

Public Transport Monthly Patronage – February 2014

Recommendations

It is recommended that the board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 70,824,030 passengers for the 12-months to Feb-2014, an increase of +0.6% on the 12-months to Jan-2014. February monthly patronage was 6,070,570, an increase of 430,610 boardings or +7.6% on Feb-2013, normalised to ~ +5.1% accounting for additional special event patronage in Feb-2014 compared to Feb-2013. No normalisation required for business days due to equivalent business days in Feb-2014 compared to Feb-2013.

Rail patronage totalled 10,879,359 passengers for the 12-months to Feb-2014, an increase of +2.0% on the 12-months to Jan-2014. Patronage for Feb-2014 was 1,005,372 an increase of 216,295 boardings or +27.4% on Feb-2013, normalised to ~ +15.2% after adjusting for special events in Feb-2014 compared to Feb-2013.

The Northern Express bus service carried 2,339,952 passenger trips for the 12-months to Feb-2014, an increase of +1.1% on the 12 months to Jan-2014. Northern Express bus service patronage for Feb-2014 was 196,539, an increase of 25,985 boardings or +15.2% on Feb-2013, normalised to ~ +9.8% accounting for special events in Feb-2014 compared to Feb-2013.

Other bus services carried 52,060,766 passenger trips for the 12-months to Feb-2014, an increase of +0.5% on the 12-months to Jan-2014. Other bus services patronage for Feb-2014 was 4,408,736, an increase of 275,971 boardings or +6.7% on Feb-2013, normalised to ~ + 6.6% accounting for special events in Feb-2014 compared to Feb-2013.

Ferry services carried 5,543,953 passenger trips for the 12-months to Feb-2014, a decrease of -1.6% on the 12 months to Jan-2014. Ferry services patronage for Feb-2014 was 459,923, a decrease of -87,641 boardings or -16.0% on Feb-2013. Ferry patronage on the Commercial Waiheke ferry service is showing a sharp decrease when compared to the same month last year. This anomaly is being investigated and will be reported back at the next board meeting.

Summary performance against SOI targets is provided in Table 1.

February 2014							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	Target	Actual	Variance
Rail	↑ 27.4%	↑ 15.2%	↑ 8.8%	↑ 13.5%	16.0%	13.5%	↓ -2.1%
NEX	↑ 15.2%	↑ 9.8%	↑ 4.7%	↑ 4.3%	11.2%	4.3%	↓ -6.2%
Bus	↑ 6.7%	↑ 6.6%	↑ 0.6%	↑ 2.5%	7.9%	2.5%	↓ -6.6%
Ferry	↓ -16.0%	↓ -16.0%	↑ 2.0%	↑ 1.0%	4.5%	1.0%	↓ -3.3%
Total	↑ 7.6%	↑ 5.1%	↑ 2.0%	↑ 3.9%	10.2%	3.9%	↓ -5.7%

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

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



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

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.

