Public Transport Monthly Patronage – September 2013

Recommendations

It is recommended that the Board:

i. Notes this paper.

Executive summary

Auckland public transport monthly patronage was 5,853,318 an increase of 107,445 boardings or +1.9% on Sep-2012. There was one more business day in September this year than the same month last year. Auckland public transport patronage totalled 69,277,456 passengers for the 12-months to Sep-2013 an increase of +0.2% on the 12-months to Aug-2013.

Rail patronage totalled 10,217,793 passengers for the 12-months to Sep-2013, an increase of +1.0% on the 12-months to Aug-2013. Patronage for Sep-2013 was 925,014 an increase of 102,143 boardings or +12.4% on Sep-2012, normalised to ~+8.4%, with the steady improvement in service delivery and punctuality contributing to this growth.

The Northern Express bus service carried 2,280,688 passenger trips for the 12-months to Sep-2013, an increase of +0.1% on the 12 months to Aug-2013. Northern Express bus service patronage for Sep-2013 was 187,738, an increase of 2,708 boardings or +1.5% on Sep-2012, normalised to ~-2.5% accounting for one more business day in Sep-2013.

Other bus services carried 51,223,526 passenger trips for the 12-months to Sep-2013, a 0.0% change on the 12-months to Aug-2013. Other bus services patronage for Sep-2013 was 4,365,633, a decrease of -951 boardings or 0.0% on Sep-2012, normalised to ~+4.0%.

Ferry services carried 5,555,449 passenger trips for the 12-months to Sep-2013, an increase of +0.1% on the 12 months to Aug-2013. Ferry services patronage for Sep-2013 was 374,933, an increase of 3,545 boardings or +1.0% on Sep-2012.

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 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 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 intitiatives for each transport mode for this financial year 2013/14.

Strategic Context

As previously advised in this monthly report, the "Next Steps: 3-year Change Programme" (as originally 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).

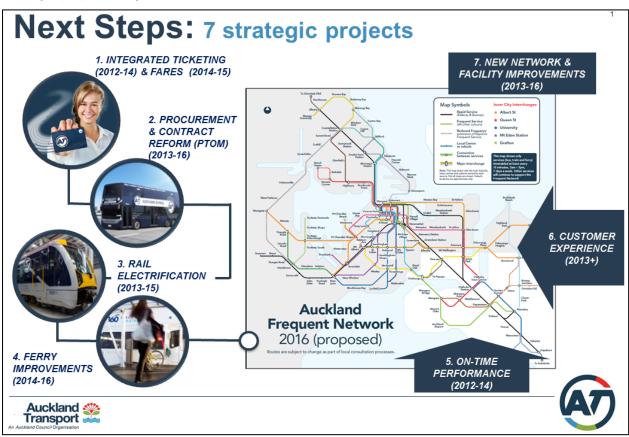


Fig 1. PT "Next Steps" 3 Year Programme Key Strategic Projects

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.

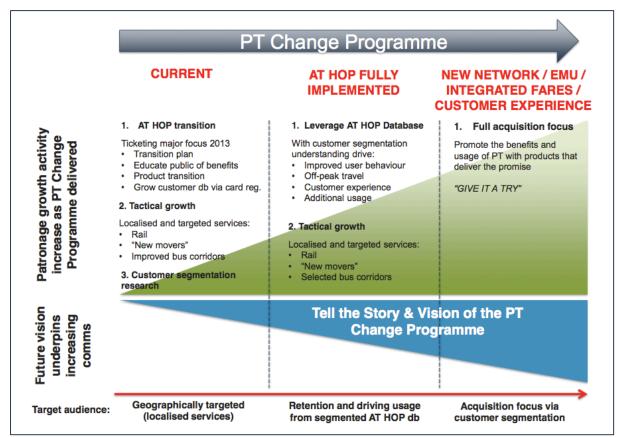


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

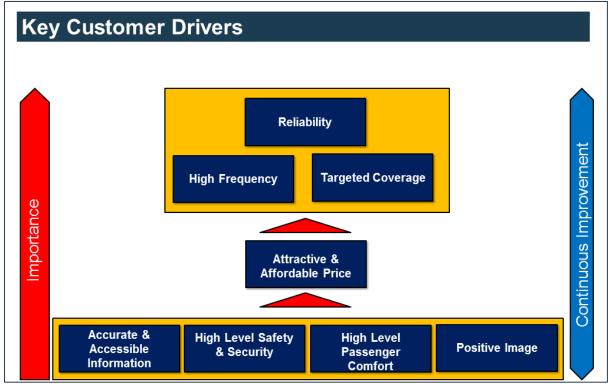


Fig 3. Key Customer Growth Drivers

Attachments

Number	Description
1	Monthly PT Patronage Report – July 2013

Document Ownership

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Glossary

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

ATTACHMENT 1:

MONTHLY PT PATRONAGE REPORT – September 2013

Network Wide Summary

Auckland public transport patronage totalled 69,277,456 passengers for the 12-months to Sep-2013 an increase of +0.2% on the 12 months to Aug-2013 as illustrated at Figure 4. Patronage for Sep-2013 was 5,853,318 boardings, an increase of +1.9% (107,445 boardings) on Sep-2012, normalised to ~-2.1% to -2.6%. For the financial year-to-date, three months to Jun 2014, patronage has increased by +1.1% (202,516 boardings) compared to the same period in the previous financial year.

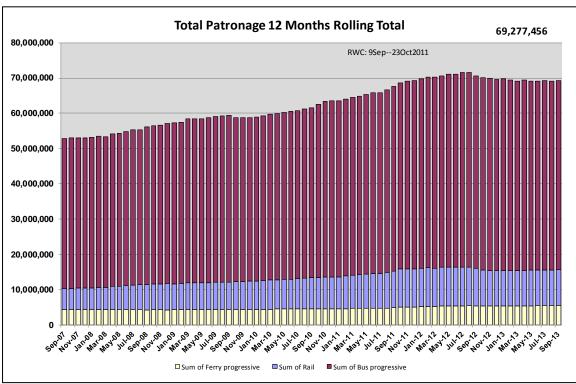


Fig 4. Total Patronage - 12 Months Rolling Total

I	FY 2013/14 Year-	to-date Septembe	r 2014	12 Months							
	Previous Year 2012/13	SOI 2013/14	Actual 2013/14	Previous Year 2012/13 to Jun 13	Actual rolling total to Sept 13	SOI 2013/14 to Jun 14	Forecast 2013/14 to Jun 14				
1. Rail	2,722,935	3,094,398	2,901,922	10,038,806	10,217,793	11,440,000	10,630,295				
2. Northern Express Bus	600,188	620,948	602,291	2,278,585	2,280,688	2,456,000	2,402,127				
3. Quality Transit and Local Bus (Including School Bus)	13,645,869	14,663,886	13,618,064	51,251,331	51,223,526	54,763,000	52,700,791				
4. Ferry	1,177,651	1,255,662	1,226,882	5,506,218	5,555,449	5,719,000	5,726,398				
Total Patronage	18,146,643	19,634,894	18,349,159	69,074,940	69,277,456	74,378,000	71,459,611				

Fig 5. Summary of Patronage by mode

1. Rail

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

Rail patronage improved in Sep-2013 and totalled 10,217,793 passengers for the twelve months to Sep-2013 (Figure 5), an increase of +1.0% on the 12-months to Aug-2013.

Patronage for Sep-2013 was 925,014 boardings, an increase of +12.4% (+102,143 boardings) on Sep-2012 (Figure 6). Normalising for various patronage impacts between Sep-2012 and Sep-2013 (there was one extra business day in Sept-2013 compared to Sept-201, with a negative impact ~35,000 passenger journeys or ~-4.0%, growth is estimated at ~+8.4%.

