

Public Transport Monthly Patronage

Executive Summary

The attached Report for February 2013 provides monthly patronage data along with commentary on any changes against previous year and targets, reasons for variance, full year reforecasts and short-term initiatives to improve growth.

The Appendices within **Attachment 1** of the report present additional context for Board members as discussed at the February Board meeting:

- Appendix 1 provides an overview of the strategic customer segmentation and customer growth enablers which underpin patronage growth activities and initiatives. It also lists a summary of ongoing activities linked to each growth enabler.
- Appendix 2 provides further breakdown on rail patronage figures in 2012/13 against target.
- Appendices 3 to 6 provide detailed 2012/13 breakdown by mode.

Commentary on macro-economic factors is provided on a quarterly basis with the next update due as part of the April report.

Monthly patronage performance in summary:

- Total public transport patronage was 69,516,680 for the 12-months to Feb-2013, a decrease of -1,147,482 boardings or -1.6% on the 12-month period to Feb-2012; the 2012/13 reforecast is 70,308,421 passenger trips for the 12-month period to Jun-2013 a decrease of -1.7% against the previous year results to Jun-2012 of 71,555,824 which included the patronage spike from RWC2011.
- Rail patronage totalled 9,996,066 passengers for the 12-months to Feb-2013; the 2012/13 reforecast, with trend improvements from promotional activities and reduced impact from the change in methodology for accounting for patronage is 10,407,619 passenger trips, a decrease of -4.6% against the previous year results of 10,904,160..
- Northern Express patronage totalled 2,249,079 passengers for the 12-months to Feb-2013; the 2012/13 reforecast, with trend improvements from promotional activities and initiatives such as introduction of the new double decker services, is 2,287,495 passenger trips, a decrease of -1.0% against the previous year results of 2,311,527.
- Other bus patronage totalled 51,836,511 passengers for the 12-months to Feb-2013; the 2012/13 reforecast, with trend improvements from promotional activities, service improvements, capacity improvements and reliability and punctuality improvements over the remaining months to Jun-2013, is 52,108,634 passenger trips, a decrease of -1.5% against the previous year results of 52,892,247.

- Ferry patronage totalled 5,435,024 passengers for the 12-months to Feb-2013; the 2012/13 reforecast to Jun-2013, is 5,504,673 passenger trips, an increase of +1.0% against the previous year results of 5,447,890.

Key activities in March to drive patronage include:

- Tertiary student promotion across all modes
- Increased and more targeted rail revenue protection enforcement
- Various initiatives to improve customer experience and AT HOP uptake on rail
- Introduction of the new double decker bus on the Northern Express and completion of AT brand rollout across the service
- Reliability and punctuality improvements on key bus corridors
- Increased capacity and service improvements on various bus services
- Special fare promotion for the new Hobsonville / Beach Haven ferry service.

Additionally a significant amount of work is committed to the impending bus transition to AT HOP – the largest customer impact in public transport activity this year.

Recommendations







It is recommended that the Board:

- i. Receive the report.

Attachments

Number	Description
1	Monthly PT Patronage Report – February 2013

Document Ownership

Prepared by	Piero Liguori PT Customer Channel Strategy Lead	
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ATTACHMENT 1:

MONTHLY PT PATRONAGE REPORT – February 2013

Network Summary

Auckland public transport patronage totalled 69,516,680 passengers for the 12-months to Feb-2013 as illustrated at Figure 1, a decrease of -1,147,482 boardings or -1.6% on the 12-month period to Feb-2012.

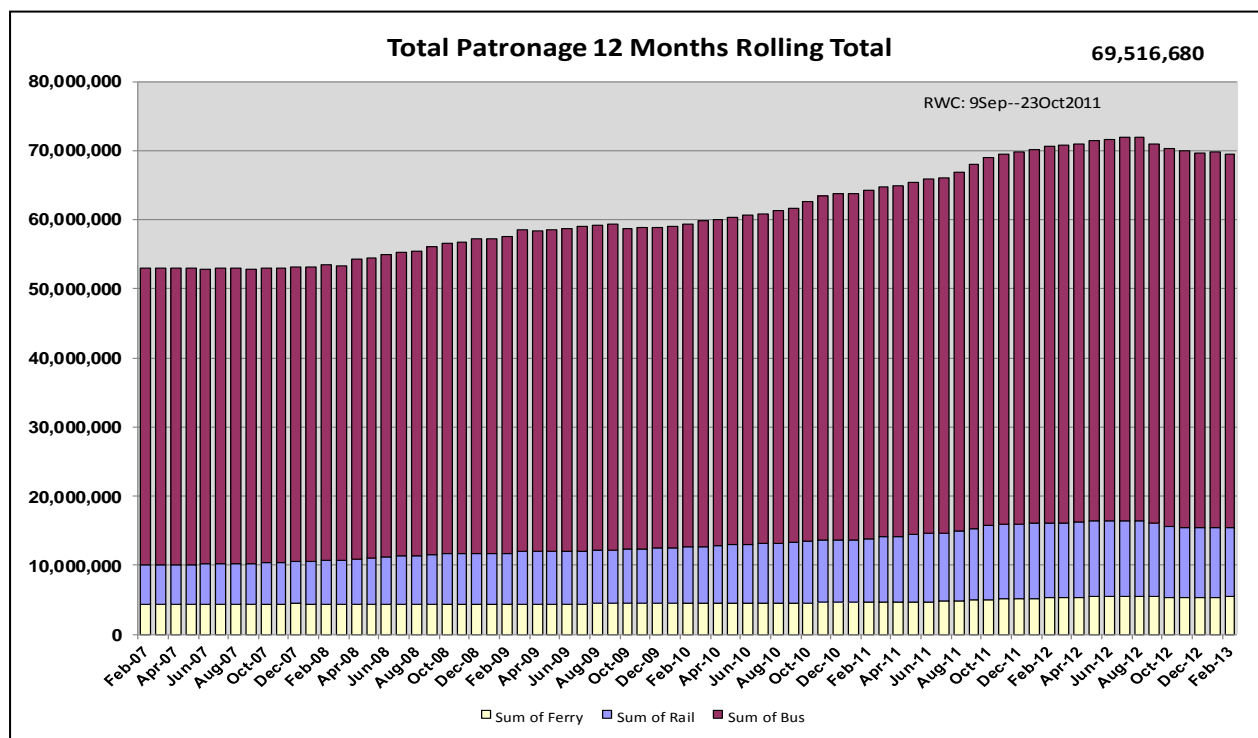


Figure 1: Rolling 12-month Auckland Public Transport Patronage by Mode to February 2013

Table 1 provides the breakdown of the 12 month reforecast to June 2013 for the 2012/13 financial year. The total forecast is 70,308,421 passenger trips against an SOI target of 74,580,000, a decrease of -1.7% against the previous year results to June 2012 of 71,555,824. A breakdown of the reforecast by mode is summarised at Table 1.

Table 1. Summary of Public Transport Patronage – Actual and Reforecast Against SOI 2012/13

	FY 2012/13 Year-to-date July 2012 to February 2012			12 Months			
	Previous Year 2011/12	SOI 2012/13	Actual 2012/13	Previous Year 2011/12 to Jun 12	Actual rolling total to Feb 13	SOI 2012/13 to Jun 13	Forecast 2012/13 to Jun 13
1. Rail	6,256,602	6,224,729	5,420,512	10,904,160	9,996,066	12,376,000	10,407,619
2. Northern Express Bus	1,307,194	1,417,281	1,258,251	2,311,527	2,249,079	2,457,300	2,287,495
3. Quality Transit and Local Bus (Including School Bus)	29,626,208	30,211,792	28,884,102	52,892,247	51,836,511	54,243,600	52,108,634
4. Ferry	3,153,071	3,163,000	3,101,090	5,447,890	5,435,024	5,503,100	5,504,673
Total Patronage	40,343,075	41,016,802	38,663,955	71,555,824	69,516,680	74,580,000	70,308,421

Patronage for February was 5,639,960 a decrease of -360,732 boardings or -6.0% on Feb-2012. A breakdown by mode is summarised at Table 2. February 2013 results compared to February 2012 are impacted by one less business day in February 2013 at approximately -4.0%.