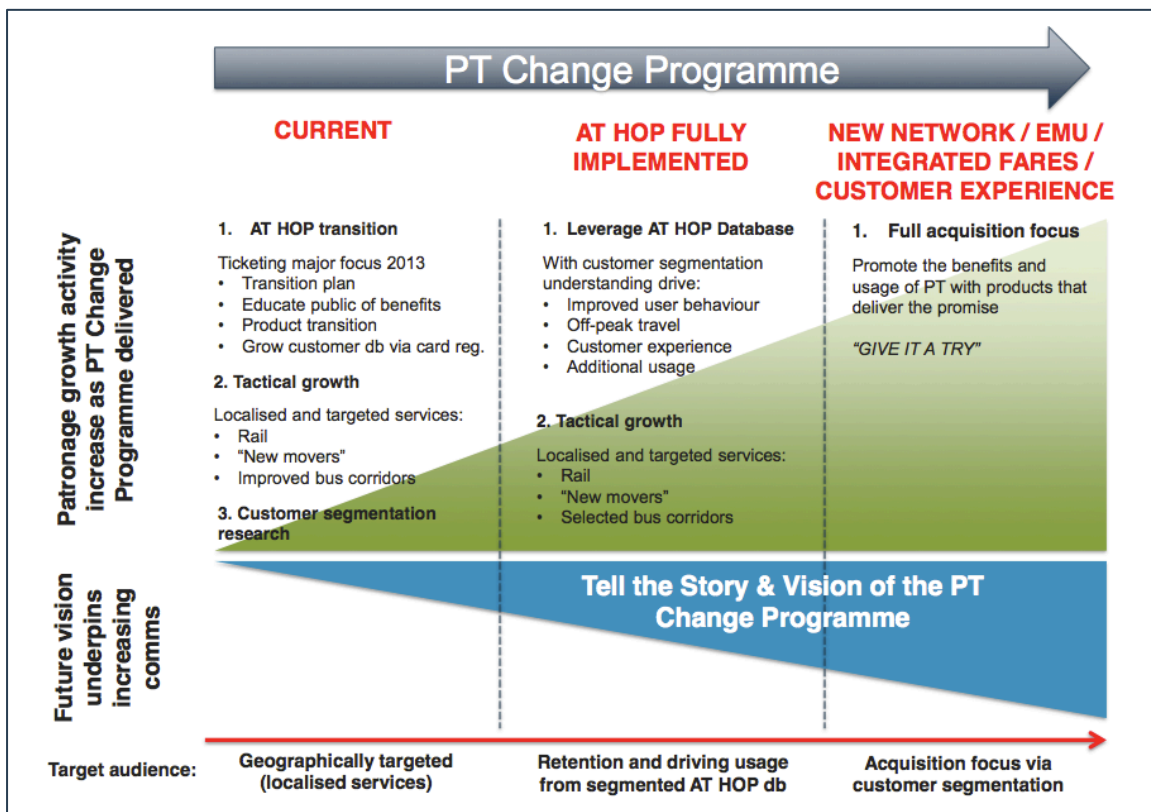


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

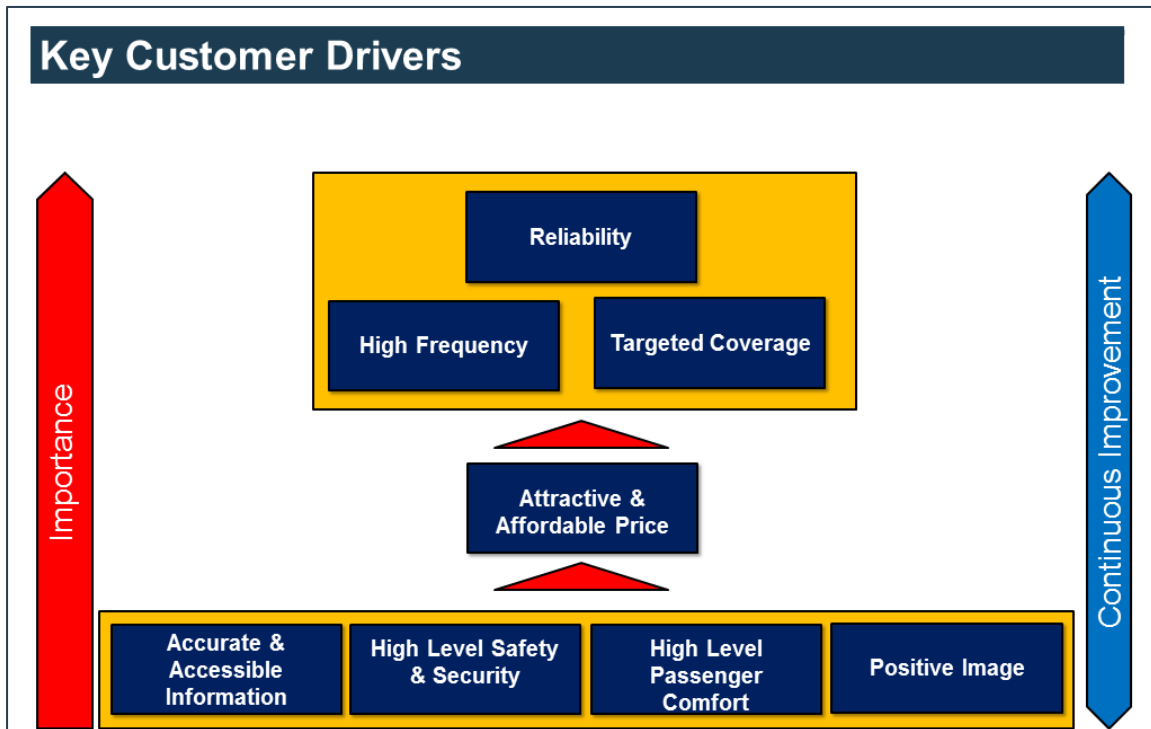
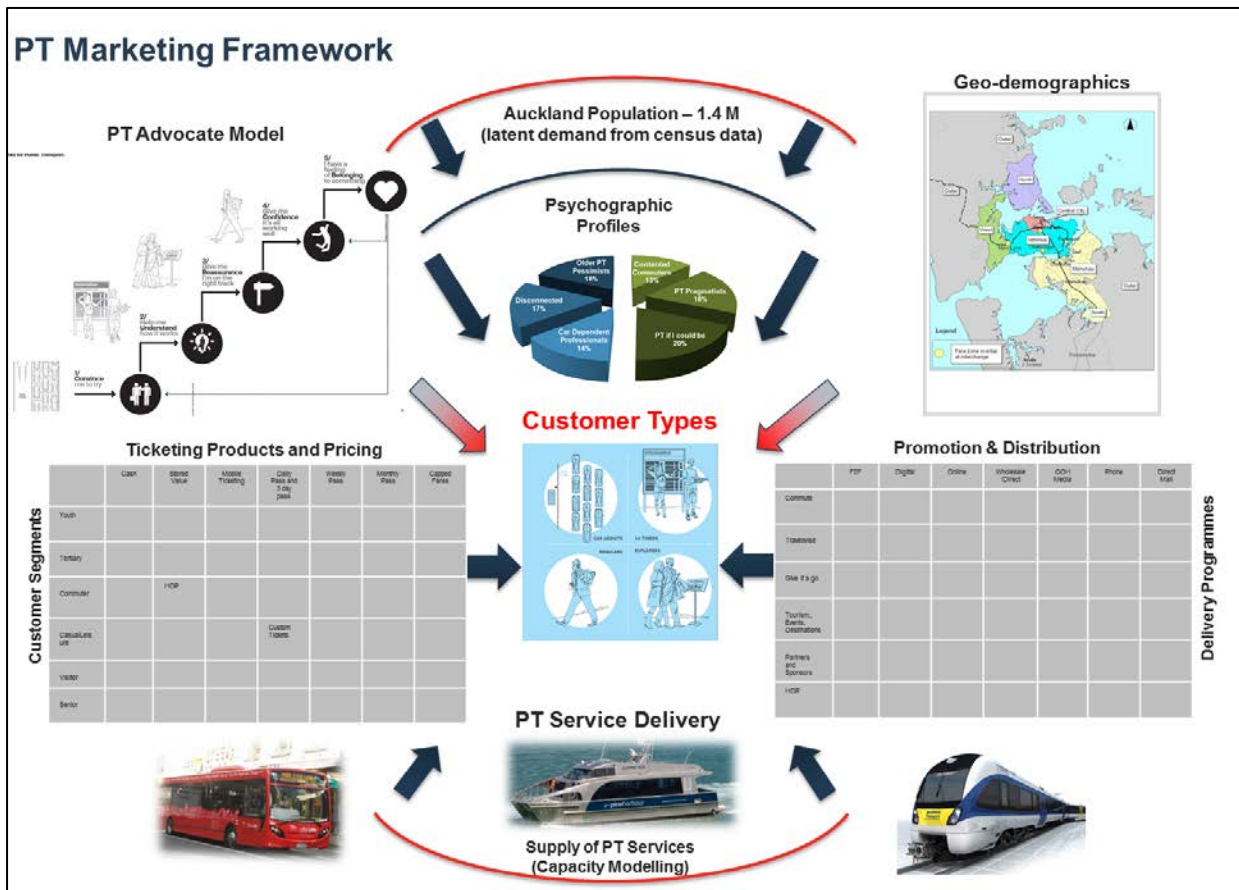


Fig 3. Key Customer Growth Drivers

A public transport marketing, business growth and acquisition framework is being used as illustrated below to develop 2014/15 modal business growth and acquisition plans.








AT HOP boarding and alighting data is being used to map capacity versus demand and current travel behaviours. This data is now being mapped against the 2013 market segmentation and psychographic profiles, recent customer type research from the PT Customer Experience research project, service performance and quality as part of the 2014/15 modal business growth and acquisition plan developments.