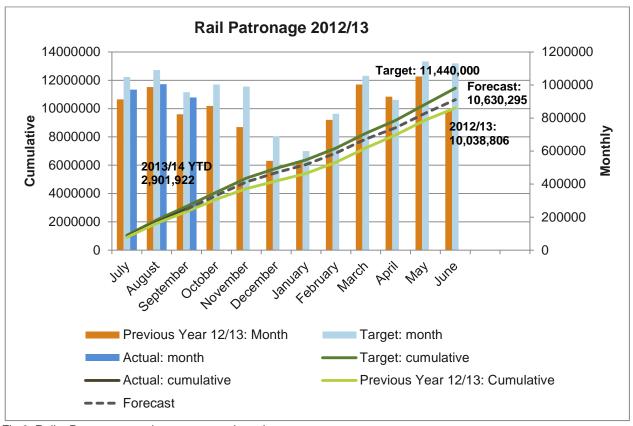


Fig 6. Rail – Patronage results vs target and previous year

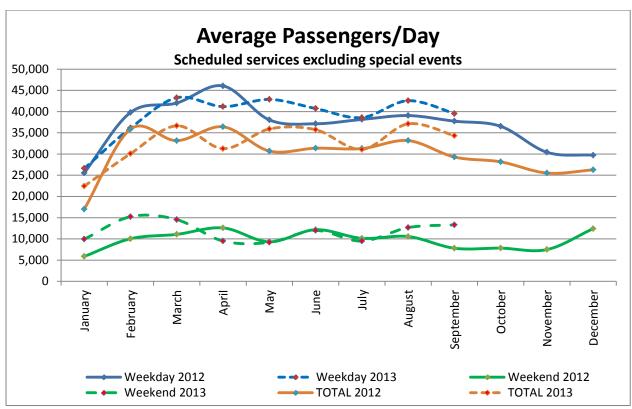


Fig 7. Rail - Average passengers per weekday

September Activity Summary

Patronage impacts include:

- "New Movers" programme continues. Moving house is one of the key triggers for reconsidering transport options and behaviour change. To take advantage of this opportunity, from June 2013 households registered on the NZ Post New Movers database receive localised public transport information to drive awareness of their local transport options the month after they move. 963 homes received the packs in September.
- A 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.
- 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 is to be launched. A stronger database allows for further direct targeted communications.

Key Activities for October:

- "New Movers" programme continues. Delivery to an estimated 925 homes in October.
- Petrol Pricing campaign, encouraging the public to consider the savings they could make by using public transport.
- Service information updates / database acquisition campaign continues.

2. Northern Express (RTN Bus)

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

- Patronage for Sept-2013 was 187,738 boardings, an increase of +1.5% (+2,708 boardings) on Sept-2012.
- Northern Express bus service carried 2,280,688 passenger trips for the 12-months to Sept-2013, an increase of +0.1% on the 12 months to Aug-2013.
- Normalised for one more business day in September 2013 gives estimated growth of ~-2.5% for Sept-2013

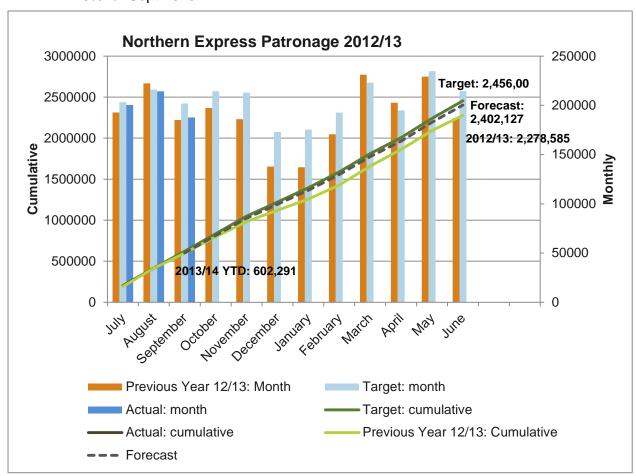


Fig 8. Northern Express - Patronage results vs target and previous year

Activity Summary for September

Patronage impacts include:

- New Movers" programme continues. 963 homes received the pack in September.
- Northern Busway billboard on the Northern Motorway, opposite Wairau Park continues until September 2013.

Key Activities for Northern Express in October:

- 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. Delivery to an estimated 925 homes in October.
- A targeted acquisition campaign, targeting homes within close proximity to Northern Busway stations generating trial of the service by non-users.
- Petrol Pricing campaign, encouraging the public to consider the savings they could make by using public transport.

3. Bus (Other)

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

- 51,223,526 passengers for the 12-months to Sep-2013 a 0.0% change compared with the 12-months to Aug-2013
- Other bus services patronage for September was 4,365,633, a decrease of -951 boardings or -0.0% on Sept-2012.
- Normalised for one extra business day in Aug-2013 gives estimated growth of ~-4.0%