Table 2. Patronage Breakdown by Month, 12 Months Rolling and Financial Year-to-Date

	Feb-13									
	Month			12 Months				YTD (from July)		
	Patronage	Change Prev Year	% Change Prev Year	Patronage	% Change Prev Month Period	Change Prev Year	% Change Prev Year	Patronage	Change Prev FY	% Change Prev FY
1. Rapid Transit Network sub-total:	959,631	-85,509	-8.2%	12,245,145	-0.7%	-978,158	-7.4%	7,638,394	-970,542	-11.3%
Northern Express Bus	170,554	-13,505	-7.3%	2,249,079	-0.6%	-49,126	-2.1%	1,428,805	-62,448	-4.2%
Rail sub-total:	789,077	-72,004	-8.4%	9,996,066	-0.7%	-929,032	-8.5%	6,209,589	-908,094	-12.8%
- Western Line	294,758	-27,090	-8.4%	3,566,391	-0.8%	-535,515	-13.1%	2,201,185	-525,842	-19.3%
- Southern & Eastern Line:	494,319	-44,914	-8.3%	6,429,675	-0.7%	-393,517	-5.8%	4,008,404	-382,252	-8.7%
- Pukekohe / Papakura Services *	346,776	-45,278	-9.5%	4,836,058	-0.8%	-370,411	-6.1%	2,900,873	-348,276	-8.9%
- Manukau Services * (opened 15 Apr 2012)	86,056			879,049				650,771		
- Onehunga Services	61,488	364	0.6%	714,568	0.1%	-23,106	-3.1%	456,760	-33,975	-6.9%
2. Quality Transit and Local Bus (Include School Bus) sub-total:	4,132,765	-313,630	-7.1%	51,836,511	-0.6%	-359,936	-0.7%	33,016,867	-1,055,736	-3.1%
- Quality Transit & Local Bus	3,840,405	-296,889	-7.2%	49,188,635	-0.6%	-312,424	-0.6%	31,457,444	-1,080,651	-3.3%
- Contracted School Bus	292,360	-16,741	-5.4%	2,647,876	-0.6%	-47,512	-1.8%	1,559,423	24,915	1.6%
3. Ferry	547,564	38,407	7.5%	5,435,024	0.7%	190,612	3.6%	3,649,262	-13,016	-0.4%
Total Patronage	5,639,960	-360,732	-6.0%	69,516,680	-0.5%	-1,147,482	-1.6%	44,304,523	-2,039,294	-4.4%

*Some Pukekohe/Papakura Services were reclassified as Manukau Services on 15 April 2012 with the opening of Manukau Station. Annual change figures are not representative between services and are reported together.

Rail

Figure 2 provides a summary of rail patronage for 2011/12 and the 2012/13 targets and performance to date:

- 789,077 for Feb-2013, a decrease of -72,004 boardings or -8.4% on Feb-2012
- 6,209,589 for 2012/13 year-to-date from Jul-2012 to Feb-2013, -12.8% on 2011/12
- 9,996,066 for the 12-months to Feb-2013 (Table 2), a decrease of -929,032 boardings or -8.5% on the 12-month period to Feb-2012

The 12 month reforecast to June 2013 for the 2012/13 financial year is 10,407,619, a decrease of -4.6% against the previous year results to June 2012 of 10,904,160, which included the RWC2011 patronage spike. See Appendix 3 for supporting detail.

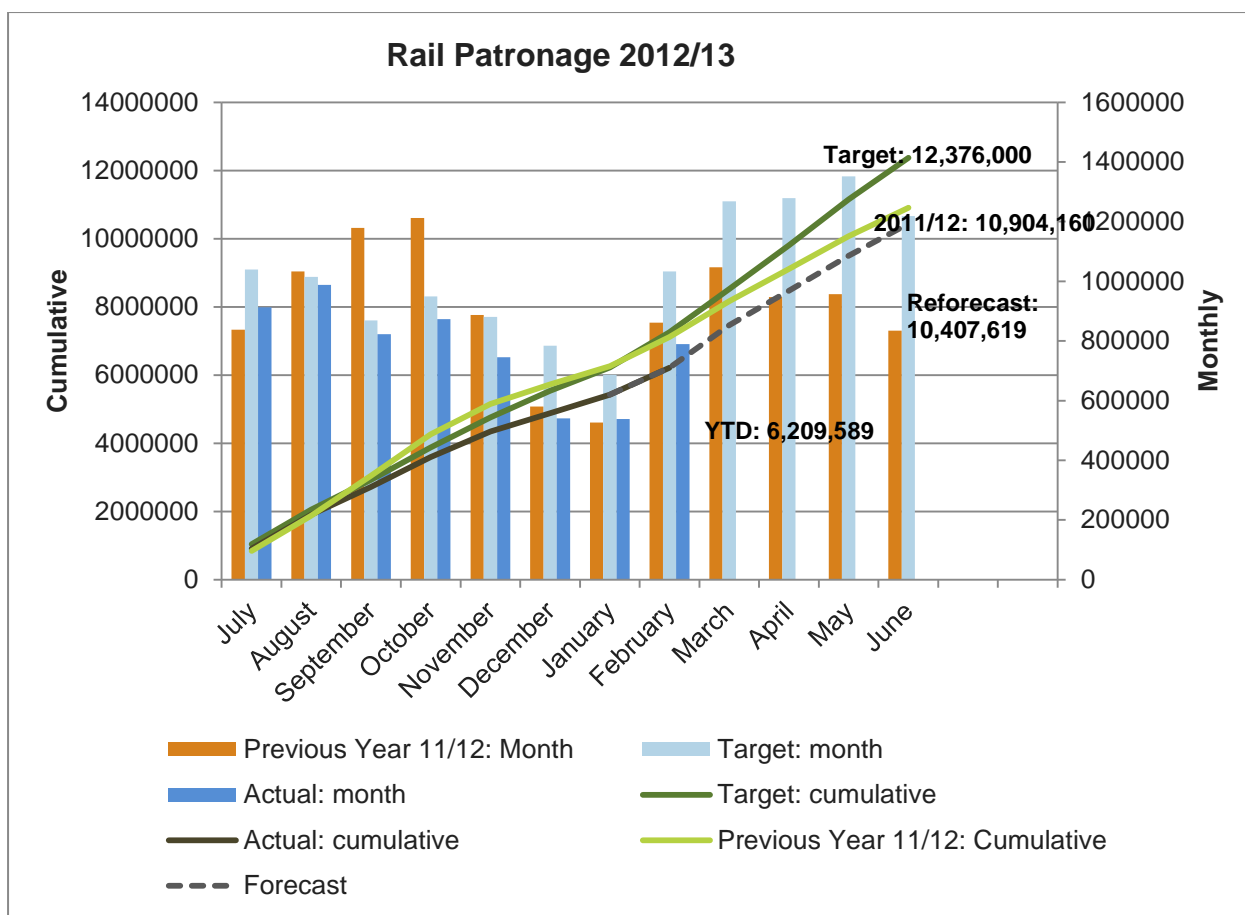


Fig 2. Rail – Patronage results vs target and previous year

Figure 3 summarises the key negative variance impacts on rail patronage in the year to date, along with positive interventions already delivered or planned.

A detailed allocation of patronage variance between 2012/13 actual results and target is provided at Appendix 2.

February patronage commentary:

- **Changes in the counting of passengers with AT HOP.** Tertiary tickets are sold via AT HOP stored value where patronage is counted at time of travel whereas in February 2012 paper ten-trip tertiary tickets were sold where patronage was counted at time of sale. A surge in ten-trip ticket sales was realised at the end of February 2012 as the tertiary year commenced, accounting for approximately -6.4% February on February patronage reduction. This will be recovered during March and April 2013. **Impact: -64,000 passenger trips**
- **One less business day in 2013.** 2013 saw February have one less business day in comparison to 2012 resulting in approximately -4%. **Impact: - 35,000 passenger trips**
- **AT HOP transition and fare evasion.** During February, transition from the on-board legacy paper based ticketing system to off-board purchase prior to travel comprised further customer education and awareness campaigns, progressive implementation of the OnBoard \$10.30 fare for non-ticket holders, additional ticket outlets and increasing targeting of ticket inspections by the Veolia Ticket Inspection team. Fare evasion continues to contribute to reduced patronage counts. March will see further enhanced revenue protection including increased ticket inspection targeting key stations, promotion of AT HOP card registration benefits, \$5 AT HOP card promotion and customer communications regarding the increase of the OnBoard fare from \$10.30 to \$20 in April.
- **Fewer special events.** February 2013 saw fewer special events with rail services provided than February 2012.