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

Attachments

Number	Description
1	Monthly PT Patronage Report – February 2014

Document Ownership

Prepared by	Ian Robertshaw Public Transport Business Development Manager	
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Glossary

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

ATTACHMENT 1:

MONTHLY PT PATRONAGE REPORT – Feb 2014

Network Wide Summary

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

- Normalised to account for additional special event patronage in Feb-2014 compared to Feb-2013 (~ +2.4% impact network wide and ~ +5.1% rail), including the Dick Smith NRL9s, Rapture Eminem Concert and a number of other sports events.
- There was one weekend network closure in Feb-2014 and a second weekend partial closure, plus early evening ramp-downs placed on the Eastern and Western Lines during Feb-2014. Overall impact was the same in Feb-2014 as Feb-2013.

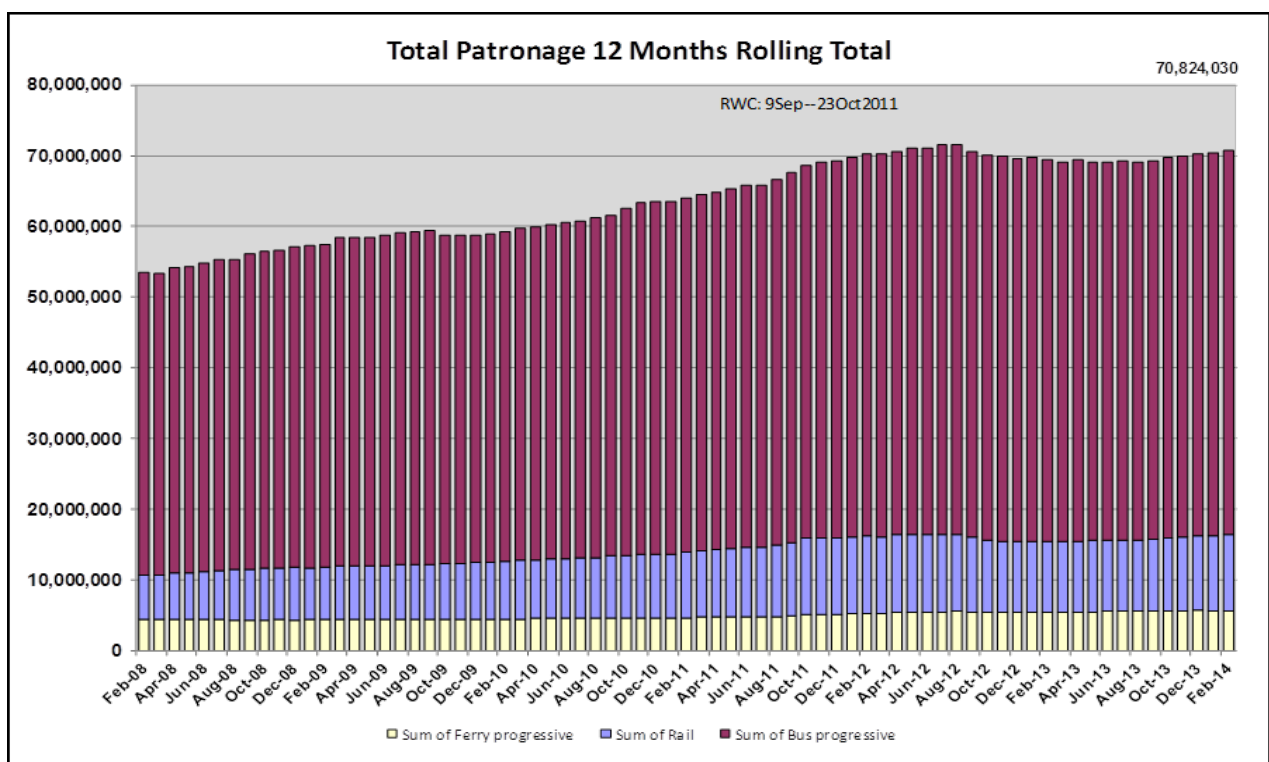


Fig 4. Total Patronage – 12 Months Rolling Total

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

For the financial year-to-date, eight months from Jul 2013, patronage has increased by + 3.9% (1,749,090 boardings) compared to the same period in the previous financial year.

	FY 2013/14 Year-to-date February 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	6,209,589	7,201,973	7,050,142	10,038,806	10,879,359	11,440,000	10,800,000
2. Northern Express Bus	1,428,805	1,588,976	1,490,172	2,278,585	2,339,952	2,456,000	2,385,000
3. Quality Transit and Local Bus (Including School Bus)	33,013,806	36,223,656	33,823,241	51,251,331	52,060,766	54,763,000	51,919,810
4. Ferry	3,649,609	3,812,032	3,687,344	5,506,218	5,543,953	5,719,000	5,788,000
Total Patronage	44,301,809	48,826,637	46,050,899	69,074,940	70,824,030	74,378,000	70,892,810

Fig 5. Summary of Patronage by mode

1. Rail

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

- Patronage totalled 10,879,359 passengers for the 12-months to Feb-2014 a change of + 2.0% compared with the 12-months to Jan-2013 (Figure 6).
- Patronage for Feb-2014 was 1,005,372 boardings, a change of + 27.4% (216,295 boardings) on Feb-2013.

