

Public Transport Monthly Patronage – June 2013

Recommendations

It is recommended that the board:

- i. Notes this paper

Executive summary

June 2013 saw patronage increases across rail, ferry and Northern Express services and a downturn on other bus resulting in the overall monthly decrease in patronage compared to 2012. Public transport totalled 5,518,233 passenger trips in June 2013, a decrease of -95,449 boardings or -2.8% on June 2012. Normalising for one less business day in June 2013 (~-4%), provides for an estimated growth of ~+1.2% from June 2012.

For the 2012/13 year public transport patronage in Auckland totalled 69,074,940, a decrease of -2,012,815 boardings or -2.8% to the previous year which included the Rugby World Cup 2011 patronage spike.

Rail patronage for June was 845,339, an increase of 11,076 boardings or +1.3% on June 2012. Overall rail patronage for 2012/13 reached 10,038,806 against the previous year results to June 2012 of 10,904,160 which included the RWC2011 patronage spike. Normalising for various impacts sees an estimated ~+10% growth when comparing June 2013 to June 2012.

Northern Express bus service patronage for June was 186,868, an increase of 13,337 boardings or +7.7% on Jun-2012, normalised to ~+11.7%. The acquisition campaign that ran in April is believed to have had an on-going impact on Northern Express numbers, with boardings having noticeably increased against benchmarks since the campaign ran. For the year, Northern Express bus service carried 2,278,585 passenger trips for the 12-months to Jun-2013, a decrease of -1,275 boardings or -0.1%.

Other bus services patronage for June was 4,104,835, a decrease of -136,418 boardings or -3.2% on Jun-2012, normalised to ~+0.8%. Other bus services carried 51,251,331 passenger trips for the 12-months to Jun-2013, a decrease of -1,205,069 boardings or -2.3%.

Ferry services patronage for June was 381,191, an increase of 16,556 boardings or +4.5% on Jun-2012, normalised to ~+8.5%. Ferry services carried 5,506,218 passenger trips for the 12-months to Jun-2013, an increase of 58,883 boardings or +1.1%.

Appendix 1 sets out the Statement of Intent targets for 2013/14. The August Public Transport Monthly Patronage report will articulate the acquisition approach to achieve the year's targets. This will include a detailed activity plan for the next financial year, and a review of the recent customer segmentation study and how it will be applied to contribute to patronage growth.

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 Board endorsed Draft 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 along with a graduated marketing approach to grow short-term patronage and manage transformational change to the Auckland 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.

Background

The report is a regular monthly update on public transport patronage in Auckland. This report looks at current patronage and trends, 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.

Strategic Context

The “Next Steps: 3-year Change Programme” (as detailed in the March Public Transport Monthly Patronage report) 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 seven key strategic projects (Figure 1).

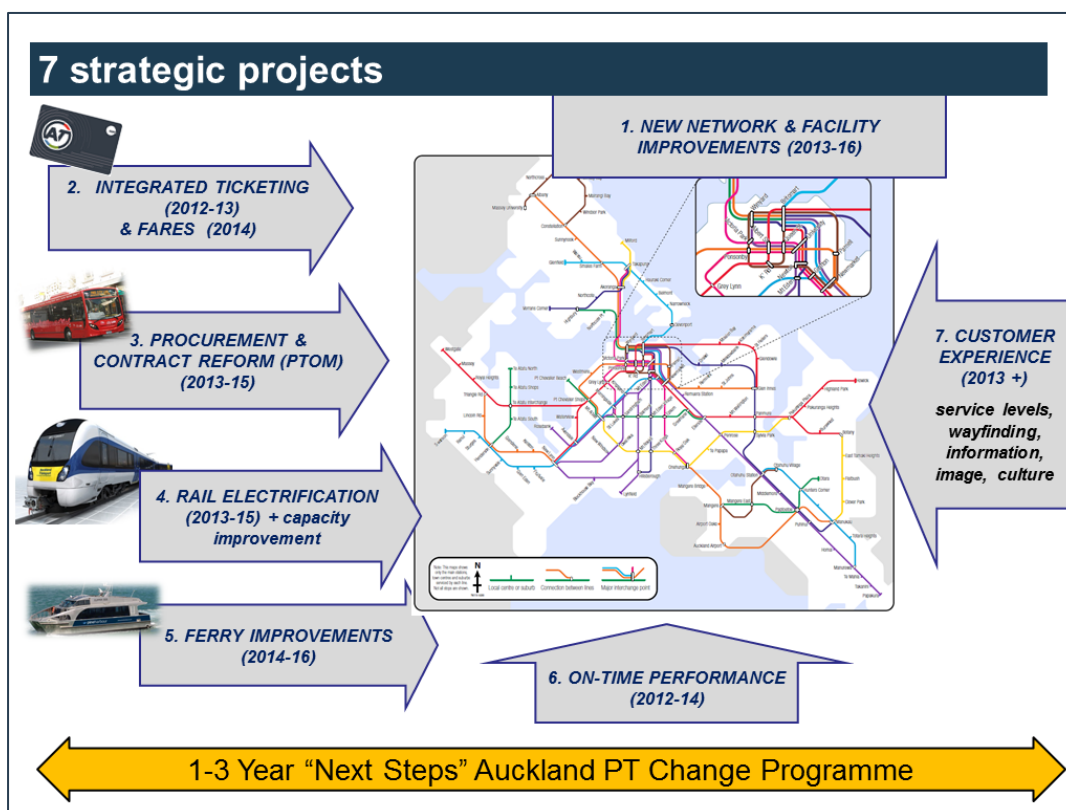


Fig 1. PT “Next Steps” 3 Year Programme Key Strategic Projects

A graduated marketing approach (Figure 2) is to be applied as the component projects are rolled out. In parallel, marketing activity will drive customer demand, while setting forth a vision for the future state of public transport in Auckland.

The seven strategic projects and graduated marketing approach are designed around the key customer growth attributes summarised at Figure 3.

