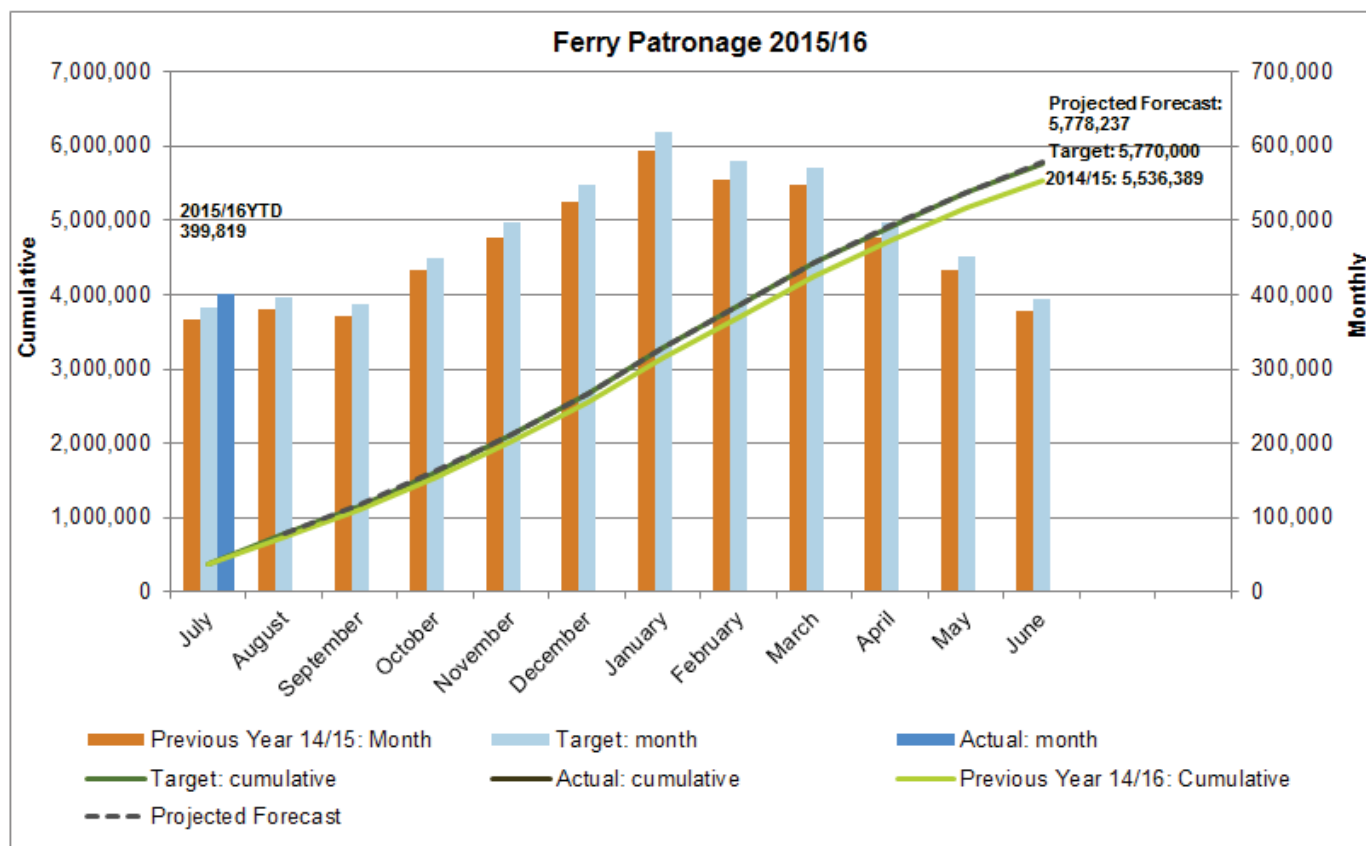


Fig 7. Ferry – Patronage results vs target and previous year

Activity Summary for Ferry in July

- Devonport Marine Square and boardwalk officially opened on Friday the 24th of July.
- Fullers returned their vessel Kea to the Devonport route, after an accident in February.
- Gulf Harbour service continues to see significant growth in patronage, despite having a number of bus replacements over July due to bad weather.