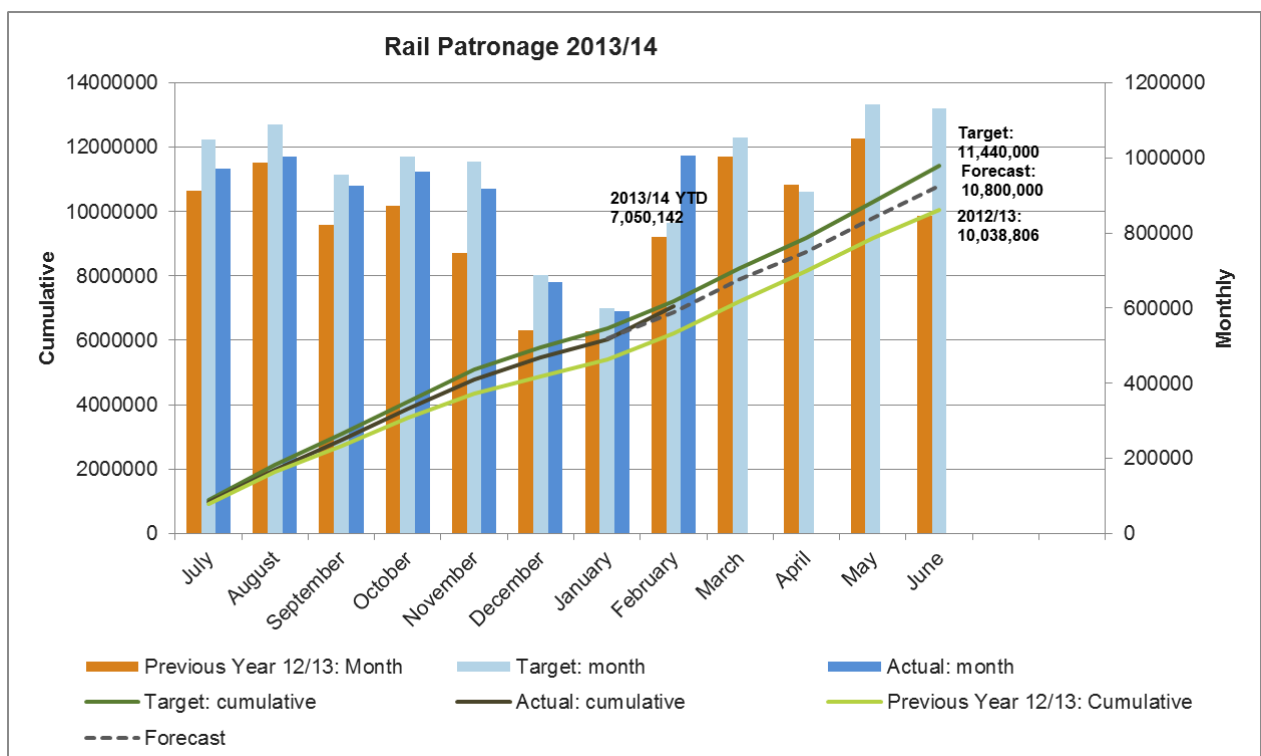


Fig 6. Rail – Patronage results vs target and previous year

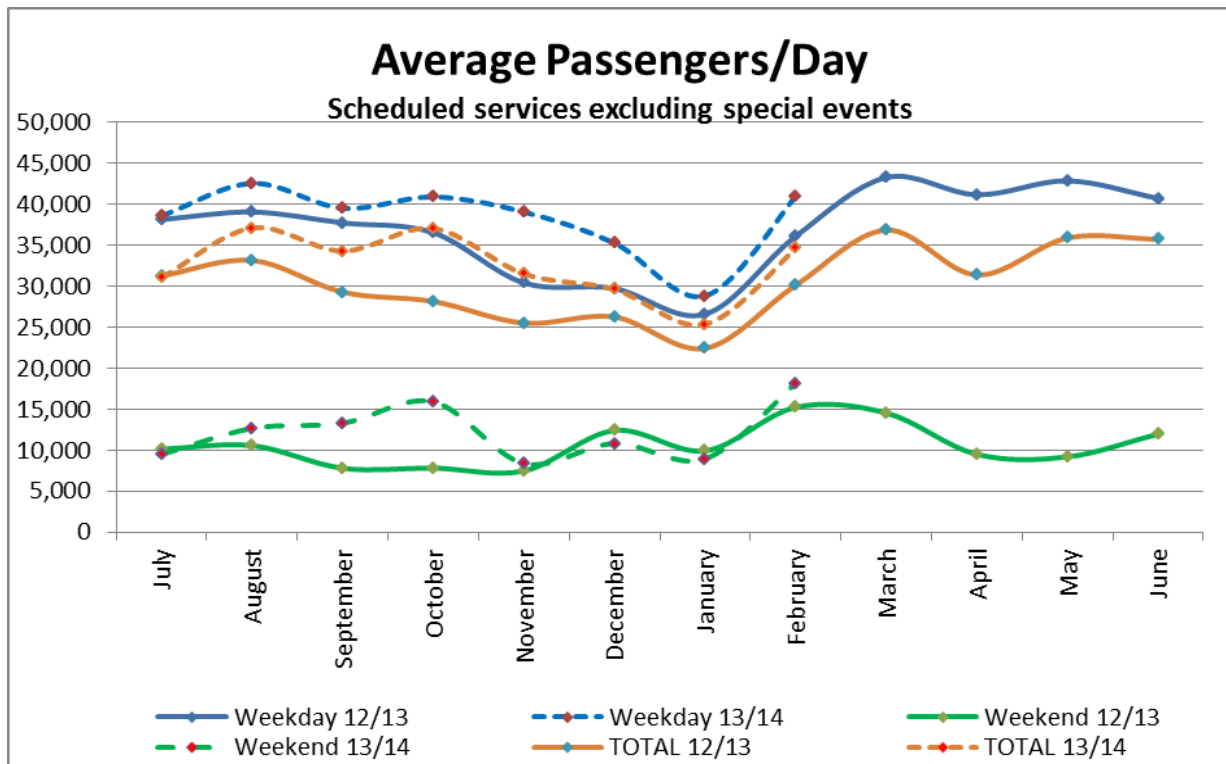


Fig 7. Rail – Average passengers per weekday

February Activity Summary

Patronage impacts include:

- Midweek line closures requested by KiwiRail to facilitate the completion of electrification works continue.
- Larger than expected use of rail for the League Nines event at Eden Park and the first game of the Super 15 rugby season.
- EMU awareness and electrification safety campaign.
- “New Movers” programme continues, with 1646 homes received the pack in February.
- A refocus of revenue protection approach by Transdev in delivering 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.
- 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 has been launched.

Key Activities for March

- 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.
- Special events at Mt Smart are expected to have a higher than expected contribution to patronage in the month.
- “New Movers” programme continuing.
- Commencement of station enhancement works on the Onehunga line prior to EMU launch in April.
- Continued focus on revenue protection by Transdev, including the launch of the ‘Ugly Revenue Protection’ campaign.
- Workplace travel plans.
- 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.

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,339,952 passengers for the 12-months to Feb-2014 (Figure 8), an increase of + 1.1% on the 12-months to Jan-2013.
- Patronage for Feb-2014 was 196,539 boardings, an increase of + 15.2% (25,985 boardings) on Feb-2013.