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
POSITIVE INTERVENTION ACTIVITIES	Revised rail timetable to improve service performance – reliability and punctuality.												
				HOP introduction & customer campaign									
	Station upgrades completed →			Penrose	Remuera & Otahuhu	Greenlane				Papakura	Mt Albert		
							Shift to \$10.30 on-board fare & targeted interceptions			Shift to \$20 on-board fare			
							Revenue Protection customer awareness campaign						
										\$5 AT HOP card promo	Shoulder promotion		
							AT Ambassadors on platform for customer assistance with AT HOP			Concession renewal	AT HOP Registration campaign		
										Tertiary sector customer awareness campaign			
										Personal Journey Planning programmes Newmarket, Panmure			
							AT HOP Customer engagement improvements						
			Special event services →						Round the Bays / Pukekohe V8's / Blues / Warriors				
NEGATIVE VARIANCE IMPACTS	2011/12 Result less than forecast at 10.9m pax. Target = 11.2m, therefore target -300,000 passenger trips per annum at the start of the year against actual.												
	Weekday Western Line frequency increase (from 15 mins to 10 mins) restricted due to operator risk assessment of service headway, and lack of automatic train protection												
	Mt Albert and Papakura station upgrades delayed												
	Poor timetable performance particularly on the Eastern Line				Network closures due to electrification upgrades - greater than forecast								
	Greater RWC 2011 passenger impact than forecast												
					PAX accounting methodology changes (from 10-trip and monthly passes to AT HOP)								
									Opening of MIT (Manukau) deferred				

Fig 3. Rail – Positive Interventions and Negative Variances

Key Activities for March:

For added commentary and strategic context view Appendix 1.

- **\$5 AT HOP Card Promotion to increase card uptake.** A short-term promo to drive card penetration and usage is being implemented across the rail network. Cards will be sold at strategically selected stations, as well as additional on-platform assistance for customers. Customers will be encouraged to use online AT HOP functions including online top-up and Auto top-up. This will help alleviate queues at Ticket & Top-Up Machines at stations.
- **Additional peak ticket outlets have been added at Britomart and Pukekohe.** To assist with queue management and provide improved customer experience, additional ticket office capacity has been introduced from 2:30 - 7pm at Britomart. A new peak only ticket office was opened at Pukekohe to provide improved customer experience along with improved ticket machine signage at all stations.
- **Revenue protection targeting improved.** From February there has been a planned step up in targeted revenue protection coverage utilising AT HOP transaction and fare evasion data to target stations and times
- **Tertiary student campaign to drive awareness of public transport concession options for new students.** March sees the majority of tertiary institutions in Auckland returned from the summer break. New students will be provided with information on the Tertiary Concession and public transport options.
- **Improved service performance.** As a key driver of patronage growth, improvements to service performance and reliability are being developed. A detailed list of these measures will be included in next month's report.
- **AT HOP Registration campaign.** A targeted on-platform campaign to drive AT HOP registration and online top up will be implemented end-March. Registered customers will be able to take advantage of online functions and protected card balances.
- **Special event services.** AT runs regular campaign activity to encourage use of trains and buses to get to events. At Blues rugby matches and All Blacks fixtures we now expect to achieve over 40% event patronage to travel via public transport. In March these events include:
 - The Blues and Warriors at Eden Park
 - V8 Supercars at Pukekohe
 - Ellerslie Races
 - Round the Bays
 - Lantern Festival

Northern Express (RTN Bus)

Figure 4 provides a summary of the Northern Express bus Rapid Transit patronage performance:

- 170,554 for Feb-2013, a decrease of -13,505 boardings or -7.3% on Feb-2012
- 1,428,805 for 2012/13 year-to-date from Jul-2012 to Feb-2013, -4.2% on 2011/12
- 2,249,079 for the 12-months to Feb-2013 (Table 2), a decrease of -49,126 boardings or -2.1% on the 12-month period to Feb-2012

The 12 month reforecast to June 2013 for the 2012/13 financial year is 2,287,495 against an SOI target of 2,457,300, a decrease of -1.0% against the previous year results to June 2012 of 2,311,527, which included the RWC2011 patronage spike retaining the majority of growth from that year. See Appendix 4 for supporting detail.

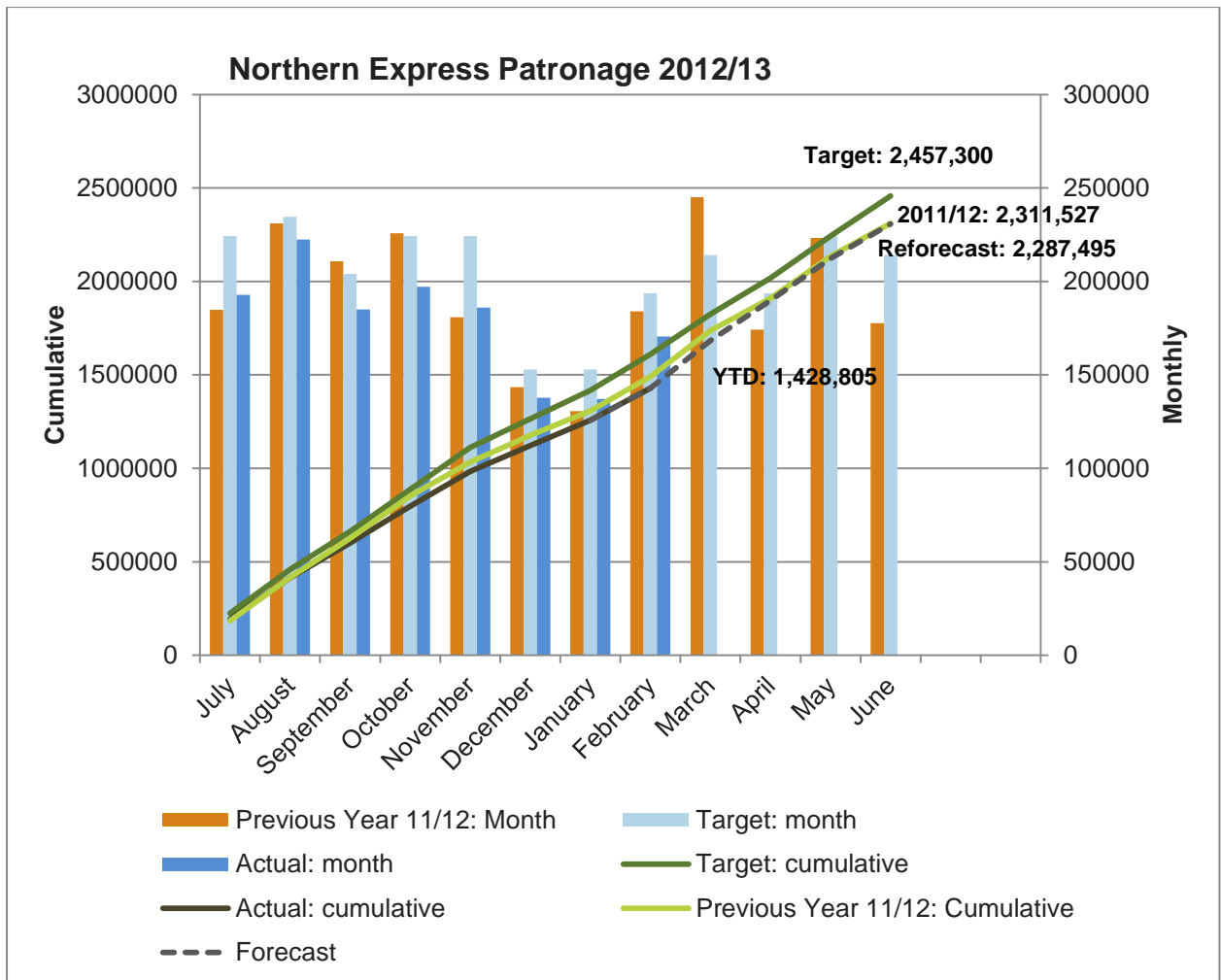


Fig 4. Northern Express – Patronage results vs target and previous year

Figure 5 summarises the key negative variance impacts, and already delivered and proposed interventions.

February patronage commentary:

- **The addition of alternative services on the Northern Busway has resulted in a reduced growth on the Northern Express service.** As detailed in the February Public Transport Monthly Patronage board paper, the additional capacity added on services such as the 881 (Albany to Newmarket) on the Northern Busway has reduced Northern Express patronage growth (for added detail on the Northern Express v Northern Busway please refer to Appendix 2). **Impact: -85,537 passenger trips (FY)**
- **One less business day in 2013.** 2013 saw February have one less business day in comparison to 2012, resulting in approximately -4%. **Impact: -6,000 passenger trips.**

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
POSITIVE INTERVENTION ACTIVITIES											Customer Service Centres open at Northern Busway Stations		
										AT HOP Pilot & launch			
										Targeted localised customer acquisition campaign			
									Double Decker Bus launch	Northern Busway Campaign			
NEGATIVE VARIANCE IMPACTS										Tertiary PT campaign			
							Busway "Use the bus" banner promotion						
							NEX vehicles rebranded						
NEGATIVE VARIANCE IMPACTS	Industrial Action - NZ Bus			Industrial Action - NZ Bus									
	Extra capacity added on route 881 (Torbay to New market via Auckland University) to provide increased consumer choice. Diverted some PAX from NEX.												
	Greater RWC2011 passenger impact than forecast												
	Victoria Park Tunnel fully open improving private car travel times across Harbour Bridge												
											AT HOP rollout delayed		

Fig 5. Northern Express – Positive Interventions and Negative Variances

Key Activities for Northern Express in March:

For added commentary and strategic context view Appendix 1.