Key Activities for August

- Progression of timetable enhancements for Pine Harbour including public consultation.
- Finalisation of slot re-allocations for Pier 4 construction period.

Appendix 2. Rail Patronage

Rail FY 2015-2016	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 14/15: 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	1,265,396
Previous Year 14/15: 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	13,916,822
Target: month	1,313,270	1,386,581	1,347,317	1,314,046	1,313,510	977,892	884,672	1,452,528	1,650,579	1,407,755	1,562,970	1,388,880
Target: cumulative	1,313,270	2,699,851	4,047,168	5,361,214	6,674,724	7,652,616	8,537,288	9,989,816	11,640,395	13,048,150	14,611,120	16,000,000
Target: cumulative FY growth to previous year %	20.50%	18.89%	19.38%	17.69%	17.78%	17.11%	15.40%	16.05%	14.43%	15.40%	15.49%	14.97%
Actual: month	1,328,576											
Variance: month to target	15,306											
Variance: month to previous year	238,737											
Actual: cumulative	1,328,576											
Variance: cumulative to target	15,306											
Variance: cumulative to previous year	238,737											
Actual: cumulative FY growth to previous year	21.91%											
% cumulative change to target	1.17%											
Reforecast: month	1,328,576	1,387,360	1,348,074	1,314,784	1,314,248	978,441	885,169	1,453,344	1,651,506	1,408,546	1,563,848	1,389,660
Reforecast: cumulative	1,328,576	2,715,936	4,064,009	5,378,793	6,693,041	7,671,482	8,556,651	10,009,994	11,661,500	13,070,046	14,633,894	16,023,553
Reforecast: cumulative FY growth to previous year %	21.91%	19.59%	19.88%	18.08%	18.10%	17.40%	15.66%	16.29%	14.64%	15.59%	15.67%	15.14%

Appendix 3. Bus Patronage

Total Bus FY 2015-2016	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 14/15: Month	4,812,618	5,372,984	5,122,046	5,227,004	4,837,615	4,042,928	3,871,402	4,917,332	6,282,571	4,674,824	5,535,100	5,100,008
Previous Year 14/15: Cumulative	4,812,618	10,185,602	15,307,648	20,534,652	25,372,267	29,415,195	33,286,597	38,203,929	44,486,500	49,161,324	54,696,424	59,796,338
Target: month	5,046,464	5,633,720	5,370,289	5,250,658	5,302,290	4,239,126	4,060,097	5,155,730	6,357,628	5,132,213	5,804,056	5,347,729
Target: cumulative	5,046,464	10,680,185	16,050,473	21,301,131	26,603,421	30,842,547	34,902,644	40,058,374	46,416,002	51,548,215	57,352,271	62,700,000
Target: cumulative FY growth to previous year %	4.86%	4.86%	4.85%	3.73%	4.85%	4.85%	4.85%	4.85%	4.34%	4.86%	4.86%	4.86%
Actual: month	5,019,806											
Variance: month to target	-26,658											
Variance: month to previous year	207,188											
Actual: cumulative	5,019,806											
Variance: cumulative to target	-26,658											
Variance: cumulative to previous year	207,188											
Actual: cumulative FY growth to previous year	4.31%											
% cumulative change to target	-0.53%											
Reforecast: month	5,019,806	5,632,757	5,369,388	5,479,721	5,071,427	4,238,401	4,059,400	5,154,860	6,586,492	4,901,346	5,803,045	5,346,802
Reforecast: cumulative	5,019,806	10,652,563	16,021,951	21,501,672	26,573,098	30,811,499	34,870,899	40,025,759	46,612,252	51,513,598	57,316,643	62,663,446
Reforecast: cumulative FY growth to previous year %	4.31%	4.58%	4.67%	4.71%	4.73%	4.75%	4.76%	4.77%	4.78%	4.78%	4.79%	4.79%

