

# Public Transport Monthly Patronage – May 2014

## Recommendations

It is recommended that the board:

- i. Notes this paper.

## Executive summary

Auckland public transport patronage totalled 71,774,868 passengers for the 12 months to May-2014, an increase of +0.8% on the 12 months to Apr-2014 and +4.6% on the 12 months to May-2013. May monthly patronage was 7,096,277, an increase of 536,470 boardings or + 8.2% on May-2013, normalised to ~ +10.3% accounting for additional special event patronage and one less business day and one more weekend day in May-2014 compared to May-2013. Year to date patronage has grown by +5.2%.

Rail patronage totalled 11,242,610 passengers for the 12 months to May-2014, an increase of +1.3% on the 12 months to Apr-2014 and +12.1% on the 12 months to May-2013. Patronage for May-2014 was 1,193,702, an increase of 142,201 boardings or +13.5% on May-2013, normalised to ~ +13.4%. Year to date rail patronage has grown by +13.1%.

The Northern Express bus service carried 2,403,544 passenger trips for the 12 months to May-2014, an increase of +0.9% on the 12 months to Apr-2014 and +6.1% on the 12 months to May-2013. Northern Express bus service patronage for May-2014 was 249,888, an increase of 20,722 boardings or +9.0% on May-2013, normalised to ~ +10.8%. Year to date Northern Express patronage has grown by +6.0%.

Other bus services carried 53,003,557 passenger trips for the 12 months to May-2014, an increase of +0.7% on the 12 months to Apr-2014 and +3.1% on the 12 months to May-2013. Other bus services patronage for May-2014 was 5,245,850, an increase of 376,445 boardings or +7.7% on May-2013, normalised to ~ +10.3%. Year to date other bus patronage has grown by +3.7%.

Ferry services carried 5,125,157 passenger trips for the 12 months to May-2014, a decrease of -0.1% on the 12 months to Apr-2014 and +3.8% on the 12 months to May-2013. Ferry services patronage for May-2014 was 406,837, a decrease of -2,898 boardings or -0.7% on May-2013, normalised to ~ +2.3%. Year to date ferry patronage has increased by +3.6%.

Summary performance against SOI targets is provided in Table 1.

Table 1. Summary performance against SOI Targets

May 2014								
	Current vs Last year				YTD Actual vs YTD SOI			
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Profile Target	Actual	Variance
Rail	↑ 13.5%	↑ 13.4%	↑ 12.1%	↑ 13.1%	14.0%	12.1%	13.1%	1.0%
NEX	↑ 9.0%	↑ 10.8%	↑ 6.1%	↑ 6.0%	7.8%	7.2%	6.0%	-1.2%
Bus	↑ 7.7%	↑ 10.3%	↑ 3.1%	↑ 3.7%	6.9%	6.4%	3.7%	-2.7%
Ferry	↓ -0.7%	↑ 2.3%	↑ 3.8%	↑ 3.6%	15.4% *	15.8% *	3.6%	-12.1% *
Total	↑ 8.2%	↑ 10.3%	↑ 4.6%	↑ 5.2%	8.5% *	7.9% *	5.2%	-2.8% *

\* An error in ferry patronage reporting between November 2011 and February 2014 was corrected from April 2014 resulting in lower patronage results for 2011/12 and 2012/13 effectively increasing the % target growth for 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 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 2013/14.

## 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

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 eight strategic projects and graduated marketing approach are designed around the key customer growth attributes summarised at Figure 3.

