

Public Transport Monthly Patronage – January 2014

Recommendations

It is recommended that the board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 70,391,404 passengers for the 12-months to Jan-2014, an increase of +0.2% on the 12-months to Dec-2013. January monthly patronage was 4,653,153, an increase of 157,453 boardings or +3.5% on Jan-2013, normalised to ~ +3.3% accounting for one additional weekday and two less weekend days for rail in Jan-2014 compared to Jan-2013 (due to track closures). No normalisation required due to equivalent business days for bus and ferry.

Rail patronage totalled 10,661,048 passengers for the 12-months to Jan-2014, an increase of +0.5% on the 12-months to Dec-2013. Patronage for Jan-2014 was 588,574, an increase of 50,087 boardings or +9.3% on Jan-2013, normalised to ~ +7.6% compared to Jan-2013.

The Northern Express bus service carried 2,313,967 passenger trips for the 12-months to Jan-2014, an increase of +0.4% on the 12 months to Dec-2013. Northern Express bus service patronage for Jan-2014 was 146,740, an increase of 9,636 boardings or +7.0% on Jan-2013.

Other bus services carried 51,784,795 passenger trips for the 12-months to Jan-2014, an increase of +0.3% on the 12-months to Dec-2013. Other bus services patronage for Jan-2014 was 3,410,157, an increase of 154,385 boardings or +4.7% on Jan-2013.

Ferry services carried 5,631,594 passenger trips for the 12-months to Jan-2014, a decrease of -1.0% on the 12 months to Dec-2013. Ferry services patronage for Jan-2014 was 507,682, a decrease of -56,655 boardings or -10.0% on Jan-2013.

Summary performance against SOI targets is provided in Table 1.

January 2014							
	vs Last year				YTD Actual vs SOI		
	Month	Month (normalised)	12 Months	YTD	Target	Actual	Variance
Rail	↑ 9.3%	↑ 7.6%	↑ 5.9%	↑ 11.5%	17.6%	11.5%	↓ -5.2%
NEX	↑ 7.0%	↑ 7.0%	↑ 3.0%	↑ 2.8%	11.0%	2.8%	↓ -7.4%
Bus	↑ 4.7%	↑ 4.7%	↓ -0.5%	↑ 1.8%	10.7%	1.8%	↓ -8.0%
Ferry	↓ -10.0%	↓ -10.0%	↑ 4.4%	↑ 4.0%	4.6%	4.0%	↓ -0.6%
Total	↑ 3.5%	↑ 3.3%	↑ 0.9%	↑ 3.4%	11.2%	3.4%	↓ -7.0%

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 2013/14.

