

Public Transport Monthly Patronage – August 2013

Recommendations

It is recommended that the Board:

- i. Notes this paper.

Executive summary

Auckland public transport monthly patronage was 6,535,601 a decrease of -34,831 boardings or -0.5% on Aug-2012. There was one fewer business day in August this year than the same month last year. One fewer business day accounts for approximately -4% in patronage on Aug-2012, indicating normalised growth of ~+3.5%.

Rail monthly patronage for August was 1,004,630 an increase of 17,104 boardings or +1.7% on Aug-2012. Rail patronage totalled 10,115,650 passengers for the 12-months to Aug-2013. Normalising for various impact indicates growth of ~+8.5-9%

Northern Express bus service patronage for August was 214,172, a decrease of -8,185 boardings or -3.7% on Aug-2012, normalised to ~+0.3%. Northern Express bus service carried 2,277,980 passenger trips for the 12-months to Aug-2013.

Other bus services patronage for August was 4,902,264, a decrease of 54,718 boardings or -1.1% on Aug-2012, normalised to ~+2.9%. Other bus services carried 51,224,477 passenger trips for the 12-months to Aug-2013.

Ferry services patronage was 414,535, an increase of 10,968 boardings or +2.7% on Aug-2012, normalised to ~+6.7%. Ferry services carried 5,551,904 passenger trips for the 12-months to Aug-2013.

Attachment 1 provides detailed patronage levels against target, trends, forecasts and initiatives for each transport mode for this financial year 2013/14.

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 Board endorsed Draft 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.

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).

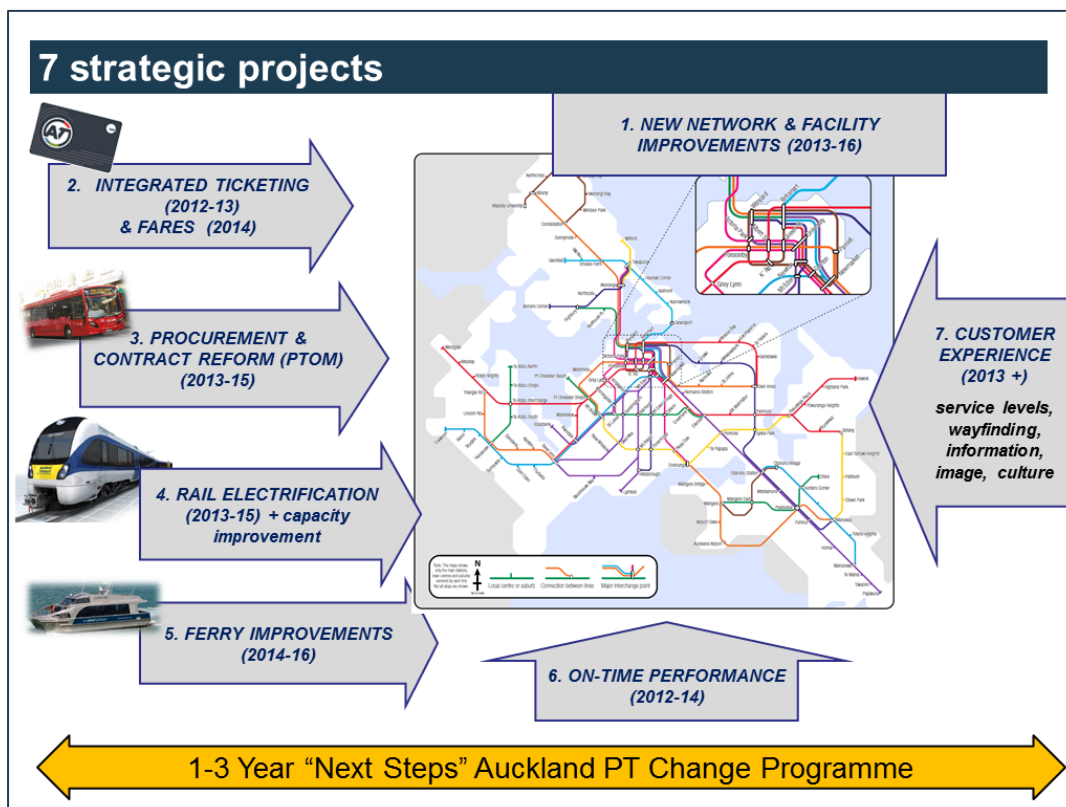


Fig 1. PT “Next Steps” 3 Year Programme Key Strategic Projects

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.