Appendix 4. Ferry Patronage

Ferry FY 2015-2016	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 14/15: Month	366,295	380,813	371,426	432,143	477,630	524,846	593,107	555,833	547,427	476,892	432,400	377,578
Previous Year 14/16: Cumulative	366,295	747,108	1,118,534	1,550,677	2,028,307	2,553,153	3,146,259	3,702,092	4,249,519	4,726,411	5,158,811	5,536,389
Target: month	381,751	396,882	387,098	450,377	497,784	546,992	618,133	579,287	570,526	497,015	450,645	393,510
Target: cumulative	381,751	778,633	1,165,731	1,616,108	2,113,892	2,660,884	3,279,017	3,858,304	4,428,830	4,925,845	5,376,490	5,770,000
Target: cumulative FY growth to previous year %	4.05%	4.22%	4.22%	4.22%	4.22%	4.22%	4.22%	4.22%	4.22%	4.22%	4.22%	4.22%
Actual: month	400,173											
Variance: month to target	18,422											
Variance: month to previous year	33,878											
Actual: cumulative	400,173											
Variance: cumulative to target	18,422											
Variance: cumulative to previous year	33,878											
Actual: cumulative FY growth to previous year	9.25%											
% cumulative change to target	4.83%											
Reforecast: month	400,173	396,131	386,367	449,526	496,843	545,958	616,965	578,192	569,447	496,075	449,794	392,766
Reforecast: cumulative	400,173	796,304	1,182,671	1,632,197	2,129,040	2,674,998	3,291,963	3,870,155	4,439,602	4,935,677	5,385,471	5,778,237
Reforecast: cumulative FY growth to previous year %	9.25%	6.58%	5.73%	5.26%	4.97%	4.77%	4.63%	4.54%	4.47%	4.43%	4.39%	4.37%

Appendix 6: Metro Promotional Activities – July 2015

NZ Bus timetable changes

In July we're revising North Star, Metrolink and Waka Pacific timetables to improve reliability and add more trips.



**New trips for Metrolink
 249, 258, 274 & 299 services
 from Sunday 26 July**

New trips Monday to Friday:

Route		Departure times for new trips
249	New Lynn to Midtown via Sandringham Rd	9am, 10.42am, 11.10am
258	Civic to May Rd	6.20pm, 6.30pm, 6.35pm, 7.20pm, 7.40pm, 9.10pm, 10.10pm, 10.30pm
274	Three Kings to Britomart	9.20am
274	Britomart to Three Kings	6.25pm
299	Civic to Lynfield	3.10pm

Start time change Monday to Friday:

Route		Current start time	From 19 July
258	May Rd to Civic	9.38am	9.27am

Please check the timetable carefully before travelling.

For timetables visit AT.govt.nz/timetables or phone 09 366 6400.



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.

**Help us piece together a
 New Bus Network
 for the North Shore**

We need your feedback on the proposed changes to the North Shore bus network by 13 July. The future of public transport is in your hands!
 Find out more at: AT.govt.nz/NewNetwork

Electric Train Rollout and Timetable Change

Communication of the 20th July changes to train services:

- Electric trains running across the electrified network A connecting Papakura to Pukekohe train service using diesel trains
- A connecting bus service will replace the train service between Swanson to Waitakere
- Minor timetable changes will take effect from Monday 20th July



**Electric trains from
 Monday 20 July 2015**

- Electric trains will be operating on all lines from Swanson to Papakura.
- Minor timetable changes for most lines. Please check the new timetable carefully before travelling.
- Transfer required at Papakura for travel to/from Pukekohe.
- A bus service will replace trains between Swanson and Waitakere.