Strategic Context

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



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

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

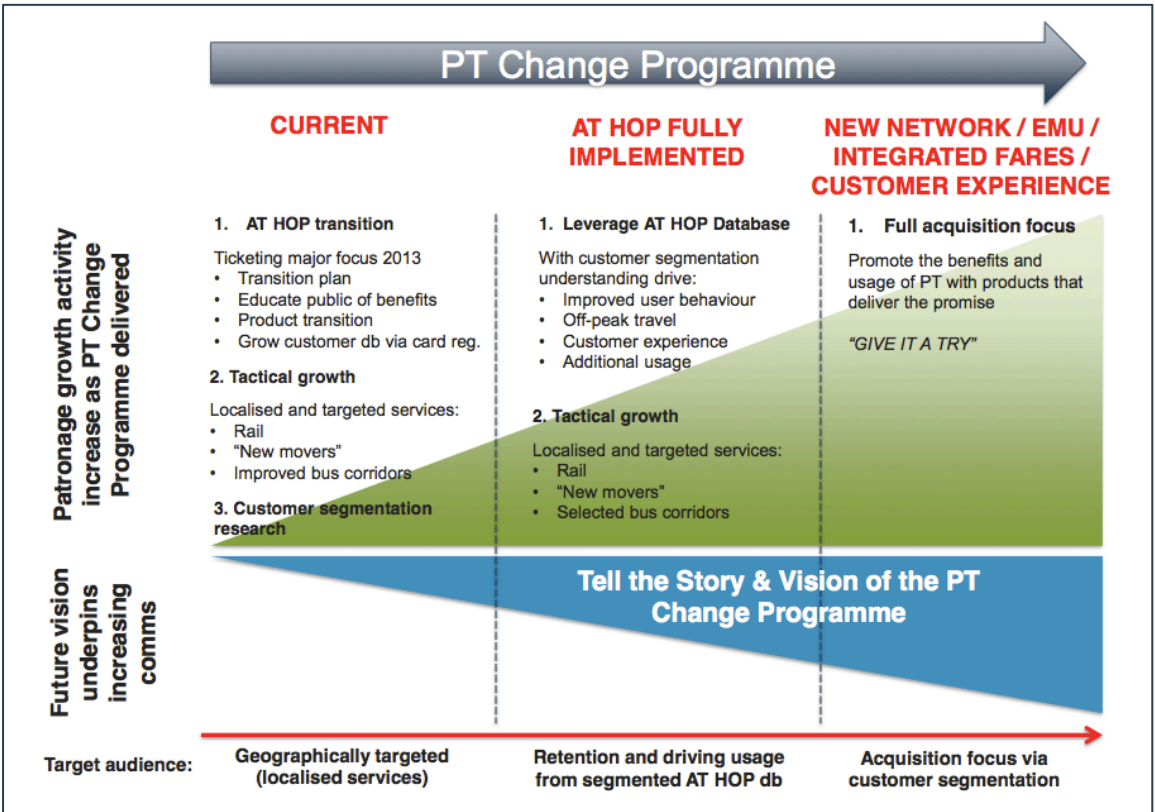


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

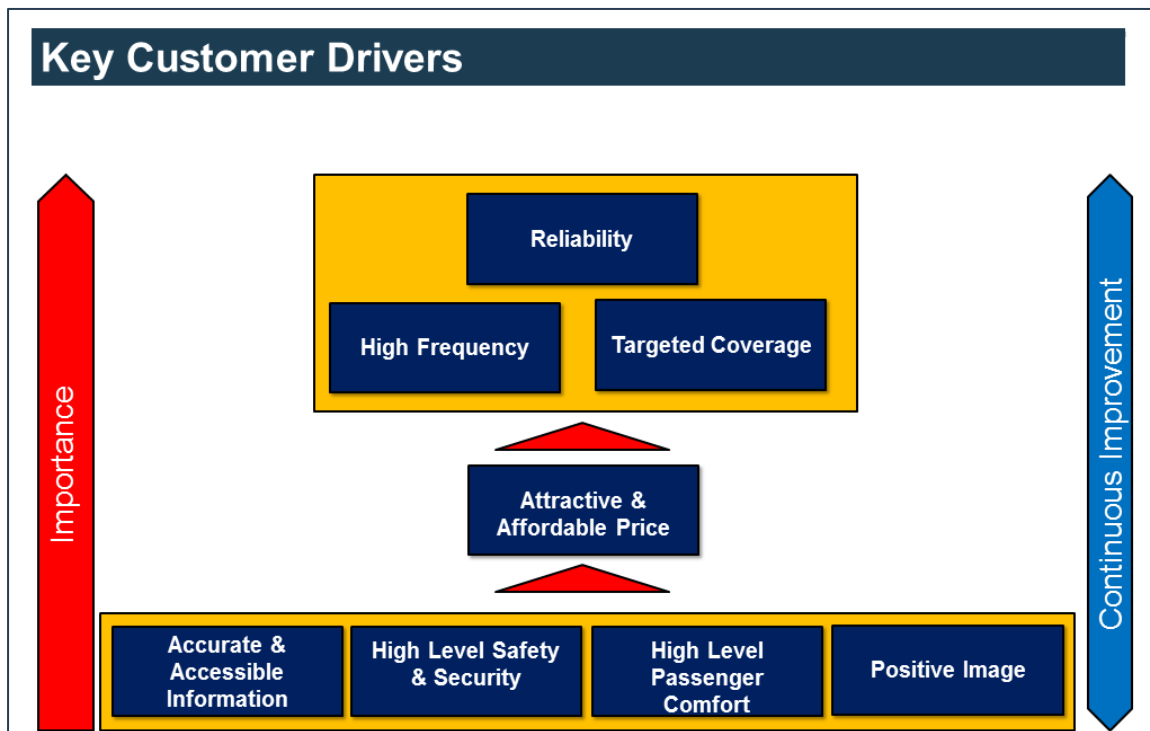
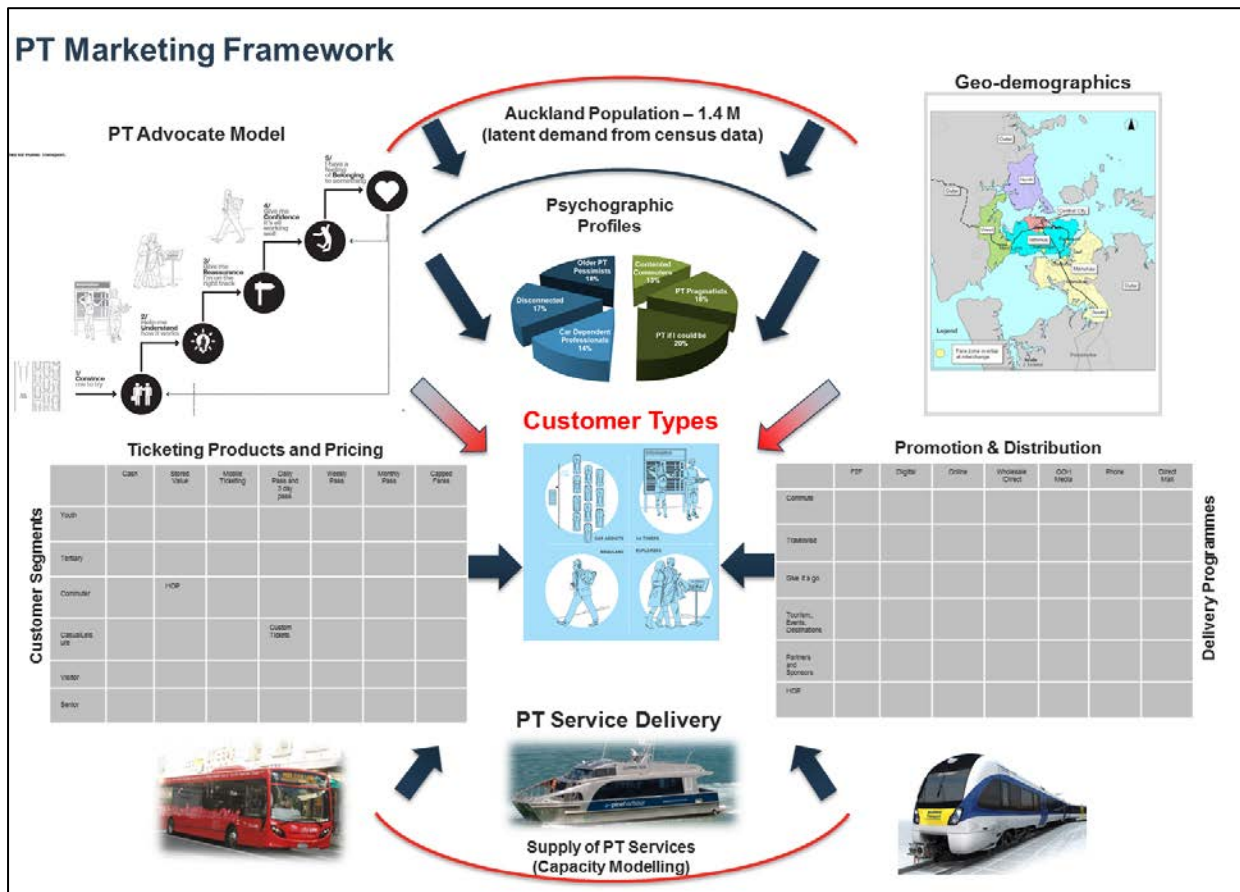


Fig 3. Key Customer Growth Drivers

Recruitment has been completed of three new Business & Product Development Manager roles within the PT Group focusing on bus services, rail services and customer channels & experience respectively (the three roles will jointly focus on ferry services also).

The three roles, along with the PT Business Development Manager role form a virtual public transport business development team to focus and develop public transport growth & acquisition plans and activities. The team will work alongside the Research & Campaigns and Communications teams to progress customer and market research to develop product and business growth and acquisition plans and activities to drive a marketing led approach to public transport customer acquisition and retention.

A public transport marketing, business growth and acquisition framework has been developed as illustrated at below. With the recruitment of the new business development roles, this framework is now being used to develop modal (bus, rail and ferry) and whole of public transport marketing, business growth & acquisition plans for the next 18 months.








For the first time, with now 12 months of rail data, AT HOP boarding and alighting data can be used to map capacity versus demand and current travel behaviours. This data will now be mapped against the 2013 market segmentation and psychographic profiles, recent customer type research from the PT Customer Experience research project, service performance and quality. This will allow more granular product development and acquisition and retention activities using the appropriate customer information and distribution channels..

Appendix 6 provides an overview of the current campaign programme for public transport growth and acquisition.

Attachments

Number	Description
1	Monthly PT Patronage Report – January 2014

Document Ownership

Prepared by	Ian Robertshaw Public Transport Business Development Manager	
	John Service Public Transport Reporting Lead	
Recommended by	Mark Lambert Group Manager Public Transport	
	Wally Thomas GM – Communications	
	Greg Edmonds Chief Operations Officer	
Approved for Submission	David Warburton Chief Executive	

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 – January 2014

Network Wide Summary

Normalising factors used on actual patronage counts in this report for Jan-2014 include:

- No normalisation required due to equivalent business days for bus and ferry. There was one less operational day for rail in Jan-2014 compared to Jan-2013 (~ +0.2% impact network wide).
- There were no unique major special events affecting rail passenger numbers in Jan-2014.
- There was a full week rail network closure from 1 January to 5 January and a full weekend rail network closure over anniversary weekend (25 January to 27 January).
- There were additional partial network closures as follows: one week between Newmarket and Britomart between 6 January and 12 January; and full closure on the Eastern Line between 6 January and 9 January.