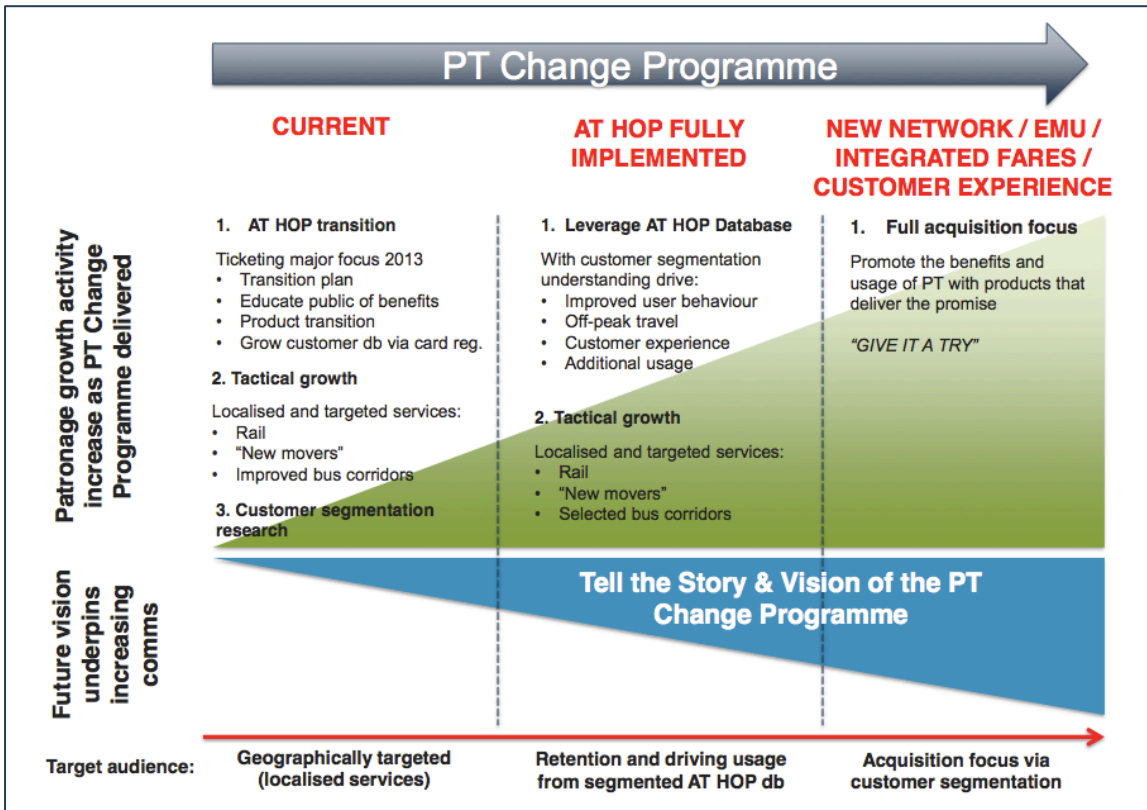


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

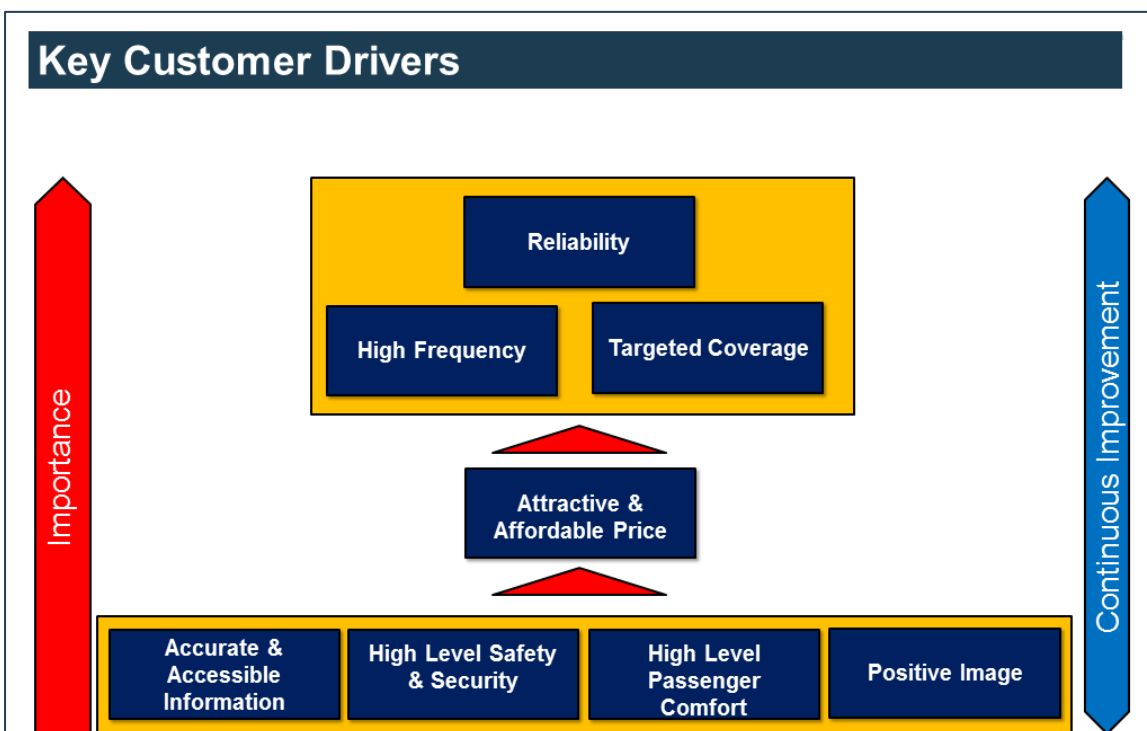
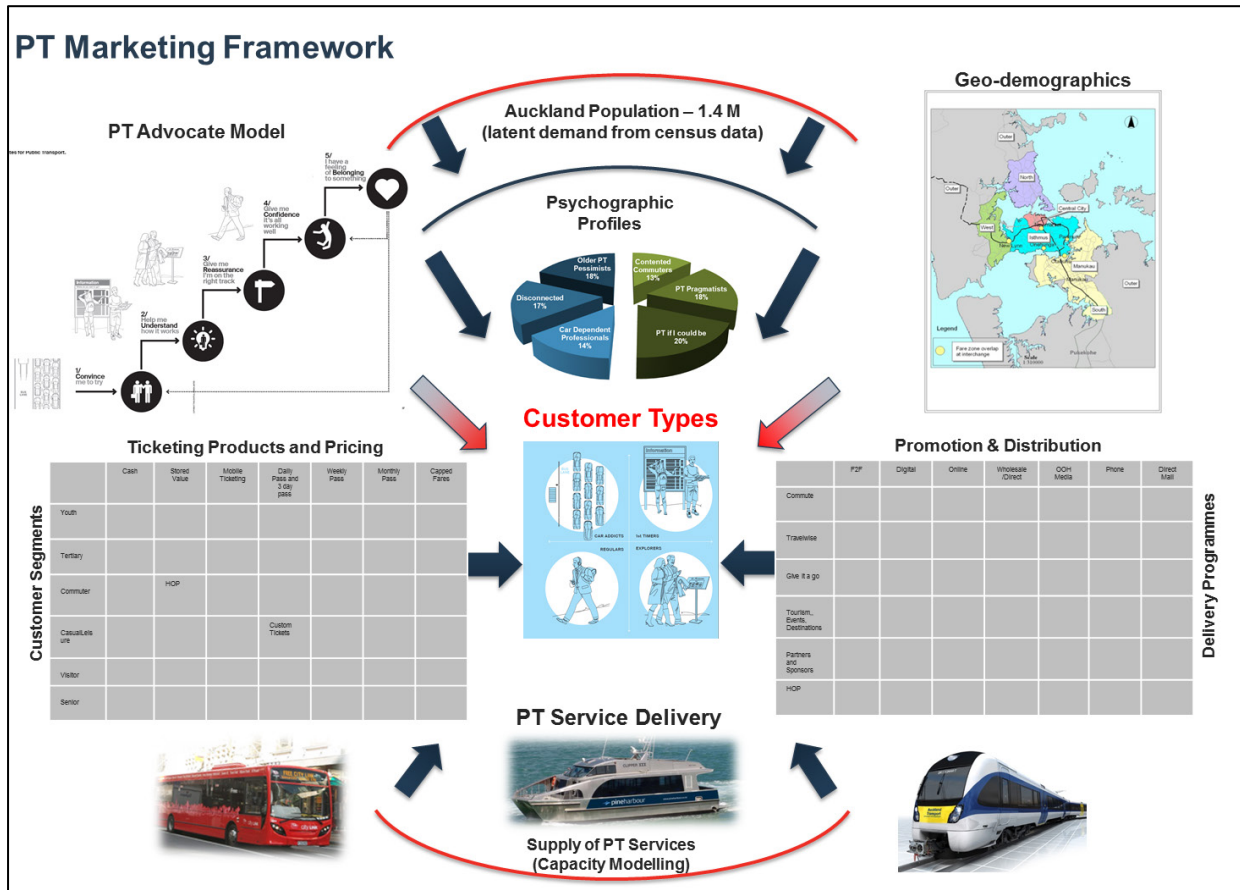


Fig 3. Key Customer Growth Drivers

A public transport marketing, business growth and acquisition framework is being used as illustrated below to develop 2014/15 modal business growth and acquisition plans.