- A heavy focus on the AT HOP launch will be the centre of bus activity in the coming months.** A significant amount of resource is focussed on finalising the operational data and processes, developing communications transitions plans and marketing support, to ensure a smooth transition to the AT HOP integrated ticketing system. The AT HOP launch for buses will be the largest marketing and customer information campaign AT will undertake this year. Longer term AT HOP will be a significant driver of patronage growth, however, interim activity will be focused on transiting existing customers off legacy product to the new ticketing platform. The campaign will be a phased approach:
 - Customer communications begin in April with an “announcement” phase, announcing to the wider public the impending change to bus ticketing.
 - A detailed transition phase, with specifics of the change on an operator-by-operator basis
 - “Early bird” promo outlining the free swap out of existing bus cards for AT HOP cards.
- Tertiary student campaign to drive awareness of public transport concession options for new students.** March sees the majority of tertiary institutions in Auckland returned from the summer break. New students will be provided with information on the Tertiary Concession and public transport options.
- Launch of the Northern Express double decker bus.** Auckland’s first scheduled double decker will increase capacity and visibility of the Northern Express Service. **Impact: +4,400 passenger trips to year-end.**



Image 1. The Northern Express double decker bus

Bus (Other)

Figure 6 provides a summary of bus (excluding Northern Express) patronage performance:

- 4,132,765 for Feb-2013, a decrease of -313,630 boardings or -7.1% on Feb-2012
- 33,016,867 for 2012/13 year-to-date from Jul-2012 to Feb-2013, -3% on 2011/12
- 51,836,511 for the 12-months to Feb-2013 (Table 2), a decrease of -359,936 boardings or -0.7% on the 12-month period to Feb-2012

The 12 month reforecast to June 2013 for the 2012/13 financial year is 52,108,634, against an SOI target of 54,243,600, a decrease of -1.48% against the previous year results to June 2012 of 52,892,247, which included the RWC2011 patronage spike. See Appendix 5 for supporting detail.

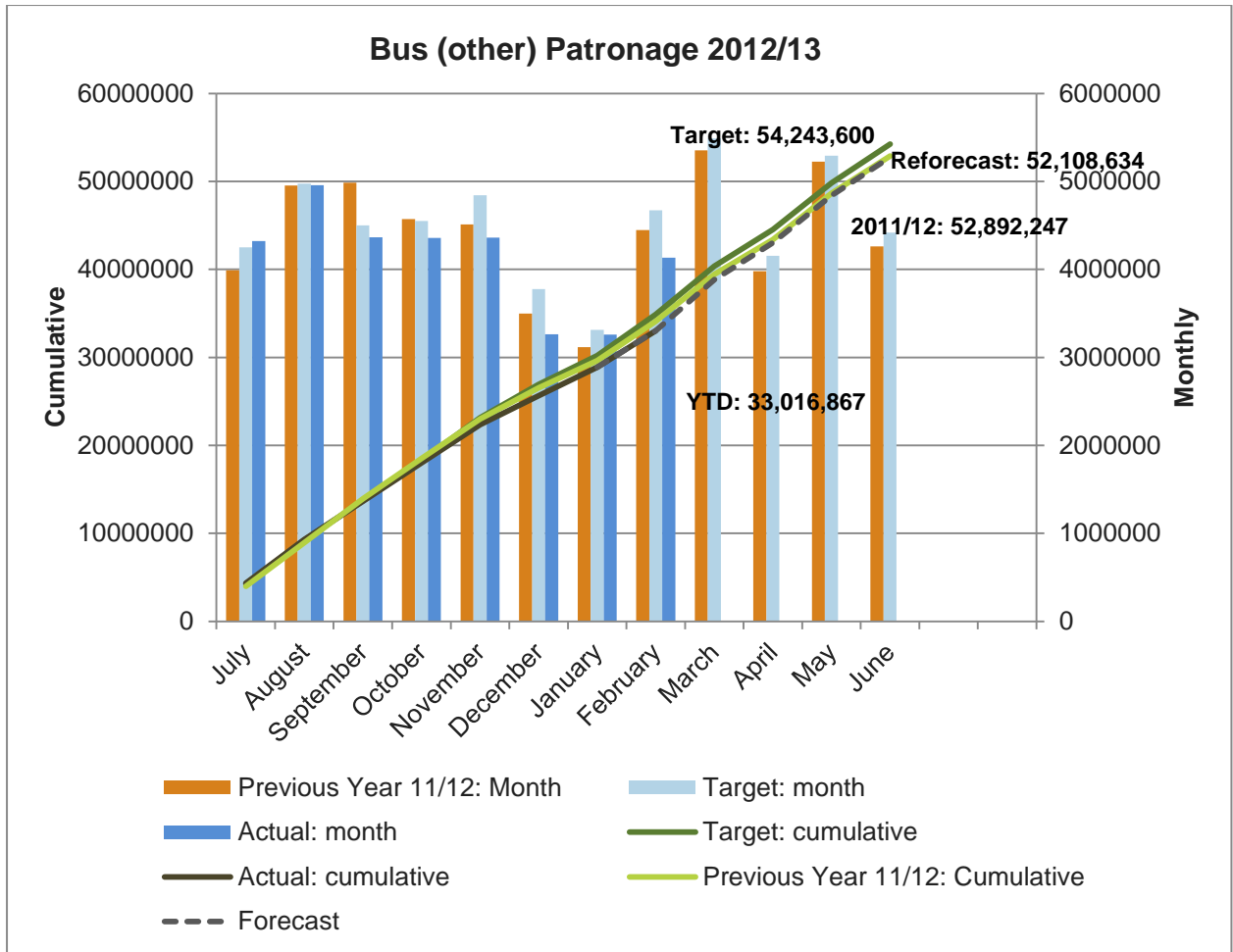


Fig 6. Bus (other) – Patronage results vs target and previous year

Figure 7 summarises the key negative variance impacts, and already delivered and proposed interventions.

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
POSITIVE INTERVENTION ACTIVITIES											Customer Service Centres open at Northern Busway Stations	
										AT HOP Pilot & launch		
									Special event services: Round the Bays / Blues / Warriors / V8's			
										Localised targeted customer acquisition campaign		
										Personal Journey Planning programmes Beach Haven, Newmarket, Panmure, Howick		
									Tertiary PT campaign			
NEGATIVE VARIANCE IMPACTS	"Meet the timetable" improvements			Howick & Eastern		Outer LINK		Busway "Use the bus" campaign				
								New North Rd, Dominion Rd, Mt Eden Rd, Sandringham Rd, Onewa Rd		Ritchies, Birkenhead Transport, Urban Express	North Star, Go West, Waka Pacific, Metrolink	
	Industrial Action - NZ Bus			Industrial Action - NZ Bus								
		Greater RWC2011 passenger impact than forecast										
					AT Hop rollout delayed							

Fig 7. Bus (other) – Positive Interventions and Negative Variances

February patronage commentary:

- **A series of network improvements to improve reliability, capacity and frequency on New North Road, Sandringham Road, Mt Eden Road and Dominion Road were implemented on 10th February.** These service improvements are aligned to the proposed future bus service network of simpler, connected and integrated services with greater frequency.
- **New timetables for Beachaven and Bayview were launched on the 4th February.** This provided additional timetabled trips on Onewa Rd at peak times and also some additional evening services to cope with increased demand. Some minor changes to the timetable were made to provide a more even headway for passengers wanting to travel to Onewa Rd.