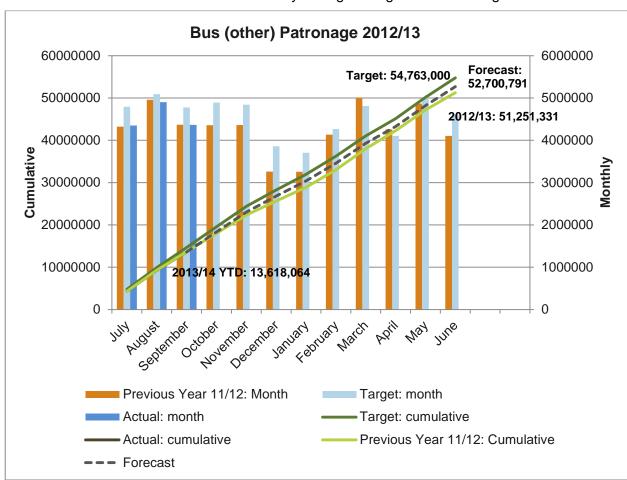


Fig 9. Bus (other) - Patronage results vs target and previous year

Activity Summery for September

Patronage impacts include:

- "New Movers" programme continues. 963 homes received the pack in September.
- Airporter 380 campaign continues with bus stop advertising along the route.
- AT HOP third party retail network rollout, comprising tertiary locations, superettes and stationers, continues. Four additional retailers were launched in September bringing the total to 30 across the region in addition to Customer Service Centres, rail stations and ferry ticket offices. The third party retail network provides additional AT HOP card purchase and top up locations for customers and added customer experience.
- Petrol Pricing online campaign, encouraging the public to consider the savings they could make by using public transport.
- 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 is to be launched. A stronger database allows for further direct targeted communications.

Key activities for October

- "New Movers" programme continues. Delivery to an estimated 925 homes in October.
- AT HOP rollout resumes NorthStar 13 October 2013.
- 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 is working closely with the operators on operational priorities during this period.
- Northern Busway promotion targeting households in close proximity to stations, offering a free trial of services.
- Service information updates / database acquisition campaign continues.
- AT HOP retailer rollout continues, with an additional seven scheduled for October.
- Hibiscus Coast bus service / Silverdale Park & Ride promotion targeting 5,000 households and local press.
- Campaign development is in progress for a major campaign to increase use of bus services in the 'Central Corridor', Mt Eden / Sandringham / Dominion Road / Great North / New North Road. Campaign is proposed to launch late October, to continue in the New Year.
- A series of targeted local campaigns, driving trial of bus services is planned for October / November.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry services carried 5,555,449 passengers for the 12-months to Sep-2013 an increase of +0.1% on the 12 months to Aug-2013.
- Ferry services patronage for Sep-2013 was 374,933, an increase of 3,545 boardings or +1.0% on Sept-2012.
- Normalised for one extra business day in Sep-2013 gives ~-3.0%.

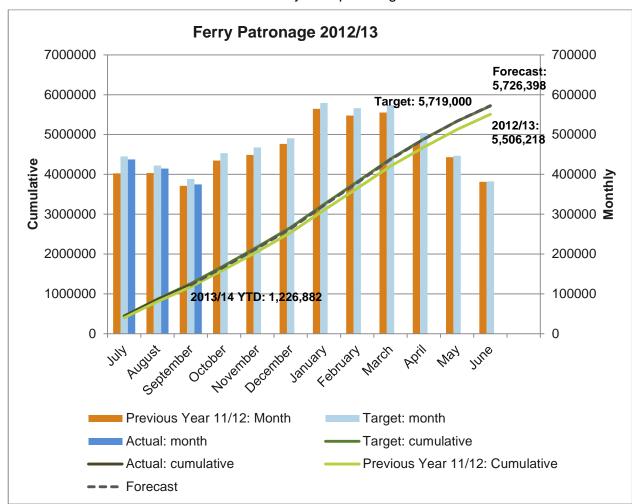


Fig 10. Ferry - Patronage results vs target and previous year

Activity Summery for September

Patronage impacts include:

• New Movers" programme continues. 963 homes received the pack in September.

Key Activities for ferry in October

- "New Movers" programme continues. Delivery to an estimated 925 homes in October.
- Hobsonville / West Harbour acquisition campaign. Direct marketing to 500+ households with supporting billboard promoting services between West Harbour / Hobsonville and CBD.

• Petrol Pricing campaign, encouraging the public to consider the savings they could make by using public transport.

