

Public Transport Monthly Patronage – December 2014

Recommendations

It is recommended that the Board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 75,799,095 passenger trips for the 12 months to Dec-2014, an increase of +1.0% on the 12 months to Nov-2014 and +8.7% on the 12 months to Dec-2013. December monthly patronage was 6,086,765, an increase of 739,608 boardings or +15.8% on Dec-2013, normalised to ~ +12.9% accounting for special event patronage, one more business day and one less weekend day in Dec-2014 compared to Dec-2013. Financial year to date patronage has grown by +9.7%.

Rail patronage totalled 12,515,329 passenger trips for the 12 months to Dec-2014, an increase of +1.6% on the 12 months to Nov-2014 and +17.9% on the 12 months to Dec-2013. Patronage for Dec-2014 was 867,281, an increase of 198,113 boardings or +29.6% on Dec-2013, normalised to ~ +27.9%. Financial year to date rail patronage has grown by +19.8%.

The Northern Express bus service carried 2,664,713 passenger trips for the 12 months to Dec-2014, an increase of +1.6% on the 12 months to Nov-2014 and +15.6% on the 12 months to Dec-2013. Northern Express bus service patronage for Dec-2014 was 190,749, an increase of 41,045 boardings or +27.4% on Dec-2013, normalised to ~ +23.8%. Financial year to date Northern Express patronage has grown by +20.7%.

Bus services excluding Northern Express carried 55,450,944 passenger trips for the 12 months to Dec-2014, an increase of +0.8% on the 12 months to Nov-2014 and +7.4% on the 12 months to Dec-2013. Bus services excluding Northern Express patronage for Dec-2014 was 3,852,179, an increase of 462,243 boardings or +13.6% on Dec-2013, normalised to ~ +10.6%. Financial year to date bus services excluding Northern Express patronage has grown by +7.8%.

Ferry services carried 5,168,110 passenger trips for the 12 months to Dec-2014, an increase of +0.7% on the 12 months to Nov-2014 and +0.0% movement on the 12 months to Dec-2013. Ferry services patronage for Dec-2014 was 524,846, an increase of 38,207 boardings or +7.9% on Dec-2013, normalised to ~ +6.1%. Financial year to date ferry patronage has increased by 2.3%.

Summary performance against SOI targets is provided in Table 1.

December 2014							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
Rail	↑ 29.6%	↑ 27.9%	↑ 17.9%	↑ 19.8%	4.5%	19.8%	15.3%
NEX	↑ 27.4%	↑ 23.8%	↑ 15.6%	↑ 20.7%	5.6%	20.7%	15.1%
Bus	↑ 13.6%	↑ 10.6%	↑ 7.4%	↑ 7.8%	0.5%	7.8%	7.3%
Ferry	↑ 7.9%	↑ 6.1%	↑ 0.0%	↑ 2.3%	2.3%	2.3%	0.1%
Total	↑ 15.8%	↑ 12.9%	↑ 8.7%	↑ 9.7%	1.4%	9.7%	8.3%

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 2014/15. Annual patronage forecasts are reviewed on a quarterly basis.

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

The eight strategic projects and graduated promotional approach are designed around the key customer growth attributes summarised at Figure 2.

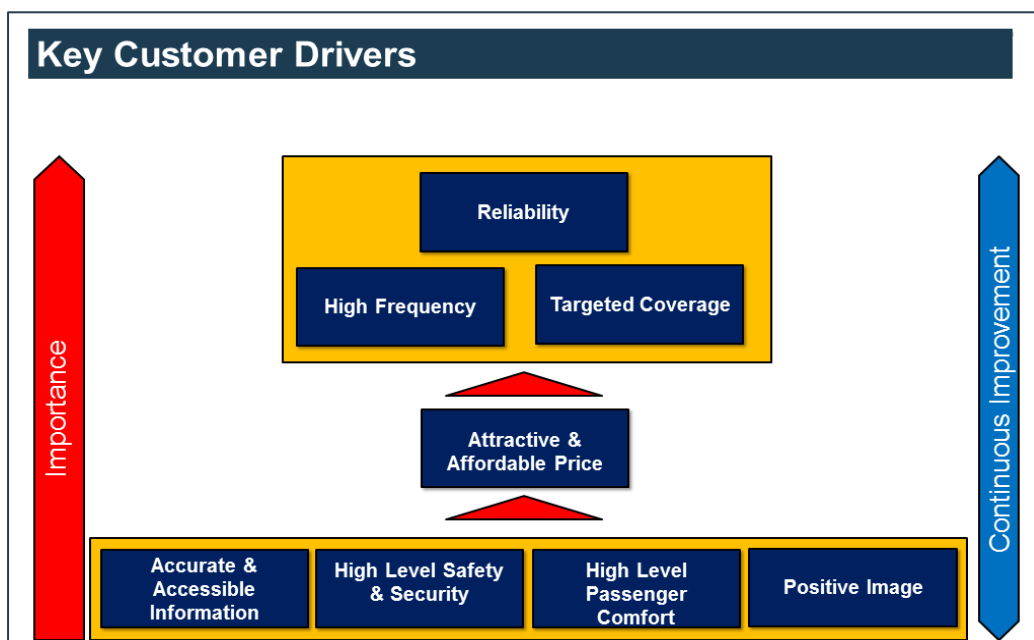


Fig 2. Key Customer Growth Drivers

A patronage growth programme (Figure 3) guides customer centred activity and communication as the component projects are rolled out. This programme combines research and a communication process that is focused on achieving sustainable behaviour change. Marketing activities are centred on promoting consideration, creating trial, building frequency, driving adoption and maintaining regular use. The underlying adoption framework (Figure 4) ensures a robust continuous improvement process that supports the quality and relevance of decision making.