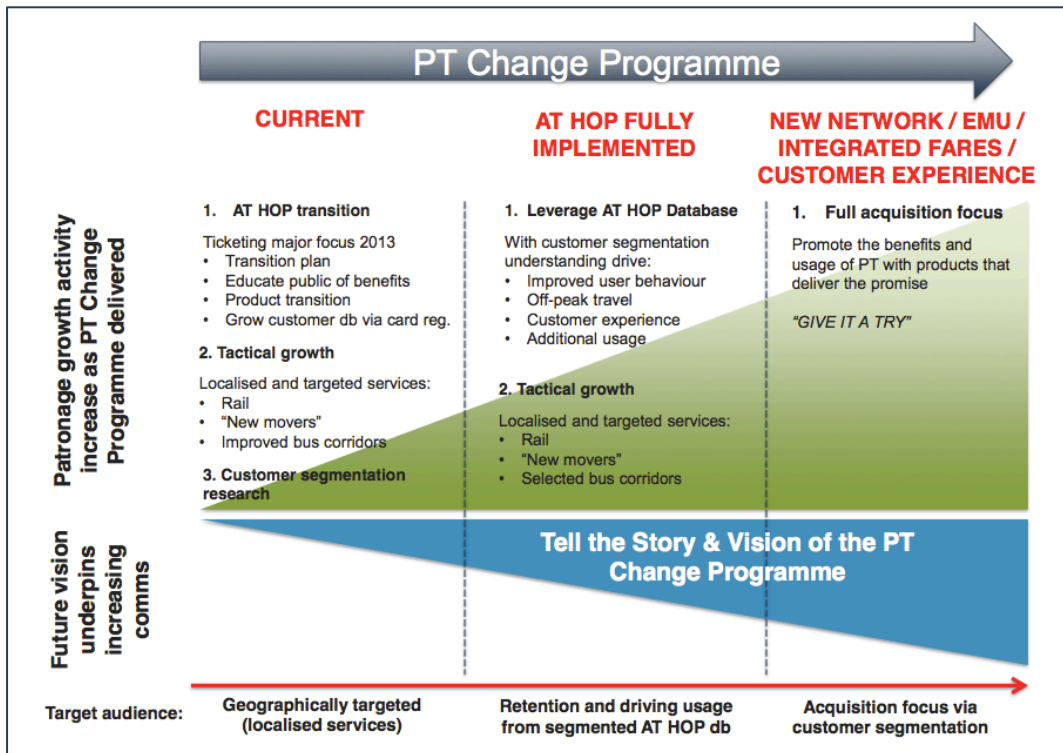


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

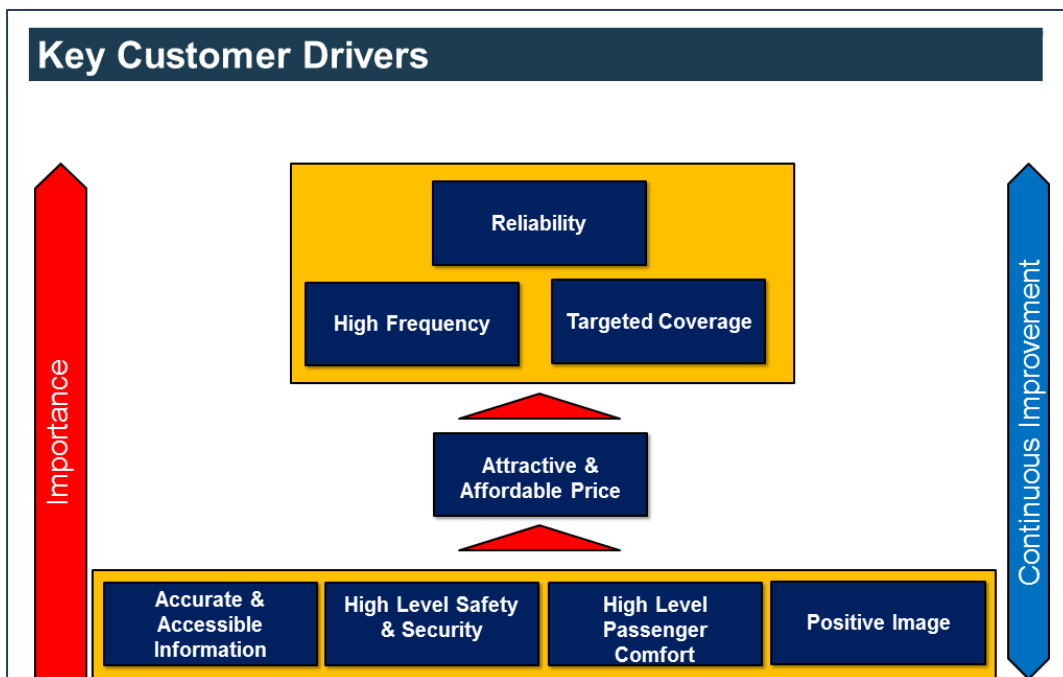



Fig 3. Key Customer Growth Drivers

Attachments

Number	Description
1	Monthly PT Patronage Report – June 2013

Document Ownership

Prepared by	Piero Liguori PT Customer Channel Strategy Lead	
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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 – June 2013

Network Wide Summary

Auckland public transport patronage totalled 69,074,940 passengers for the 12-months to June-2013 a decrease of -2.8%, as illustrated at Figure 4. Patronage for June-2013 was 5,518,233 boardings, a decrease of -1.7% (-95,449 boardings) on June-2012 which included the RWC2011 patronage spike.

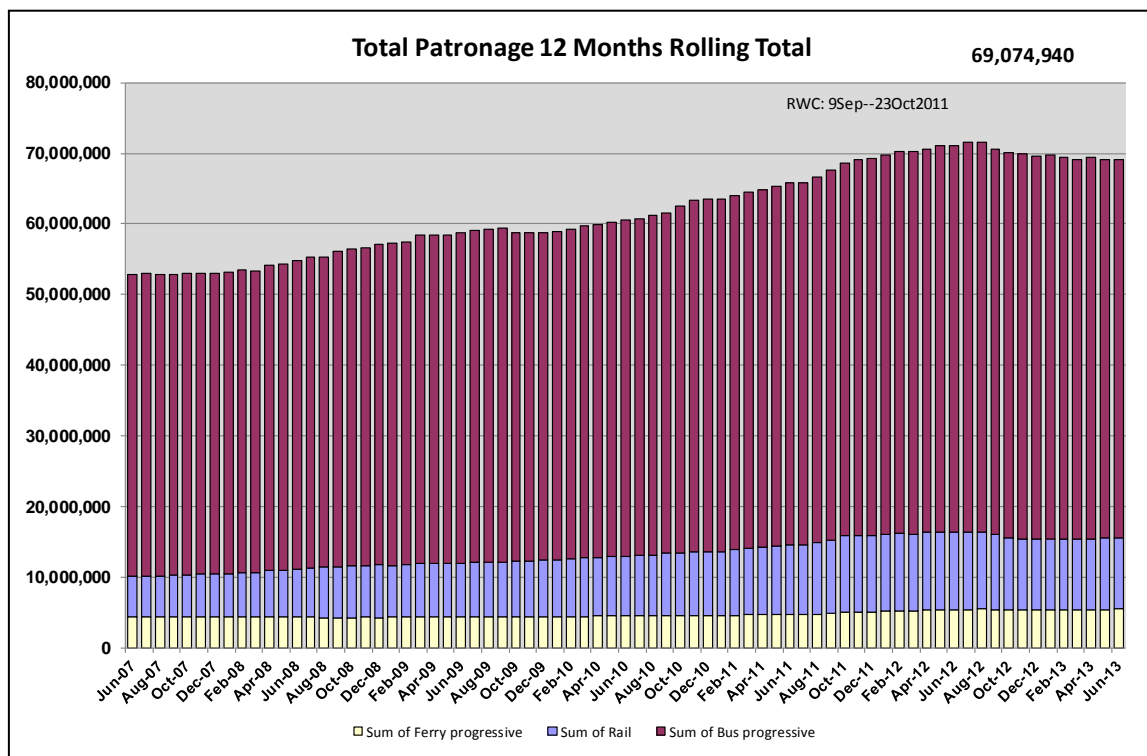


Fig 4. Total Patronage – 12 Months Rolling Total

	FY 2012/13 Year-to-date July 2012 to June 2013			12 Months			
	Previous Year 2011/12	SOI 2012/13	Actual 2012/13	Previous Year 2011/12 to Jun 12	Actual rolling total to Jun 13	SOI 2012/13 to Jun 13	Forecast 2012/13 to Jun 13
1. Rail	10,904,160	12,376,000	10,038,806	10,904,160	10,038,806	12,376,000	10,038,806
2. Northern Express Bus	2,279,860	2,457,300	2,278,585	2,279,860	2,278,585	2,457,300	2,278,585
3. Quality Transit and Local Bus (Including School Bus)	52,456,400	54,243,600	51,251,331	52,456,400	51,251,331	54,243,600	51,251,331
4. Ferry	5,447,335	5,503,100	5,506,218	5,447,335	5,506,218	5,503,100	5,506,218
Total Patronage	71,087,755	74,580,000	69,074,940	71,087,755	69,074,940	74,580,000	69,074,940

Fig 5. Summary of Patronage by mode

1. Rail

Figure 6 provides a summary of rail patronage for 2011/12 and the 2012/13 targets and performance:

- Rail patronage improved in Jun-2013 and totalled 10,038,806 passengers for the financial year ending Jun-2013, an increase of +0.1% on the 12-months to May-2013.
- Patronage for Jun-2013 was 845,339 boardings, an increase of +1.3% (+11,076 boardings) on Jun-2012 (Figure 6).
- Normalised Jun-2013 on Jun-2012 patronage for various impacts gives estimated growth of ~+10%.

The 12 month result to June 2013 for the 2012/13 financial year is 10,038,806 against the previous year results to June 2012 of 10,904,160, which included the RWC2011 patronage spike. See Appendix 1 for supporting detail.