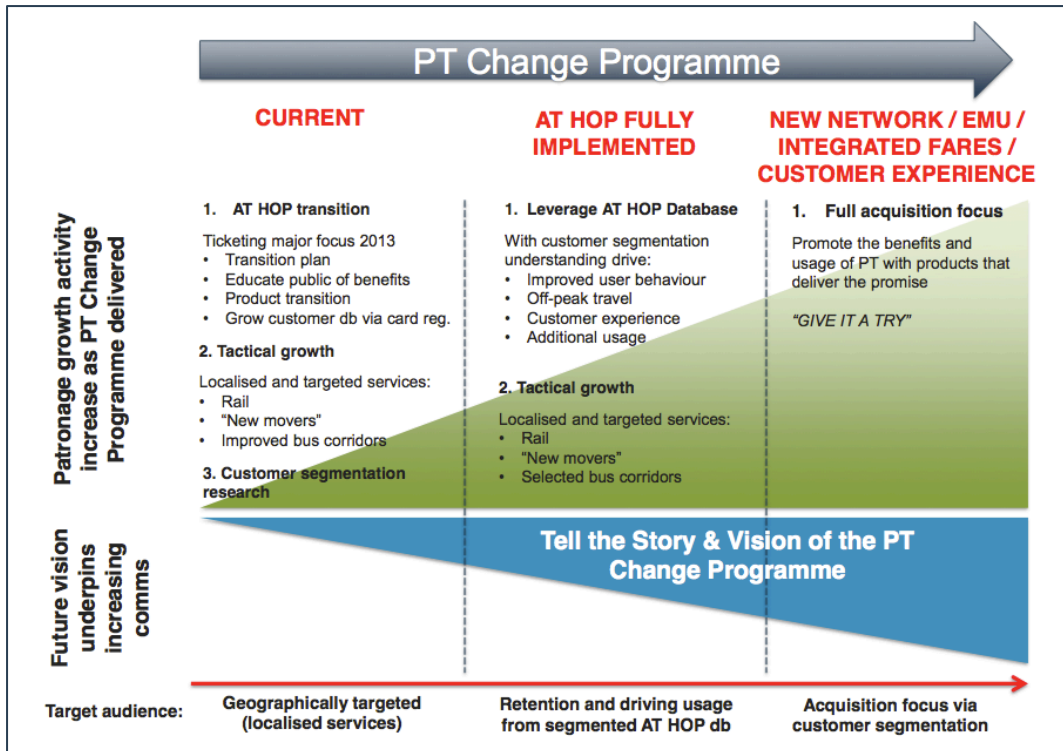


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

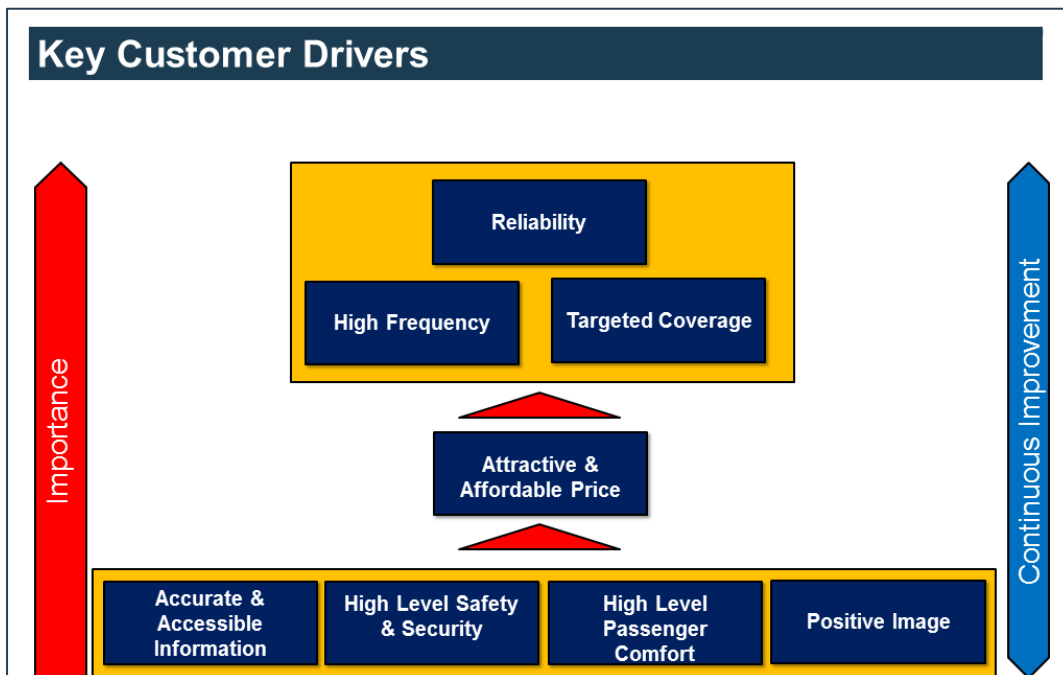







Fig 3. Key Customer Growth Drivers

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 – August 2013

Network Wide Summary

Auckland public transport patronage totalled 69,162,458 passengers for the 12-months to Aug-2013 a decrease of -2,376,858 boardings or -3.3% against the 12 months to Aug-2012 as illustrated at Figure 4. For the financial year-to-date, patronage has increased by +0.7% (87,518 boardings). Patronage for Aug-2013 was 6,535,601 boardings, a decrease of -0.5% (-34,831 boardings) on Aug-2012.