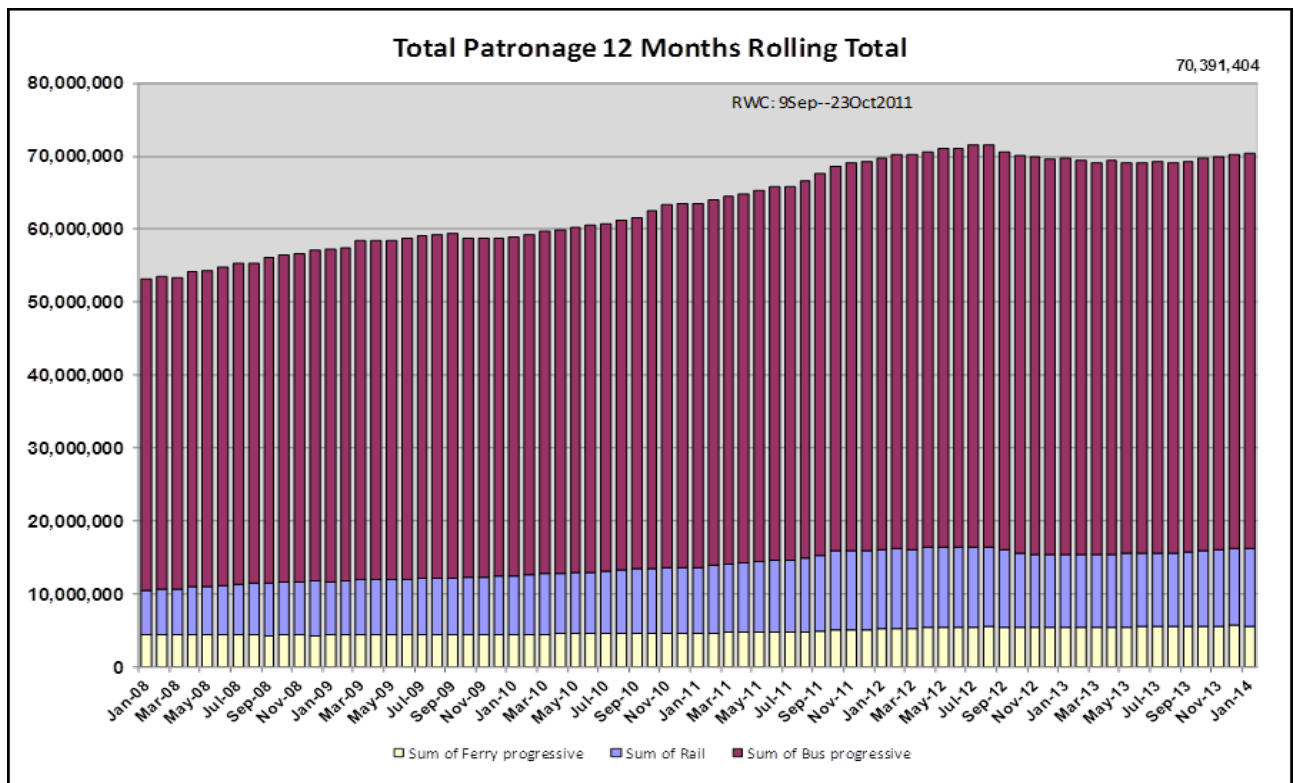


Fig 4. Total Patronage – 12 Months Rolling Total

A breakdown of patronage by month, 12-months rolling total and financial year-to-date (Jul-2013 to Jan-2014) is provided at Table 1.

For the financial year-to-date, six months from Jul 2013, patronage has increased by +3.4% (1,316,464 boardings) compared to the same period in the previous financial year.

	FY 2013/14 Year-to-date January 2014			12 Months			
	Previous Year 2012/13	SOI 2013/14	Actual 2013/14	Previous Year 2012/13 to Jun 13	Actual rolling total to Dec 13	SOI 2013/14 to Jun 14	Forecast 2013/14 to Jun 14
1. Rail	5,420,512	6,376,346	6,042,754	10,038,806	10,661,048	11,440,000	10,800,000
2. Northern Express Bus	1,258,251	1,396,450	1,293,633	2,278,585	2,313,967	2,456,000	2,385,000
3. Quality Transit and Local Bus (Including School Bus)	28,881,041	31,959,018	29,414,505	51,251,331	51,784,795	54,763,000	51,919,810
4. Ferry	3,102,045	3,246,070	3,227,421	5,506,218	5,631,594	5,719,000	5,788,000
Total Patronage	38,661,849	42,977,884	39,978,313	69,074,940	70,391,404	74,378,000	70,892,810

Fig 5. Summary of Patronage by mode

1. Rail

Figure 6 provides a summary of rail patronage for January 2014 and the 2013/14 targets and performance:

- Patronage totalled 10,661,048 passengers for the 12-months to Jan-2014 a change of +0.5% compared with the 12-months to Dec-2013 (Figure 6).
- Patronage for Jan-2014 was 588,574 boardings, a change of +9.3% (50,087 boardings) on Jan-2013.

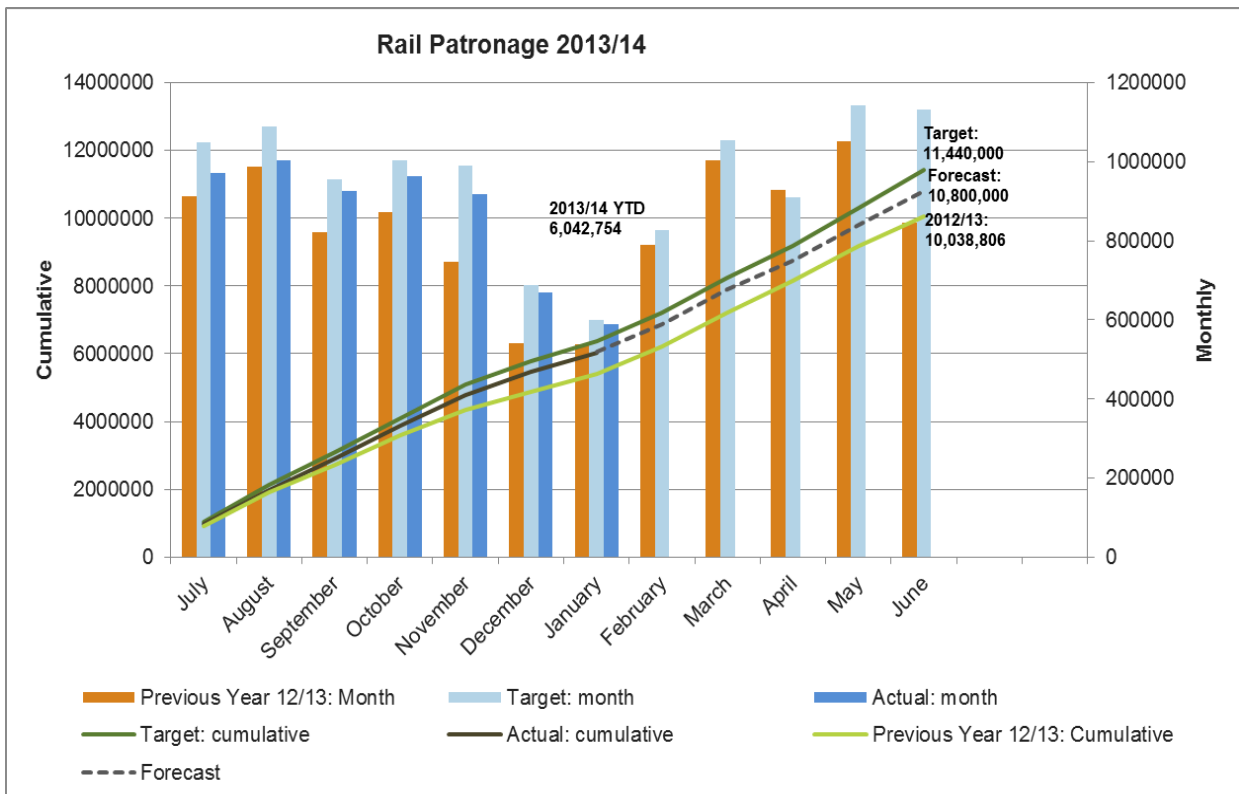


Fig 6. Rail – Patronage results vs target and previous year

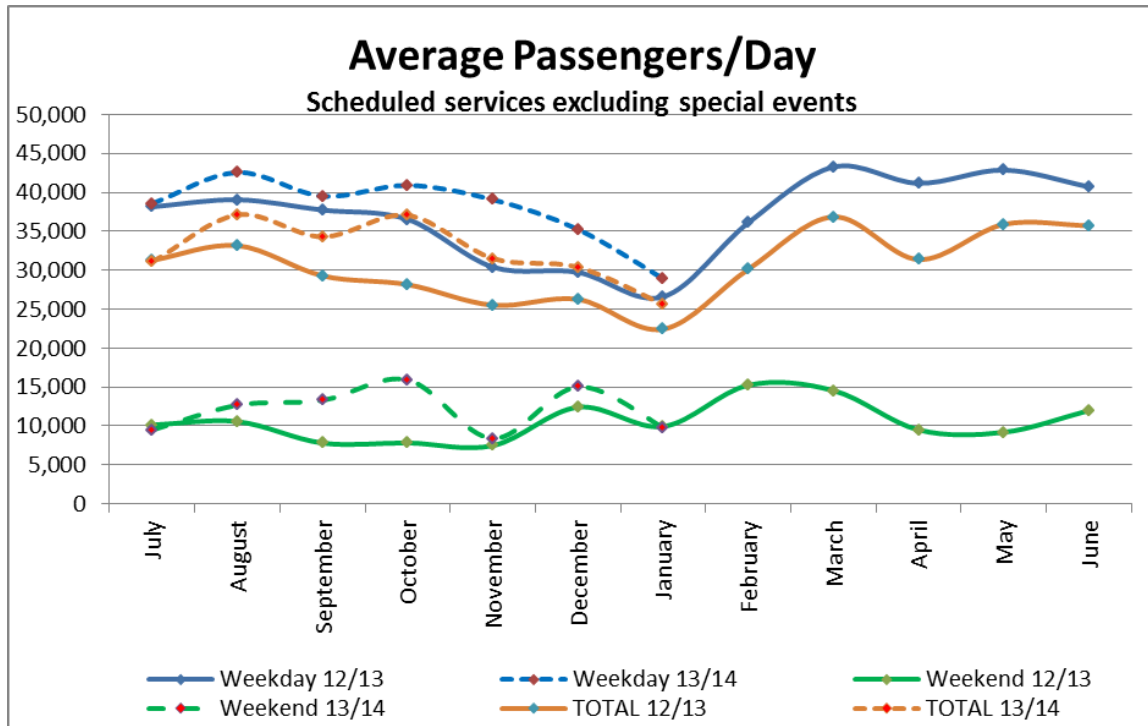


Fig 7. Rail – Average passengers per weekday

January Activity Summary

Patronage impacts include:

- Additional line closures being requested by KiwiRail to facilitate the completion of electrification works.
- EMU awareness and electrification safety campaign.
- “New Movers” programme continues. Approx 1000 homes received the pack in January.
- Commencement of station enhancement works on the Onehunga line prior to EMU launch in April

Key Activities for February

- Additional line closures – including early ramp down of services on the Western Line midweek - being requested by KiwiRail to facilitate the completion of electrification works
- EMU awareness and electrification safety campaign
- New Movers programme continuing
- Commencement of station enhancement works on the Onehunga line prior to EMU launch in April
- Delivery of station blockades on a minimum of 3 stations per peak on business days, to ensure that all passengers boarding and alighting have a valid ticket for travel
- Workplace travel plans
- In-school rail and AT HOP promotions

- Roll-out of AT HOP Top Tips campaign on-board trains to encourage AT HOP card uptake, thus assisting in a reduction in fare evasion
- Tertiary and Orientation Week public transport and AT HOP campaign
- With the appointment of new Business & Product Development roles, marketing and business growth planning is underway for next 18 months
- Connecting Aucklanders – umbrella campaign telling the developing public transport story.

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,313,967 passengers for the 12-months to Jan-2014 (Figure 8), an increase of +0.4%% on the 12-months to Dec-2013.
- Patronage for Jan-2014 was 146,740 boardings, an increase of +7.0%% (9,636 boardings) on Jan-2013.

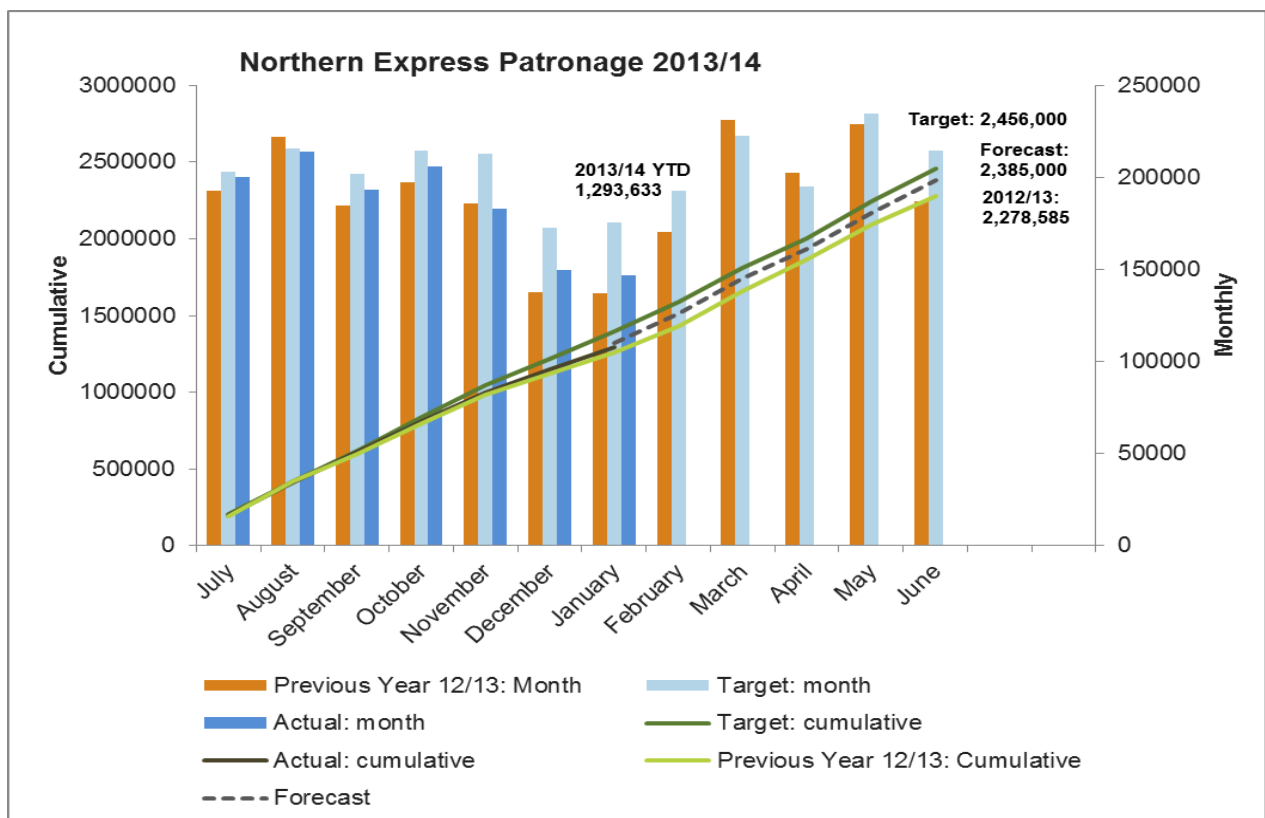


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for January

Patronage impacts include:

- “New Movers” programme continues. Approx 1000 homes received the pack in January.
- Free weekends promotion.

Key Activities for Northern Express in February:

- Northern Express free weekends continue – 22nd-23rd February with supporting promotional campaign
- “New Movers” programme continues.
- Tertiary and Orientation Week public transport and AT HOP campaign
- With the appointment of new Business & Product Development roles, marketing and business growth planning is underway for next 18 months.

3. Bus (Other)

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

- Patronage totalled 51,784,795 passengers for the 12-months to Jan-2014 a change of +0.3% compared with the 12-months to Dec-2013 (Figure 9).
- Patronage for Dec-2013 was 3,410,157 boardings, a change of +4.7% (154,385 boardings) on Dec-2012.