For timetables visit AT.govt.nz/timetables or phone 09 366 6400



An Auckland Council Organisation

New Lynn Ticket Gates

The retrofitting of gates at New Lynn station means that customers need to use different entries depending on whether they are using HOP or paying by cash. A flyer was handed out to customers explaining the changes.



New Lynn ticket gates

From Monday 27 July, new ticket gates will be operational at New Lynn station.

This means customers will tag on/off at the gates at the station entrances, rather than on the platform.

Please note there are different gates for AT HOP card holders and paper tickets. This map shows the different entrances.

New Lynn Train Station - new ticket gate layout

The map shows the station layout with the following features:

- Hotana St station entrance** (top right)
- New Gates (AT HOP card only)** (middle left)
- New Gates (paper tickets only)** (middle right)
- Ticket Office** (bottom right)
- Ticket Machine** (top left)
- Working Area** (bottom left)
- Clark St** (bottom)
- Totara Ave** (top)

The ticket and Top Up machine has been relocated from the platform to main entrance.

A7 Metro

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

Airporter 380 Timetable Changes

On 19 July timetable changes go live and will improve reliability and create better connections with trains at Onehunga.



New timetable for 380 Airporter bus service from Sunday 19 July

Times are changing to improve reliability and create better connections with trains at Onehunga.

Please check the timetable carefully before travelling.



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

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Bus Priority Lanes Campaign

Campaign promoting the new bus lanes we've installed on Dominion Rd, Khyber Pass, Victoria St West, Symonds St & Wellesley St. Campaign runs over bus backs, adshels, street posters and billboards, all with the message 'new bus lanes get you there faster'.



CityLink Promotion

We promoted the transfer discount on the CityLink bus service after a fee was introduced for AT HOP users earlier this year and patronage reduced soon after. Posters were placed on buses and messages placed on the on board video screens



Devonport Timetable Changes

On Sunday 19 July we're updating 813 Devonport to Takapuna bus timetables to improve connections with ferries. The changes mean that buses will meet more ferries on weeknights, every ferry on Sundays and every ferry until 11:30pm on Saturdays.



813 bus service timetable changes from Sunday 19 July 2015

Devonport /Takapuna bus service

- New timetable after 7pm Monday to Friday and Sunday
- Buses will meet more ferries on weeknights
- Buses will meet every ferry on Sundays and until 11:30pm Saturdays

For timetables visit AT.govt.nz/timetables
 or phone 09 366 6400



Waiheke Bus Timetable Changes

On 19 July we're adding more trips and two new routes on Waiheke to improve connections with ferries.



More trips and new routes for Waiheke Bus services from 19 July 2015

Additional trips on route 4 – Onetangi to/from Matiatia (direct)

Weekdays: 10 additional trips per day

Weekends: 15 additional trips per day

New route 5 – Rocky Bay to/from Matiatia Wharf via Hill Rd

Weekdays: 4 trips per day

Weekends: 15 trips per day

New route 6 – Onetangi to/from Matiatia Wharf via Rocky Bay

Weekdays: 7 trips per day

All other Waiheke Bus trips remain the same.



For new bus timetables ask ferry staff,
 visit AT.govt.nz/timetables or phone 09 366 6400

Waitakere Bus Timetable Changes

A new bus service was introduced between Waitakere and Swanson to replace train services that ceased operating.

We placed posters on buses and individualised posters at affected bus stops; newspaper adverts in the relevant suburban papers and a combined advert in the NZ Herald.

New bus service to Waitakere from Monday 20 July 2015

A new bus service (route 139) will replace trains for travel between Waitakere and Swanson stations

The bus will operate Monday to Saturday and public holidays (no Sunday services).

It departs from

- Waitakere: the bus stop on Township Rd outside Waitakere Station.
- Swanson: the bus stop in Swanson Station car park.

The new Western Line train timetable will show which trains have a connecting bus service.



For timetables visit AT.govt.nz/timetables
 or phone 09 366 6400