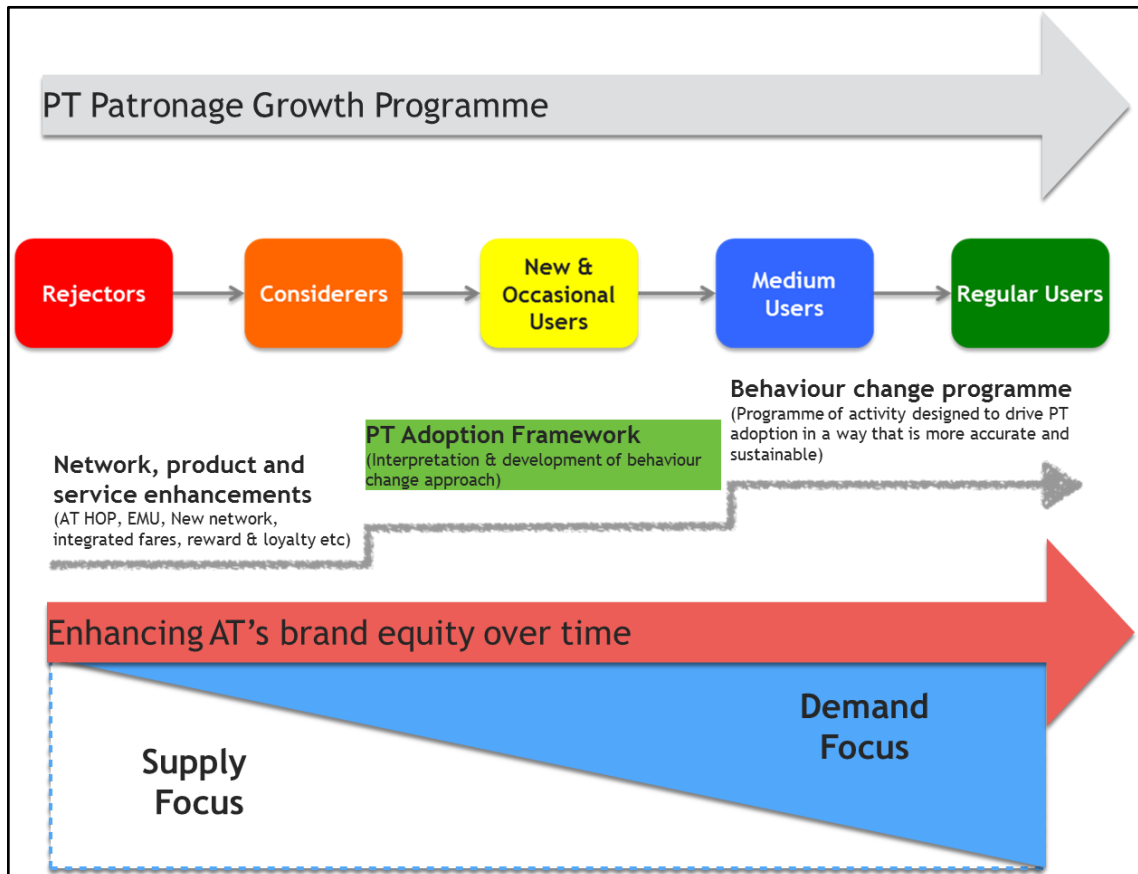


Fig 3. Public Transport patronage growth program

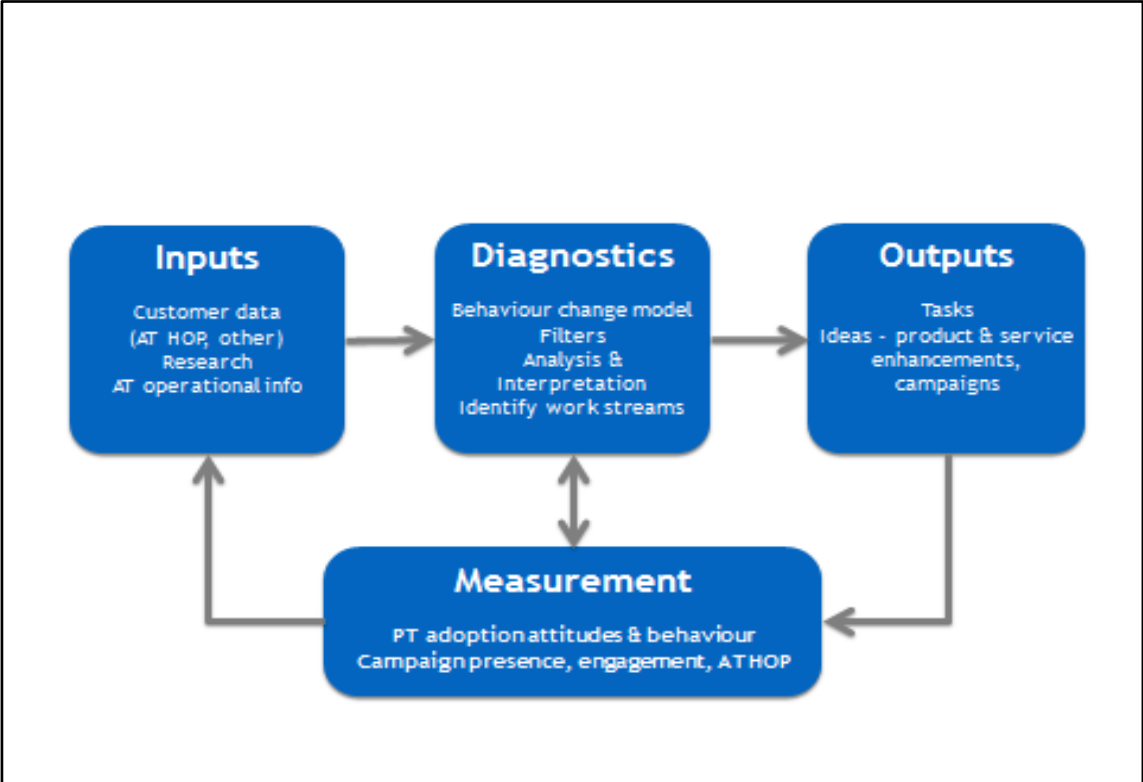


Fig.4. Public Transport adoption framework

Attachments

Number	Description
1	Monthly PT Patronage Report – December 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 – December 2014

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

- Additional patronage for special events across bus and rail.
- One more business day and one less weekend day.

Auckland public transport patronage totalled 75,799,095 passengers for the 12 months to Dec-2014, an increase of +1.0% on the 12 months to Dec-2014 and +8.7% on the 12 months to Dec-2013 as illustrated in Figure 4. December monthly patronage was 5,435,055, an increase of 739,608 boardings or +15.8% on Dec-2013, normalised to ~ +12.9%.