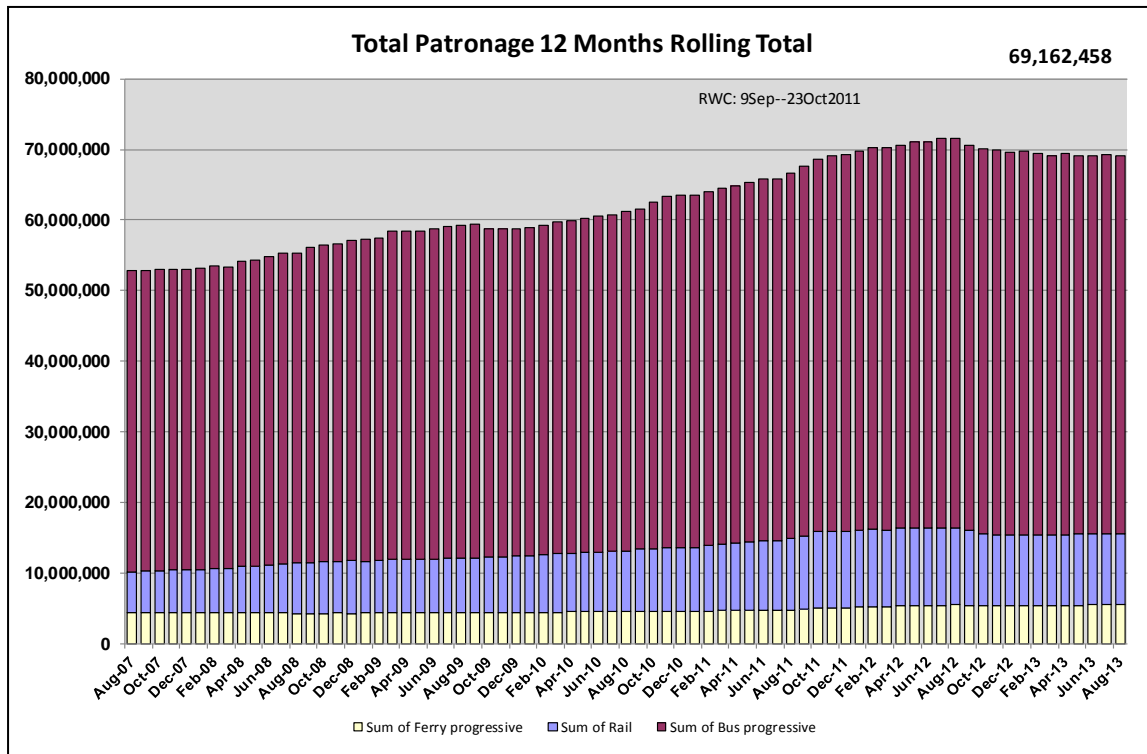


Fig 4. Total Patronage – 12 Months Rolling Total

	FY 2013/14 Year-to-date August 2014			12 Months			
	Previous Year 2012/13	SOI 2013/14	Actual 2013/14	Previous Year 2012/13 to Jun 13	Actual rolling total to Aug 13	SOI 2013/14 to Jun 14	Forecast 2013/14 to Jun 14
1. Rail	1,900,064	2,023,013	1,976,908	10,038,806	10,115,650	11,440,000	10,629,100
2. Northern Express Bus	415,158	431,033	414,553	2,278,585	2,277,980	2,456,000	2,411,274
3. Quality Transit and Local Bus (Including School Bus)	9,279,285	9,873,406	9,252,431	51,251,331	51,224,477	54,763,000	52,952,814
4. Ferry	806,263	833,013	851,949	5,506,218	5,551,904	5,719,000	5,739,978
Total Patronage	12,400,770	13,160,465	12,495,841	69,074,940	69,170,011	74,378,000	71,733,166

Fig 5. Summary of Patronage by mode

1. Rail

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

- Rail patronage totalled 10,115,650 passengers for the 12-months to Aug-2013, a decrease of -817,169 boardings or -7.5%% on the 12-months to Aug-2012.
- Patronage for Aug-2013 was 1,004,630 boardings, an increase of +1.7% (+17,104 boardings) on Aug-2012.
 - There was one less business day in Aug-2013 compared to Aug-2012 (negative impact ~35,000 passenger journeys or ~-4.0%)
 - Special event activities resulted in fewer passenger journeys (Bledisloe Cup match in Aug-2012) (negative impact ~-2.1%)
 - There were two full network weekend rail network closures and weekday evening (Sun-Thur) closures south of Otahuhu in Aug-2013 compared to one full weekend network closure Aug-2012, (negative impact ~-1.0%)
- Normalising Aug-2013 on Aug-2012 patronage accounting for these various impacts indicates growth of ~+8.5-9%.