AT HOP boarding and alighting data is being used to map capacity versus demand and current travel behaviours. This data is now being mapped against the 2013 market segmentation and psychographic profiles, recent customer type research from the PT Customer Experience research project, service performance and quality as part of the 2014/15 modal business growth and acquisition plan developments.

Appendix 6 provides an overview of the current campaign activity for public transport growth and acquisition.

## Attachments

Number	Description
1	Monthly PT Patronage Report – May 2014

## 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 – May 2014

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

- Equivalent special event patronage in May-2014 compared to May-2013 (~+0.1% impact network wide and ~+0.6% rail), including the Super Rugby at Eden Park and Warriors and All Whites at Mt Smart.
- Early evening ramp-downs placed on the Eastern and Western Lines during May-2014, overall there was one less operational workday and three more full operational weekend days (~-0.5% rail patronage).

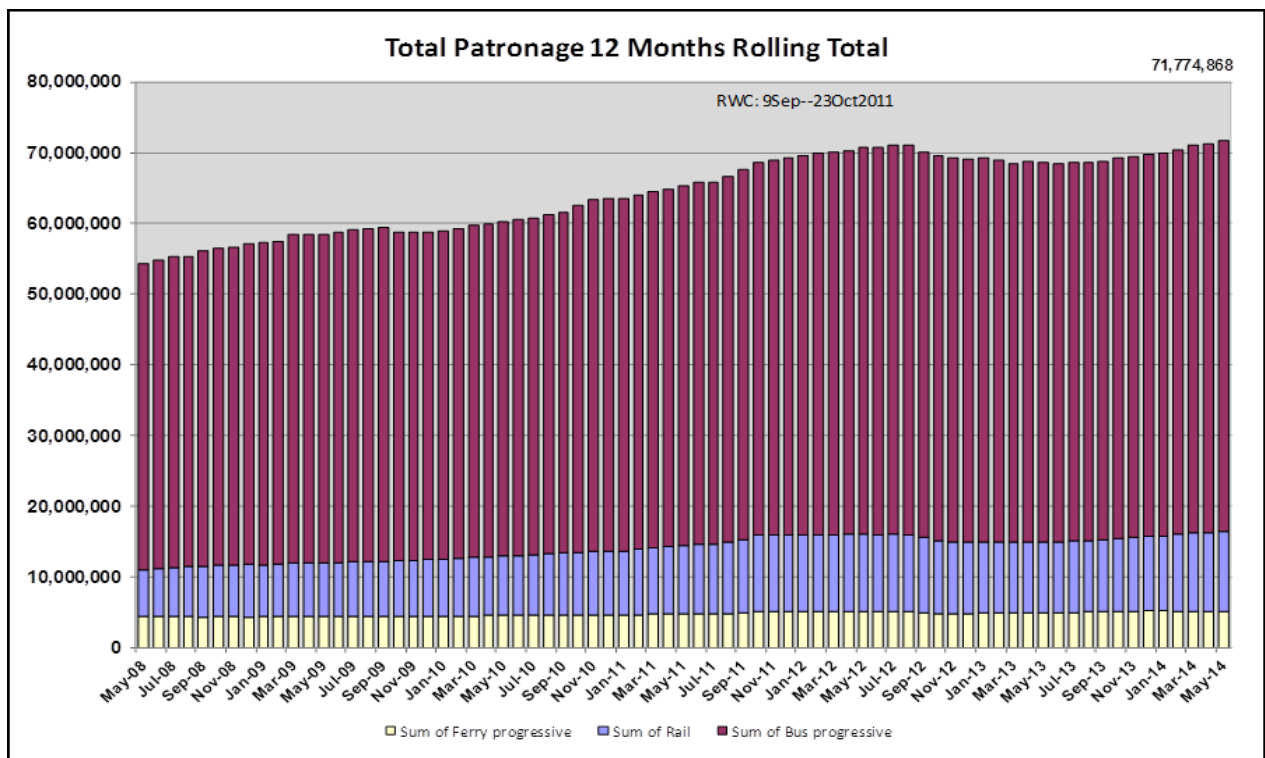


Fig 4. Total Patronage – 12 Months Rolling Total

A breakdown of patronage by month, 12-months rolling total and financial year-to-date (Jul-2013 to May-2014) is provided at Figure 5.