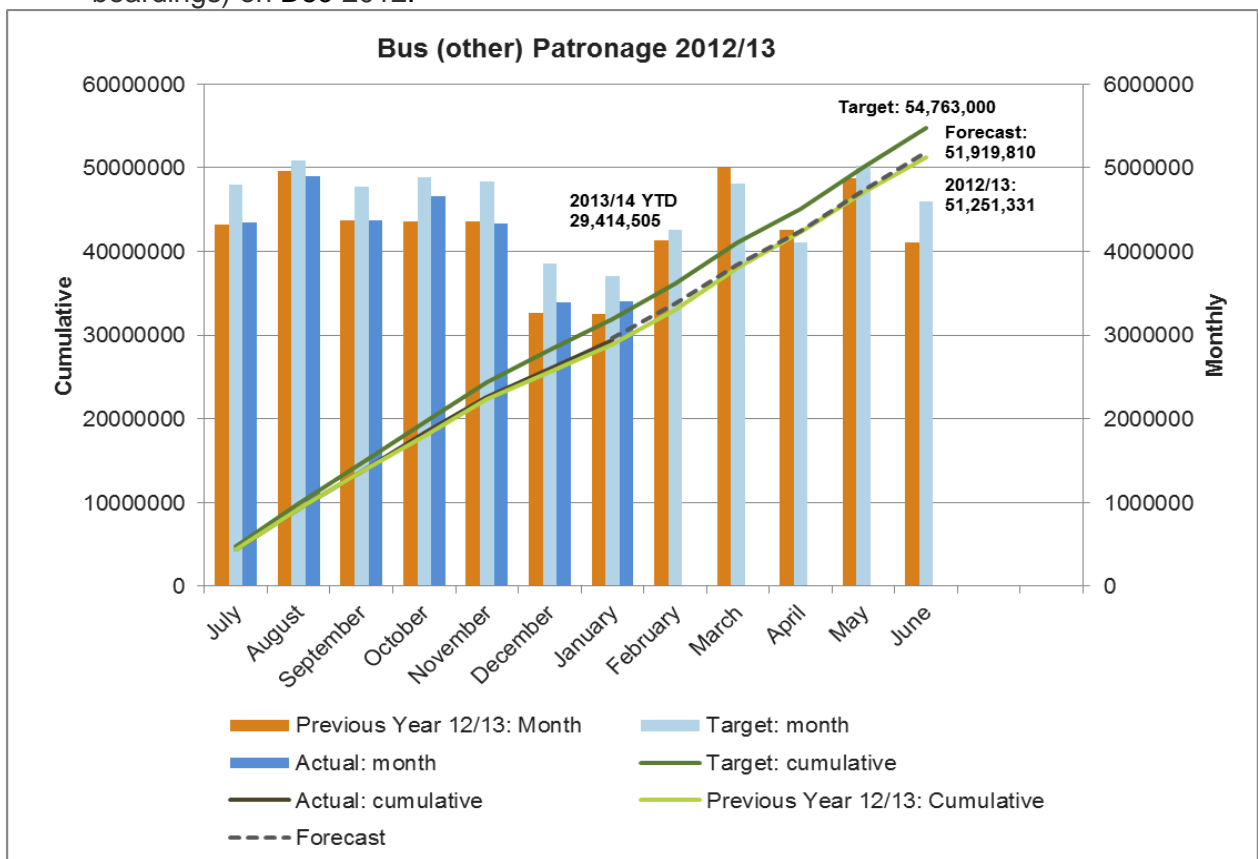


Fig 9. Bus (other) – Patronage results vs target and previous year

Activity Summary for January

Patronage impacts include:

- “New Movers” programme continues. Approx 1000 homes received the pack in January.

- AT HOP rollout of Bayes bus services in January.
- Continuation of a major campaign to increase use of bus services in the 'Central Corridors', Mt Eden / Sandringham / Dominion Road / Great North / New North Road. The campaign challenges the "myths" of bus travel, using a 'pop-art' art direction. The Central Corridors campaign strongly promotes values. Respondents who had seen Central Corridors consider that it portrays values including being Friendly, Bold, Innovative, Efficient and Effective.
- Retention campaign continues to thank existing customers for their choice to use the bus, reminding them of the reasons why they choose to use the bus in the first place.
- Te Atatu Peninsula billboard campaign promoting express services
- Direct mail to approx. 5000 households in Tamaki Drive catchment area providing free-bus tickets to increase trial of services to acquire new customers.
- Direct mail to approx. 5000 households in Albany providing free-tickets to increase trial of bus services to acquire new customers.

Key activities for February

- AT HOP rollout continues – Howick & Eastern and Ritchies
- 'Central Corridors' Travel Myths campaign continues
- Timetable reliability and punctuality upgrades across North Star, Metrolink and Waka Pacific services, with associated promotional campaign
- Direct mail to approx. 5000 households each in Glenfield and Ellerslie providing free-tickets to increase trial of bus services to acquire new customers
- Te Atatu Peninsula billboard promoting the new Express services continues
- "New Movers" programme continues
- Retention campaign continues
- School Bus promotional campaign
- Workplace travel plans
- Tertiary and Orientation Week public transport and AT HOP campaign
- With the appointment of new Business & Product Development roles, marketing and business growth planning is underway for next 18 months.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,631,594 passengers for the 12-months to Jan-2014 an increase of -1.0% on the 12 months to Dec-2013.

- Patronage for Jan-2014 was 507,682 boardings, a decrease of -10.0% (-56,655 boardings) on Jan-2013 (Figure 10).

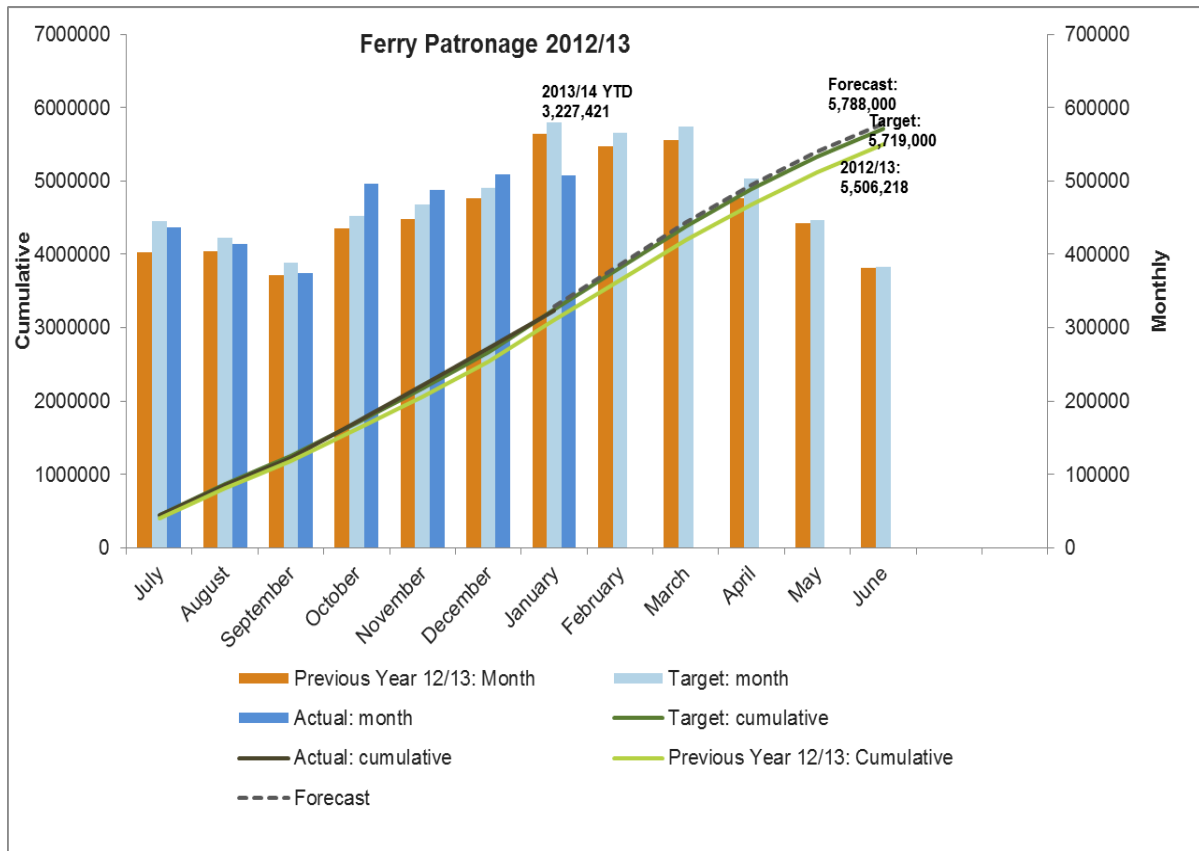


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in January

- Working through the phase out of paper 10 trip tickets in favour of AT HOP fares. Due to go into market 1/2/2014 for a 17/2/2014 withdrawal.
- New timetable being worked through for Pine Harbour ferries, providing more seats in peak time to accommodate peak time demand in preparation for March high activity levels. Due to be implemented from 4/2/2014.
- Working on options for additional capacity on West Harbour and Gulf Harbour services
- Work started on upgrading shelter at Stanley Bay Wharf.
- Work started on upgrading Devonport wharf. This will be on-going until April/May 2014.
- Work started on the upgrade of Pier 2 passenger waiting area so that customers are protected from the weather.