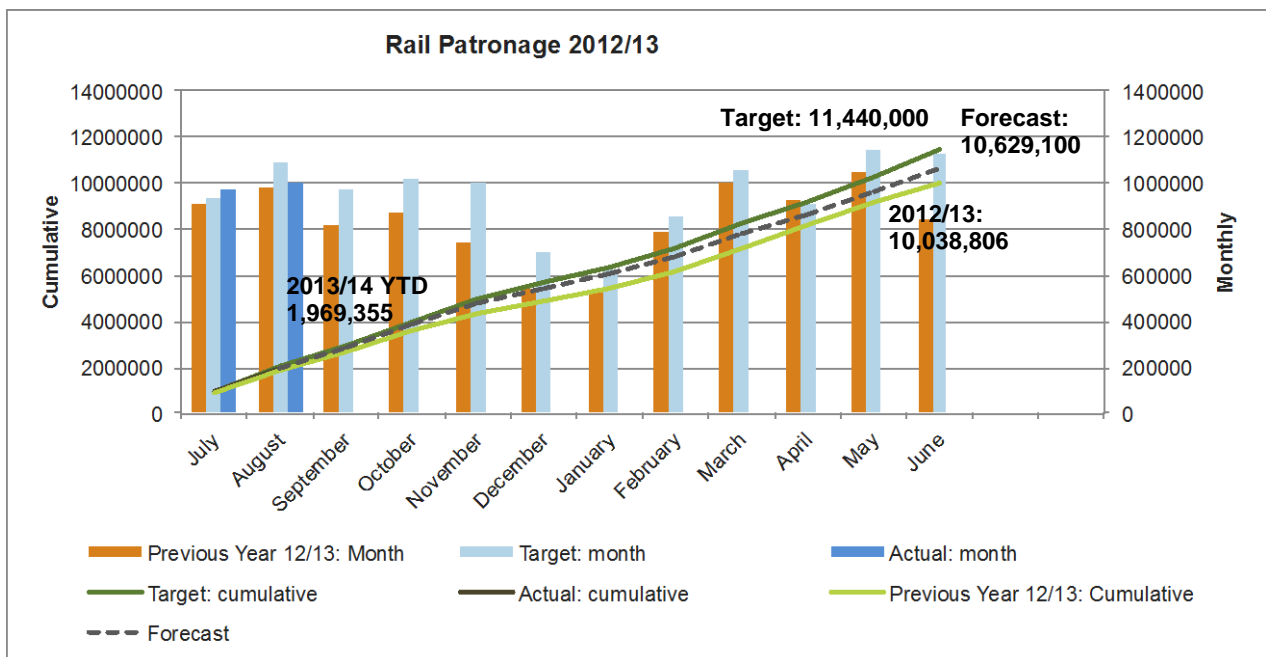


Fig 6. Rail – Patronage results vs target and previous year

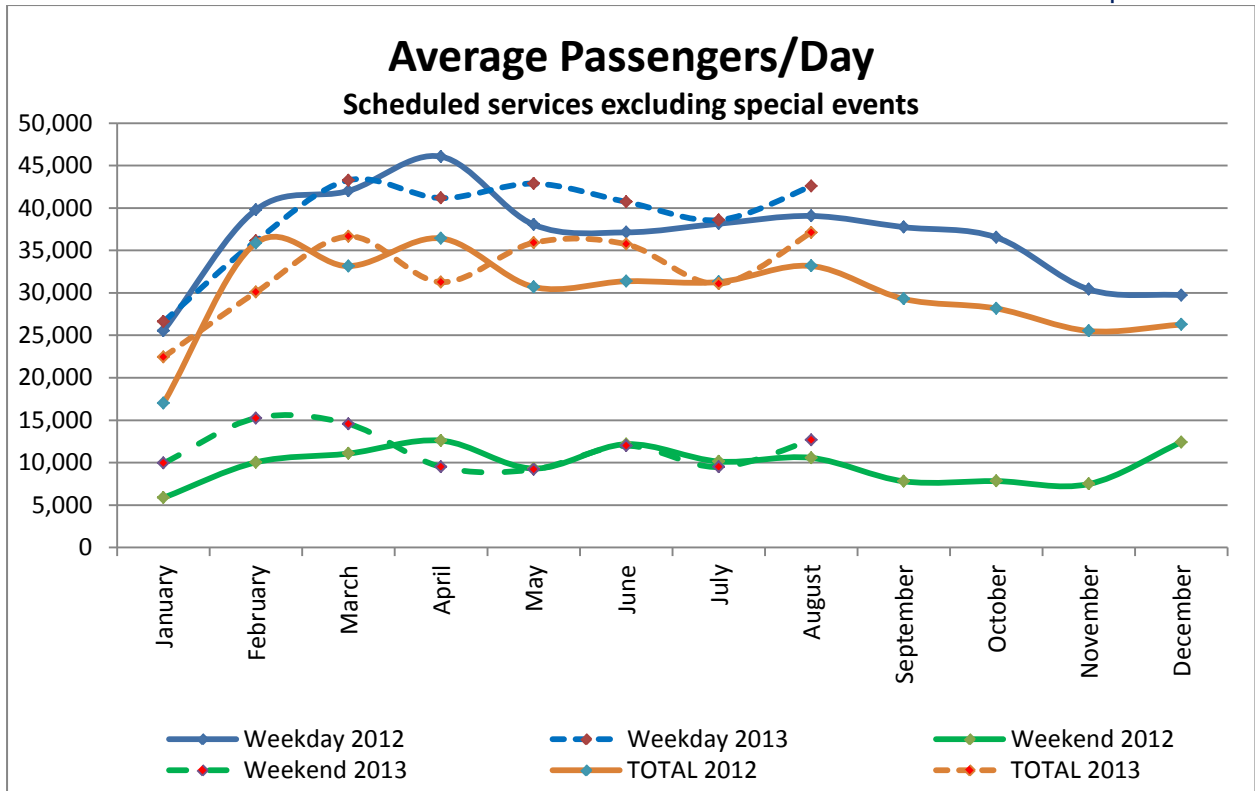


Fig 7. Rail – Average passengers per weekday

August Activity Summary

August 2013 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. 1,337 homes received the packs in August.
- 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.
- Emails to current holders of AT HOP tertiary concessions; reminding them of the need to renew their concession prior to 31 August when the current benefit comes to an end.
- 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 September:

- “New Movers” programme continues. Delivery to an estimated 963 homes in September.
- Petrol Pricing campaign, encouraging the public to consider the savings they could make by using public transport.

- Service information updates / database acquisition campaign continues.
