

AGENDA ITEM 18   BOARD NOTING PAPER	
<b>To:</b>	Board
<b>From:</b>	David Stephenson, Public Transport Growth Manager
<b>Reviewed:</b>	Richard Harrison, General Manager Growth & Optimisation Stacey Van Der Putten, Director Public Transport & Active Modes Dean Kimpton, Chief Executive Officer
<b>Date:</b>	20 March 2024
<b>Title:</b>	Public Transport Growth Plan Update

### Aronga / Purpose

- To provide a progress update of the Public Transport (PT) Growth Programme and an overview and insights on our current patronage levels.

### Te tūhunga / Recommendation

That the Auckland Transport Board (board):

- notes the progress made on the delivery of the Public Transport Growth Programme.
- notes the increase in patronage levels, public transport users and their frequency of travel.

### Te horopaki / Background

- Auckland Transport (AT) has developed a PT Growth Programme to bring together the practical actions we will take to provide reliable services and customer experiences that accelerate patronage growth.
- The PT Growth Programme was endorsed by Auckland Council (AC) and approved by the Auckland Transport (AT) Board (board) in October 2023.
- At the time PT patronage in Auckland had stabilised at ~82% of pre-COVID-19 pandemic patronage levels.

### Me mōhio koe / What you need to know

- The PT Growth Programme contains 77 initiatives across several focus areas and sets out a practical and achievable programme for the 23/24 and 24/25 financial years to continue to grow Auckland's PT patronage.
- The aim of the programme is to grow patronage by ~25%, so that we achieve a run rate of 100m annual boardings by mid-2024.

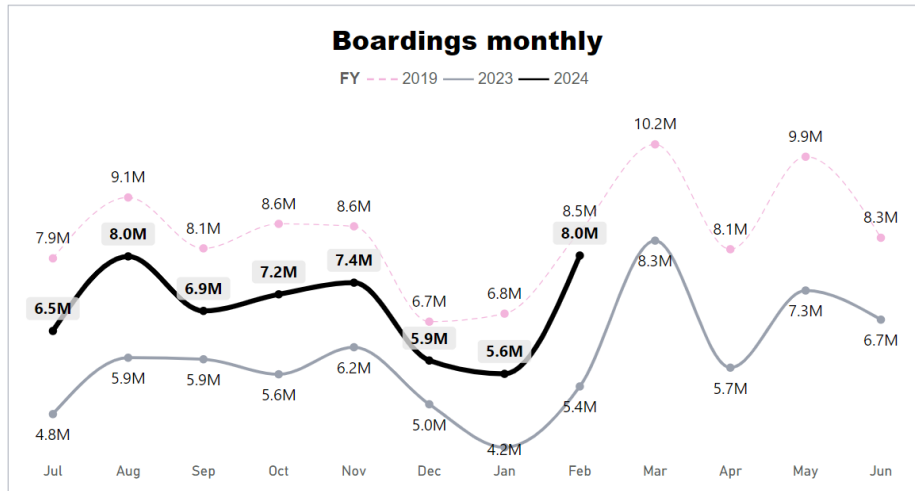
### Progress on PT Growth

- To date we have completed 14 programme initiatives and there are a further 42 initiatives in progress.

Complete	In Progress	Not Started
14	42	21

- The PT Growth team made two key appointments in December, with new team members started in January 2024.
- Completed projects include initiatives that ensure we; stay connected to bus drivers, capture special patronage, boost service reliability, and give customers better information about services that may not be operating, promote service improvements, improve bus run times, and increase capacity for all routes with capacity concerns ahead of March 2024.
- We have completed development on an improved corporate subsidy product called Fareshare, which was launched on 1 March 2024. The three existing corporate customers have now transitioned to the new system and AT has received enquiries from several large employers interested in offering public transport as an employee benefit. The team is actively engaged with 24 prospective organisations.
- L.E.K Consulting has been contracted to undertake a review of our fare strategy. Modules one and two are complete and identify the objectives & evaluation criteria, address the current state, key issues and benchmarking. Module three is due to be complete by the end of April 2024 with recommendations and development of a future state fare strategy.

- 12. The “Move down the bus” campaign is live across approximately 250 vehicles on 16 applicable routes. The campaign utilises on-board signage and audio messaging, Passenger Information Displays, the AT mobile application and signage at applicable bus stops along these busy routes to encourage passengers to move down the bus and use every seat.
- 13. A digital acquisition campaign aimed at new PT users was trialled at the end of 2023. This campaign resulted in 542 HOP card sales. Registration and PT utilisation has been good on these new customers. Learnings from the trial will inform future digital acquisition campaigns.
- 14. Strong patronage growth has continued through February and into March 2024. A total of 8M boardings were recorded in February, compared to 8.5M in 2019. This represents a 94% pre-COVID-19 pandemic recovery rate and a 48% increase over the 5.4M trips in February 2023.
- 15. The first week of March 2024 public transport in Auckland hit its highest usage in five years, achieving a new record high of ~2.1M trips.



- 16. PT growth metrics from HOP data indicate that we have more customers utilised the network than any comparable period in the past five years and that we are close to achieving and exceeding pre-Covid patronage levels.

- 17. The average trips per month from registered customers is showing a steady increase. Which is a good indication that customers are increasing their frequency of travel on the PT network.

**Ā muri ake nei / Next steps**

- 18. We are working on a monthly patronage growth report. The report will include key growth metrics, initiative progress, commentary, and insights/risks. The report will be published and made available by the end of March 2024.

**Te whakapiringa / Attachment**

Attachment #	Description
1	Completed initiatives
2	Growth metrics

**Te pou whenua tuinga / Document ownership**

Submitted by	Recommended by	Approved for submission
David Stephenson Public Transport Growth Manager	Richard Harrison General Manager Growth & Optimisation	Dean Kimpton Chief Executive