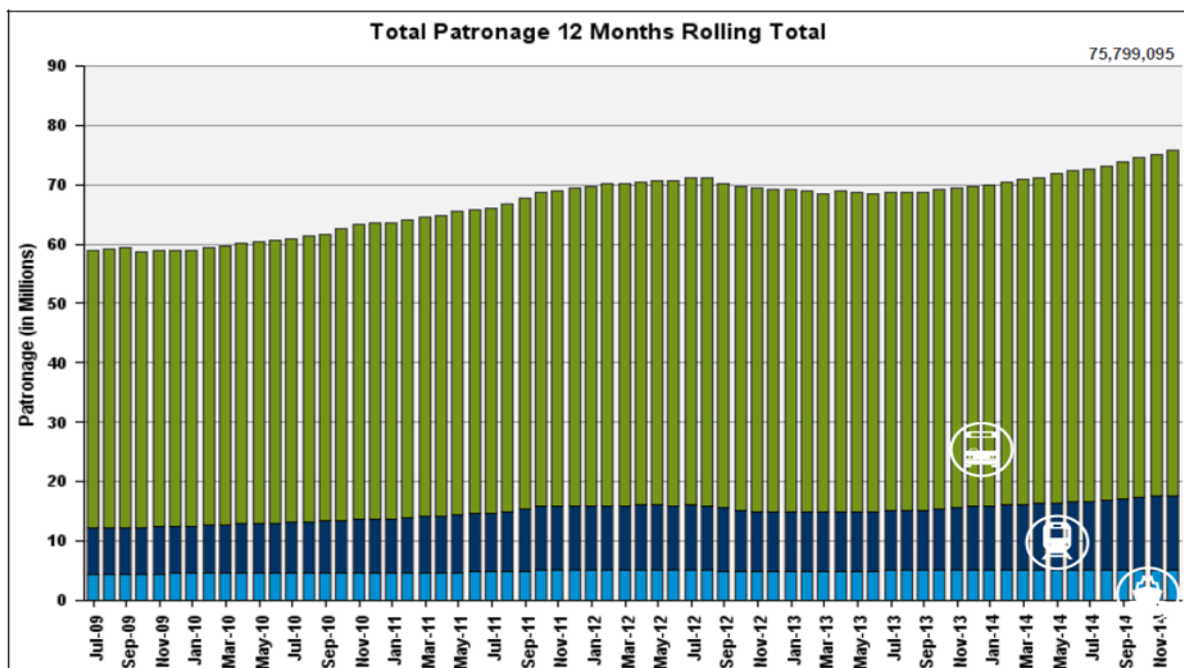


Fig 4. Total Patronage – 12 Months Rolling Total

A breakdown of patronage by month, twelve month rolling total and financial year-to-date (Jul-2014 to Jun-2015) is provided at Figure 5.

	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	Previous Year 2013/14 to Jun 14	Actual rolling total to December	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	5,454,180	5,699,854	6,534,423	11,435,085	12,515,329	12,100,000	13,000,000
2. Northern Express Bus	1,146,893	1,211,108	1,384,862	2,426,745	2,664,713	2,511,000	2,700,000
3. Frequent, Connector and Local Bus (Including School Bus)	26,004,348	26,134,081	28,030,334	53,424,378	55,450,944	53,695,000	55,800,000
4. Ferry	2,495,344	2,552,200	2,553,507	5,109,947	5,168,110	5,380,000	5,210,000
Total Patronage	35,100,765	35,597,242	38,503,125	72,396,155	75,799,095	73,686,000	76,710,000

Fig 5. Summary of Patronage by mode

1. Rail

Figure 6 provides a summary of rail patronage for December 2014 and the 2014/15 targets and performance:

- totalled 12,515,329 passengers for the 12 months to Dec-2014, an increase of +1.6% on the 12 months to Nov-2014 and +17.9% on the 12 months to Dec-2013. (Figure 6).
- Patronage for Dec-2014 was 867,281 boardings, an increase of +29.6% (+ 198,113 boardings) on Dec-2013.