Key activities for February

- Pine Harbour service enhancement and promotional campaign
- Ongoing discussion re increased services to Gulf Harbour

- Review of bus feeders to ferry services to be undertaken during next quarter
- Product transition with 10 trip ticket phase out plus implementation of Ferry Monthly Pass early 2014
- Direct mail to approx. 5000 households in Albany providing free-tickets to increase trial of bus services to acquire new customers
- With the appointment of new Business & Product Development roles, marketing and business growth planning is underway for next 18 months.

Appendix 2. Rail Patronage

Rail FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: 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
Previous Year 12/13: 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
Target: month	1,048,490	1,089,792	956,116	1,002,780	990,165	688,772	600,231	825,627	1,054,962	909,828	1,142,228	1,131,009
Target: cumulative	1,048,490	2,138,282	3,094,398	4,097,178	5,087,343	5,776,115	6,376,346	7,201,973	8,256,935	9,166,763	10,308,991	11,440,000
Target: cumulative FY growth to previous year %	14.90%	12.54%	13.64%	13.94%	17.18%	18.31%	17.63%	15.98%	14.48%	12.59%	12.13%	13.96%
Original Target: month	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
Original Target: cumulative	933,221	1,945,156	2,868,975	3,839,593	4,797,500	5,453,188	6,024,603	6,827,546	7,818,714	8,624,868	9,657,014	10,604,901
Actual: month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574					
Variance: month to target	-76,212	-85,162	-31,102	-38,400	-71,457	-19,602	-11,657					
Variance: month to previous year	59,740	17,104	102,143	91,309	173,228	128,631	50,087					
Actual: cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754					
Variance: cumulative to target	-76,212	-161,374	-192,476	-230,876	-302,333	-321,934	-333,591					
Variance: cumulative to previous year	59,740	76,844	178,987	270,296	443,524	572,155	622,242					
Actual: cumulative FY growth to previous year	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.48%					
% cumulative change to target	-7.27%	-7.55%	-6.22%	-5.63%	-5.94%	-5.57%	-5.23%					
Reforecast: month	972,278	1,004,630	925,014	964,380	918,708	669,170	592,945	833,196	1,028,513	836,528	1,071,035	983,602
Reforecast: cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,047,125	6,880,322	7,908,835	8,745,363	9,816,398	10,800,000
Reforecast: cumulative FY growth to previous year %	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.56%	10.80%	9.65%	7.41%	6.78%	7.58%

Appendix 3. Northern Express Patronage

Northern Express FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: 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
Previous Year 12/13: 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
Target: month	203,100	216,000	201,848	214,402	212,892	172,912	175,296	192,526	222,910	194,858	234,662	214,595
Target: cumulative	203,100	419,100	620,948	835,350	1,048,242	1,221,154	1,396,450	1,588,976	1,811,886	2,006,744	2,241,406	2,456,000
Target: cumulative FY growth to previous year %	5.34%	0.95%	3.46%	4.76%	6.60%	8.92%	10.98%	11.21%	9.16%	7.74%	7.16%	7.79%
Original Target: month	215,033	205,684	196,885	211,402	209,892	169,912	172,296	189,526	218,910	189,095	229,662	209,141
Original Target: cumulative	215,033	420,717	617,602	829,004	1,038,896	1,208,808	1,381,104	1,570,630	1,789,540	1,978,635	2,208,297	2,417,438
Actual: month	200,381	214,172	193,596	206,265	182,775	149,704	146,740					
Variance: month to target	-2,719	-1,828	-8,252	-8,137	-30,117	-23,208	-28,556					
Variance: month to previous year	7,580	-8,185	8,566	9,041	-3,153	11,897	9,636					
Actual: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633					
Variance: cumulative to target	-2,719	-4,547	-12,799	-20,936	-51,053	-74,261	-102,817					
Variance: cumulative to previous year	7,580	-605	7,961	17,002	13,849	25,746	35,382					
Actual: cumulative FY growth to previous year	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	2.81%					
% cumulative change to target	-1.34%	-1.08%	-2.06%	-2.51%	-4.87%	-6.08%	-7.36%					
Reforecast: month	200,381	214,172	193,596	206,265	182,775	149,704	176,498	194,148	224,249	193,707	235,263	214,242
Reforecast: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,323,391	1,517,539	1,741,788	1,935,495	2,170,758	2,385,000
Reforecast: cumulative FY growth to previous year %	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	5.18%	6.21%	4.93%	3.92%	3.78%	4.67%

Appendix 4. Bus (other) Patronage

Bus - other FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: 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
Previous Year 12/13: 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
Target: month	4,793,883	5,091,967	4,778,035	4,891,089	4,839,927	3,858,895	3,705,223	4,264,637	4,811,131	4,104,903	5,021,570	4,601,741
Target: cumulative	4,793,883	9,885,850	14,663,886	19,554,974	24,394,901	28,253,795	31,959,018	36,223,656	41,034,786	45,139,689	50,161,259	54,763,000
Target: cumulative FY growth to previous year %	10.91%	6.54%	7.46%	8.63%	9.08%	10.26%	10.66%	9.72%	7.93%	6.77%	6.39%	6.85%
Original Target: month	4,881,439	4,846,211	4,617,656	4,740,829	4,703,884	3,766,162	3,602,823	4,162,357	4,708,611	4,002,623	4,919,349	4,501,612
Original Target: cumulative	4,881,439	9,727,650	14,345,306	19,086,135	23,790,019	27,556,181	31,159,004	35,321,361	40,029,972	44,032,595	48,951,944	53,453,556
Actual: month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,410,157					
Variance: month to target	-443,716	-189,703	-406,689	-236,350	-504,030	-468,960	-295,066					
Variance: month to previous year	27,864	-54,718	4,762	298,591	-25,710	128,290	154,385					
Actual: cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505					
Variance: cumulative to target	-443,716	-633,419	-1,040,109	-1,276,458	-1,780,488	-2,249,447	-2,544,513					
Variance: cumulative to previous year	27,864	-26,854	-22,092	276,499	250,789	379,079	533,464					
Actual: cumulative FY growth to previous year	0.64%	-0.29%	-0.16%	1.54%	1.12%	1.48%	1.85%					
% cumulative change to target	-9.26%	-6.41%	-7.09%	-6.53%	-7.30%	-7.96%	-7.96%					
Reforecast: month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,605,339	4,165,264	4,711,900	4,005,418	4,922,785	4,504,756
Reforecast: cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,609,687	33,774,951	38,486,851	42,492,269	47,415,054	51,919,810
Reforecast: cumulative FY growth to previous year %	0.64%	-0.29%	-0.16%	1.54%	1.12%	1.48%	2.52%	2.31%	1.23%	0.51%	0.57%	1.30%

Appendix 5. Ferry Patronage

Ferry FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: 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
Previous Year 12/13: 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
Target: month	444,964	422,185	388,513	453,047	467,542	490,425	579,392	565,962	574,010	503,973	446,562	382,424
Target: cumulative	444,964	867,149	1,255,662	1,708,709	2,176,252	2,666,677	3,246,070	3,812,032	4,386,042	4,890,014	5,336,576	5,719,000
Target: cumulative FY growth to previous year %	9.50%	7.55%	6.62%	5.98%	5.59%	5.08%	4.64%	4.45%	4.31%	4.44%	4.13%	3.86%
Original Target: month	415,800	417,213	388,513	453,047	468,543	491,425	580,393	566,962	582,217	510,978	454,896	391,055
Original Target: cumulative	415,800	833,013	1,221,526	1,674,573	2,143,116	2,634,541	3,214,934	3,781,896	4,364,113	4,875,091	5,329,987	5,721,042
Actual: month	437,414	414,535	374,933	496,387	487,542	508,928	507,682					
Variance: month to target	-7,550	-7,650	-13,580	43,340	20,000	18,503	-71,710					
Variance: month to previous year	34,718	10,968	3,545	61,690	38,774	32,336	-56,655					
Actual: cumulative	437,414	851,949	1,226,882	1,723,269	2,210,811	2,719,739	3,227,421					
Variance: cumulative to target	-7,550	-15,200	-28,780	14,560	34,559	53,062	-18,649					
Variance: cumulative to previous year	34,718	45,686	49,231	110,921	149,695	182,031	125,376					
Actual: cumulative FY growth to previous year	8.62%	5.67%	4.18%	6.88%	7.26%	7.17%	4.04%					
% cumulative change to target	-1.70%	-1.75%	-2.29%	0.85%	1.59%	1.99%	-0.57%					
Reforecast: month	437,414	414,535	374,933	496,387	487,542	508,928	576,963	563,611	578,776	507,958	452,208	388,744
Reforecast: cumulative	437,414	851,949	1,226,882	1,723,269	2,210,811	2,719,739	3,296,702	3,860,314	4,439,090	4,947,048	5,399,256	5,788,000
Reforecast: cumulative FY growth to previous year %	8.62%	5.67%	4.18%	6.88%	7.26%	7.17%	6.28%	5.77%	5.57%	5.66%	5.35%	5.12%