- Planning is underway for a series of localised targeted promotions beginning October 14 2013.
- Rugby special event travel campaign continues.

2. Northern Express (RTN Bus)

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

- Patronage for Aug-2013 was 214,172 boardings, an decrease of -0.4% (-8,185 boardings) on Aug-2012.
- Northern Express bus service carried 2,277,980 passenger trips for the 12-months to Aug-2013, a decrease of -8,761 boardings or -0.4% on the 12 months to Aug-2012.
- Normalised for one more business day in August 2013 gives estimated growth of ~+3.6% for Aug-2013 compared to Aug-2012.

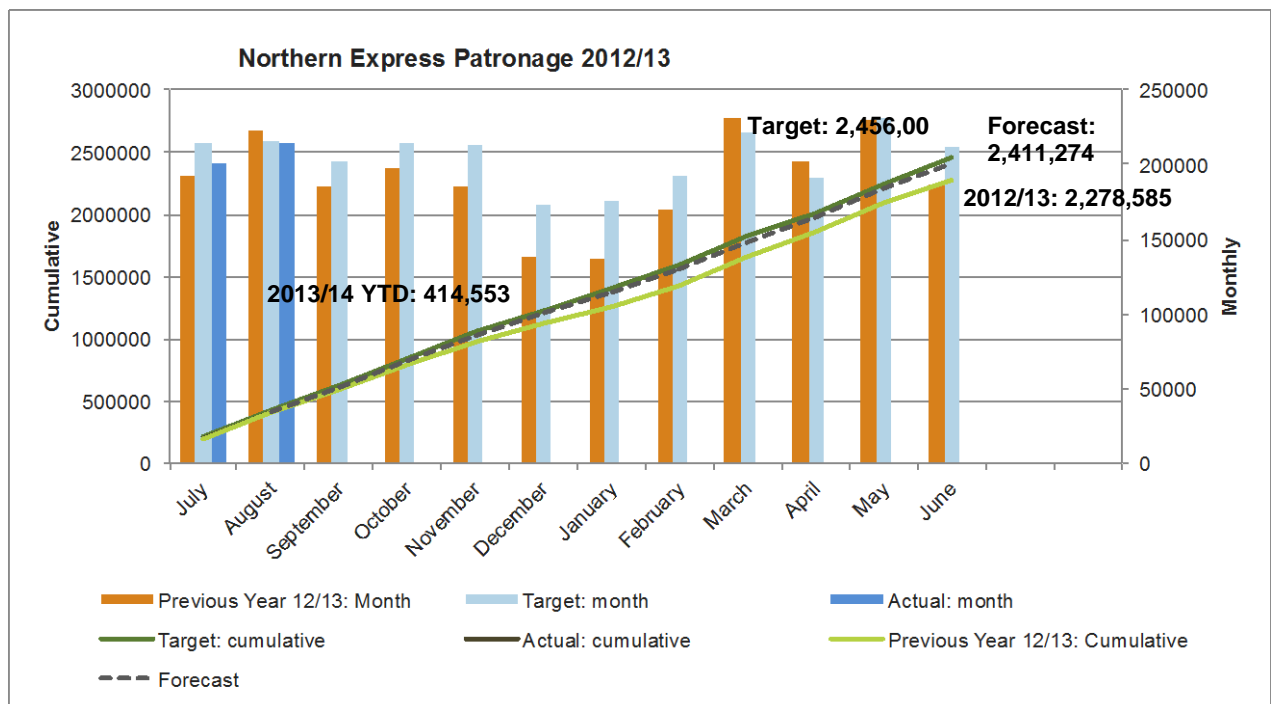


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for August

Patronage impacts include:

- Northern Busway billboard on the Northern Motorway, opposite Wairau Park continues until September 2013.
- “New Movers” programme continues. 1,337 homes received the pack in August.