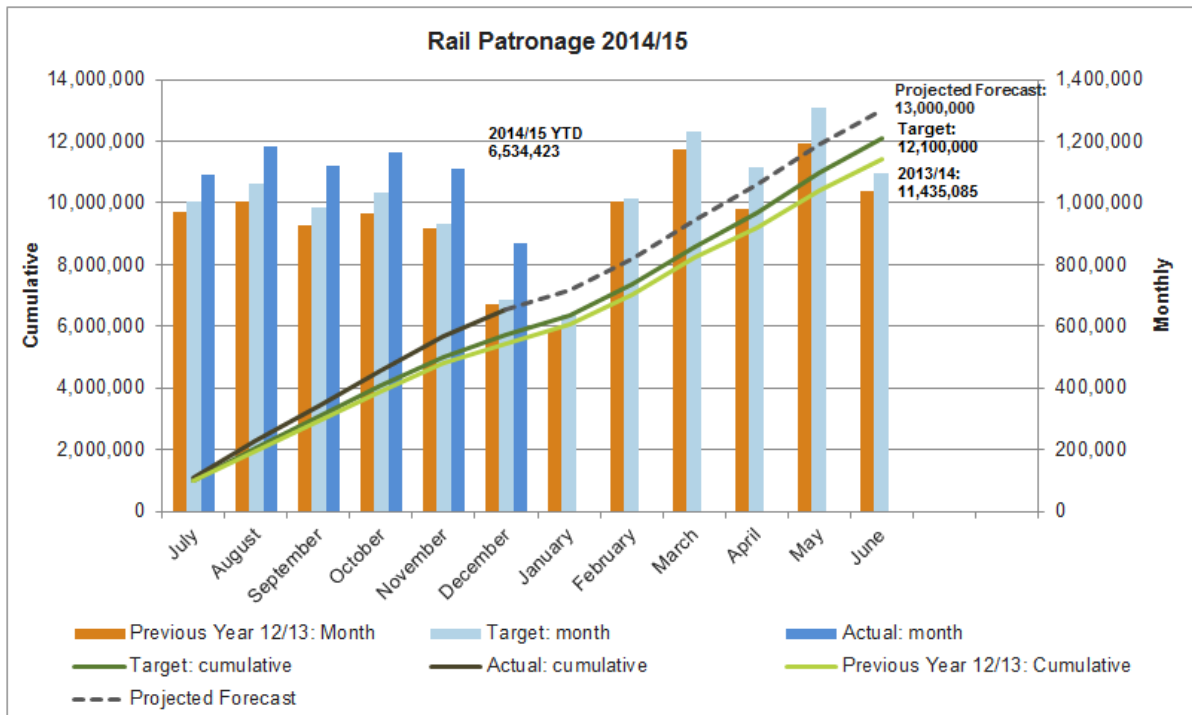


Fig 6. Rail – Patronage results vs target and previous year

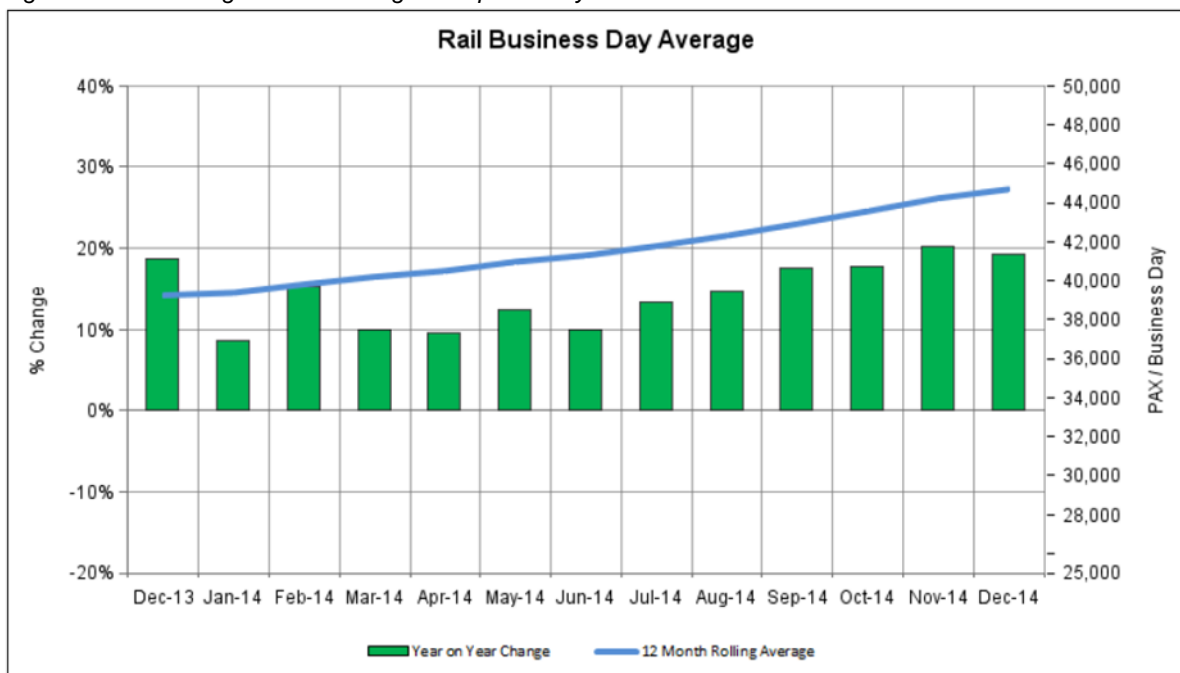


Fig 7. Rail – Average passengers per business day

Activity Summary for December

- Patronage impacts include: The 12 month rolling average patronage continues to show month on month improvement. Continued strong growth is expected following the 8 December timetable change (which increased services by 22%).
- December patronage includes 21,500 trips to sporting events and concerts; the biggest being Christmas in the Park.
- Advertising included timetable change communications, a Christmas shopping campaign highlighting how many of Auckland’s shopping areas are best accessed by train, and advertising of the holiday timetable/rail bus replacements communications.

Key Activities for January

- Safety campaigns preceding the introduction of EMUs on the Southern Line
- Promotion to Southern Line customers that electric trains are coming.
- Promotion of the consistent 30 minute weekend timetable
- Joint bus, train, ferry campaign in Eastern suburbs promoting service improvements for this area.

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,664,713 passengers for the 12 months to Dec-2014, an increase of +1.6% on the 12 months to Nov-2014 and +15.6% on the 12 months to Dec-2013. (Figure 8).
- Patronage for Dec-2014 was 190,749 boardings, an increase of +27.4% (+41,045 boardings) on Dec-2013.

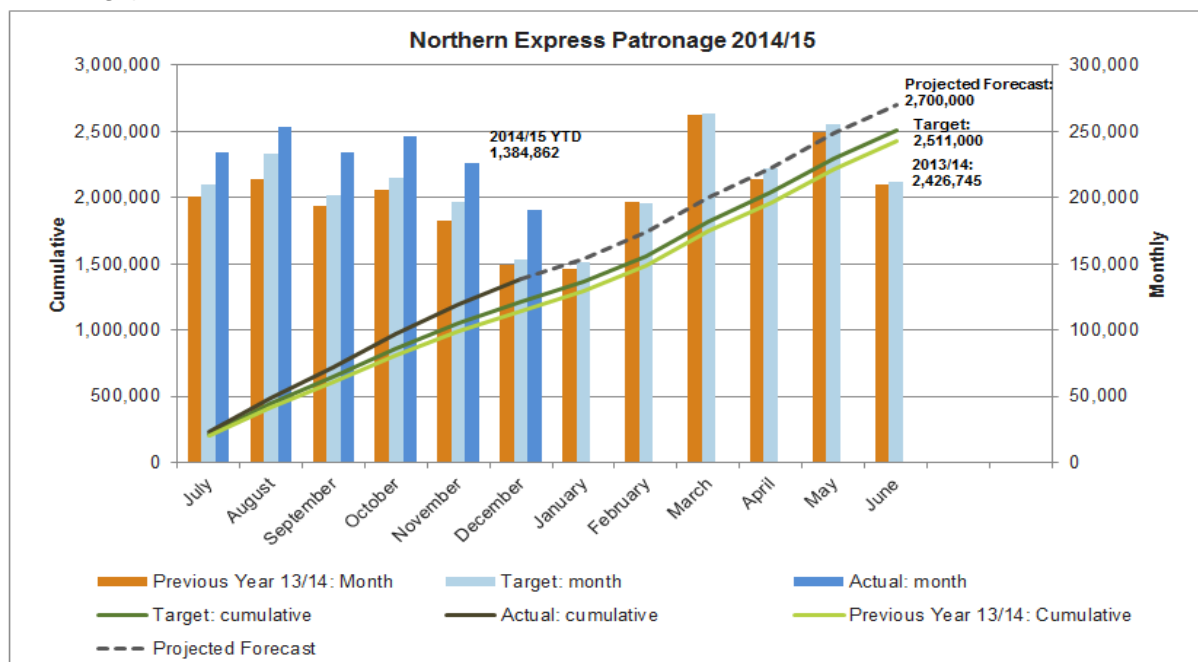


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for December

On time performance for the Northern Express service continued to operate with high levels with punctuality for December, sitting at 97.5% and reliability at 98.5%. Patronage impacts in the marketing and promotions space;

- The “Travel Myths” campaign on North Shore corridors has finished but some activity is still in market (Glenfield / Onewa Rd’s, Northern Busway, East Coast Rd.)