Key Activities for bus in March (for added commentary and strategic context view Appendix 1):

- **A heavy focus on the AT HOP launch will be the centre of bus activity in the coming months.** A significant amount of resource is focussed on finalising the operational data and processes, developing communications transitions plans and marketing support, to insure a smooth transition to the AT HOP integrated ticketing system. The AT HOP launch for buses will be the largest marketing and customer information campaign AT will undertake this year. Longer term AT HOP will be a significant driver of patronage growth, however interim activity will be focused on transiting existing customers off legacy product to the new ticketing platform. The campaign will be a phased approach:
 1. Customer communications begin in April with an “announcement” phase, announcing to the wider public the impending change to bus ticketing.
 2. A detailed transition phase, with specifics of the change on an operator-by-operator basis
 3. “Early bird” promo outlining the free swap out of existing bus cards for AT HOP cards.
- **“Meet the Timetable” programme to significantly improve reliability for a number of key services.** To address known timetable reliability and punctuality issues AT is implementing a significant programme of work to align timetables of key services with actual measured running times. The review of Ritchies and Birkenhead Transport timetables should be complete by the end of March.
- **Tertiary student campaign to drive awareness of public transport concession options for new students.** March sees the majority of tertiary institutions in Auckland returned from the summer break. New students will be provided with information on the Tertiary Concession and public transport options.
- **Special event services.** AT runs regular campaign activity to encourage use of trains and buses to get to events. At Blues rugby matches and All Blacks fixtures we now expect to achieve over 40% event patronage to travel via public transport. In March these events include;
 - The Blues and Warriors at Eden Park
 - V8 Supercars at Pukekohe
 - Tuborg Sounds Music Festival in Albany
 - Ellerslie Races
 - Round the Bays
 - Lantern Festival

Ferry

Figure 8 provides a summary of ferry patronage performance:

- 547,564 for Feb-2013, an increase of +38,407 boardings or +7.5% on Feb-2012
- 3,648,654 for 2012/13 year-to-date from Jul-2012 to Feb-2013, -0.4% on 2011/12
- 5,435,024 for the 12-months to Feb-2013 (Table 2), an increase of +190,612 boardings or +3.6% on the 12-month period to Feb-2012

The 12 month reforecast to June 2013 for the 2012/13 financial year is 5,504,673 against an SOI target of 5,503,100, an increase of +1.0% against the previous year results to June 2012 of 5,447,890, which

included the RWC2011 patronage spike retaining the growth from that year. See Appendix 6 for supporting detail.

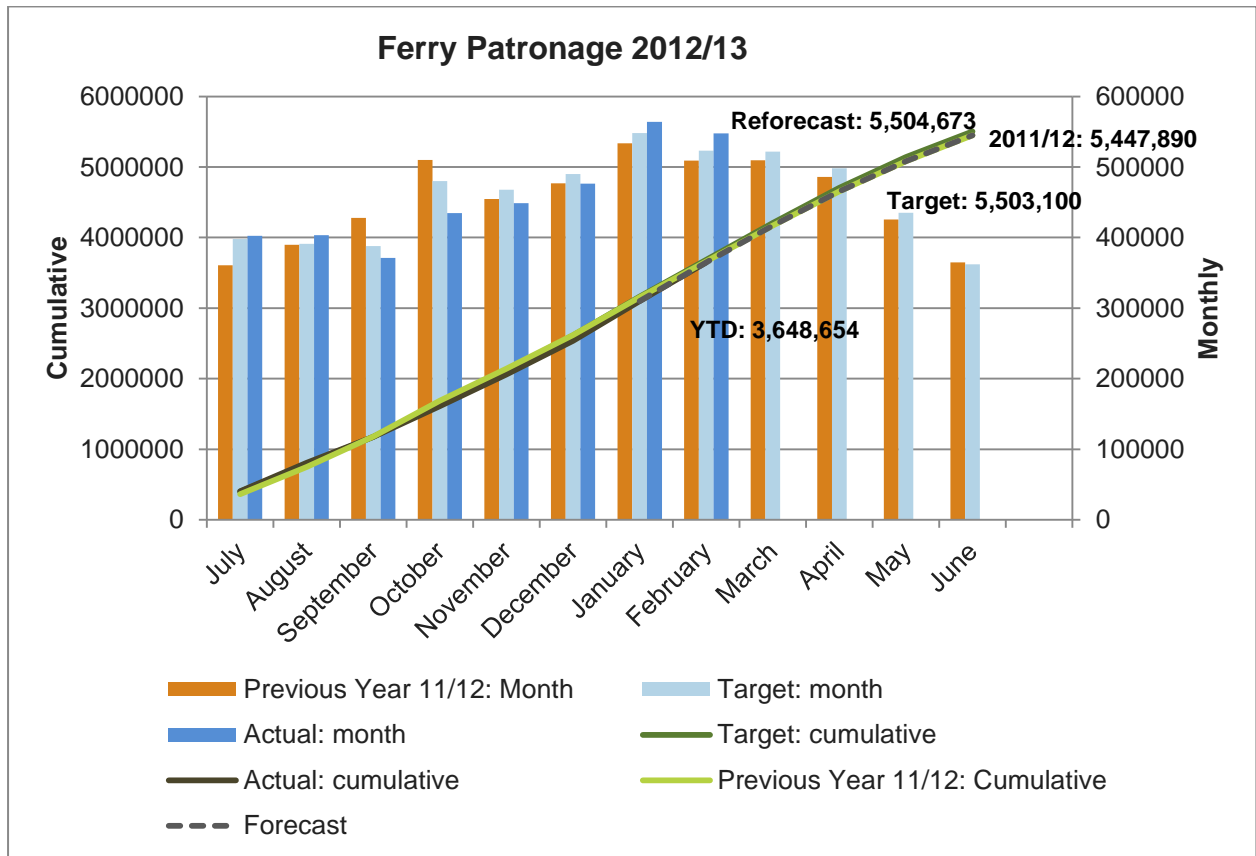


Fig 8. Ferry – Patronage results vs target and previous year

Figure 9 summarises the key delivered and proposed interventions.

Month	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
POSITIVE INTERVENTION ACTIVITIES													
												Gating of Downtown Ferry Terminal	
												Exploring improved inner harbour loop and new services for Gulf Harbour, Pine Harbour.	
												Alignment of AT HOP stored value and 10-trip legacy tickets permits the removal of the majority of 10-trip ticket product.	
											New Hobsonville and Beach Haven ferry services launched.		
											Hobsonville / Beachhaven special fare offer		
							AT HOP introduction – limited impact on patronage due to fare structure						
											Personal Journey Planning programme - Beach Haven		
										Marketing campaign for Hobsonville / Beach Haven services			

Fig 9. Ferry – Positive Interventions

February patronage commentary:

- **Hobsonville / Beach Haven special fare promotion.** Special fares were introduced as a promotion to drive trial of the new Hobsonville and Beach Haven ferry services.

Key Activities for ferry in March:

For added commentary and strategic context view Appendix 1.

- **Tertiary student campaign to drive awareness of public transport concession options for new students.** March sees the majority of tertiary institutions in Auckland returned from the summer break. New students will be provided with information on the Tertiary Concession and public transport options.
- **Hobsonville / Beach Haven special fare promotion.** Promotion beginning in February continues.
- **Personal Journey Planning programme in Beach Haven.** Community Transport working with targeted individuals close to Beach Haven ferry to provide customised journey planning services.

APPENDIX 1: Strategic Context for Patronage Growth Activity

This Appendix 1 is provided for information to identify customer segmentation and patronage growth enablers that are used to identify public transport improvements and inform promotional campaigns to growth patronage. A programme of work is underway to thoroughly re-visit the segmentation model within the 2013 financial year. Priorities for this refresh include providing more precise definitions by segment of attitudes across locations, incorporating all modes of transport, and developing the model so it can be used more extensively as a tool for targeted marketing campaigns.

This review and the patronage growth enablers will be used to drive the short to medium term patronage growth strategy currently being developed.

A.1. Customer Segmentation

Planning and marketing to encourage increased patronage is informed by market segmentation, which seeks to identify propensity and attitudes to traveling by PT across Auckland. A PT market segmentation model was developed in 2006, and was refreshed in November 2009. Key attitudes have been tested against this model in 2012 to ensure findings remain broadly applicable to the current Auckland market. The segmentation model has been developed by means of large representative surveys; the population is grouped into segments based on statistical similarities in attitudes, behaviours and demographics. These segments can be targeted with messages that meet their needs and expectations. These segments are named for characteristics they largely have in common. Labels used here are subject to review in 2013.

Summary of segments

Use by choice or open to use. Motivated by cost.	Never/ Occasional users. Open to using more. Interested in reliability and timeliness.	Use by choice or open to use. Motivated by cost. Use pragmatically.	Use off peak. Well served by Super Gold.	Open to use but rely on flexibility of car.	Open to use but rely on flexibility of car.	Not considered PT rather than rejected. Consider expensive. Would not use PT even if faster.	Consider PT is for those who cannot afford a car.
Couples or singles. 30-59. No dependents. Work in Central City	Very young or adult children. Financially secure.	18-29. Ethnically diverse. No dependents. Flattening.	Retired. Moderate to low income.	30-49, 24% Maori & PI. Moderate to low income.	Under 40. Pre-school/ school children. Higher income. High vehicle ownership.	Higher income. No dependents. May have used PT in past. Love their car.	Higher incomes. No dependents.
PT Lovers (17%)	Empty Nesters/ Ready and Waiting (19%)	Tertiary Students (5%)	Retirees (7%)	Flat Out Families (23%)	Anxious Parents (4%)	Lifestyle Seekers/ Proud Car Lovers (15%)	Status Oriented (10%)

Fig 10. Key market segments and opportunities

High use segments to retain:

Market segments reporting the highest use of PT include *Tertiary Students* and *PT Lovers*. These represent groups that require a focus on retention rather than attraction. This is especially the case for tertiary students.