Key Activities for Northern Express in September:

- 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 963 homes in September.
- Northern Busway promotion targeting households in close proximity to stations, offering a free trial of services.
- 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:

- Other bus services carried 51,224,477 passenger trips for the 12-months to Aug-2013, a decrease of -1,591,877 boardings or -3.0% on the 12 month to Aug-2012.
- Other bus services patronage for August was 4,902,264, a decrease of -54,718 boardings or -1.1% on Aug-2012.
- Normalised for one less business day in Aug-2013 gives estimated growth of ~+0.6% compared to Jul-2012.

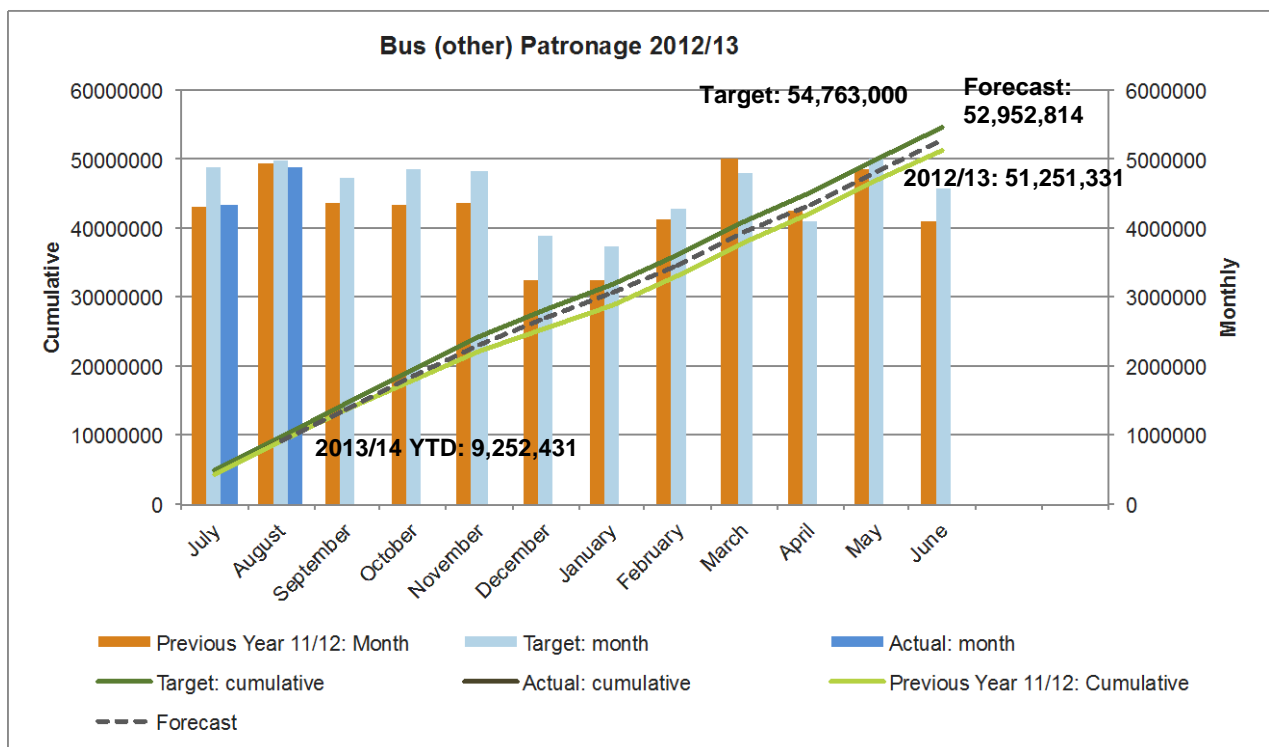


Fig 9. Bus (other) – Patronage results vs target and previous year

Activity Summary for August

Patronage impacts include:

- New Movers” programme continues. 1,337 homes received the pack in August.
- Airporter 380 campaign continues with further bus stop advertising in August. AT Ambassadors visited 120 businesses in the vicinity of Auckland International Airport distributing service information.
- AT HOP third party retail network rollout, comprising tertiary locations, superettes and stationers, continues. Two additional retailers were launched in August bringing the total

to 25 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.

- 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.
- On-bus advertising and emails to current holders of AT HOP / Purple HOP tertiary concessions; reminding them of the need to renew their concession prior to 31 August when the current benefit comes to an end.