Key Activities for Northern Express in January:

- None programmed for January.

3. Bus (excluding Northern Express)

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

- Patronage totalled 55,450,944 passengers for the 12 months to Dec-2014, an increase of +0.8% on the 12 months to Dec-2014 and +7.4% on the 12 months to Dec-2013 (Figure 9).
- Patronage for Dec-2014 was 3,852,179 boardings, an increase of +13.6% (+462,243 boardings) on Dec-2013.

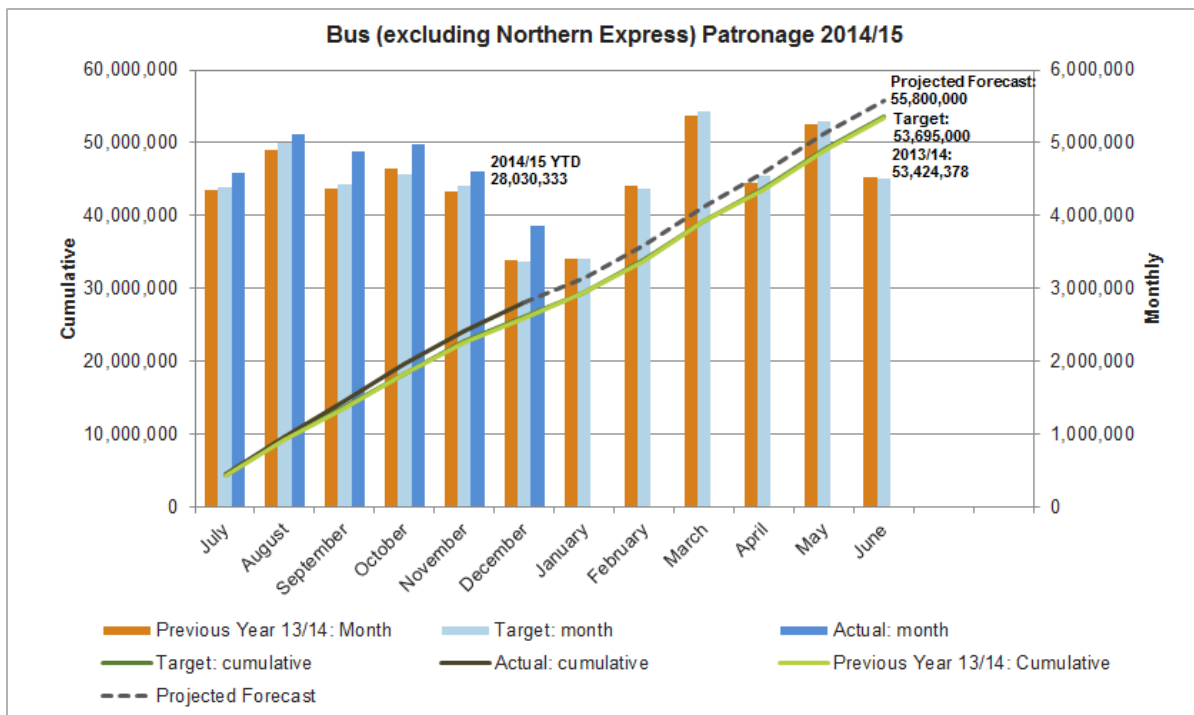


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

Activity Summary for December

The overall bus network operated at 90.96% punctuality and 95.27% reliability in December, an increase of 8.39% and 5.4% respectively compared to December 2013. Patronage impacts in the marketing and promotions space;

- Auckland Christmas trail LINK campaign promoting use of the Inner & City LINK services to get around Auckland’s Christmas attractions
- The “Get On Board with Jerome” campaign, featuring All Black Jerome Kaino is in the market driving bus patronage growth and awareness of the AT HOP card.

- “Travel Myths” to increase use of bus services in the ‘Central Corridors’ of Mt Eden / Sandringham/Dominion Road/Great North /New North Road/North Shore corridors has finished but some activity remains in market.

Key activities for January

- The “Get On Board with Jerome” campaign, featuring All Black Jerome Kaino continues with new material being introduced in a two week campaign from mid-January.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,168,110 passenger trips for the 12 months to Dec-2014, an increase of 0.7% on the 12 months to Nov-2014 and +0.0% movement on the 12 months to Dec-2013 (Figure 10).
- Patronage for for Dec-2014 was 524,846, an increase of 38,207 boardings or 7.9% on Dec-2013.