Students have low incomes, are ethnically diverse, and very pragmatic about their travel options, enabled by their flexibility of time and responsibilities. They are well connected with technology and effectively targeted via institutions. Students are very cost sensitive and are well served by discounted fares. Students tend to drift away from PT as they simultaneously enter the workforce, face full adult fares, and later face barriers detailed for families. A new car during a wet winter can often provide a tipping point away from PT travel.

PT lovers are customers by choice. They are of working age, but more likely than the overall population to be single or have no dependents. They have more confidence in the PT system as a result of their experience, are less likely to own a car, and are conscious of their health and well-being. They consider PT to be a more cost effective means of travel.

Growth Opportunities: Empty Nesters / Ready and Waiting:

This segment consists of both younger and older working age Aucklanders, with either pre-school children or children who are no longer dependent for travel needs so are more flexible. These groups are predominantly occasional or non-users, express a willingness to increase their use of PT and do not necessarily enjoy driving in Auckland. They happily use PT when visiting cities abroad and make direct, often negative, comparisons to the service at home. They are motivated by perceived enhancements to PT network, and have stronger agreement that they would use more PT if it were cheaper, faster, or other improvements are made. This group is a key marketing opportunity but messages must convince them that there are genuine improvements to affordability or reliability as compared to their own, albeit limited, experience of using PT in Auckland.

Families:

Families fall broadly into two main categories in the model: *Flat Out Families* and *Anxious Parents*.

Flat Out Families have moderate to low household incomes of under \$70,000 pa, are parents mostly aged 30-49, and are highly represented by Maori and Pacific Island families in outer suburbs of West and South Auckland. Most have access to a family vehicle that is the mainstay of their family transport. These families are sceptical about the reliability and safety of PT in Auckland.

Anxious Parents tend to have middle to high household incomes of over \$70,000 p.a., and are more likely to live in the previous Auckland City area. Again most have access to a family car that meets their needs. Anxious Parents are sceptical about value for money, reliability and ease of use of PT in Auckland. They have more access to technology than *Flat Out Families*.

Both the *Flat Out Families* and *Anxious Parents* represent under-served segments of the Auckland PT market. While more than 30% of each claim that they never or rarely use PT but would like to use it more, the need to transport dependents to multiple locations means that they do not consider PT a flexible or affordable option.

Recent surveys and focus groups have identified that these segments will be better served by planned network enhancements improving the reach of frequent services into outer suburbs. But once this infrastructure is in place, more work needs to be done to ensure they are confident making multiple stage journeys, and to address complexity and cost of ticketing when travelling as a group. Coordinating and funding top-ups on multiple AT HOP cards has been recognised as a barrier.

Hard to reach targets:

Some segments are noted as hard to reach, with little potential for patronage growth. These groups are strongly attached to their cars for comfort and status. They are more likely to believe that PT is for those who cannot afford cars, will take a taxi to the airport, and are unlikely to try even if presented with evidence of improved service.

A.2. The drivers for patronage growth

Patronage growth strategy is driven by an understanding of key customer drivers for public transport use. Enhanced provision of high-service levels and performance has the greatest impact on driving patronage growth. Attractive pricing is a key driver of demand, supported by access to information, the provision of safe and comfortable environments and a positive image. Patronage growth activity is focused on delivering to these drivers. Following is a breakdown of activities by “driver.”

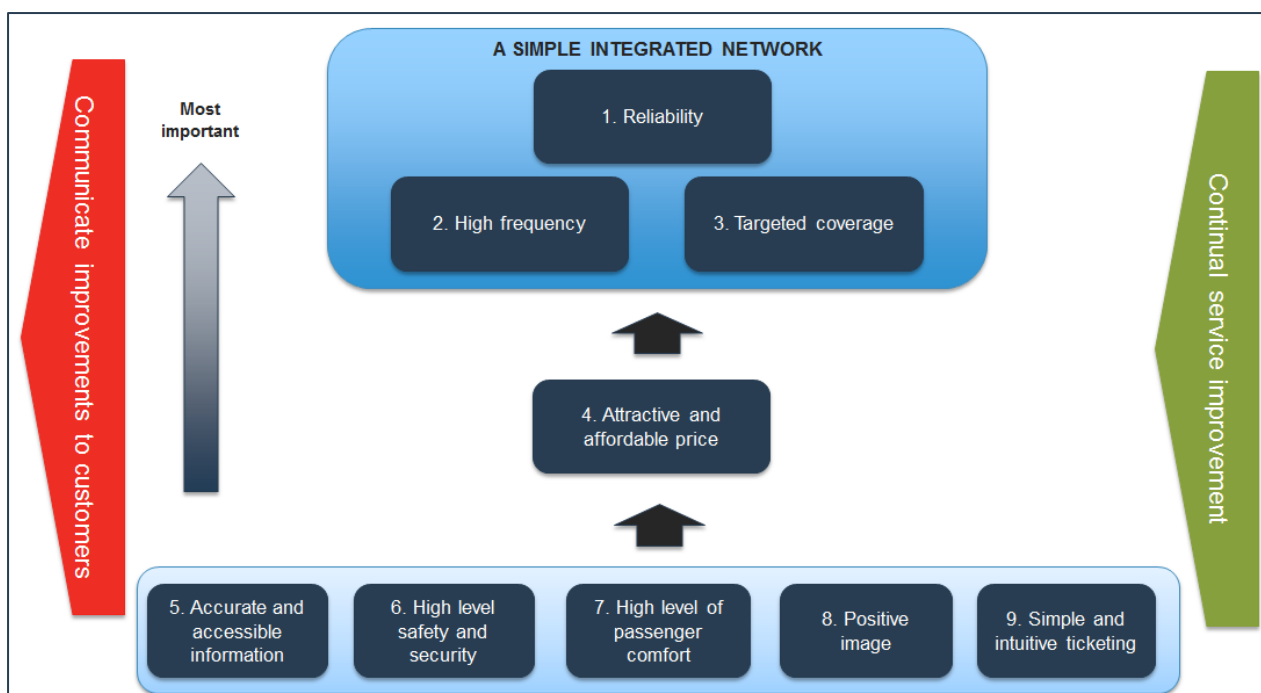


Fig 11. Customer enablers for patronage growth and retention

A.3. Activity by driver

Auckland Transport has a wide array of activity implemented, planned and under development to address each of the drivers of patronage. Following is an overview of selected activity either implemented or planned, categorised by the key driver, in order to understand the strategic rationale prompting workstreams.

This is further being developed into the short to medium term patronage growth strategy.

A.3.1. Reliability

- **“Meet the Timetable” programme will significantly improve reliability for a number of key services.** To address known timetable reliability and punctuality issues AT is implementing a significant programme of work to align timetables of key services with actual measured running times. “Meet the Timetable” will achieve these improvements prior to the AT HOP go-live roll-out on successive bus operators. New timetable scheduling and customer journey planning software will also be introduced. The review and update of all bus timetables to better reflect actual operating conditions will be undertaken as:
 - Howick & Eastern Buses – October 2012
 - Outer LINK – December 2012
 - New North Road, Dominion Rd, Mt Eden Rd, Sandringham Rd and Onewa Rd – February 2013
 - Ritchies, Birkenhead Transport and Urban Express – target March / April 2013
 - North Star, Go West, Waka Pacific and Metrolink – progressively April to July 2013.
- **Bus Lane Strategy.** On-going review of the bus lane network development with a view to extending and improving performance.

A.3.2 High frequency

- **A simple integrated network to enable better service to more destinations.** AT is proposing a simpler, more integrated network which enables improved access to more destinations through better connections. The core of the new network will be all day frequent services that allow people to simply “turn up and go.” New Network implementation is pending Board approval as part of the RTP.

A.3.3. Targeted Coverage

- **A simple integrated network to enable better service to more destinations.** As above.

A.3.4. Attractive and affordable prices

- **Integrated fares.** Identified within the RPTP process, integrated fares are seen as a key driver in a simpler more efficient network.
- **Fare revenue.** Retention of fare changes at the level of inflation.
- **Hobsonville / Beach Haven fare promotion.** Special fares were introduced as a promotion to drive trial of the new Hobsonville and Beach Haven ferry services.
- **Development of a petrol / parking vs train calculator.** This will enable customers to make an easy comparison to help justify the decision to take public transport instead of driving to work.