Appendix 6. January – July 2014 Public Transport Campaigns Summary and Example Collateral

2014	Jan		Feb		Mar		Apr		May		Jun		Jul																
	19	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28		
MULTI-MODAL																													
New Movers	11					8				8					5					10									
On-Board (every two months)						8				8					5					10									
Connecting Aucklanders																													
Customer Contact/Retention																													
Breaking Down Barriers e.g. Petrol pricing, Think																													
Easter timetable change																													
Tertiary Campaign																													
State Highway 16 (tbc)																													
AT HOP																													
AT HOP online registration																													
AT Retail support																													
AT HOP Bus Roll-out																													
Tertiary Concessions Renewal Campaign																													
Daily Pass																													
BUS																													
Link services (to be matched by NZBus)																													
Central Corridors																													
Glenfield																													
Albany																													
Tamaki Drive																													
Elerslie																													
FERRY																													
West Harbour/ Hobsonville new service																													
Half-Moon Bay 2 x services																													
Pineharbour increased services (2014)																													
Gulf Harbour trial service tbc(tbc)																													
TRAIN																													
Level 1. Target localised acquisition - staggered to 7 locations																													
School Patronage																													
Occasional AT HOP users (aka. Low Usage)																													
Fare review implement Jan 2014																													
Electrification (Level 3)																													
Electric train launch(tbc)																													
Electric train safety Campaign																													
Electric Train Open Day. Coincide with trains on Onehunga line																													
EVENTS																													
Sporting, entertainment & seasonal events																													

Public Transport Promotional Activities - January 2014

Central Corridors PT Marketing, Mid Campaign Test:

Online campaign evaluation via AT Research Panel in Central Corridors area.

- 44% Prompted Recognition (second only to 'Red Means Stop' among our campaign tests and likely to be higher in final evaluation).
- The campaign is portraying AT in a new light. Nearly half (44%) select it as being Innovative, 26% Bold, 30% Friendly.



Northern Express Free Weekend.

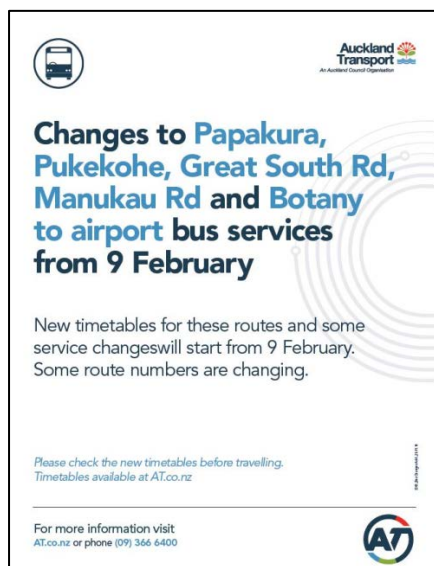
Following the very successful weekend in December (21/22 Dec 2013) where patronage was increased by over 10% the promotion was repeated on the weekend of 18/19 January 2014 (results to be confirmed). Main promotion was via advertising in the North Shore Times. Consideration is being given to further repeats of this promotion to entice trial of the service.



Bus service changes 9 February.

Comprehensive communication to areas affected through posters on buses and bus stops, electronic direct marketing, updating of website and press advertising where appropriate.

AT Ambassadors were used at key points on routes.



AT HOP Implementation – Bayes, Ritchies and Howick and Eastern

Comprehensive support has been given for the launch of AT HOP on Bayes (26 Jan) and Ritchies (2 Feb) bus services. AT Ambassadors have been used extensively to hand out material to school students returning for the new term. No major issues have surfaced during the Ritchies launch. Additional advertising has been run to promote the withdrawal of the Northern Pass and EDM activity has reminded customers of the withdrawal of the purple HOP card.

Early Bird activity has announced the impending launch of AT HOP on Howick and Eastern bus services. This will be the last large bus operator to roll-out AT HOP.

A campaign is in preparation announcing the completion of the AT HOP roll-out. This is planned to run from the middle of March.

Important notice for Howick & Eastern bus customers.

The AT HOP card will replace your Howick & Eastern Ezi Pass for travel on Howick & Eastern buses on 16 February 2014.

- If you travel on these buses, it is important that you get an AT HOP card before 16 February 2014.
- You may be entitled to a free AT HOP card, so visit ATHOP.co.nz to find out if you are eligible for a free card or where to buy an AT HOP card.
- Run down the stored value balance on your Howick & Eastern Ezi Pass and use up your Multi-Journey trips, as you will not be able to use your Howick & Eastern Ezi Pass or Multi-Journey trips for travel on Howick & Eastern buses from 16 February 2014.
- You will not be able to use your Howick & Eastern Monthly Pass, Half Moon Bay Ferry Monthly Pass and Gulf Harbour Ferry Monthly Pass on Howick & Eastern buses from 16 February 2014.
- To get your Child, Secondary, Tertiary, Accessible or SuperGold discount, load a concession onto your AT HOP card.

For more information visit ATHOP.co.nz or phone 09 366 4467.

Auckland Bus users who have an existing purple HOP card for NZ Bus services, Howick & Eastern - Ezi Pass, Ritchies - Fast Pass or Northern Express smart card may be eligible for a free AT HOP card. If you are entitled to an Accessible Concession you may also be eligible for a free AT HOP card. You can read the full terms of use of the AT HOP cards, the registered proprietors relating to the AT HOP cards and other information regarding the AT HOP cards on our website or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are reserved. ATHOP.co.nz

Important notice for Ritchies and Northern Express bus customers.

The AT HOP card will replace your Ritchies Fast Pass for travel on Ritchies and Northern Express buses on 2 February 2014.

- If you travel on these buses, it is important that you get an AT HOP card before 2 February 2014.
- You may be entitled to a free AT HOP card, so visit ATHOP.co.nz to find out if you are eligible for a free card or where to buy an AT HOP card.
- Run down the stored value balance on your Ritchies Fast Pass and use up your Multi-Journey trips, as you will not be able to use your Ritchies Fast Pass for travel on Ritchies and Northern Express buses from 2 February 2014.
- To get your Child, Secondary, Tertiary, Accessible or SuperGold discount, load a concession onto your AT HOP card.

For more information visit ATHOP.co.nz or phone 09 366 4467.

Auckland Bus users who have an existing purple HOP card for NZ Bus services, Howick & Eastern - Ezi Pass, Ritchies - Fast Pass or Northern Express smart card may be eligible for a free AT HOP card. If you are entitled to an Accessible Concession you may also be eligible for a free AT HOP card. You can read the full terms of use of the AT HOP cards, the registered proprietors relating to the AT HOP cards and other information regarding the AT HOP cards on our website or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are reserved. ATHOP.co.nz



Removal of Northern Pass, Northern Flyer Pass and Devonport Bayswater Pass.


From 2 February 2014 the following passes will no longer be accepted for use on public transport in Auckland:

	Last date of sale	Last date of acceptance
Northern Pass	7 Day pass – 26 January 2014, 2-Hour and Day pass – 1 February 2014	1 February 2014
Northern Flyer Pass	1 February 2014	1 February 2014 (Note: return tickets will be accepted for 90 days from date of purchase)
Devonport-Bayswater Pass	26 January 2014	1 February 2014

There will be no refunds on passes.