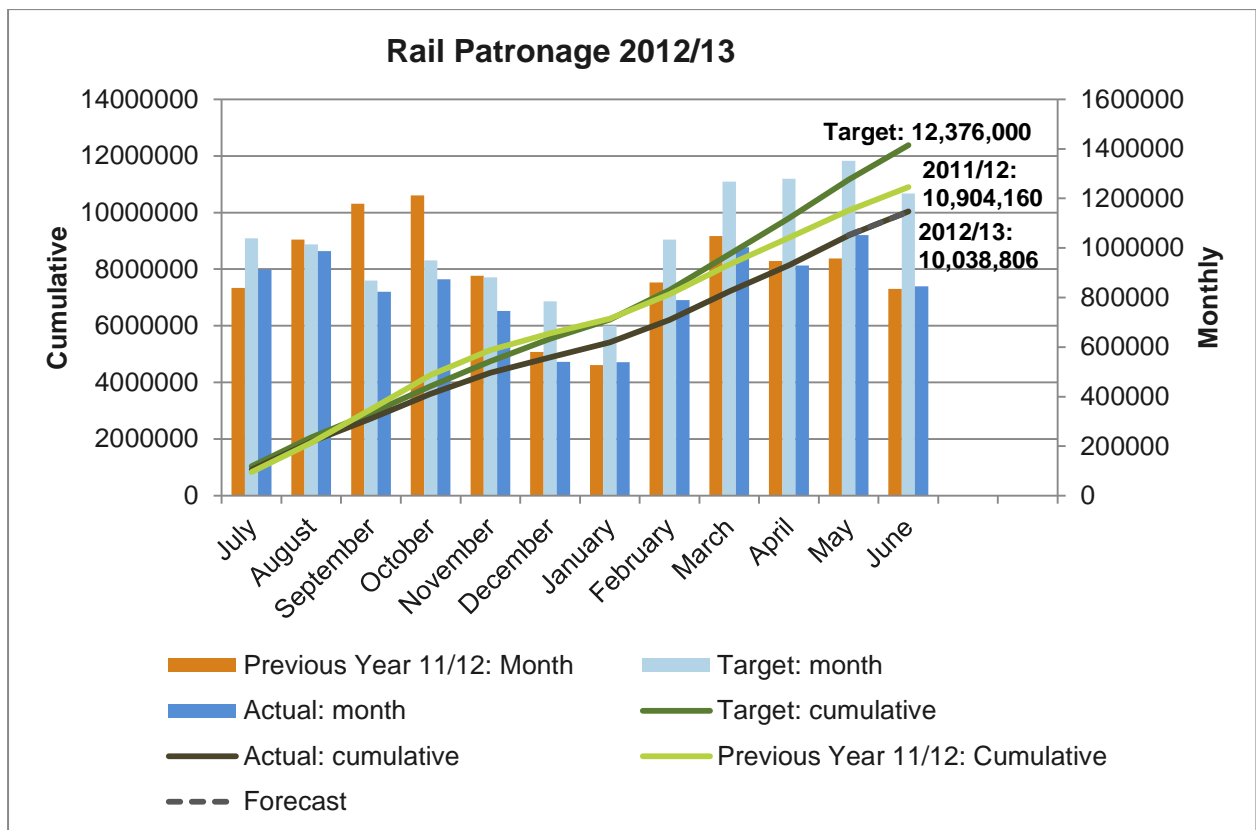


Fig 6. Rail – Patronage results vs target and previous year

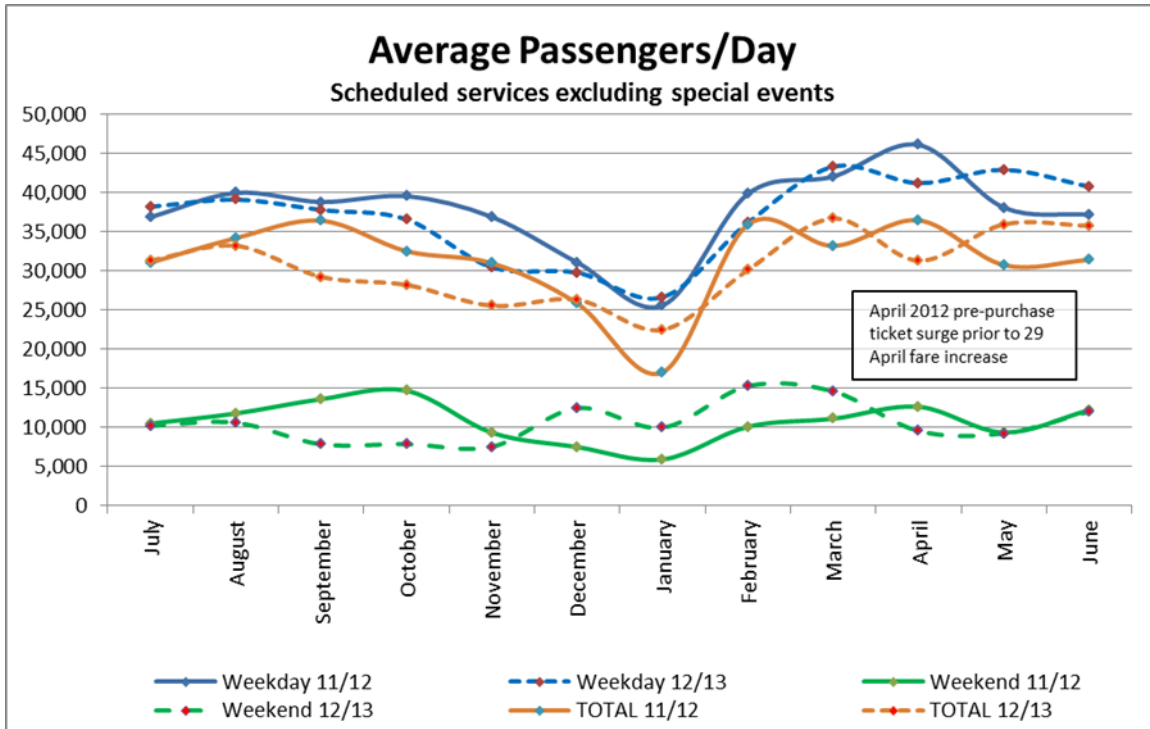


Fig 7. Rail – Average passengers per weekday

Figure 8 summarises the key negative variance impacts on rail patronage in the year to date, along with positive interventions already delivered or planned.

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June					
POSITIVE INTERVENTION ACTIVITIES	Revised rail timetable to improve service performance – reliability and punctuality.																
	HOP introduction & customer campaign																
	Station upgrades completed →			Penrose	Remuera & Otahuhu	Greenlane					Papakura	Mt Albert					
	Revenue Protection			→			Shift to \$10.30 on-board fare & targeted interceptions			Shift to \$20 on-board fare							
							Revenue Protection customer awareness campaign										
										\$5 AT HOP card promo			"New movers" Campaign				
							AT Ambassadors on platform for customer assistance with AT HOP			Concession renewal		AT HOP Registration campaign					
										Tertiary sector customer awareness campaign							
										Personal Journey Planning programmes Newmarket, Panmure							
							AT HOP Customer engagement improvements										
Special event services			→						Round the Bays / Pukekohe V8's / Blues / Warriors								
NEGATIVE VARIANCE IMPACTS	2011/12 Result less than forecast at 10.9m pax. Target = 11.2m, therefore target -300,000 passenger trips per annum at the start of the year against actual.																
	Weekday Western Line frequency increase (from 15 mins to 10 mins) restricted due to operator risk assessment of service headway, and lack of automatic train protection																
	Mt Albert and Papakura station upgrades delayed																
	Poor timetable performance particularly on the Eastern Line				Network closures due to electrification upgrades - greater than forecast												
	Greater RWC2011 passenger impact than forecast																
					PAX accounting methodology changes (from 10-trip and monthly passes to AT HOP)												
	Opening of MIT (Manukau) deferred																

Fig 8. Rail – Positive Interventions and Negative Variances

June Activity Summary

June 2013 patronage impacts include:

- “New Movers” programme launched (Figure 9). Moving house is one of the key triggers for reconsidering transport options and behaviour change. To take advantage of this opportunity, beginning June 2013, households registered on the NZ Post New Movers database began receiving localised public transport information to drive awareness of their local transport options. 3629 homes received the packs in June.
- Increased revenue protection measures in place including station blockades and increased inspections (positive impact)
- An integrated campaign utilising online, street posters, train wraps and retail posters to drive rail patronage to rugby matches at Eden Park and North Harbour Stadium continues. Special event activity is of key strategic importance as it generates trial of public transport by people who wouldn't normally use it on a day to day basis.
- There was one less business day in Jun-2013 compared to Jun-2012 (negative impact ~5%)

- More rail network closures in Jun-2013 (three weekends of full network closures including Queens Birthday weekend) compared to Jun-2012 when there was one full network closure during Queens Birthday weekend (negative impact at ~-4%)
- Additional hand-held devices will be issued to Veolia Ticket Inspectors to improve revenue protection measures. All Ticket Inspectors will now have a personal device resulting in increased AT HOP validations and decreased revenue leakage.

Key Activities for July:

- “New Movers” programme continues. Delivery to an estimated 1000 homes per month (990 in July).
- Rugby special event travel campaign continues.
- Rail “on-time performance” on-platform posters. To assist in the rapid boarding of trains, a campaign will be launched to minimise dwell times and assist in the improvement to overall network performance
- An AT HOP direct sales initiative to schools neighbouring train stations in order to drive uptake of AT HOP by students and reduce fare evasion.
- Analysing results from May patronage survey and data from station blockades to identify high-risk areas for revenue protection measures.