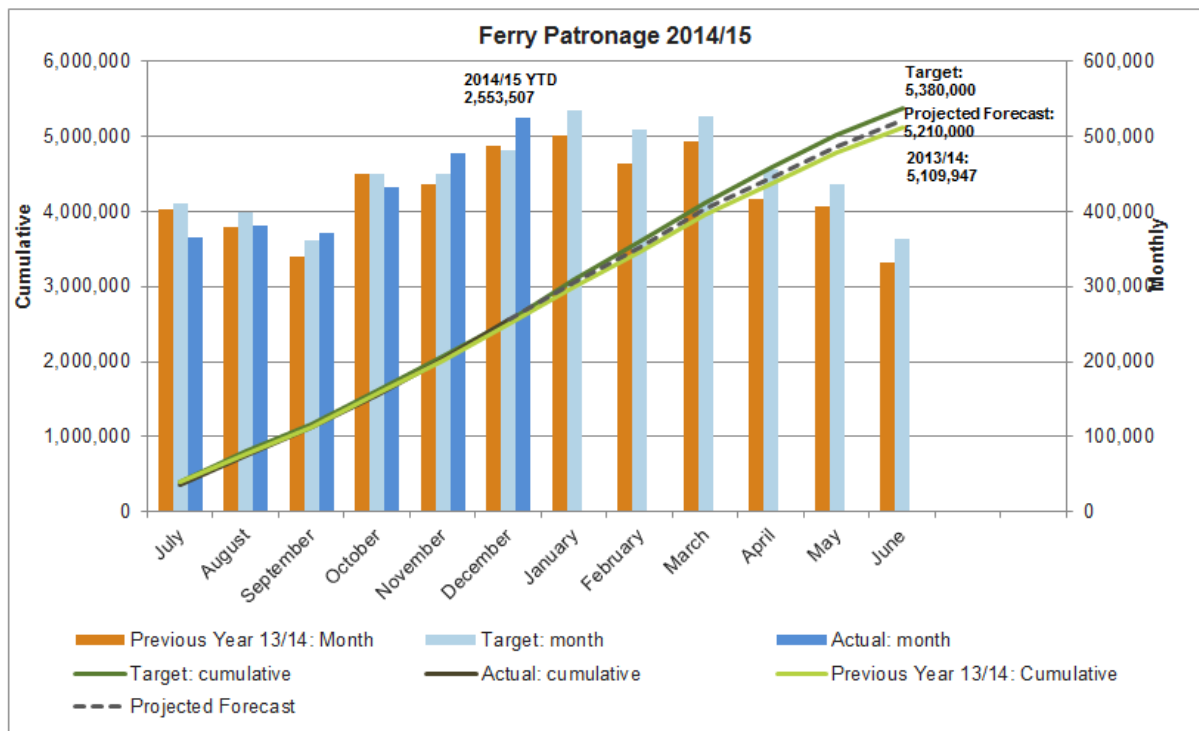


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in December

- Gulf Harbour ferry patronage up 69.6% compared to the same time last year. This is a result of new services. The Christmas timetable provided for an increase from 2 to 8 services per day with 631 passengers travelling.
- 388 passengers were carried on the West harbour service over 29, 30, 31 December. Usually this service does not run during this time.
- Additional Rakino Island services introduced during November have settled in and patronage is up 30% on last year.
- Surveyed Hobsonville and Beach Haven passengers about pending adjustments to the ferry timetable. Results were positive and timetable change was introduced on 22nd December.

Key activities for January

- A West sector promotion started 1 December and runs through to 31 January offering residents two free return tickets for use on West Harbour and Hobsonville ferry services. Ferry operators report that these tickets have been popular over the holiday period.
- A holiday destination campaign. This campaign will provide a platform for promoting ferry services throughout the coming year. The campaign includes web, print and video components and will be going live mid-January.
- Proposals are being drafted for additional services for Pine Harbour and West Harbour
- Bus connections for the Beachhaven and Hobsonville ferry will be re-established from 25 January 2015. Printed timetable material at the wharves will be updated at this time.

Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	978,839	1,193,702	1,039,830
Previous Year 12/13: Cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754	7,048,126	8,222,714	9,201,553	10,395,255	11,435,085
Target: month	1,003,721	1,062,480	982,949	1,033,908	933,092	683,704	639,575	1,013,245	1,232,930	1,113,334	1,306,730	1,094,333
Target: cumulative	1,003,721	2,066,200	3,049,150	4,083,057	5,016,149	5,699,854	6,339,428	7,352,673	8,585,603	9,698,937	11,005,667	12,100,000
Target: cumulative FY growth to previous year %	3.23%	4.52%	5.07%	5.61%	4.83%	4.50%	4.91%	4.32%	4.41%	5.41%	5.87%	5.81%
Actual: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281						
Variance: month to target	86,118	118,637	136,281	131,149	178,807	183,577						
Variance: month to previous year	117,561	176,487	194,216	200,677	193,191	198,111						
Actual: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423						
Variance: cumulative to target	86,118	204,756	341,036	472,186	650,993	834,569						
Variance: cumulative to previous year	117,561	294,048	488,264	688,941	882,132	1,080,243						
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%						
% cumulative change to target	8.58%	9.91%	11.18%	11.56%	12.98%	14.64%						
Reforecast: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281	646,113	1,023,604	1,245,534	1,124,716	1,320,089	1,105,521
Reforecast: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,180,536	8,204,140	9,449,674	10,574,390	11,894,479	13,000,000
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	18.83%	16.40%	14.92%	14.92%	14.42%	13.69%

Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185	249,888	210,069
Previous Year 13/14: Cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,966,788	2,216,676	2,426,745
Target: month	209,902	233,323	202,110	215,384	197,007	153,382	151,462	195,657	263,112	222,464	255,552	211,645
Target: cumulative	209,902	443,225	645,335	860,719	1,057,726	1,211,108	1,362,570	1,558,226	1,821,338	2,043,802	2,299,355	2,511,000
Target: cumulative FY growth to previous year %	4.75%	6.92%	6.11%	5.69%	6.07%	5.60%	5.33%	4.57%	3.92%	3.92%	3.73%	3.47%
Actual: month	233,814	253,328	234,282	246,472	226,217	190,749						
Variance: month to target	23,912	20,005	32,172	31,088	29,210	37,367						
Variance: month to previous year	33,433	39,156	40,686	40,207	43,442	41,045						
Actual: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862						
Variance: cumulative to target	23,912	43,917	76,089	107,177	136,387	173,754						
Variance: cumulative to previous year	33,433	72,589	113,275	153,482	196,924	237,969						
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%						
% cumulative change to target	11.39%	9.91%	11.79%	12.45%	12.89%	14.35%						
Reforecast: month	233,814	253,328	234,282	246,472	226,217	190,749	153,238	197,951	266,198	225,073	258,550	214,128
Reforecast: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,538,100	1,736,051	2,002,249	2,227,323	2,485,872	2,700,000
Reforecast: cumulative FY growth to previous year %	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	18.90%	16.50%	14.24%	13.25%	12.14%	11.26%

Appendix 4. Bus (excluding Northern Express) Patronage

Bus - excluding Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: 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	5,374,783	4,454,848	5,245,850	4,525,656
Previous Year 13/14: 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	39,198,024	43,652,872	48,898,722	53,424,378
Target: month	4,390,241	4,991,927	4,423,624	4,558,723	4,403,478	3,366,088	3,415,480	4,375,651	5,423,703	4,553,207	5,284,848	4,508,032
Target: cumulative	4,390,241	9,382,168	13,805,792	18,364,515	22,767,993	26,134,081	29,549,560	33,925,211	39,348,914	43,902,121	49,186,968	53,695,000
Target: cumulative FY growth to previous year %	0.92%	1.40%	1.34%	0.47%	0.68%	0.50%	0.46%	0.30%	0.38%	0.57%	0.59%	0.51%
Actual: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,852,179						
Variance: month to target	188,563	127,729	464,140	421,809	207,920	486,091						
Variance: month to previous year	228,637	217,392	516,418	325,793	275,501	462,244						
Actual: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333						
Variance: cumulative to target	188,563	316,292	780,432	1,202,241	1,410,161	1,896,252						
Variance: cumulative to previous year	228,637	446,029	962,447	1,288,240	1,563,741	2,025,985						
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%						
% cumulative change to target	4.30%	3.37%	5.65%	6.55%	6.19%	7.26%						
Reforecast: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,852,179	3,441,348	4,408,792	5,464,782	4,587,693	5,324,875	4,542,176
Reforecast: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,471,681	35,880,474	41,345,256	45,932,949	51,257,824	55,800,000
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	6.99%	6.08%	5.48%	5.22%	4.82%	4.45%