For the financial year-to-date, eleven months from Jul-2013, patronage has increased by +5.2% or 3,249,114 boardings compared to the same period in the previous financial year.

	FY 2013/14 Year-to-date May 2014			12 Months			
	Previous Year 2012/13	SOI 2013/14	Actual 2013/14	Previous Year 2012/13 to Jun 13	Actual rolling total to Apr 14	SOI 2013/14 to Jun 14	Q3 Forecast 2013/14 to Jun 14
<b>1. Rail</b>	9,193,467	10,308,991	10,397,271	10,038,806	11,242,610	11,440,000	11,200,000
<b>2. Northern Express Bus</b>	2,091,717	2,241,406	2,216,676	2,278,585	2,403,544	2,456,000	2,385,000
<b>3. Quality Transit and Local Bus (Including School Bus)</b>	47,146,496	50,161,259	48,898,722	51,251,331	53,003,557	54,763,000	52,300,000
<b>4. Ferry</b>	4,609,375	5,336,576	4,777,500	4,957,032	5,125,157	5,719,000	5,300,000
<b>Total Patronage</b>	<b>63,041,055</b>	<b>68,048,232</b>	<b>66,290,169</b>	<b>68,525,754</b>	<b>71,774,868</b>	<b>74,378,000</b>	<b>71,185,000</b>

Fig 5. Summary of Patronage by mode

## 1. Rail

Figure 6 provides a summary of rail patronage for May 2014 and the 2013/14 targets and performance:

- Rail patronage improved in May-2014 and totalled 11,242,610 passengers for the 12 months to May-2014, an increase of +1.3% on the 12 months to Apr-2014 and +12.1% on the 12 months to May-2013 (Figure 6).
- Patronage for May-2014 was 1,193,702 boardings, an increase of +13.5% (+142,201 boardings) on May-2013.