Fig 9. “New Movers” Direct Mail promotion

2. Northern Express (RTN Bus)

Figure 10 provides a summary of the Northern Express bus Rapid Transit patronage performance:

- Patronage for June 2013 was 186,868 boardings, an increase of +7.7% (13,337 boardings) on June 2012.
- Normalised for one less business day in June 2013 gives estimated growth of ~+11.7%

The 12 month result to June 2013 for the 2012/13 financial year is 2,278,585 against the previous year results to June 2012 of 2,279,860, which included the RWC2011 patronage spike. See Appendix 3 for supporting detail.

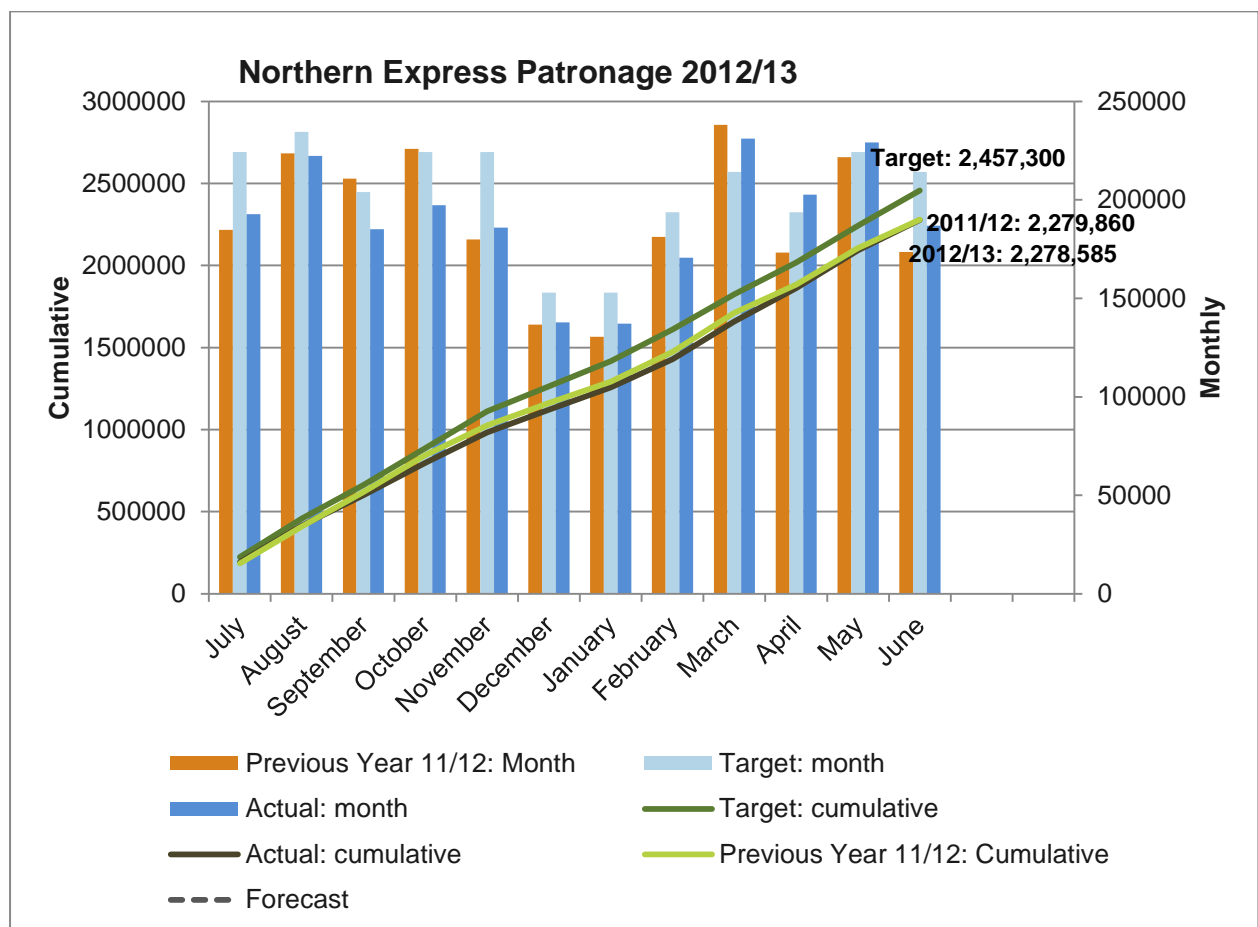


Fig 10. Northern Express – Patronage results vs target and previous year

Figure 11 summarises the key negative variance impacts, and already delivered and proposed interventions.

Activity Summary for June

Patronage impacts include:

- Northern Busway billboard on the Northern Motorway, opposite Wairau Park continues until September 2013.

- “New Movers” programme commences. Initial delivery to 3629 homes across Auckland.

Key Activities for Northern Express in July:

- The priority for the next few months is the transition from existing ticket types to AT HOP. AT are working closely with the operators on operational priorities during this period.
- “New Movers” programme continues. Estimated 1000 homes across Auckland per month (990 in July).

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
POSITIVE INTERVENTION ACTIVITIES											Customer Service Centres open at Northern Busway Stations		
										AT HOP Pilot & launch			
										Targeted localised customer acquisition campaign			
									Double Decker Bus launch	Northern Busway Campaign & billboards			
								Tertiary PT campaign				"New movers" campaign	
POSITIVE VARIANCE IMPACTS							Busway "Use the bus" banner promotion						
							NEX vehicles rebranded						
	Industrial Action - NZ Bus			Industrial Action - NZ Bus									
NEGATIVE VARIANCE IMPACTS	Extra capacity added on route 881 (Torbay to New market via Auckland University) to provide increased consumer choice. Diverted some PAX from NEX.												
		Greater RWC2011 passenger impact than forecast											
		Victoria Park Tunnel fully open improving private car travel times across Harbour Bridge											
		AT HOP rollout delayed											

Fig 11. Northern Express – Positive Interventions and Negative Variances

3. Bus (Other)

Figure 12 provides a summary of bus (excluding Northern Express) patronage performance:

- Patronage for June 2013 was 4,104,835 boardings, a decrease of -3.2% (136,418 boardings) on June 2012.
- Normalised for one less business day in June 2013 gives estimated growth of ~+0.8%

The 12 month result to June 2013 for the 2012/13 financial year is 51,251,331, against the previous year results to June 2012 of 52,456,400, which included the RWC2011 patronage spike. See Appendix 4 for supporting detail.