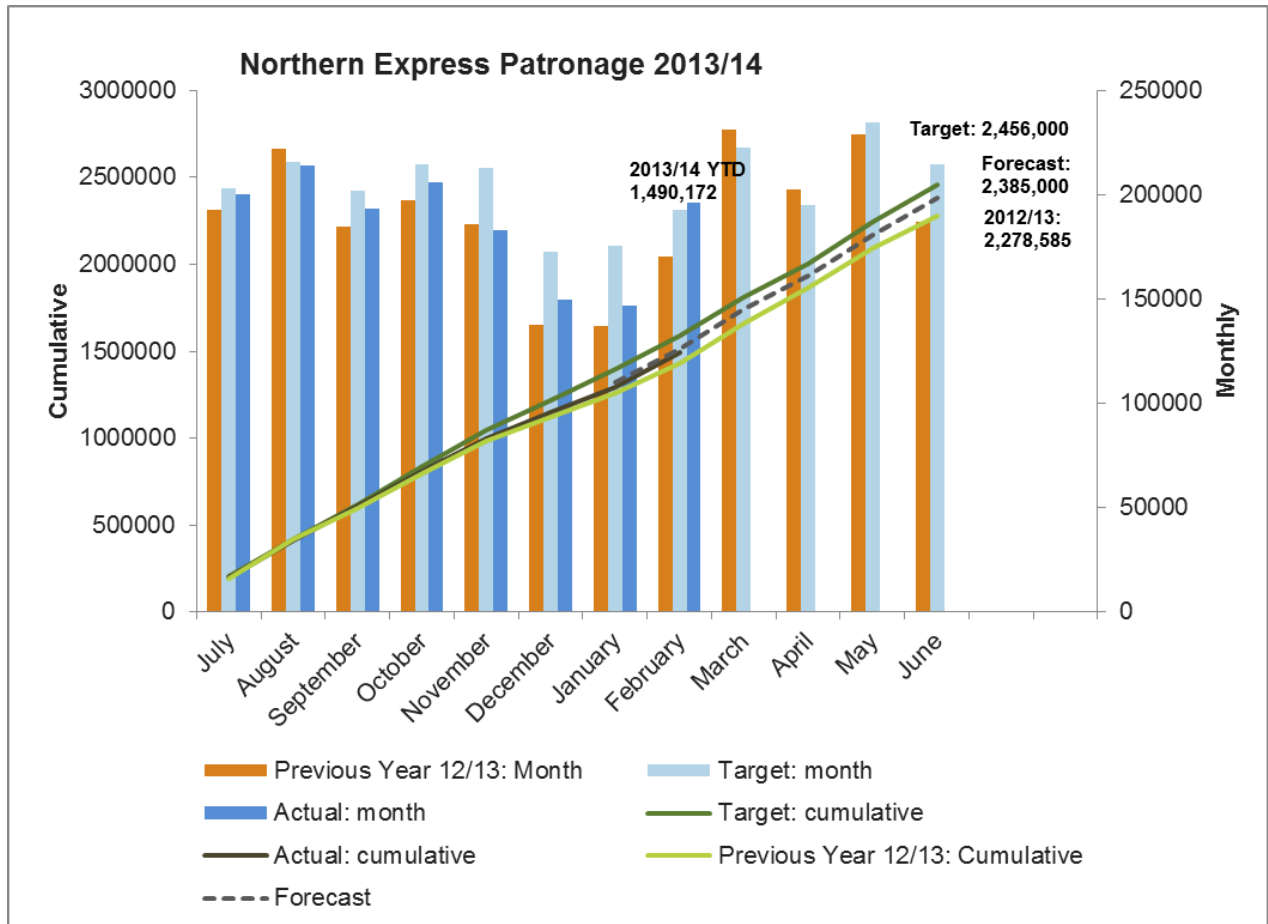


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for February

Patronage impacts include:

- Northern Express free weekends continue – 22nd – 23rd February with supporting promotional campaign. Following the very successful weekends in December and January the promotion has been repeated. Current consideration for repeating the promotion at specific weekends up to the end of June, subject to underlying growth trends following the campaigns in December, January and February.
- “New Movers” programme continues. 1646 homes received the pack in February.

Key Activities for Northern Express in March:

- Northern Express free weekends continue.
- “New Movers” programme continues.

3. Bus (Other)

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

- Patronage totalled 52,060,766 passengers for the 12-months to Feb-2014 a change of + 0.5% compared with the 12-months to Jan-2013 (Figure 9).
- Patronage for Feb-2014 was 4,408,736 boardings, a change of + 6.7% (275,971 boardings) on Feb-2013.