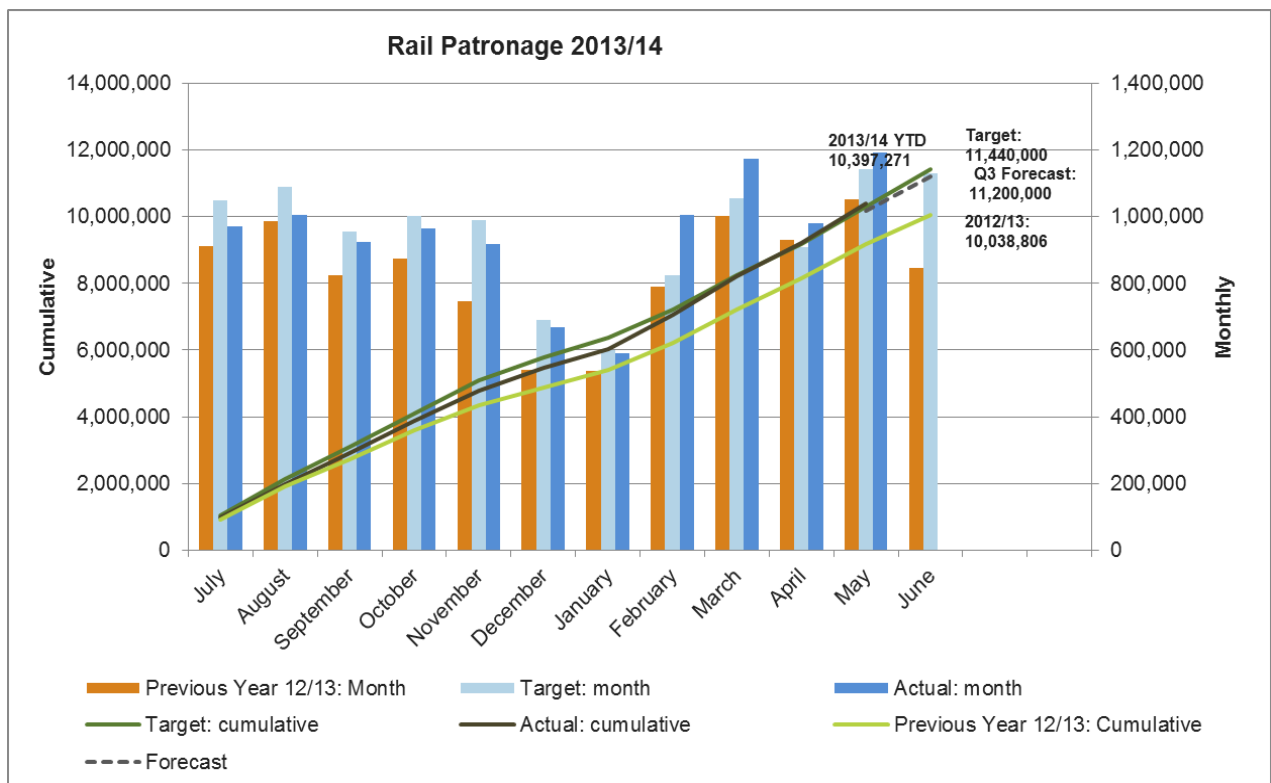


Fig 6. Rail – Patronage results vs target and previous year



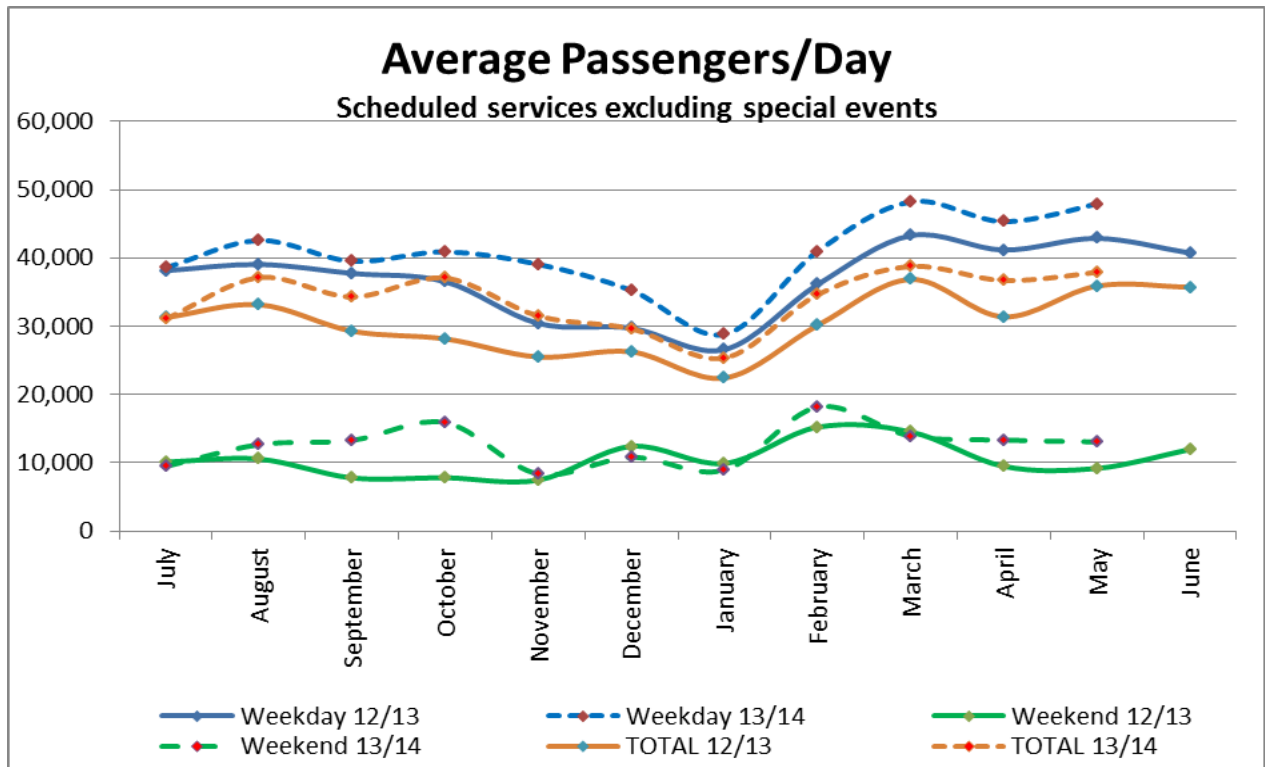
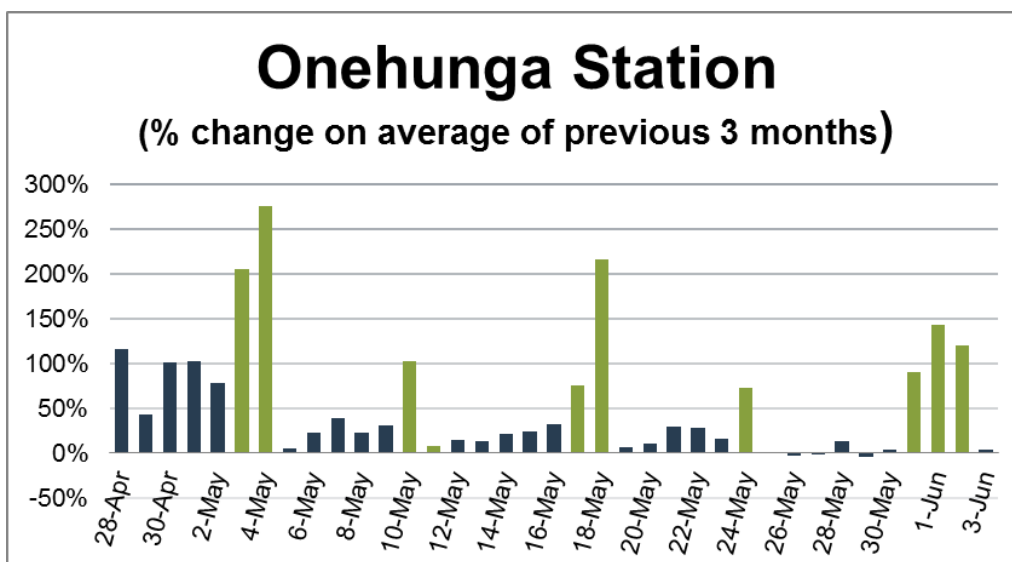