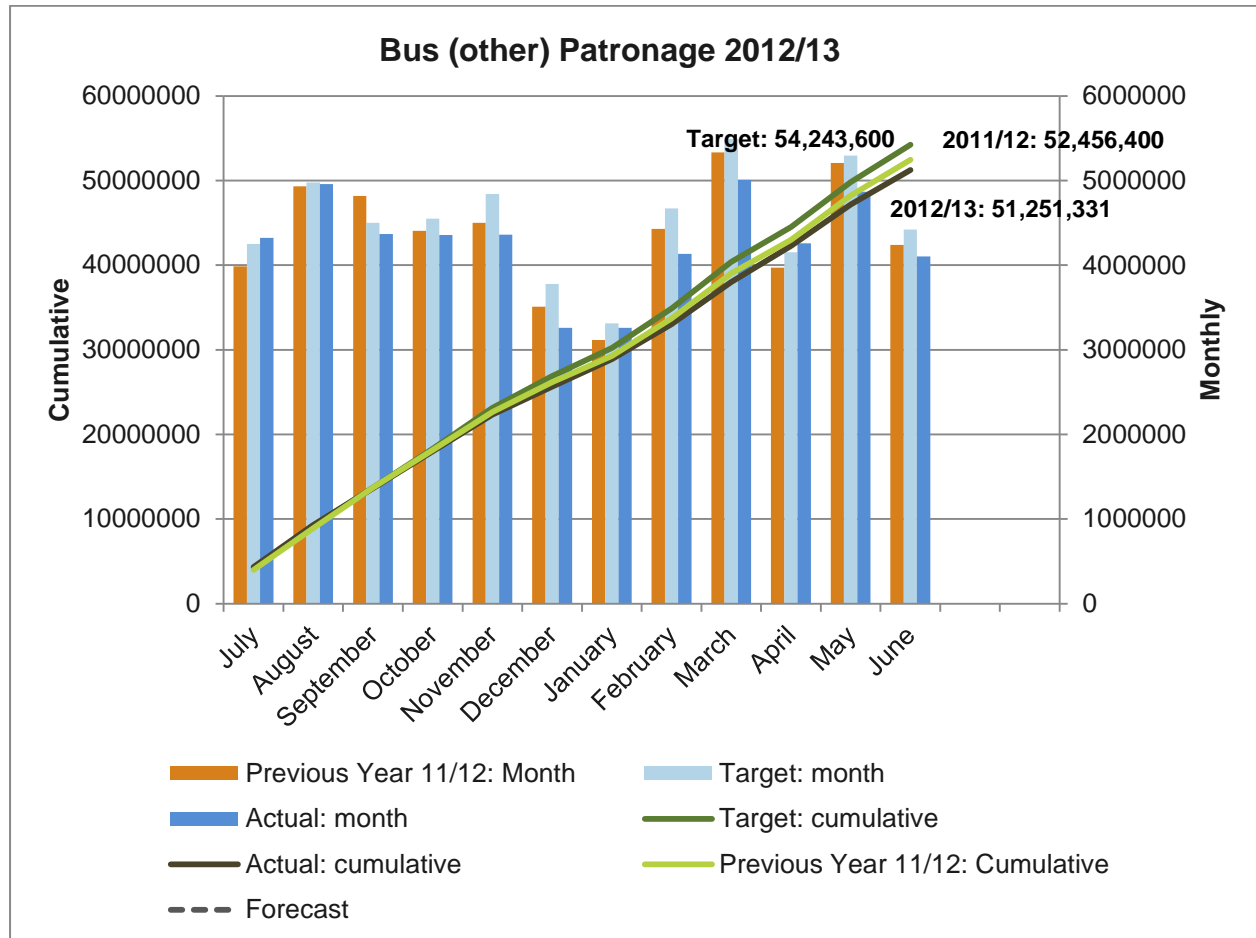


Fig 12. Bus (other) – Patronage results vs target and previous year

Figure 13 summarises the key negative variance impacts, and already delivered and proposed interventions.

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
POSITIVE INTERVENTION ACTIVITIES											Customer Service Centres open at Northern Busway Stations		
										AT HOP Pilot & launch			
									Special event services: Round the Bays / Blues / Warriors / V8's				
												Mt Eden Rd, Sandringham Rd Promotion	
												"New movers" campaign	
										Personal Journey Planning programmes Beach Haven, Newmarket, Panmure, Howick			
									Tertiary PT campaign			Airporter 380 campaign	
								Busway "Use the bus" campaign					
		"Meet the timetable" improvements			Howick & Eastern		Outer LINK		New North Rd, Dominion Rd, Mt Eden Rd, Sandringham Rd, Onewa Rd		Ritchies, Birkenhead Transport, Urban Express	North Star, Go West, Waka Pacific, Metrolink	
	NEGATIVE VARIANCE IMPACTS	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Industrial Action - NZ Bus				Industrial Action - NZ Bus									
Greater RWC2011 passenger impact than forecast													
AT Hop rollout delayed													

Fig 13. Bus (other) – Positive Interventions and Negative Variances

Activity Summary for June

Patronage impacts include:

- "New Movers" programme commences. Initial delivery to 3629 homes across Auckland.
- Launched a localised campaign to promote the frequency of peak time services on Mt Eden Rd and Sandringham Rd. the campaign features AdShels at bus stops, street posters, flags down Sandringham Rd and a flyer drop to surrounding homes. The campaign communicates a clear message of high frequency on these important routes and that you can just need to "turn up and go". Campaign continues through July (Figure 15).
- Promotional campaign for the Route 380 "Airporter." Campaign activity includes, local press, flyer drops to local business and outdoor advertising (Figure 16.)
- AT HOP rollout – Urban Express Live

- AT HOP third party retail network rollout commences. The first 13 retailers comprised tertiary locations, superettes and stationers, were launched in June. The third party retail network provides additional AT HOP card purchase and top up locations for customers and added customer experience. Four retailers to support tertiary patronage and nine retailers to match the Urban Express patronage footprint in conjunction with the AT HOP launch on their services on June 23.
- Additional capacity for 881 service (Albany to Newmarket via Auckland University) that was added for “March Madness” (+20%) was kept on through June to drive capacity and patronage across the network.

Key activities for July

- “New Movers” programme continues. Estimated 1000 homes across Auckland per month (990 in July).
- The priority for the remainder of 2013 is the transition from existing ticket types to AT HOP. The transition will have a major impact on affected services as they roll out. AT are working closely with the operators on operational priorities during this period. July sees Birkenhead Transport go-live.
- Localised campaign to promote the frequency of peak time services on Mt Eden Rd and Sandringham Rd continues.
- Route 380 “Airporter” campaign continues
- Service information updates / database acquisition campaign. In order to build the customer database and deliver stronger service information updates, a drive to sign up for notifications will be launched. A stronger database allows for further direct targeted communications (Figure 14.)



Fig 14. Database acquisition campaign



Fig 15. Mt Eden Rd / Sandringham Rd localised promotion



Fig 16. Airporter 380 relaunch campaign

4. Ferry

Figure 17 provides a summary of ferry patronage performance:

- Patronage for June 2013 was 381,191 boardings, an increase of +4.5% (16,556 boardings) on June 2012.
- Normalised for one less business day in June 2013 gives estimated growth of ~+8.5%

The 12 months to June 2013 for the 2012/13 financial year is 5,506,218 (+1.1% against the previous year results to June 2012 of 5,447,335, which included the RWC2011 patronage spike retaining the growth from that year. See Appendix 5 for supporting detail.

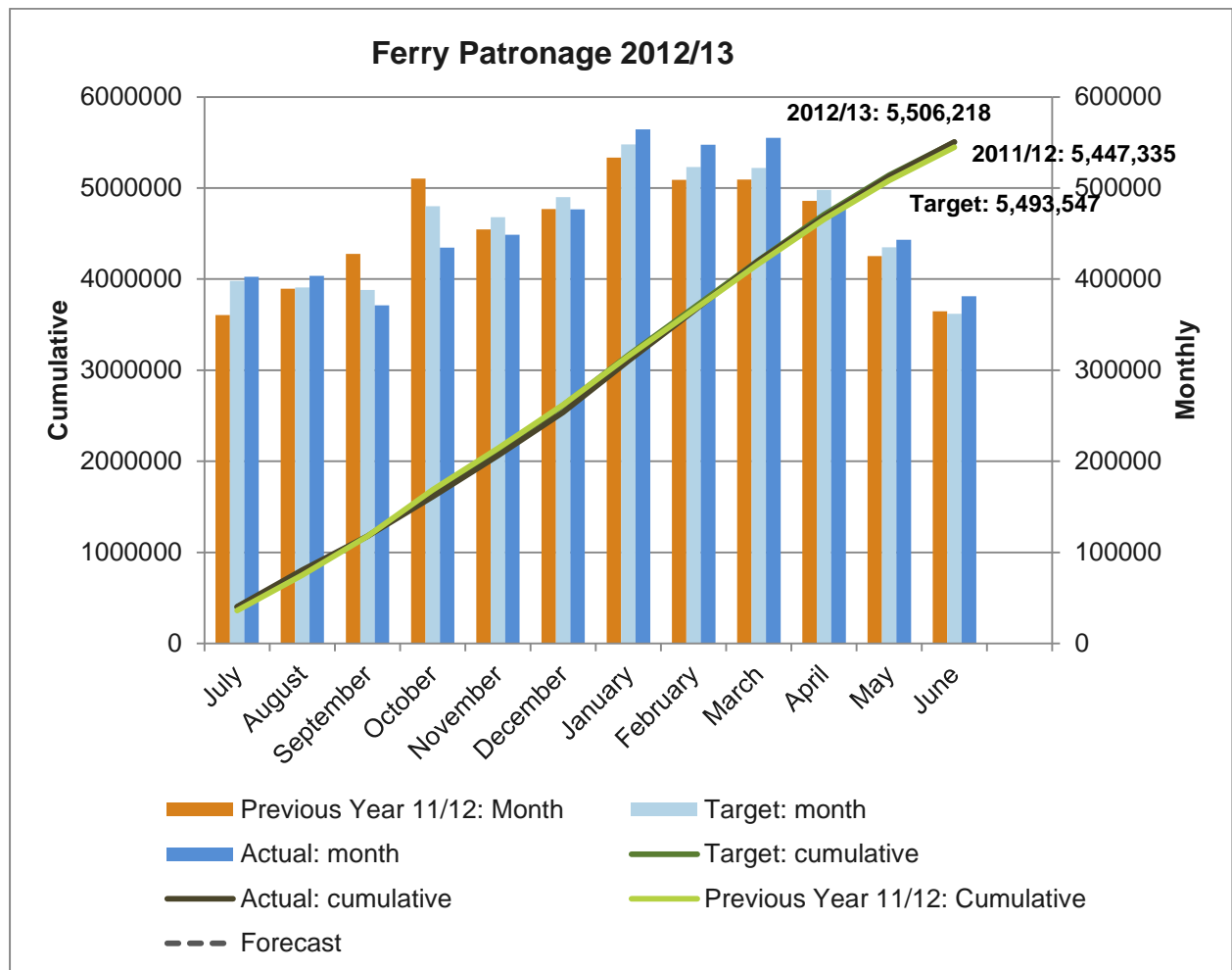


Fig 17. Ferry – Patronage results vs target and previous year

Figure 18 summarises the key delivered and proposed interventions.