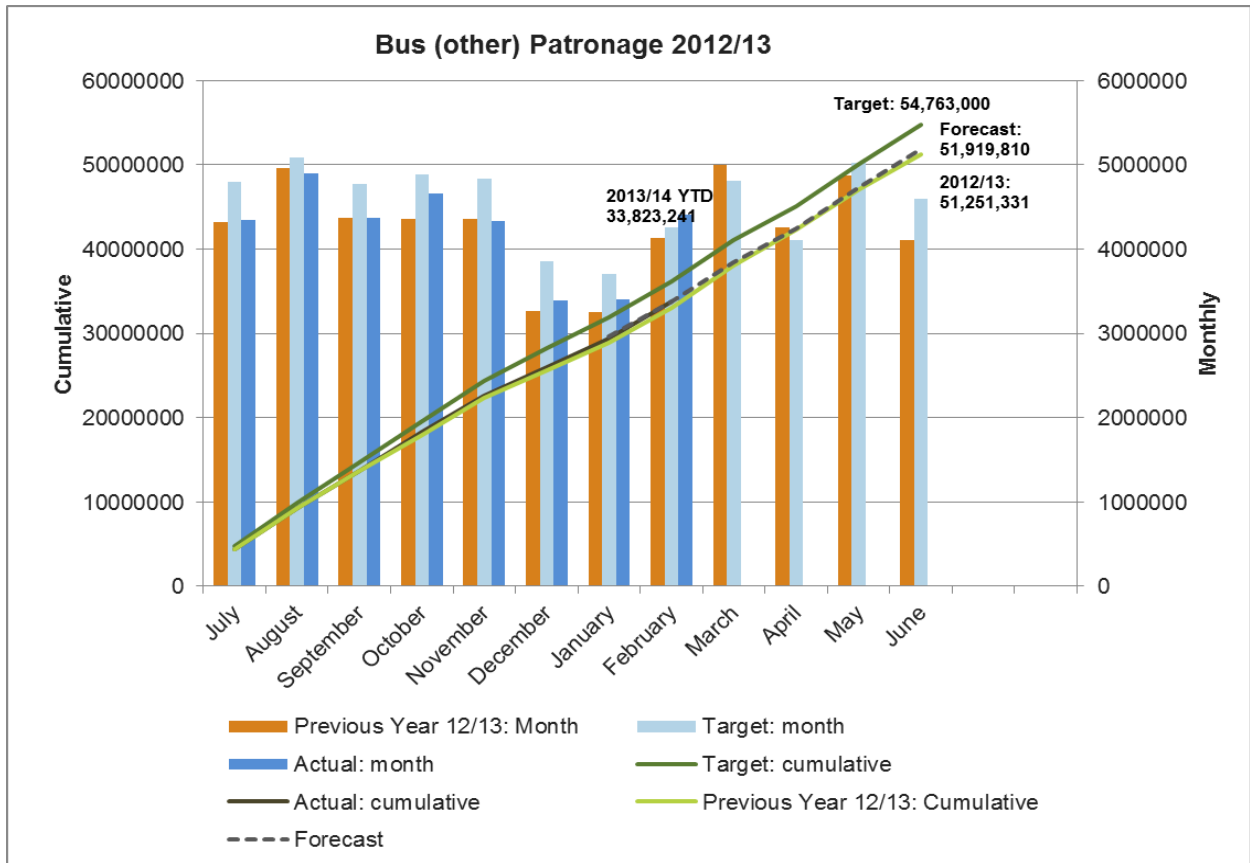


Fig 9. Bus (other) – Patronage results vs target and previous year

Activity Summary for February

Patronage impacts include:

- “New Movers” programme continues. 1646 homes received the pack in February.
- AT HOP rollout of Howick & Eastern and Ritchies bus services in February.
- 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. In February the campaign was refreshed to include new executions and messaging.
- 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.

- Targeted localised promotions to Tamaki Drive and Albany central catchment areas.
- Direct mail to Tamaki Drive (5,220 households) and Albany Central (2,176 households) represent the ninth and tenth areas within Auckland that have been given the free ticket trial offer. In total 61,000 people in Auckland have been offered this free ticket offer.
- Bus Service changes 9 February to improve service punctuality and improve value for money of public subsidy. 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 at key points on routes.

Key activities for March

- AT HOP rollout continues – Waiheke Bus, Tranzit, Party Bus and Airbus.
- ‘Central Corridors’ Travel Myths campaign continues.
- Te Atatu Peninsula billboard promoting the new Express services continues.
- “New Movers” programme continues with targeted transport information packs sent to 1,646 homes during February. The distribution of packs was:
Eastern suburbs 145, North Shore and Coast 498, South Auckland 186, West 264, Central suburbs and Isthmus 553.
- Retention campaign continues.
- School Bus campaign promoting school timetables to parents. Campaign features print media across Auckland including NZ Herald and local papers.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,543,953 passengers for the 12-months to Feb-2014 an increase of -1.6% on the 12 months to Jan-2013.
- Patronage for Feb-2014 was 459,923 boardings, a decrease of -16.0% (-87,641 boardings) on Feb-2013 (Figure 10). Ferry patronage on the Commercial Waiheke ferry service is showing a sharp decrease when compared to the same month last year. This anomaly is being investigated and will be reported back at the next board meeting.

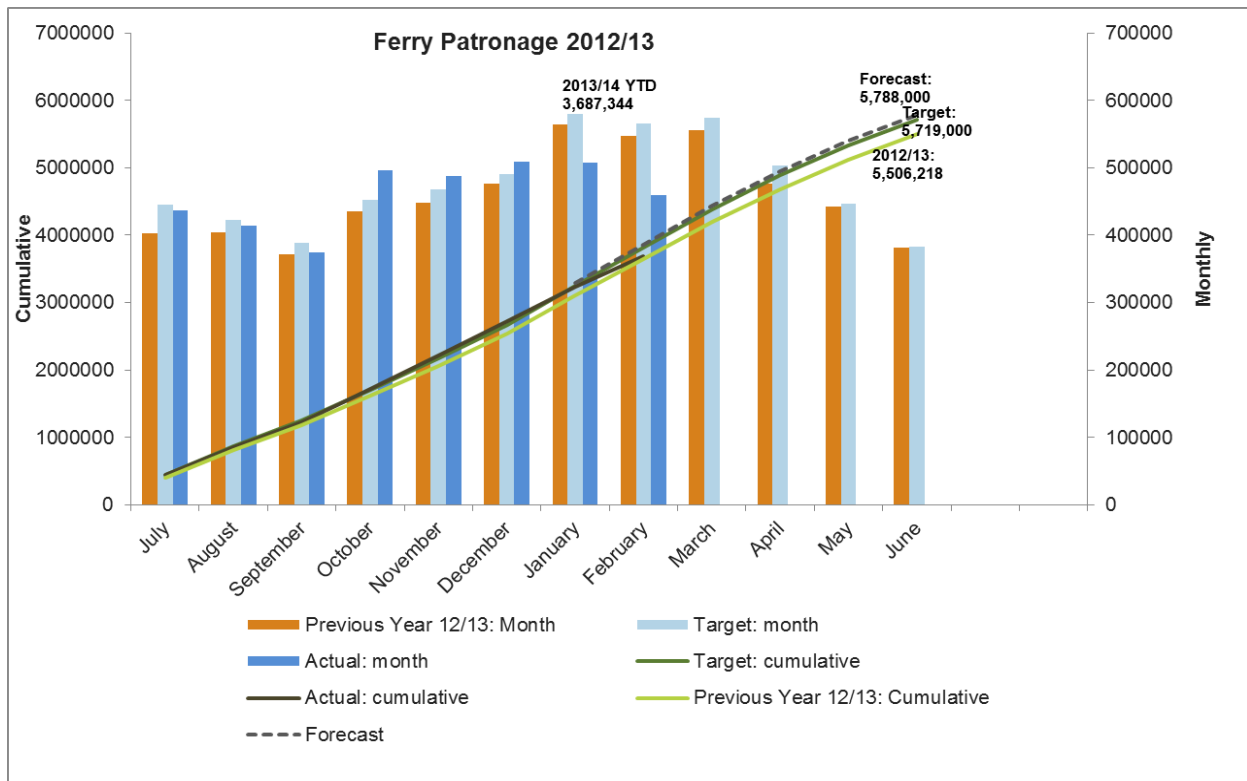


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in February

- 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. 10 trip tickets sales phased out as of 17 Feb.
- 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 a new timetable, providing 50 more seats in the morning peak
- Working on options for additional capacity on West Harbour and Gulf Harbour services. A new vessel, Spirit, was introduced into service for the West Harbour service on 4 March. The 90 passenger Spirit will now operate on the service along with 49 seat vessels Clipper and Serenity. The new service was immediately popular; on the first sailing of Spirit on Monday 3 March there were 64 passengers. The previous capacity on the sailing was 49 passengers. The West Harbour service has seen a 56 per cent jump in patronage

since capacity was last expanded in October 2011. There are 14 return trips between West Harbour and Downtown each weekday.