Fig 7. Rail – Average passengers per weekday

### Activity Summary for May

Patronage impacts include:

- The introduction of electric trains on the Onehunga Line has lifted patronage at Onehunga and Te Papapa station throughout May.



- The new electric trains have been very well received, with a customer survey showing 97% rating them positively and consistently giving high scores for their appearance, comfort and ease of use

- Customers described the trains as quiet (52%), fast (24%), smooth (17%) comfortable (17%), modern/new (17%), and spacious/open (15%)
- When asked what they didn't like 48% answered 'nothing'. The main negative factors mentioned include the early operational delays along with journey times not being shorter – yet. The new system of buttons to open doors and firm seats/lack legroom were each mentioned by 7% of customers
- Over 90% were satisfied with the information about the introduction of the electric trains (brochures, ambassadors, announcements and safety information) and 45% said 'there was nothing we could improve for future rollouts.'
- Bus replacements continued after 9pm on the Western Line and Southern line Sunday to Thursday for electrification work.
- "New Movers" programme continued, with 637 homes receiving the pack in May.
- Improved service reliability and punctuality continues to provide a catalyst for improving patronage growth
- Targeted revenue protection measures using station blockades have increased compliance levels amongst ticketed (and thus counted) customers

#### **Key Activities for June**

- Finalising details for an Onehunga campaign to maintain interest and promote use of new electric trains.
- MIT open day for prospective and transferring students
- Planning intervention activities around the July 6<sup>th</sup> fare change.
- The "New Movers" programme continues.