	July	Aug	Sept	Oct	Nov	Dec	Jan	feb	Mar	Apr	May	June	
POSITIVE INTERVENTION ACTIVITIES													
										Exploring improved inner harbour loop and new services for Gulf Harbour, Pine Harbour.			
										Alignment of AT HOP stored value and 10-trip legacy tickets permits the removal of the majority of 10-trip ticket product.			
								New Hobsonville and Beach Haven ferry services launched. Pine Harbour frequency increased					
								Hobsonville / Beachhaven special fare offer					
							AT HOP introduction – limited impact on patronage due to fare structure						"New movers" campaign
									Personal Journey Planning programme - Beach Haven				
								Marketing campaign for Hobsonville / Beach Haven services					

Fig 18. Ferry – Positive Interventions

Activity Summary for June

Patronage impacts include:

- “New Movers” programme commences. Initial delivery to 3629 homes across Auckland.
- Alignment of AT HOP stored value and 10-trip legacy tickets.

Key Activities for ferry in July

- “New Movers” programme continues. Estimated 1000 homes across Auckland per month (990 in July).

Appendix 1.

Patronage Targets for 2013/2014 (monthly)

	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Total	growth
Northern Express	215,033	205,684	196,885	211,402	209,892	169,912	172,296	189,526	218,910	189,095	229,662	209,141	2,417,437	147K (6.5%)
Other Bus	4,881,439	4,846,211	4,617,656	4,735,116	4,684,074	3,766,162	3,602,823	4,162,357	4,708,611	4,002,623	4,919,349	4,501,612	53,428,032	1556K (3.0%)
Total Bus	5,096,472	5,051,895	4,814,540	4,946,518	4,893,965	3,936,074	3,775,119	4,351,883	4,927,520	4,191,719	5,149,011	4,710,753	55,845,469	1703K (3.1%)
Rail	933,221	1,011,935	923,819	970,618	957,907	655,688	571,415	802,943	991,168	806,154	1,032,146	947,887	10,604,900	505K (5.0%)
Ferry	415,800	417,213	388,513	453,047	468,543	491,425	580,393	566,962	582,217	510,978	454,896	391,055	5,721,041	236K (4.3%)
Total	6,445,492	6,481,042	6,126,872	6,370,183	6,320,415	5,083,188	4,926,927	5,721,788	6,500,905	5,508,851	6,636,052	6,049,695	72,171,410	2,444K (3.50%)
Northern Express			Full AIFS integration 17k passengers (0.73%) Acquisition campaign (regional, tertiary). 5K passengers (0.21%)	Acquisition campaign (route, all customer segments). 25K passengers (1.1%)	increased w/end and evening frequency improve 30 min to 15 min and extend span. 59K passengers (2.6%)		Acquisition campaign (route, all customer segments). 16K passengers (0.7%)		Additional peak capacity. 17K passengers (0.8%)	Acquisition campaign (route, all customer segments). 8K passengers (0.35%)				
Other Bus	Airporter service to Onehunga. 113K passengers (0.22%)	AIFS integration. 468K passengers (0.9%) New vehicles	Timetable reliability & punctuality. North Star 50K passengers	Timetable reliability & punctuality. 100K passengers (0.19%)	City Link extend to Wynyard – ASB HQ. 41K passengers (0.08%)	Great South Rd corridor timetable changes. 33K passengers	Timetable reliability & punctuality. 93K passengers (0.18%)	Additional capacity added on key corridors. 90K passengers		Service level change. 34K passengers (0.06%)				

	<p>4 peak services to Silverdale to coincide with P&R. 37K passengers (0.07%)</p> <p>New North Road improvements from Feb 13. 32K passengers (0.06%)</p> <p>881 service increase from Jul 13. 60K passengers (0.12%)</p> <p>Acquisition campaigns (all customer segments; regional New Movers and localised key corridors) 135K passengers (0.26%)</p> <p>Annualise H&E timetables prior year 20K passengers (0.03%)</p>	<p>added to fleet. 30K passengers (0.05%)</p>	<p>(0.09%)</p> <p>Acquisition campaign (regional, tertiary). 50K passengers (0.09%)</p>	<p>Timetable reliability & punctuality. Ritchies. 39K passengers (0.08%)</p>	<p>Onewa Rd headway management. 28K passengers (0.05%)</p>	<p>(0.06%)</p>	<p>Acquisition campaigns (localised, all customer segments) 109K passengers (0.21%)</p>	<p>(0.17%)</p>						
Rail	<p>Revenue protection improve. 100K passengers (0.99%)</p> <p>Improved punctuality. 152K (1.50%)</p>	<p>Marketing acquisition 81K passengers (0.80%)</p>	<p>Acquisition campaign (regional, tertiary). 20K passengers (0.2%)</p>	<p>increase weekend services from hourly to half hourly West. 7K passengers (0.07%)</p>	<p>Correction of passenger at switchover to AIFS monthly passes. 20K passengers (0.20%)</p>		<p>AIFS integration with buses. 42K passengers (0.42%)</p>	<p>Marketing Acquisition. 19K passengers (0.18%)</p>	<p>MIT opening. 29K passengers (0.29%)</p>	<p>EMU on Onehunga. 15K passengers (0.15%)</p>	<p>Manukau first EMU. 15K passengers (0.15%)</p>	<p>Extra capacity on Manukau 3 x 4 DMU's. 5K passengers (0.04%)</p>		
Ferry	<p>Annualise Beach Haven service started in Feb 2013. 14K passengers (0.26%)</p> <p>Bayswater & Birkenhead feeder</p>		<p>2 extra trips on HMB service. 33K passengers (0.60%)</p> <p>Acquisition campaign (regional, tertiary). 3K passengers</p>		<p>Negative effect Nov 13 to Mar 14 on Devonport & Waiheke (2012/2013 summer) - 25K passengers (-0.46%)</p>		<p>Increased capacity on West Harbour service. 2K passengers (0.03%)</p>		<p>Acquisition campaign (route & destination based). 21K passengers (0.41%)</p>					

	timetables. 10K passengers (0.18%) Pricing points (AIFS) changed in June 2013. 3K passengers (0.05%) AIFS integration. 71K passengers (1.30%) Annualise additional trip on Pine Harbour from Mar 13. 6K passengers (0.11%) Acquisition campaigns (destination based promotions for weekend travel). 42K passengers (0.76%) Acquisition campaigns (WH and GH ferry as main mode). 5K passengers (0.09%)		(0.06%)		Acquisition campaign (route & destination based). 39K passengers (0.71%) Weekend trial. 2K passengers (0.03%)									
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Assumptions:

1. The June 2013 fare review will have no material adverse impact on patronage.
2. Baseline patronage as at June 2013 is, Rail 10.1M NEX 2.27M other bus 51.872M and ferry 5.485M
3. The only negative influences will be a slight reduction in ferry patronage November to March as a result of better than expected weather in the previous year.
4. No adverse effect from AIFS implementation for bus and ferry.
5. Rail to rail transfers are calculated as 2 journeys for calculating patronage.

6. The retail price of petrol 91 octane is in the range of \$2.00 to \$2.20
7. 12 month rolling total of passenger car registrations does not increase above 77,000
8. Unemployment rate is 6.9%
9. Western line train timetable as at March 2013 continues unchanged until march 2014
10. patronage by segment is pro-rata for y/e June 2012 results and then pro-rata by line for rail.
11. revenue protection - on rail assumed to be 6% fare evasion currently (upto oct 2012 fare evasion based on 6 monthly survey) and a 2% improvement across the board from July 2013, based on improved revenue protection strategy from Veolia
12. AIFS integration benefit (elasticity as a result of bus integration progressively with bus go-live) 1.0% initial growth following rollout and system bed-in for last 6 months post bus implementation and as and when each bus company goes live.
13. 2% improvement in punctuality from 83.5% to 85.5% for rail, and a 2% improvement on bus routes where Meet The Timetable (MTT) has been implemented.
14. BOL for 2013/2014 expected to be similar frequency and intensity and spread to 2012/2013 therefore no effect on base patronage (already accounted for) in rail.
15. Service frequency improvements have a +0.3 elasticity.
16. Punctuality improvements a 1% improvement increases patronage by 1%.This is based on Booz Allen modelled elasticity of -2% for each minute lateness.
17. Service improvements are implemented as per budgeted month.
18. HMB services are subject to commercial negotiations with Fullers.
19. City Link services are able to be implemented within budget.
20. Marketing acquisition campaigns yield budgeted results 1%-2%
21. Integrated fares are implemented by March 2015.