- Work started on upgrading the 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.
- Additional vessel added into Half Moon Bay service to accommodate the seasonal peak activity, known as 'March Madness'

Key activities for March

- Pine Harbour service enhancement under review again as increases in patronage mean that vessels are leaving people behind on some sailings.
- 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. Fare review underway with consultation to operators happening soon.
- A promotional billboard for the west sector services on the western motorway.
- Sealink has started a new service to Great Barrier on weekends. Passenger numbers are being monitored.

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	590,590	1,005,372				
Variance: month to target	-76,212	-85,162	-31,102	-38,400	-71,457	-19,602	-9,641	179,745				
Variance: month to previous year	59,740	17,104	102,143	91,309	173,228	128,631	52,103	216,295				
Actual: cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,044,770	7,050,142				
Variance: cumulative to target	-76,212	-161,374	-192,476	-230,876	-302,333	-321,934	-331,575	-151,831				
Variance: cumulative to previous year	59,740	76,844	178,987	270,296	443,524	572,155	624,258	840,553				
Actual: cumulative FY growth to previous year	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.52%	13.54%				
% cumulative change to target	-7.27%	-7.55%	-6.22%	-5.63%	-5.94%	-5.57%	-5.20%	-2.11%				
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	196,539				
Variance: month to target	-2,719	-1,828	-8,252	-8,137	-30,117	-23,208	-28,556	4,013				
Variance: month to previous year	7,580	-8,185	8,566	9,041	-3,153	11,897	9,636	25,985				
Actual: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172				
Variance: cumulative to target	-2,719	-4,547	-12,799	-20,936	-51,053	-74,261	-102,817	-98,804				
Variance: cumulative to previous year	7,580	-605	7,961	17,002	13,849	25,746	35,382	61,367				
Actual: cumulative FY growth to previous year	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	2.81%	4.29%				
% cumulative change to target	-1.34%	-1.08%	-2.06%	-2.51%	-4.87%	-6.08%	-7.36%	-6.22%				
Rerecast: 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
Rerecast: 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
Rerecast: 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	4,408,736				
Variance: month to target	-443,716	-189,703	-406,689	-236,350	-504,030	-468,960	-295,066	144,099				
Variance: month to previous year	27,864	-54,718	4,762	298,591	-25,710	128,290	154,385	275,971				
Actual: cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505	33,823,241				
Variance: cumulative to target	-443,716	-633,419	-1,040,109	-1,276,458	-1,780,488	-2,249,447	-2,544,513	-2,400,415				
Variance: cumulative to previous year	27,864	-26,854	-22,092	276,499	250,789	379,079	533,464	809,435				
Actual: cumulative FY growth to previous year	0.64%	-0.29%	-0.16%	1.54%	1.12%	1.48%	1.85%	2.45%				
% cumulative change to target	-9.26%	-6.41%	-7.09%	-6.53%	-7.30%	-7.96%	-7.96%	-6.63%				
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	459,923				
Variance: month to target	-7,550	-7,650	-13,580	43,340	20,000	18,503	-71,710	-106,039				
Variance: month to previous year	34,718	10,968	3,545	61,690	38,774	32,336	-56,655	-87,641				
Actual: cumulative	437,414	851,949	1,226,882	1,723,269	2,210,811	2,719,739	3,227,421	3,687,344				
Variance: cumulative to target	-7,550	-15,200	-28,780	14,560	34,559	53,062	-18,649	-124,688				
Variance: cumulative to previous year	34,718	45,686	49,231	110,921	149,695	182,031	125,376	37,735				
Actual: cumulative FY growth to previous year	8.62%	5.67%	4.18%	6.88%	7.26%	7.17%	4.04%	1.03%				
% cumulative change to target	-1.70%	-1.75%	-2.29%	0.85%	1.59%	1.99%	-0.57%	-3.27%				
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: Public Transport Promotional Activities – February 2014

“Travel Myths” Central Corridors (27 Jan – 24 Mar)



The Central Corridors campaign continued through February on bus back, street posters, at bus stops and postcards in cafes. This second tranche of the campaign is intended to build upon the growth in positive perceptions of AT achieved in the first tranche in November and December 2013.

ride free this weekend
 on the Northern Express!

18 to 19 January 2014

Why pay for a cab or drive around and around looking for a park? Think outside the car and take a free ride to Auckland City and back.

Northern Express buses run from Albany Park to Britomart and back every 15-30 minutes from 6.30am Saturday to 3.00 am Sunday, and from 7am to 10pm on Sunday.

See AT.co.nz for full timetable.

Back by popular demand!

Albany Park to Britomart 2 minutes
 Britomart to Albany Park 2 minutes
 Britomart to Britomart 2 minutes
 Britomart to Britomart 15 minutes

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

Courtesy of Auckland Transport.

Auckland Transport logo

Northern Express Free weekend 22 & 23 February 2014

A further free weekend on the Northern Express occurred on 22/23 February. Coinciding with the “Pride Festival” event in Ponsonby on Sunday 23 February a total patronage for the weekend of 9,120 was achieved, an increase of 39% on the previous weekend when normal fares applied.



AT Ambassadors

AT Ambassadors provided customer assistance for the AT HOP roll out to cover Ritchies and following a request from Fullers at Downtown with the cessation of the ten day ticket that was replaced with AT HOP on some ferry services.

Two small and locally based pieces of communication targeted at current customers on a change or improvement of facilities: the construction of Downtown Ferry Terminal Pier 2 waiting area enclosure and relocation of the bus transfer at Bucklands Beach from 16 February.

Tamaki Drive and Albany Central bus promotions (both 4-7 February)

Direct mail to Tamaki Drive (5,220 households) and Albany Central (2,176) represent the ninth and tenth areas within Auckland that have been given the free ticket trial offer. In total, 61,000 people in Auckland have been offered this free ticket offer.