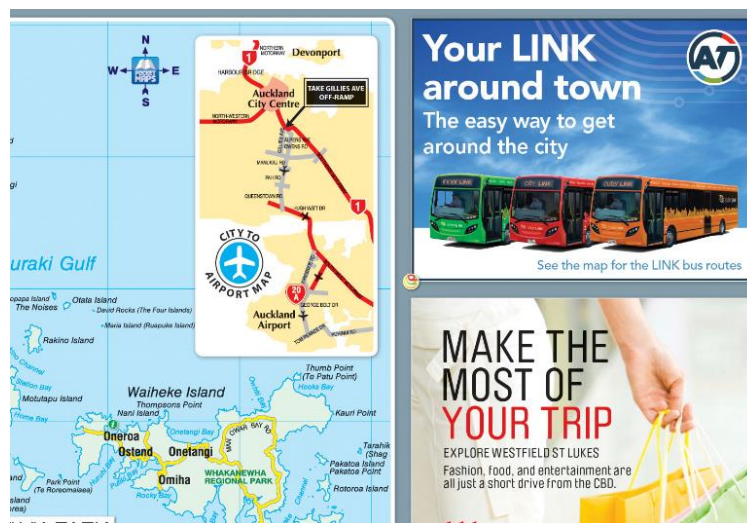
Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	415,541	406,874	332,410
Previous Year 13/14: Cumulative	402,275	781,740	1,121,769	1,571,832	2,008,707	2,495,344	2,996,794	3,460,999	3,955,122	4,370,663	4,777,537	5,109,947
Target: month	409,909	399,719	360,769	450,548	449,046	482,209	534,030	509,857	527,449	455,740	436,830	363,894
Target: cumulative	409,909	809,628	1,170,397	1,620,945	2,069,991	2,552,200	3,086,230	3,596,087	4,123,536	4,579,276	5,016,106	5,380,000
Target: cumulative FY growth to previous year %	1.86%	3.57%	4.33%	3.12%	3.05%	2.28%	2.98%	3.90%	4.26%	4.77%	4.99%	5.28%
Original Target: month												
Original Target: cumulative	0	0	0	0	0	0	0	0	0	0	0	0
Actual: month	366,295	380,813	371,426	432,143	477,984	524,846						
Variance: month to target	-43,614	-18,906	10,657	-18,405	28,938	42,637						
Variance: month to previous year	-35,980	1,348	31,397	-17,920	41,109	38,209						
Actual: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507						
Variance: cumulative to target	-43,614	-62,520	-51,863	-70,268	-41,330	1,307						
Variance: cumulative to previous year	-35,980	-34,632	-3,235	-21,155	19,954	58,163						
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%						
% cumulative change to target	-10.64%	-7.72%	-4.43%	-4.33%	-2.00%	0.05%						
Reforecast: month	366,295	380,813	371,426	432,143	477,984	524,846	501,679	478,970	495,497	428,132	410,367	341,849
Reforecast: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,055,185	3,534,156	4,029,652	4,457,784	4,868,151	5,210,000
Reforecast: cumulative FY growth to previous year %	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	1.95%	2.11%	1.88%	1.99%	1.90%	1.96%

Appendix 6: Public Transport Promotional Activities – December 2014

Hotel Map

Update of the LINK bus promotion in the Auckland Hotel Concierge Map that is used by staff at most of Auckland's hotels (Amora, Auckland Rose Park, City Lodge, Copthorne Anzac, Copthorne Harbour, Grand Chancellor, Park Regis Hotel, President Hotel, Scenic Hotel, The Quadrant, Verandahs Lodge, YMCA, Ibis Styles, Mercure (Customs St), Novotel/Ibis (Eilerslie), Quay West, Sebel, Crowne Plaza, Rydges, Hilton, SkyCity, SkyCity Grand, Sofitel, City Life, Heritage, Barclay Suites, Auckland City Hotel, Stamford Plaza, Rendezvous Grand, The Pullman, The Langham). 200,000 copies of the map will be distributed to these hotels from December.



Train Christmas Shopping 24 November to 22 December

A concentrated campaign on Auckland City centre promoting train travel to key shopping at Sylvia Park, Onehunga, New Lynn, Newmarket, Henderson, Manukau in addition to the CBD.



SHOPPING — BY TRAIN —

NEWMARKET

- Just a quick 8 minute train ride from Britomart.
- Frequent trains as the Southern, Onehunga and Western Lines all pass through Newmarket.
- The Newmarket station exits conveniently onto Broadway and Remuera Roads.

newmarket.co.nz

CITY CENTRE

- The City is home to the best New Zealand designers, international fashion labels, markets, boutiques and arts retailers.
- Britomart station is at the bottom of Queen Street and handy to High Street, Britomart Quarter and the waterfront.

heartofthecity.co.nz/auckland-shopping

SYLVIA PARK

- The Sylvia Park station is adjacent to the eastern entrance to Sylvia Park shopping centre.
- Trains run half hourly on weekends and in the evenings; more frequently during the weekdays.
- Take the scenic route from the city across Hobson Bay and Orakei basin.

sylviapark.org

WESTFIELD MANUKAU CITY

- Perfect for shoppers travelling from the southern suburbs, Westfield Manukau City is a 5 minute walk from the railway station along Putney Way.

westfield.co.nz/manukau

WESTFIELD WESTCITY

- Situated in the centre of Henderson, Westfield WestCity is ideal for shoppers travelling from Western suburbs.
- The train station is located right outside Westfield on Railside Avenue, just a 2 minute walk to the mall.