Patronage Targets for 2014/2015 and 2015/2016(annual)

	2014/2015	Growth	2015/2016	Growth
Northern Express	2,546,030	129K (5.34%)	2,629,998	82K (3.32%)
Other Bus	55,298,333	1,870K (3.50%)	56,846,024	1,548K (2.80%)
Total Bus	57,844,363	1,999K (3.58%)	59,476,022	1,630K (2.82%)
Rail	12,015,043	1,410K (13.29%)	13,817,760	1,809K (15.1%)
Ferry	5,899,295	178K (3.11%)	6,039,253	140K (2.37%)
Total	75,757,701	3,587K (4.9%)	79,333,035	3,575K (4.72%)
Northern Express	Additional service to Silverdale. 91K passengers (3.77%) Annualise AIFS impact. 4K passengers (0.16%) Annualise prior year changes 34K passengers (1.41%)		Additional service to Silverdale. 55K passengers (2.16%) Marketing acquisition. 29K passengers (1.16%)	
Other Bus	New network South 3% shrinkage -318K passengers (-0.59%) Real time measurement of punctuality, balance of network. 150K passengers (0.28%) Marketing acquisitions. 613K passengers (1.14%) Hibiscus Coast, Gt North Rd, Gt South Rd and Ellerslie Panmure corridor improvements. 248K passengers (0.46%) Improve customer amenity, timetables, web, infrastructure. 267K passengers (0.49%) Otahuhu interchange. 15K passengers (0.03%) AIFS integration annualise. 200K passengers(0.37%) AIFS Integrated fares 267K passengers (0.50%) Capacity investment to maintain growth due to population growth. 427K passengers (0.80%)		New Network South growth. 206K passengers (0.37%) Annualise growth from services implemented in previous year.252K passengers (0.46%) Integrated fares annualise. 553K passengers (1.00%) Marketing Acquisition 315K passengers (0.57%) Capacity relief investment 221K passengers (0.40%)	
Rail	improved punctuality - network wide to 87%. 159K passengers (1.5%)		western line EMU 10 min peak 15 minute interpeak and 30 minute weekend. 811K passengers (6.75%)	

	<p>Integration with other modes transfer at Otahuhu. 34K passengers (0.32%)</p> <p>AIFS elasticity - annualise.53K passengers (0.50%)</p> <p>Integrated fares. 40K passengers (0.38%)</p> <p>Manukau freq - 10 min peak 15 min interpeak, 30 min weekend. 541K passengers (5.10%)</p> <p>Papakura- replace diesel fleet - increased capacity and even headway. 109K passengers (1.03%)</p> <p>west - capacity increase. 92K passengers (0.87%)</p> <p>DMU loss of pax Pke to PPK -35K passengers (-0.33%)</p> <p>Parnell opening – Tertiary. 10K passengers (0.09%)</p> <p>EMU Travel time savings. 27K passengers (0.25%)</p> <p>Revenue protection improvement. 53K passengers (0.50%)</p> <p>Annualise prior year improvements 240K passengers (2.26%)</p> <p>Marketing acquisition 87K passengers (0.82%)</p>	<p>Manukau freq - 10 min peak 15 min interpeak, 30 min weekend annualise. 200K passengers (1.66%)</p> <p>Papakura- replace diesel fleet - increased capacity and even headway annualise. 328K passengers (2.68%)</p> <p>Integrated fares annualise. 135K passengers (1.12%)</p> <p>Otahuhu transfer mode annualise. 115K passengers (0.96%)</p> <p>Parnell station. Annualise. 31K passengers (0.26%)</p> <p>Marketing acquisition 182K passengers (1.51%)</p>
<p>Ferry</p>	<p>introduce ferry monthly. 2K passengers (0.03%)</p> <p>improved facilities at DTFT/Devo. 8K passengers (0.14%)</p> <p>improved frequency on HMB. 50K passengers (0.87%)</p> <p>more capacity on west harbour. 4K passengers (0.06%)</p> <p>more capacity on Gulf Harbour, and/or more sailings. 7K passengers (0.12%)</p> <p>more sailings Hobsonville incl weekends. 20K passengers (0.35%)</p> <p>Destination based promotions for weekend travel. 21K passengers (0.37%)</p> <p>Summer TT with later Friday and weekend sailings. 8K passengers (0.14%)</p> <p>Zone pricing. Day pass includes ferry. 43K passengers (0.75%)</p> <p>Sort out ferry feeder bus TTs - BW. BKHD. 1K passengers (0.02%)</p> <p>Promote services - e.g. WH, GH where we could consider ferry as main mode . 4K passengers (0.07%)</p>	<p>improved bayswater & Birkenhead interpeak 60min to 30 min. 54K passengers (0.92%)</p> <p>improved Devonport freq 15 min peak and 15 min interpeak. 34K passengers (0.58%)</p> <p>more capacity on west harbour, annualise. 4K passengers (0.07%)</p> <p>more capacity on pine harbour. 25K passengers (0.42%)</p> <p>more capacity on Gulf Harbour, and/or more sailings, annualise. 5K passengers (0.08%)</p> <p>AIFS growth 13K passengers (0.22%)</p> <p>Improve waiting facilities at HMB, WH. annualise 4K passengers (0.07%)</p>

	Improve waiting facilities at HMB, WH. 4K passengers (0.07%) AIFS growth. 5K passengers (0.09%)	
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Appendix 2. Rail Patronage

Rail FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	838,198	1,033,207	1,178,586	1,211,967	887,576	580,064	527,004	861,081	1,047,347	947,571	957,296	834,263
Previous Year 11/12: Cumulative	838,198	1,871,405	3,049,991	4,261,958	5,149,534	5,729,598	6,256,602	7,117,683	8,165,030	9,112,601	10,069,897	10,904,160
Target: month	1,039,236	1,014,701	868,928	949,773	881,212	784,030	686,848	1,033,560	1,267,791	1,279,037	1,351,684	1,219,200
Target: cumulative	1,039,236	2,053,937	2,922,865	3,872,638	4,753,850	5,537,880	6,224,729	7,258,289	8,526,079	9,805,116	11,156,800	12,376,000
Target: cumulative FY growth to previous year %	23.98%	9.75%	-4.17%	-9.13%	-7.68%	-3.35%	-0.51%	1.98%	4.42%	7.60%	10.79%	13.50%
Actual: month	912,538	987,526	822,871	873,071	745,480	540,539	538,487	789,077	1,002,967	929,410	1,051,501	845,339
Variance: month to target	-126,698	-27,175	-46,057	-76,702	-135,732	-243,491	-148,361	-244,483	-264,824	-349,627	-300,183	-373,861
Variance: month to previous year	74,340	-45,681	-355,715	-338,896	-142,096	-39,525	11,483	-72,004	-44,380	-18,161	94,205	11,076
Actual: cumulative	912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512	6,209,589	7,212,556	8,141,966	9,193,467	10,038,806
Variance: cumulative to target	-126,698	-153,873	-199,930	-276,632	-412,364	-655,855	-804,217	-1,048,700	-1,313,523	-1,663,150	-1,963,333	-2,337,194
Variance: cumulative to previous year	74,340	28,659	-327,056	-665,952	-808,048	-847,573	-836,090	-908,094	-952,474	-970,635	-876,430	-865,354
Actual: cumulative FY growth to previous year	8.87%	1.53%	-10.72%	-15.63%	-15.69%	-14.79%	-13.36%	-12.76%	-11.67%	-10.65%	-8.70%	-7.94%
% cumulative change to target	-12.19%	-7.49%	-6.84%	-7.14%	-8.67%	-11.84%	-12.92%	-14.45%	-15.41%	-16.96%	-17.60%	-18.88%
Reforecast: month	912,538	987,526	822,871	873,071	745,480	540,539	538,487	789,077	1,002,967	929,410	1,051,501	845,339
Reforecast: cumulative	912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512	6,209,589	7,212,556	8,141,966	9,193,467	10,038,806
Reforecast: cumulative FY growth to previous year %	8.87%	1.53%	-10.72%	-15.63%	-15.69%	-14.79%	-13.36%	-12.76%	-11.67%	-10.65%	-8.70%	-7.94%