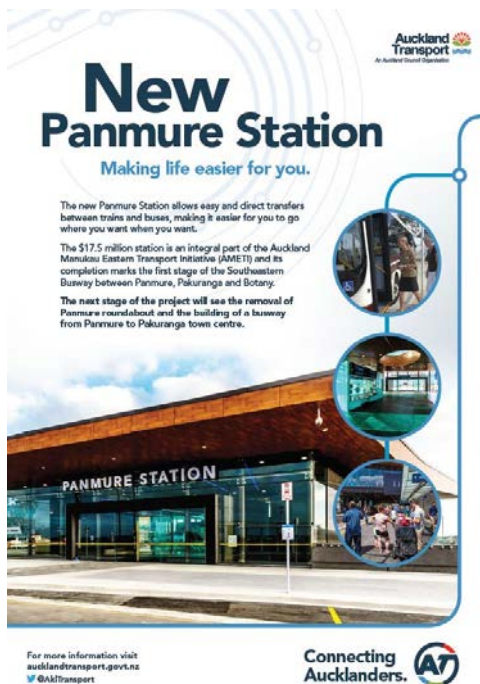
Let someone else do the driving

Free bus tickets inside!

Auckland Transport
An Auckland Council Organisation



Panmure Interchange



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 Southwestern 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.



This is an example of local press advertising for the newly opened **Panmure Interchange** to increase awareness of the investment and encourage use of the station for both buses and trains.

Cessation of 10 Trip Ferry Tickets



Must read news for all ferry customers

Some 10 Trip tickets are being removed for ferry services. The AT HOP card will continue to provide the same discounted fare price as the 10 Trip ticket for the affected services listed inside this brochure.

Some other ticket types are also being removed.



AT HOP 0796

10 Trip tickets on some ferry services were withdrawn on 17 February. Communication through posters and brochures to regular customers and emphasis on students when they returned in mid-February

Ferry Infrastructure changes





Bucklands Beach and Half Moon Bay bus transfer location and timetables changing from 16 February

From 16 February the transfer location for Bucklands Beach, Eastern Beach and Half Moon Bay bus services will be the new Panmure bus and train interchange and not Pakuranga. These routes will be extended to Panmure and transferring at this location will ensure no additional cost to the current fare is applied.

Please check the new timetables before travelling. Timetables available at AT.co.nz

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




Pier 2 Passenger Shelter Improvement Project

Auckland Transport is upgrading the waiting area at Pier 2 of the Downtown Ferry Terminal.

The upgrade will provide improved facilities for waiting ferry passengers with better protection from the weather.

Auckland Transport is working with the contractors to ensure that any disruption is kept to a minimum during the construction period.

Construction of the new shelter started in mid-February and will take 10 to 12 weeks to complete.



Ferry Timetable Changes

Communication re 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



Communication to customer through production of posters for ferry timetable changes from Pine Harbour.

Connecting Aucklanders roll out

Connecting Aucklanders is an on-going 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 March. Other initiatives will include posters, web-site collateral, customer brochures and media advertising.

The connected network.

Smart ticketing.

New electric trains.
Coming from April this year.


New bus network.
Simple, frequent, connected. By 2016.

Ferries.
More frequent, more connected.

Connecting Aucklanders. We appreciate your patience while we work towards a better transport system for Auckland. For more information visit AT.co.nz or phone 09 366 6400 @ATTransport



Northern Pass removal



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.



In readiness for the introduction of AT HOP we communicated the removal of Northern Pass through press advertising and posters.

Te Atatu Peninsula



In addition to the localised promotions we have taken the opportunity of using 'building-hoardings' next to our key bus stop in Te Atatu Peninsula for the promotion of services into the city.

Bus service changes 9 February.



Changes to Papakura, Pukekohe, Great South Rd, Manukau Rd and Botany to airport bus services from 9 February

New timetables for these routes and some service changes will start from 9 February. Some route numbers are changing.

Please check the new timetables before travelling. Timetables available at AT.co.nz

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



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 –Ritchies bus services

Supporting the launch of Ritchies and Bayes AT HOP launch including use of AT Ambassadors at key bus stops.



Important notice for Ritchies and Northern Express bus customers.



AT NORTHERN EXPRESS

RITCHIES

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 peopleHOP card for NZ Sea services, Hauraki & Bay of Plenty, Bay of Plenty, Bay of Plenty - Fast Pass or Urban 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 card, the registered proprietor relating to the AT HOP card and other information regarding the AT HOP card on our website or at the Transport Information Centre, Blenheim. The obligations of Auckland Transport under the AT HOP card are unassisted. ATHOP.co.nz



Comprehensive support has been given for the launch of AT HOP on Ritchies (2 Feb) bus services. AT Ambassadors have been used extensively to hand out material to school students returning for the new term.

Events – NRL Nines and Eminem

There has been a significant 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 also ran 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.



A poster titled "EVENT TRANSPORT" from Auckland Transport. It features a photograph of three young men looking at a laptop. The main headline reads "Buses to the Eminem concert depart here." Below this, it says "Rapture 2014 - EMINEM" and "Saturday 15 February 2014, Western Springs Stadium". The text continues: "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." At the bottom, it provides contact information: "For more information visit AT.co.nz/events or phone 09 366 6400" and includes the AT logo and social media handles for @AucklandTransport.



A poster titled "EVENT TRANSPORT" from Auckland Transport. It features a photograph of two young men smiling. The main headline reads "Nail your ride to the Nines!". Below this, it says "Travel with your game ticket to the Dick Smith NRL Auckland Nines." and "Dick Smith NRL Auckland Nines Saturday 15 and Sunday 16 February 2014, Eden Park". The text continues: "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." It includes a map of Eden Park with "Train Depart Here" and "Bus Depart Here" markers. Below the map, it lists transport options: "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 703 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." At the bottom, it says "Eminem and the NRL Auckland Nines: If you're heading to both the NRL Nines and the Eminem Concert there will be a walking route between the two. It's approx. 3km and should be a comfortable 45 min walk. See AT.co.nz/events for map." At the bottom, it provides contact information: "Terms and conditions apply. For full details on special event public transport services go to AT.co.nz/events" and "For more information visit AT.co.nz/events or phone 09 366 6400" and includes the AT logo and social media handles for @AucklandTransport.

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 prior to 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. Ongoing customer acquisition.