Key activities for September

- “New Movers” programme continues. Delivery to an estimated 963 homes in September.
- 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.
- Airporter 380 campaign continues.
- 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 four scheduled for September.
- Hibiscus Coast bus service / Silverdale Park & Ride promotion targeting 500 households and local press.
- Petrol Pricing campaign, encouraging the public to consider the savings they could make by using public transport.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry services carried 5,551,904 passenger trips for the 12-months to Aug-2013, an increase of 48,502 boardings or +0.9% on the 12 months to Aug-2012.
- Ferry services patronage for August was 414,535, an increase of 10,968 boardings or +2.7% on Aug-2012.
- Normalised for one less business day in Aug-2013 gives estimated growth of ~+6.7%.

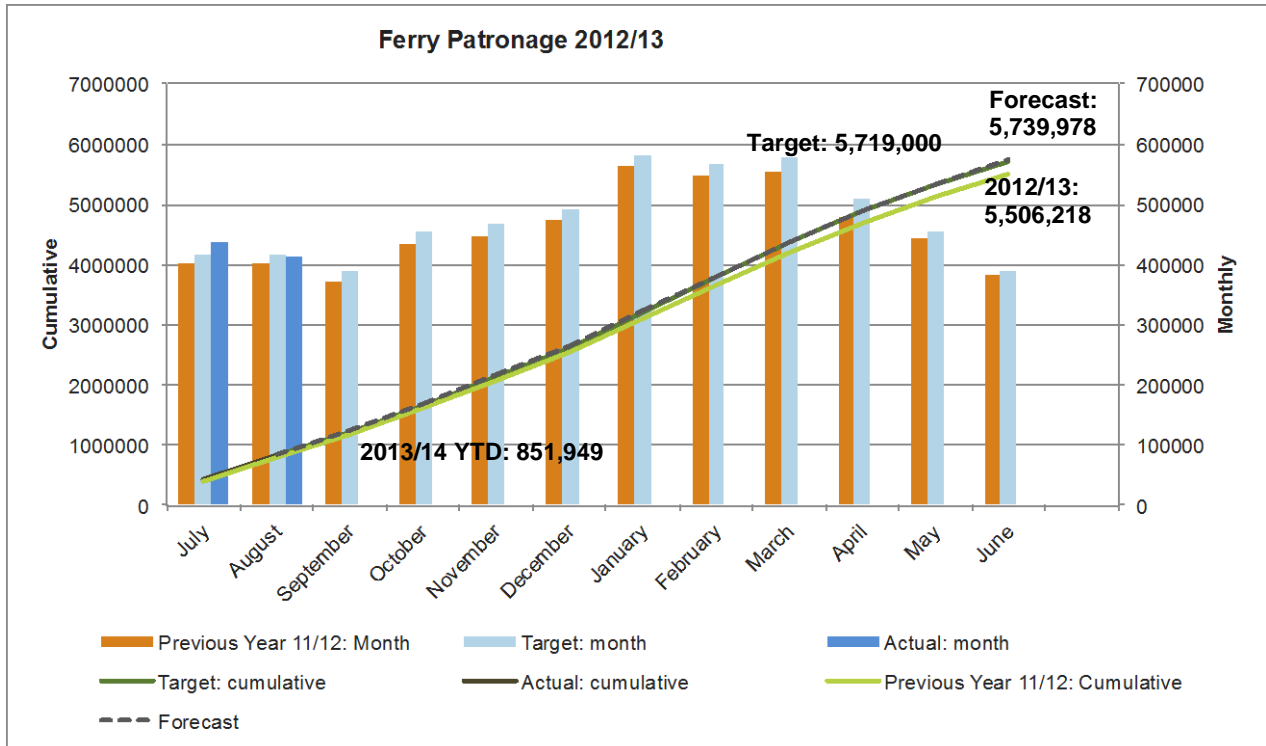


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for August

Patronage impacts include:

- “New Movers” programme continues. 1,337 homes received the pack in July.
- Emails to current holders of AT HOP / Purple HOP tertiary concessions; reminding them of the need to renew their concession prior to 31 August when the current benefit comes to an end.

Key Activities for ferry in September

- “New Movers” programme continues. Delivery to an estimated 963 homes in September.
- 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 1. 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	933,221	1,089,792	971,116	1,017,780	1,005,165	703,772	625,231	850,627	1,054,962	909,828	1,147,497	1,131,009
Target: cumulative	933,221	2,023,013	2,994,129	4,011,909	5,017,074	5,720,845	6,346,076	7,196,704	8,251,666	9,161,494	10,308,990	11,440,000
Target: cumulative FY growth to previous year %	2.27%	6.47%	9.96%	11.57%	15.56%	17.18%	17.08%	15.90%	14.41%	12.52%	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										
Variance: month to target	39,057	-85,162										
Variance: month to previous year	59,740	17,104										
Actual: cumulative	972,278	1,976,908										
Variance: cumulative to target	39,057	-46,105										
Variance: cumulative to previous year	59,740	76,844										
Actual: cumulative FY growth to previous year	6.55%	4.04%										
% cumulative change to target	4.19%	-2.28%										
Reforecast: month	964,725	1,004,630	923,819	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	2,893,174	3,863,792	4,821,699	5,477,387	6,048,802	6,851,745	7,842,913	8,649,067	9,681,213	10,629,100
Reforecast: cumulative FY growth to previous year %	5.72%	3.65%	6.25%	7.45%	11.06%	12.19%	11.59%	10.34%	8.74%	6.23%	5.31%	5.88%