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									
Variance: month to target	-76,212	-85,162	-31,102	[— — — — — — — — — — — — — — — — — — —
Variance: month to previous year	59,740	17,104	102,143									
Actual: cumulative	972,278	1,976,908	2,901,922									
Variance: cumulative to target	-76,212	-161,374	-192,476									
Variance: cumulative to previous year	59,740	76,844	178,987									
Actual: cumulative FY growth to previous year	6.55%	4.04%	6.57%									
% cumulative change to target	-7.27%	-7.55%	-6.22%									
Reforecast: month	964,725	1,004,630	925,014	970,618	957,907	655,688	571,415	802,943	991,168	806,154	1,032,146	947,887
Reforecast: cumulative	964,725	1,969,355	2,894,369	3,864,987	4,822,894	5,478,582	6,049,997	6,852,940	7,844,108	8,650,262	9,682,408	10,630,295
Reforecast: cumulative FY growth to previous year %	5.72%	3.65%	6.30%	7.48%	11.09%	12.22%	11.61%	10.36%	8.76%	6.24%	5.32%	5.89%





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	187,738									
Variance: month to target	-2,719	-1,828	-14,110									
Variance: month to previous year	7,580	-8,185	2,708									
Actual: cumulative	200,381	414,553	602,291									
Variance: cumulative to target	-2,719	-4,547	-18,657									
Variance: cumulative to previous year	7,580	-605	2,103									
Actual: cumulative FY growth to previous year	3.93%	-0.15%	0.35%									
% cumulative change to target	-1.34%	-1.08%	-3.00%									
Reforecast: month	200,381	214,172	187,738	211,402	209,892	169,912	172,296	189,526	218,910	189,095	229,662	209,141
Reforecast: cumulative	200,381	414,553	602,291	813,693	1,023,585	1,193,497	1,365,793	1,555,319	1,774,229	1,963,324	2,192,986	2,402,127
Reforecast: cumulative FY growth to previous year %	3.93%	-0.15%	0.35%	2.04%	4.09%	6.45%	8.55%	8.85%	6.89%	5.41%	4.84%	5.42%





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 11/12: 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 11/12: 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	4,735,116	4,684,074	3,766,162	3,602,823	4,162,357	4,708,611	4,002,623	4,919,349	4,501,612
Original Target: cumulative	4,881,439	9,727,650	14,345,306	19,080,422	23,764,496	27,530,658	31,133,481	35,295,838	40,004,449	44,007,072	48,926,421	53,428,033
Actual: month	4,350,167	4,902,264	4,365,633									
Variance: month to target	-443,716	-189,703	-412,402				[[
Variance: month to previous year	27,864	-54,718	-951									
Actual: cumulative	4,350,167	9,252,431	13,618,064									
Variance: cumulative to target	-443,716	-633,419	-1,045,822									
Variance: cumulative to previous year	27,864	-26,854	-27,805									
Actual: cumulative FY growth to previous year	0.64%	-0.29%	-0.20%									
% cumulative change to target	-9.26%	-6.41%	-7.13%									
Reforecast: month	4,350,167	4,902,264	4,365,633	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
Reforecast: cumulative	4,350,167	9,252,431	13,618,064	18,353,180	23,037,254	26,803,416	30,406,239	34,568,596	39,277,207	43,279,830	48,199,179	52,700,791
Reforecast: cumulative FY growth to previous year %	0.64%	-0.29%	-0.20%	1.95%	3.01%	4.60%	5.28%	4.71%	3.31%	2.37%	2.23%	2.83%





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	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 11/12: 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									
Variance: month to target	-7,550	-7,650	-13,580									
Variance: month to previous year	34,718	10,968	3,545									
Actual: cumulative	437,414	851,949	1,226,882									
Variance: cumulative to target	-7,550	-15,200	-28,780									
Variance: cumulative to previous year	34,718	45,686	49,231									
Actual: cumulative FY growth to previous year	8.62%	5.67%	4.18%									
% cumulative change to target	-1.70%	-1.75%	-2.29%									
Reforecast: month	437,414	414,535	374,933	453,047	468,543	491,425	580,393	566,962	582,217	510,978	454,896	391,055
Reforecast: cumulative	437,414	851,949	1,226,882	1,679,929	2,148,472	2,639,897	3,220,290	3,787,252	4,369,469	4,880,447	5,335,343	5,726,398
Reforecast: cumulative FY growth to previous year %	8.62%	5.67%	4.18%	4.19%	4.24%	4.03%	3.81%	3.77%	3.92%	4.24%	4.10%	4.00%