More information is available at ATHOP.co.nz

Visit AT.co.nz or call 09 366 6400.



Withdrawal of the purple HOP card on buses.

Important information for users of public transport.

From 8 December 2013 purple HOP cards will no longer be accepted for travel on Auckland's buses.

Free City LINK Travel.
 From 8 December 2013 only the AT HOP card can be used for free travel on red City LINK buses, unless you have a negative balance on your AT HOP card, in which case you will need to pay the cash fare.

No Refunds.
 North Star, Metrolink, LINK, Go West and Waka Pacific will not provide a refund for any unused purple HOP card e-money balances or monthly passes. At participating retailers you can use any remaining e-money balance on your purple HOP card to top up your AT HOP card with HOP Money. Visit ATHOP.co.nz/purple-HOP for more information.

Purple HOP 10 Trips.
 Visit at.co.nz for more information on how to get a refund for unused purple HOP 10 Trips.


Purple HOP concessions.
 If you have a concession loaded on your purple HOP card, this will need to be loaded onto your new AT HOP card so you can continue to receive discounts. To find out how to load a concession, visit ATHOP.co.nz.

Free AT HOP cards.
 If you have a purple HOP card you may be entitled to a free AT HOP card. Visit ATHOP.co.nz.

Buy an AT HOP card for \$5 (if you aren't eligible for a free card).
 You can purchase an AT HOP card now at the reduced price of \$5 until 31 July 2014 (full retail price \$10). Auckland Transport reserves the right to limit the special \$5 card offer to one card per customer and to extend the duration of the offer. The purchase price is non-refundable. Cards must be topped up before use, and, where cards are purchased from train and ferry Tickets Offices, Customer Service Centres, or retail outlets, cards must be topped up at the time of purchase. Minimum top up is \$10. To find your nearest retailer visit ATHOP.co.nz.

You can read the full terms of any of the AT HOP cards, the registered proprietor relating to the AT HOP cards and other information regarding the AT HOP cards on our website or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are outlined at ATHOP.co.nz.

For more information visit ATHOP.co.nz or phone 09 366 4467
 @AkiTransport



Events – NRL Nines and Eminem

There has been a huge amount of activity in the events space. A campaign has been running to promote PT services to the NRL Nines and the Eminem concert. 'Disruption' advertising is also running to inform Aucklanders of possible transport delays due to the huge volume of passenger movements as a result of these events. Events communication has also been prepared for; The Big Day Out, Cricket at Eden Park, Warriors, Bruce Springsteen and more.

> EVENT TRANSPORT



Buses to the Eminem concert depart here.

Rapture 2014 - EMINEM

Saturday 15 February 2014, Western Springs Stadium

Travel on Northern Express buses with your concert ticket up to 3 hours before the event starts.

Buses depart Albany Bus Station and travel via all Northern Busway Stations.

Terms and conditions apply. For full details on special event public transport services go to AT.co.nz/events

For more information visit AT.co.nz/events or phone 09 366 6400
 @AkiTransport



> EVENT TRANSPORT



Nail your ride to the Nines!

Travel with your game ticket to the Dick Smith NRL Auckland Nines.

Dick Smith NRL Auckland Nines

Saturday 15 and Sunday 16 February 2014, Eden Park

The NRL Nines are being held at Eden Park in the suburb of Kingfield (located approx. 3km from Auckland's CBD). The best transport option for the Nines is either train and/or special event bus, and the use of these services is included with your ticket (simply present your ticket to the Nines when boarding). Return services from Eden Park will be operating throughout the day as well as post-match, so getting home again is covered too.

For more information visit AT.co.nz/events

Train
 The Britomart Train Station is located in the heart of Auckland's CBD (at the bottom of Queen St). Event trains from Britomart operate from 3 hours before kick-off and terminate at Kingfield station which is just across the road from Eden Park.

Bus
 Buses depart stop 7033 on Queen St (outside Civic Theatre) approx. every 15 mins between 10:30am – 2:00pm and drop-off at Eden Park.

Walking
 If you prefer to walk to the game, it's a comfortable 30 min walk from Auckland's CBD.



Eminem and the NRL Auckland Nines
 If you're heading to both the NRL Nines and the Britomart Concert there will be a walking route between Britomart's Sports, 3km and it will be a comfortable 45min walk. See AT.co.nz/events for map.

Terms and conditions apply. For full details on special event public transport services go to AT.co.nz/events

For more information visit AT.co.nz/events or phone 09 366 6400
 @AkiTransport



Ferry Timetable Changes

Communication re the phasing out of 10 trip ferry tickets and greater capacity through service changes on the Pine Harbour service.




New Pine Harbour Ferry timetable starting Monday 3 February 2014

From Pine Harbour	From Auckland Pier 3
Monday to Friday only excluding public holidays	
6.20am	7.00am
6.50am <i>New time</i>	7.30am <i>New time</i>
7.20am* <i>New time</i>	8.00am* <i>New time</i>
7.40am	8.20am
8.10am <i>New time</i>	8.50am <i>New time</i>
8.40am* <i>New time</i>	9.20am* <i>New time</i>
10.00am*	10.40am*
11.20am	12.00pm
1.20pm	2.00pm
2.40pm*	3.20pm*
4.00pm	4.40pm
4.30pm	5.10pm
4.40pm*	5.20pm*
5.20pm	6.00pm
6.00pm	6.40pm

* Clipper IV sailing with 99 seats.


*Effective from 3 February 2014.
 Please check times carefully before travelling.*

For more information visit
 AT.co.nz or phone (09) 366 6400




Panmure Interchange

Local press advertising has been run to promote the newly opened **Panmure Interchange** to increase awareness of the facility and encourage use of the station for both buses and trains.







New Panmure Station

Making life easier for you.


The new Panmure Station allows easy and direct transfers between trains and buses, making it easier for you to go where you want when you want.

The \$17.5 million station is an integral part of the Auckland Manukau Eastern Transport initiative (AMETI) and its completion marks the first stage of the Southeastern Busway between Panmure, Pakuranga and Botany.

The next stage of the project will see the removal of Panmure roundabout and the building of a busway from Panmure to Pakuranga town centre.

For more information visit
 aucklandtransport.govt.nz
 @AucklandTransport

Connecting Aucklanders. 

Localised promotions

Localised promotions have been run in dedicated areas throughout the city, Albany Centre and Tamaki Drive targeting approximately 5000 households each and providing a single return ticket. Patronage results are being monitored to determine uptake of the offer and any on-going PAX growth.



Te Atatu Peninsula promotion

We have taken the opportunity of using building-hoardings next to the key bus stop in Te Atatu Peninsula for the promotion of services into the city.



Rail Safety Campaign

In preparation for the launch of the new electric trains, communication has continued to draw attention to safety around the trains and overhead wires. Cinema advertising ran in blockbuster movies throughout the summer holiday period. A letter and pack has been sent to Principals of all primary and secondary schools in Auckland asking for their assistance in spreading the message around safety around trains. The pack contained;

- a letter signed by Auckland Transport, KiwiRail and Transdev,
- USB with copies of the rail safety video, overhead wires video

- copies of advertising material for use in school newsletters,
- copies of posters and flyers.

AT's Community Transport division and Transdev have also offered to provide workshops and presentations to schools in the region. Safety messages have also started to appear on Railway Stations on the Onehunga Line. A programme of communications is being developed to raise awareness of safety issues in the areas around where the trains will be introduced – starting with residents along the Onehunga line.



Electric Rail Launch

An advertising campaign is in development for the launch of the new electric trains and to promote the launch event. The campaign will include high profile advertising to entice Aucklanders to give the new trains a go. There will also be videos and collateral explaining the features of the trains. The campaign is planned to launch in March.

Connecting Aucklanders Launch

Connecting Aucklanders is the start of an ongoing umbrella customer and public awareness campaign to tell the developing Auckland public transport story – focused on the eight key strategic priorities. Billboards as illustrated below will be launched in February at Newmarket rail station. Other initiatives will include posters, web-site collateral, customer brochures and media advertising.