Appendix 3. Northern Express Patronage

Northern Express FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	184,701	223,576	210,757	225,830	179,961	136,698	130,554	181,233	238,013	173,299	221,707	173,531
Previous Year 11/12: Cumulative	184,701	408,277	619,034	844,864	1,024,825	1,161,523	1,292,077	1,473,310	1,711,323	1,884,622	2,106,329	2,279,860
Target: month	224,318	234,514	203,925	224,318	224,318	152,944	152,944	193,729	214,122	193,729	224,318	214,122
Target: cumulative	224,318	458,832	662,757	887,075	1,111,393	1,264,337	1,417,281	1,611,010	1,825,132	2,018,861	2,243,178	2,457,300
Target: cumulative FY growth to previous year %	21.45%	12.38%	7.06%	5.00%	8.45%	8.85%	9.69%	9.35%	6.65%	7.12%	6.50%	7.78%
Actual: month	192,801	222,357	185,030	197,224	185,928	137,807	137,104	170,554	231,108	202,638	229,166	186,868
Variance: month to target	-31,517	-12,157	-18,895	-27,094	-38,390	-15,137	-15,840	-23,175	16,986	8,909	4,848	-27,254
Variance: month to previous year	8,100	-1,219	-25,727	-28,606	5,967	1,109	6,550	-10,679	-6,905	29,339	7,459	13,337
Actual: cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251	1,428,805	1,659,913	1,862,551	2,091,717	2,278,585
Variance: cumulative to target	-31,517	-43,674	-62,569	-89,663	-128,053	-143,190	-159,030	-182,205	-165,219	-156,310	-151,461	-178,715
Variance: cumulative to previous year	8,100	6,881	-18,846	-47,452	-41,485	-40,376	-33,826	-44,505	-51,410	-22,071	-14,612	-1,275
Actual: cumulative FY growth to previous year	4.39%	1.69%	-3.04%	-5.62%	-4.05%	-3.48%	-2.62%	-3.02%	-3.00%	-1.17%	-0.69%	-0.06%
% cumulative change to target	-14.05%	-9.52%	-9.44%	-10.11%	-11.52%	-11.33%	-11.22%	-11.31%	-9.05%	-7.74%	-6.75%	-7.27%
Reforecast: month	192,801	222,357	185,030	197,224	185,928	137,807	137,104	170,554	231,108	202,638	229,166	186,868
Reforecast: cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251	1,428,805	1,659,913	1,862,551	2,091,717	2,278,585
Reforecast: cumulative FY growth to previous year %	4.39%	1.69%	-3.04%	-5.62%	-4.05%	-3.48%	-2.62%	-3.02%	-3.00%	-1.17%	-0.69%	-0.06%

Appendix 4. Bus (other) Patronage

Bus - other FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	3,985,455	4,933,876	4,817,234	4,407,247	4,501,763	3,509,004	3,116,100	4,430,656	5,333,406	3,972,496	5,207,910	4,241,253
Previous Year 11/12: Cumulative	3,985,455	8,919,331	13,736,565	18,143,812	22,645,575	26,154,579	29,270,679	33,701,335	39,034,741	43,007,237	48,215,147	52,456,400
Target: month	4,251,698	4,976,775	4,501,544	4,551,698	4,841,698	3,777,350	3,311,030	4,672,643	5,490,290	4,154,472	5,294,113	4,420,290
Target: cumulative	4,251,698	9,228,473	13,730,016	18,281,714	23,123,412	26,900,762	30,211,792	34,884,435	40,374,725	44,529,197	49,823,310	54,243,600
Target: cumulative FY growth to previous year %	6.68%	3.47%	-0.05%	0.76%	2.11%	2.85%	3.22%	3.51%	3.43%	3.54%	3.34%	3.41%
Actual: month	4,322,303	4,956,982	4,366,584	4,356,148	4,361,607	3,261,645	3,255,772	4,132,765	5,005,881	4,257,404	4,869,405	4,104,835
Variance: month to target	70,605	-19,793	-134,960	-195,550	-480,091	-515,705	-55,258	-539,878	-484,409	102,932	-424,708	-315,455
Variance: month to previous year	336,848	23,106	-450,650	-51,099	-140,156	-247,359	139,672	-297,891	-327,525	284,908	-338,505	-136,418
Actual: cumulative	4,322,303	9,279,285	13,645,869	18,002,017	22,363,624	25,625,269	28,881,041	33,013,806	38,019,687	42,277,091	47,146,496	51,251,331
Variance: cumulative to target	70,605	50,812	-84,147	-279,697	-759,788	-1,275,493	-1,330,751	-1,870,629	-2,355,038	-2,252,106	-2,676,814	-2,992,269
Variance: cumulative to previous year	336,848	359,954	-90,696	-141,795	-281,951	-529,310	-389,638	-687,529	-1,015,054	-730,146	-1,068,651	-1,205,069
Actual: cumulative FY growth to previous year	8.45%	4.04%	-0.66%	-0.78%	-1.25%	-2.02%	-1.33%	-2.04%	-2.60%	-1.70%	-2.22%	-2.30%
% cumulative change to target	1.66%	0.55%	-0.61%	-1.53%	-3.29%	-4.74%	-4.40%	-5.36%	-5.83%	-5.06%	-5.37%	-5.52%
Reforecast: month	4,322,303	4,956,982	4,366,584	4,356,148	4,361,607	3,261,645	3,255,772	4,132,765	5,005,881	4,257,404	4,869,405	4,104,835
Reforecast: cumulative	4,322,303	9,279,285	13,645,869	18,002,017	22,363,624	25,625,269	28,881,041	33,013,806	38,019,687	42,277,091	47,146,496	51,251,331
Reforecast: cumulative FY growth to previous year %	8.45%	4.04%	-0.66%	-0.78%	-1.25%	-2.02%	-1.33%	-2.04%	-2.60%	-1.70%	-2.22%	-2.30%

Appendix 5. Ferry Patronage

Ferry FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	360,582	389,614	427,794	510,234	454,565	476,805	533,477	509,089	509,401	485,787	425,352	364,635
Previous Year 11/12: Cumulative	360,582	750,196	1,177,990	1,688,224	2,142,789	2,619,594	3,153,071	3,662,160	4,171,561	4,657,348	5,082,700	5,447,335
Target: month	398,000	391,000	388,000	480,000	468,000	490,000	548,000	523,000	522,000	498,000	435,100	362,000
Target: cumulative	398,000	789,000	1,177,000	1,657,000	2,125,000	2,615,000	3,163,000	3,686,000	4,208,000	4,706,000	5,141,100	5,503,100
Target: cumulative FY growth to previous year %	9.40%	5.17%	-0.08%	-1.85%	-0.83%	-0.18%	0.31%	0.65%	0.87%	1.04%	1.15%	1.02%
Actual: month	402,696	403,567	371,388	434,697	448,768	476,592	564,337	547,564	555,143	477,163	443,112	381,191
Variance: month to target	4,696	12,567	-16,612	-45,303	-19,232	-13,408	16,337	24,564	33,143	-20,837	8,012	19,191
Variance: month to previous year	42,114	13,953	-56,406	-75,537	-5,797	-213	30,860	38,475	45,742	-8,624	17,760	16,556
Actual: cumulative	402,696	806,263	1,177,651	1,612,348	2,061,116	2,537,708	3,102,045	3,649,609	4,204,752	4,681,915	5,125,027	5,506,218
Variance: cumulative to target	4,696	17,263	651	-44,652	-63,884	-77,292	-60,955	-36,391	-3,248	-24,085	-16,073	3,118
Variance: cumulative to previous year	42,114	56,067	-339	-75,876	-81,673	-81,886	-51,026	-12,551	33,191	24,567	42,327	58,883
Actual: cumulative FY growth to previous year	11.68%	7.47%	-0.03%	-4.49%	-3.81%	-3.13%	-1.62%	-0.34%	0.80%	0.53%	0.83%	1.08%
% cumulative change to target	1.18%	2.19%	0.06%	-2.69%	-3.01%	-2.96%	-1.93%	-0.99%	-0.08%	-0.51%	-0.31%	0.06%
Reforecast: month	402,696	403,567	371,388	434,697	448,768	476,592	564,337	547,564	555,143	477,163	443,112	381,191
Reforecast: cumulative	402,696	806,263	1,177,651	1,612,348	2,061,116	2,537,708	3,102,045	3,649,609	4,204,752	4,681,915	5,125,027	5,506,218
Reforecast: cumulative FY growth to previous year %	11.68%	7.47%	-0.03%	-4.49%	-3.81%	-3.13%	-1.62%	-0.34%	0.80%	0.53%	0.83%	1.08%