westfield.co.nz/westcity

LYNNMALL

- Only a 30 minute train ride from Britomart on the Western Line.
- Trains run half hourly on weekends and in the evenings; more frequently during the weekdays.

lynnmall.co.nz

ONEHUNGA DRESS-SMART

- Just a short 25 minute train ride from Britomart on the Onehunga Line.
- From 8th December, trains will run every half hour all day every day.
- Onehunga Mall is a 5-10 minute stroll from the station.

dress-smart.co.nz

KEY

- Eastern Line
- Southern Line
- Western Line
- Onehunga Line
- Transfer station for bus services to Auckland Airport
- Train Interchange Station
- Fare Stage
- Note: a 2 Stage fare applies between Papakura and Pukekohe

PLAN YOUR JOURNEY Use our online journey planner or download a train timetable at AT.govt.nz

Inner Link

Following recent service improvements this campaign focusses on residents of Ponsonby who either commute or regularly travel to the CBD by car. Using a creative style that was so successful in launching the increased frequency of service for the City Link, the advertising repeats points of strength for Inner Link. Current patronage is 180,000 per month. Aim to increase that by 10% as an outcome of this campaign..

INNER LINK

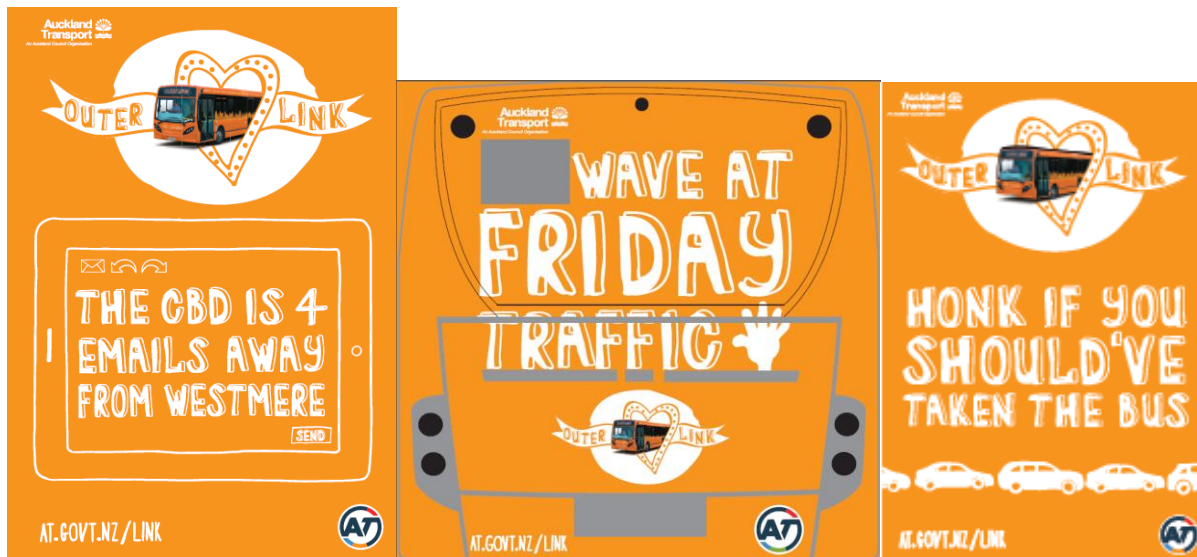
WHY PLAY MUSICAL CAR PARKS?

GOOD LUCK GETTING A CAB FOR \$2

AT.GOV.T.NZ / LINK

Outer Link

Similarly for residents in Westmere we have focussed on the benefits of the Outer Link service while highlighting the frustrations of driving. Current patronage is 177,000 per month. Aim to increase that by 10% as an outcome of this campaign also.



Titirangi/Green Bay & Laingholm Acquisition

Following the implementation of the above timetable changes we are promoting the service to the following areas to non-users highlighting the benefits and changes to those who do not currently use the bus. Using press, household drop to 20k houses, mobile billboard and presence in local cafes and libraries.

Your new bus service

South Lynn Loop ↔ **New Lynn**
 Route 186
 At least **Every 30 mins**
 7 am - 7 pm 7 days

- Increased frequency all day, every day.
- Simplified routes and route numbers to make them easier to understand.
- Better connections with other buses and trams at New Lynn.
- Regular services outside these hours.

Visit AT.govt.nz for full timetable details.

Titirangi ↔ **New Lynn**
 Routes 170, 172
 At least **Every 30 mins**
 7 am - 7 pm 7 days

- More peak time buses.
- Increased frequency all day, every day.
- Better connections with other buses and trams at New Lynn.
- Simplified routes and route numbers to make them easier to understand.
- Regular services outside these hours.

Visit AT.govt.nz for full timetable details.

Laingholm ↔ **New Lynn**
 Routes 171, 171x

- Better connections with train and bus services at New Lynn.
- New Saturday services.
- New express buses to and from Britomart at peak times.

Visit AT.govt.nz for full timetable details.

Green Bay ↔ **New Lynn**
 Routes 105, 200 (Titirangi ↔ Britomart)

- Better connections with train and bus services at New Lynn.
- A bus every 30 minutes at peak times.
- Simplified routes and route numbers to make them easier to understand.
- Regular buses to and from Britomart at peak times.

Visit AT.govt.nz for full timetable details.

Your new bus service

South Lynn Loop ↔ **New Lynn**
 At least **Every 30 mins**
 7 am - 7 pm 7 days

Go to AT.govt.nz for services before 7am and after 7pm.

For more information visit AT.govt.nz or phone 09 364 4427

AT Connecting Aucklanders.

Get on board with Jerome' Public Transport Campaign

Jerome Kaino will be acting as an Ambassador for Auckland Transport, with a particular focus on public transport. He has been chosen because of his wide appeal. The campaign focusses on a number of 'how to' videos hosted by Jerome Kaino. The videos are:

- How to use the HOP card
- How to buy and top up your HOP card
- Using the Journey Planner to get around Auckland
- Update on PT developments



These videos are on a special 'Get on Board with Jerome' web page AT.govt.nz/onboard. Radio is the main promotional media for the campaign and will primarily be use on MaiFM and Flava, due to their high audience ratings in South and West Auckland.

Encourage comments on the campaign via Twitter on #jeromesonboard. The objective of the campaign is to show how easy it is to use public transport and the HOP card, to encourage AT HOP purchases and to grow PT patronage. The campaign will run during October and November and will be refreshed early in 2015.