A.3.5. Accurate and accessible information

- **Enhanced New AT Website.** The multiple websites in the AT online family will be consolidated into a single portal, built with responsive templates, ensuring an enhanced online presence across all platforms including mobile.
- **Revising timetables and stop information.** All relevant collateral will be reviewed to align with the "Meet the Timetable" programme.
- **Increase in bus stop coverage.** Timetables and information will be present at a growing number of bus stops – ongoing.
- **Real time system optimisation and enhancement programme.**
- **Personal Journey Planning.** Targeting individuals and businesses, Community Transport Department present a range of transport options and customised journey plans. Programmes are being implemented between March and May in Beach Haven, Newmarket, Panmure and Howick targeting 2,000 individuals. Pilot studies indicate on-going conversion to regular public transport use at around 17% Impact: +340 regular commuters.
- **Businesses Travel Planning.** Working with businesses across Auckland, the Community Transport Department promotes public transport travel within business through personal journey planning including free trial of public transport. 1,000 free trials a month are distributed with an estimated conversion rate of 65% to regular public transport use.

A.3.6. High Level of Safety and Security

- **Rail Station Upgrade programme.** A rail station upgrade programme is about 60% complete. The current tranche of rail station upgrades includes improved shelter facilities, CCTV coverage, help points and clean, efficient, easily maintained but comfortable platform furniture. There is a direct correlation between quality of stations and perceptions of safety and security at facilities.
- **Placement of part time, patrolling and permanent security.** Applied across facilities of all modes. Contributing significantly to deterrents and resolution of minor issues, and enabling direct interface with police on more serious issues. Ongoing.
- **CCTV surveillance.** A review of CCTV Surveillance requirements is currently taking place to determine levels of service and resource requirements. Planned completion 2014.

A.3.6. High Level of Passenger Comfort

- **Rail Station Upgrade Programme.** Including the provision of higher standards of facilities ranging from new shelter, toilets, platform furniture and initiatives such as trial coffee carts.
- **Provision of new Ferry pontoon and terminal facilities.** (Stanley Bay, Birkenhead, Berth 1C Downtown, Beach Heaven and Hobsonville).
- **Down Town Ferry Terminal.** Further improvements to the DTFT. The first stage of implementation by mid 2013 followed by a 3 to 5 year programme. The aims are :
 - Implementation of electronic gates for AT HOP

- Minimise queuing
- Improved waiting facilities
- Improved legibility and access to services
- Waterfront Integration (Open Eastern face of Terminal to Integrate with Queens Wharf)

A.3.7. Positive Image

- **A Marketing approach and strategy based on targeting high-performing localised services.** In the short to medium term a focus on balancing service performance with growth. Promotional campaigns are targeted and focused on high quality service areas which have capacity.
- **Setting out a vision for the future.** Supporting AT campaigns and promotions will be activity to lay out the vision and plan for the future, drawing public awareness to the programme of continual improvements and enhancements to public transport services across the region.

A.3.8. Simple and intuitive ticketing

- **AT HOP rollout on bus.** A significant amount of resource is being focusing on finalising the operational data and processes to insure the smooth transition to the AT HOP ticketing system.
- **The customer experience of AT HOP is undergoing a process of continual improvement.** A series of initiatives are currently being scoped and implemented from February 2013 onwards to improve the AT HOP customer experience and drive uptake. Initiatives commenced:
 - “Purchase before you board” campaign
 - Enhancements to the AT HOP website
 - AT Ambassador assistance for customers on platforms
 - Price promotion of AT HOP card sales
 - On-board and on-platform card sales
 - Additional ticket machine signage
 - Additional ticket offices and/or temporary ticket sales outlets
 - Improved cash-servicing of ticket machines
 - Real-time cash servicing by Armourguard of ticket machines
 - Improved maintenance and support arrangements of ticket machines.

APPE NDIX 2: 2012/13 Rail Patronage Impacts

Figure 12 provides a year-on-year comparison of ticket sales by ticket type by month with the bars representing last year’s journeys and the lines representing this year. Note the “other” category is primarily special event related travel and includes group travel and travel made using multi-modal passes (e.g. Northern Pass):

- The number of trips made on single paper tickets remains constant while the journey equivalents for Ten-Trip tickets were negatively impacted during the transition phase to AT HOP (September to December) when these tickets were phased out and legacy tickets honoured up until end-December.
- The effect of the RWC on the September and October 2012 patronage is particularly evident for the ‘Other’ category.

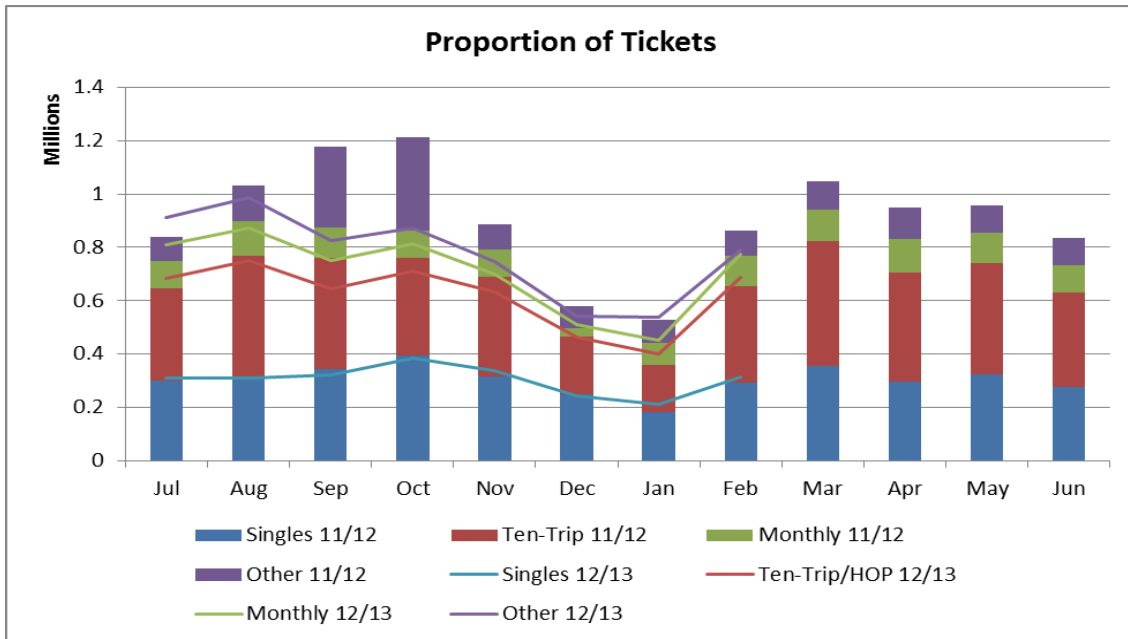


Fig 12. Ticket Sales by Ticket Type – 2012/13 compared to 2011/12

Additional impacts on rail patronage against 2012/13 year forecast:

- Annual patronage had a lower starting point at June 2012 than forecast in late 2011 when targets set. Impact: -300,000 passenger trips (FY)
- Full mature timetable not yet implemented due to rail operator timetable operational risk impact assessment. Impact: -300,000 passenger trips (FY)
- RWC passenger numbers in 2011, while forecast in Monthly Statistics Reports, had a greater impact than forecast. Impact: -50,000 passenger trips (FY)
- The transition from on-board paper ticket sales to AT HOP, with a change in rail patronage counting and use of legacy tickets, while forecast in Monthly Statistics Reports, had a greater impact than expected; this was also deferred from original target implementation of early 2012, plus separated from bus implementation due to bus AT HOP deferral. Impact: -195,000 passenger trips (FY)
- More infrastructure upgrades than forecast in preparation for electrification of rail and resultant network closures coinciding with poor rail punctuality performance has impacted on rail patronage to a greater extent than forecast. Impact: -60,000 passenger trips (FY)
- Deferral in station upgrades. Impact: -50,000 passenger trips (FY)
- Delay in AT HOP implementation. Impact: -170,000 passenger trips (FY)