Appendix 2. 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	215,033	216,000	201,848	214,402	212,892	172,912	175,296	192,526	220,910	190,925	231,662	211,595
Target: cumulative	215,033	431,033	632,881	847,283	1,060,175	1,233,087	1,408,383	1,600,909	1,821,819	2,012,744	2,244,405	2,456,000
Target: cumulative FY growth to previous year %	11.53%	3.82%	5.45%	6.25%	7.81%	9.98%	11.93%	12.05%	9.75%	8.06%	7.30%	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										
Variance: month to target	-14,652	-1,828										
Variance: month to previous year	7,580	-8,185										
Actual: cumulative	200,381	414,553										
Variance: cumulative to target	-14,652	-16,480										
Variance: cumulative to previous year	7,580	-605										
Actual: cumulative FY growth to previous year	3.93%	-0.15%										
% cumulative change to target	-6.81%	-3.82%										
Reforecast: month	200,381	214,172	196,885	211,402	209,892	169,912	172,296	189,526	218,910	189,095	229,662	209,141
Reforecast: cumulative	200,381	414,553	611,438	822,840	1,032,732	1,202,644	1,374,940	1,564,466	1,783,376	1,972,471	2,202,133	2,411,274
Reforecast: cumulative FY growth to previous year %	3.93%	-0.15%	1.87%	3.19%	5.02%	7.27%	9.27%	9.49%	7.44%	5.90%	5.28%	5.82%

Appendix 3. 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	4,881,439	4,991,967	4,748,035	4,861,089	4,839,927	3,901,895	3,725,223	4,274,081	4,811,131	4,104,903	5,021,570	4,601,741
Target: cumulative	4,881,439	9,873,406	14,621,442	19,482,530	24,322,457	28,224,351	31,949,574	36,223,656	41,034,786	45,139,689	50,161,259	54,763,000
Target: cumulative FY growth to previous year %	12.94%	6.40%	7.15%	8.22%	8.76%	10.14%	10.62%	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										
Variance: month to target	-531,272	-89,703										
Variance: month to previous year	27,864	-54,718										
Actual: cumulative	4,350,167	9,252,431										
Variance: cumulative to target	-531,272	-620,975										
Variance: cumulative to previous year	27,864	-26,854										
Actual: cumulative FY growth to previous year	0.64%	-0.29%										
% cumulative change to target	-10.88%	-6.29%										
Reforecast: month	4,350,167	4,902,264	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
Reforecast: cumulative	4,350,167	9,252,431	13,870,087	18,605,203	23,289,277	27,055,439	30,658,262	34,820,619	39,529,230	43,531,853	48,451,202	52,952,814
Reforecast: cumulative FY growth to previous year %	0.64%	-0.29%	1.64%	3.35%	4.14%	5.58%	6.15%	5.47%	3.97%	2.97%	2.77%	3.32%

Appendix 4. 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	415,800	417,213	388,513	453,047	467,542	491,361	581,392	567,962	579,490	510,678	455,596	390,405
Target: cumulative	415,800	833,013	1,221,526	1,674,573	2,142,116	2,633,477	3,214,870	3,782,832	4,362,322	4,872,999	5,328,595	5,719,000
Target: cumulative FY growth to previous year %	3.15%	3.32%	3.73%	3.86%	3.93%	3.77%	3.64%	3.65%	3.75%	4.08%	3.97%	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										
Variance: month to target	21,614	-2,678										
Variance: month to previous year	34,718	10,968										
Actual: cumulative	437,414	851,949										
Variance: cumulative to target	21,614	18,936										
Variance: cumulative to previous year	34,718	45,686										
Actual: cumulative FY growth to previous year	8.62%	5.67%										
% cumulative change to target	5.20%	2.27%										
Reforecast: month	437,414	414,535	388,513	453,047	468,543	491,425	580,393	566,962	582,217	510,978	454,896	391,055
Reforecast: cumulative	437,414	851,949	1,240,462	1,693,509	2,162,052	2,653,477	3,233,870	3,800,832	4,383,049	4,894,027	5,348,923	5,739,978
Reforecast: cumulative FY growth to previous year %	8.62%	5.67%	5.33%	5.03%	4.90%	4.56%	4.25%	4.14%	4.24%	4.53%	4.37%	4.25%