Appendix 3. Rail Patronage

Rail FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	838,198	1,033,207	1,178,586	1,211,967	887,576	580,064	527,004	861,081	1,047,347	947,571	957,296	834,263
Previous Year 11/12: Cumulative	838,198	1,871,405	3,049,991	4,261,958	5,149,534	5,729,598	6,256,602	7,117,683	8,165,030	9,112,601	10,069,897	10,904,160
Target: month	1,039,236	1,014,701	868,928	949,773	881,212	784,030	686,848	1,033,560	1,267,791	1,279,037	1,351,684	1,219,200
Target: cumulative	1,039,236	2,053,937	2,922,865	3,872,638	4,753,850	5,537,880	6,224,729	7,258,289	8,526,079	9,805,116	11,156,800	12,376,000
Target: cumulative FY growth to previous year %	23.98%	9.75%	-4.17%	-9.13%	-7.68%	-3.35%	-0.51%	1.98%	4.42%	7.60%	10.79%	13.50%
Actual: month	912,538	987,526	822,871	873,071	745,480	540,539	538,487	789,077				
Variance: month to target	-126,698	-27,175	-46,057	-76,702	-135,732	-243,491	-148,361	-244,483				
Variance: month to previous year	74,340	-45,681	-355,715	-338,896	-142,096	-39,525	11,483	-72,004				
Actual: cumulative	912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512	6,209,589				
Variance: cumulative to target	-126,698	-153,873	-199,930	-276,632	-412,364	-655,855	-804,217	-1,048,700				
Variance: cumulative to previous year	74,340	28,659	-327,056	-665,952	-808,048	-847,573	-836,090	-908,094				
Actual: cumulative FY growth to previous year	8.87%	1.53%	-10.72%	-15.63%	-15.69%	-14.79%	-13.36%	-12.76%				
% cumulative change to target	-12.19%	-7.49%	-6.84%	-7.14%	-8.67%	-11.84%	-12.92%	-14.45%				
Reforecast: month	912,538	987,526	822,871	873,071	745,480	540,539	538,487	789,077	1,110,791	985,372	1,077,477	1,024,390
Reforecast: cumulative	912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512	6,209,589	7,320,380	8,305,752	9,383,229	10,407,619
Reforecast: cumulative FY growth to previous year %	8.87%	1.53%	-10.72%	-15.63%	-15.69%	-14.79%	-13.36%	-12.76%	-10.34%	-8.85%	-6.82%	-4.55%

Appendix 4. Northern Express Patronage

Northern Express FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	184,781	231,053	210,757	225,837	180,861	143,351	130,554	184,059	244,985	174,196	223,328	177,765
Previous Year 11/12: Cumulative	184,781	415,834	626,591	852,428	1,033,289	1,176,640	1,307,194	1,491,253	1,736,238	1,910,434	2,133,762	2,311,527
Target: month	224,318	234,514	203,925	224,318	224,318	152,944	152,944	193,729	214,122	193,729	224,318	214,122
Target: cumulative	224,318	458,832	662,757	887,075	1,111,393	1,264,337	1,417,281	1,611,010	1,825,132	2,018,861	2,243,178	2,457,300
Target: cumulative FY growth to previous year %	21.40%	10.34%	5.77%	4.06%	7.56%	7.45%	8.42%	8.03%	5.12%	5.68%	5.13%	6.31%
Actual: month	192,801	222,357	185,030	197,224	185,928	137,807	137,104	170,554				
Variance: month to target	-31,517	-12,157	-18,895	-27,094	-38,390	-15,137	-15,840	-23,175				
Variance: month to previous year	8,020	-8,696	-25,727	-28,613	5,067	-5,544	6,550	-13,505				
Actual: cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251	1,428,805				
Variance: cumulative to target	-31,517	-43,674	-62,569	-89,663	-128,053	-143,190	-159,030	-182,205				
Variance: cumulative to previous year	8,020	-676	-26,403	-55,016	-49,949	-55,493	-48,943	-62,448				
Actual: cumulative FY growth to previous year	4.34%	-0.16%	-4.21%	-6.45%	-4.83%	-4.72%	-3.74%	-4.19%				
% cumulative change to target	-14.05%	-9.52%	-9.44%	-10.11%	-11.52%	-11.33%	-11.22%	-11.31%				
Reforecast: month	192,801	222,357	185,030	197,224	185,928	137,807	137,104	170,554	235,222	214,829	224,418	184,222
Reforecast: cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251	1,428,805	1,664,027	1,878,856	2,103,273	2,287,495
Reforecast: cumulative FY growth to previous year %	4.34%	-0.16%	-4.21%	-6.45%	-4.83%	-4.72%	-3.74%	-4.19%	-4.16%	-1.65%	-1.43%	-1.04%

Appendix 5. Bus (other) Patronage

Bus - other FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	3,989,120	4,953,565	4,985,368	4,573,317	4,510,005	3,498,733	3,116,100	4,446,395	5,352,189	3,981,465	5,223,432	4,262,558
Previous Year 11/12: Cumulative	3,989,120	8,942,685	13,928,053	18,501,370	23,011,375	26,510,108	29,626,208	34,072,603	39,424,792	43,406,257	48,629,689	52,892,247
Target: month	4,251,698	4,976,775	4,501,544	4,551,698	4,841,698	3,777,350	3,311,030	4,672,643	5,490,290	4,154,472	5,294,113	4,420,290
Target: cumulative	4,251,698	9,228,473	13,730,016	18,281,714	23,123,412	26,900,762	30,211,792	34,884,435	40,374,725	44,529,197	49,823,310	54,243,600
Target: cumulative FY growth to previous year %	6.58%	3.20%	-1.42%	-1.19%	0.49%	1.47%	1.98%	2.38%	2.41%	2.59%	2.45%	2.55%
Actual: month	4,322,303	4,956,982	4,366,584	4,356,148	4,361,607	3,261,645	3,258,833	4,132,765				
Variance: month to target	70,605	-19,793	-134,960	-195,550	-480,091	-515,705	-52,197	-539,878				
Variance: month to previous year	333,183	3,417	-618,784	-217,169	-148,398	-237,088	142,733	-313,630				
Actual: cumulative	4,322,303	9,279,285	13,645,869	18,002,017	22,363,624	25,625,269	28,884,102	33,016,867				
Variance: cumulative to target	70,605	50,812	-84,147	-279,697	-759,788	-1,275,493	-1,327,690	-1,867,568				
Variance: cumulative to previous year	333,183	336,600	-282,184	-499,353	-647,751	-884,839	-742,106	-1,055,736				
Actual: cumulative FY growth to previous year	8.35%	3.76%	-2.03%	-2.70%	-2.81%	-3.34%	-2.50%	-3.10%				
% cumulative change to target	1.66%	0.55%	-0.61%	-1.53%	-3.29%	-4.74%	-4.39%	-5.35%				
Reforecast: month	4,321,456	4,948,794	4,365,980	4,351,140	4,354,833	3,262,031	3,258,833	4,132,765	5,283,090	4,255,472	5,224,113	4,350,127
Reforecast: cumulative	4,321,456	9,270,250	13,636,230	17,987,370	22,342,203	25,604,234	28,863,067	32,995,832	38,278,922	42,534,394	47,758,507	52,108,634
Reforecast: cumulative FY growth to previous year %	8.33%	3.66%	-2.10%	-2.78%	-2.91%	-3.42%	-2.58%	-3.16%	-2.91%	-2.01%	-1.79%	-1.48%

Appendix 6. Ferry Patronage

Ferry FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	360,582	389,614	427,794	510,234	454,565	476,805	533,477	509,111	509,591	485,787	425,503	364,827
Previous Year 11/12: Cumulative	360,582	750,196	1,177,990	1,688,224	2,142,789	2,619,594	3,153,071	3,662,182	4,171,773	4,657,560	5,083,063	5,447,890
Target: month	398,000	391,000	388,000	480,000	468,000	490,000	548,000	523,000	522,000	498,000	435,100	362,000
Target: cumulative	398,000	789,000	1,177,000	1,657,000	2,125,000	2,615,000	3,163,000	3,686,000	4,208,000	4,706,000	5,141,100	5,503,100
Target: cumulative FY growth to previous year %	9.40%	5.17%	-0.08%	-1.85%	-0.83%	-0.18%	0.31%	0.65%	0.87%	1.04%	1.14%	1.01%
Actual: month	402,692	403,567	371,012	434,646	448,752	476,420	564,001	547,564				
Variance: month to target	4,692	12,567	-16,988	-45,354	-19,248	-13,580	16,001	24,564				
Variance: month to previous year	42,110	13,953	-56,782	-75,588	-5,813	-385	30,524	38,453				
Actual: cumulative	402,692	806,259	1,177,271	1,611,917	2,060,669	2,537,089	3,101,090	3,648,654				
Variance: cumulative to target	4,692	17,259	271	-45,083	-64,331	-77,911	-61,910	-37,346				
Variance: cumulative to previous year	42,110	56,063	-719	-76,307	-82,120	-82,505	-51,981	-13,528				
Actual: cumulative FY growth to previous year	11.68%	7.47%	-0.06%	-4.52%	-3.83%	-3.15%	-1.65%	-0.37%				
% cumulative change to target	1.18%	2.19%	0.02%	-2.72%	-3.03%	-2.98%	-1.96%	-1.01%				
Reforecast: month	402,610	403,567	371,012	434,646	448,752	476,420	564,001	547,564	532,000	508,000	444,101	372,000
Reforecast: cumulative	402,610	806,177	1,177,189	1,611,835	2,060,587	2,537,007	3,101,008	3,648,572	4,180,572	4,688,572	5,132,673	5,504,673
Reforecast: cumulative FY growth to previous year %	11.66%	7.46%	-0.07%	-4.52%	-3.84%	-3.15%	-1.65%	-0.37%	0.21%	0.67%	0.98%	1.04%