## 2. Northern Express (RTN Bus)

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

- Patronage totalled 2,403,544 passengers for the 12 months to May-2014, an increase of +0.9% on the 12 months to Apr-2014 and +6.1% on the 12 months to May-2013 (Figure 8).
- Patronage for May-2014 was 249,888 boardings, an increase of +9.0% (+20,722 boardings) on May-2013.

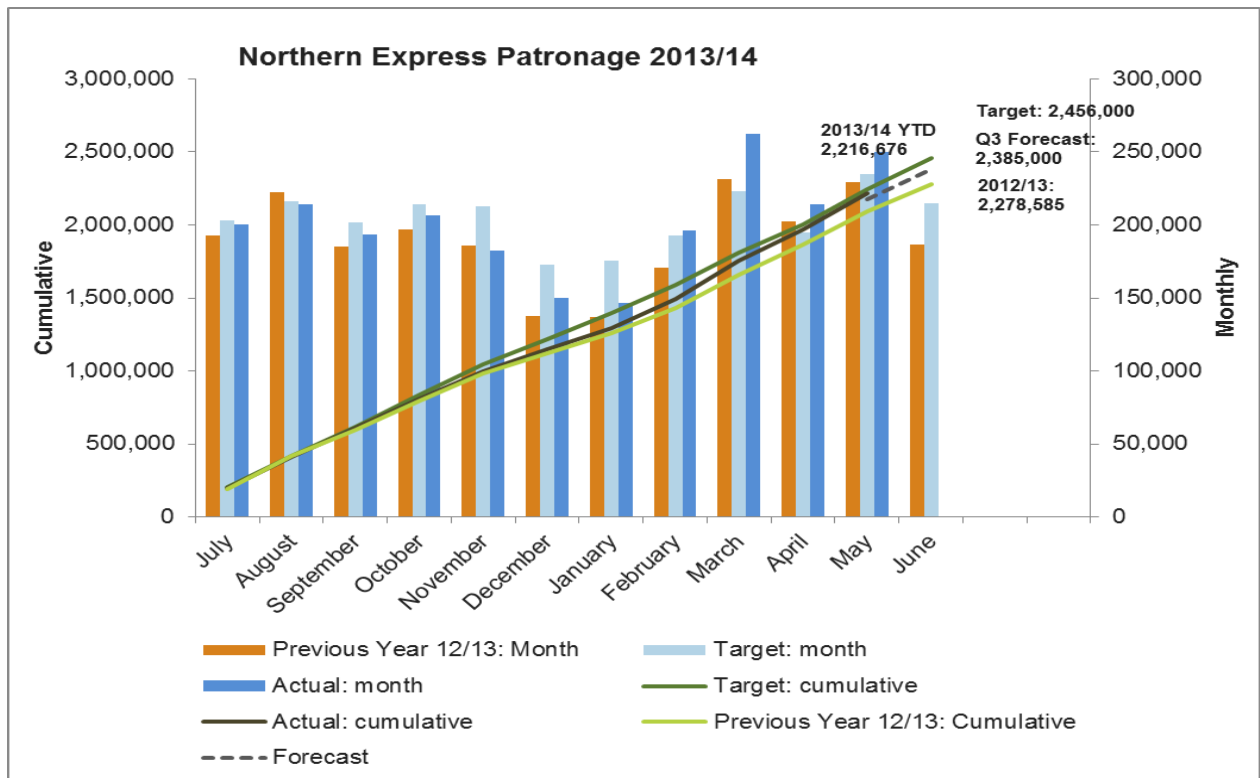


Fig 8. Northern Express – Patronage results vs target and previous year

### Activity Summary for May

Patronage impacts include:

- Improved service, frequency and macro-economic factors (population, fuel prices, etc), including the impact of on-going marketing campaigns to build awareness and trial of the NEX such as free weekends have contributed to the continued growth.

### Key Activities for Northern Express in June:

- NEX free weekends promotion 31 May - 1 June, June 7 - 8
- “New Movers” programme continues.

### 3. Bus (Other)

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

- Patronage totalled 53,003,557 passengers for the 12 months to May-2014, an increase of +0.7% on the 12 months to Apr-2014 and +3.1% on the 12 months to May-2013 (Figure 9).
- Patronage for May-2014 was 5,245,850 boardings, a change of +7.7% (+376,445 boardings) on May-2013.

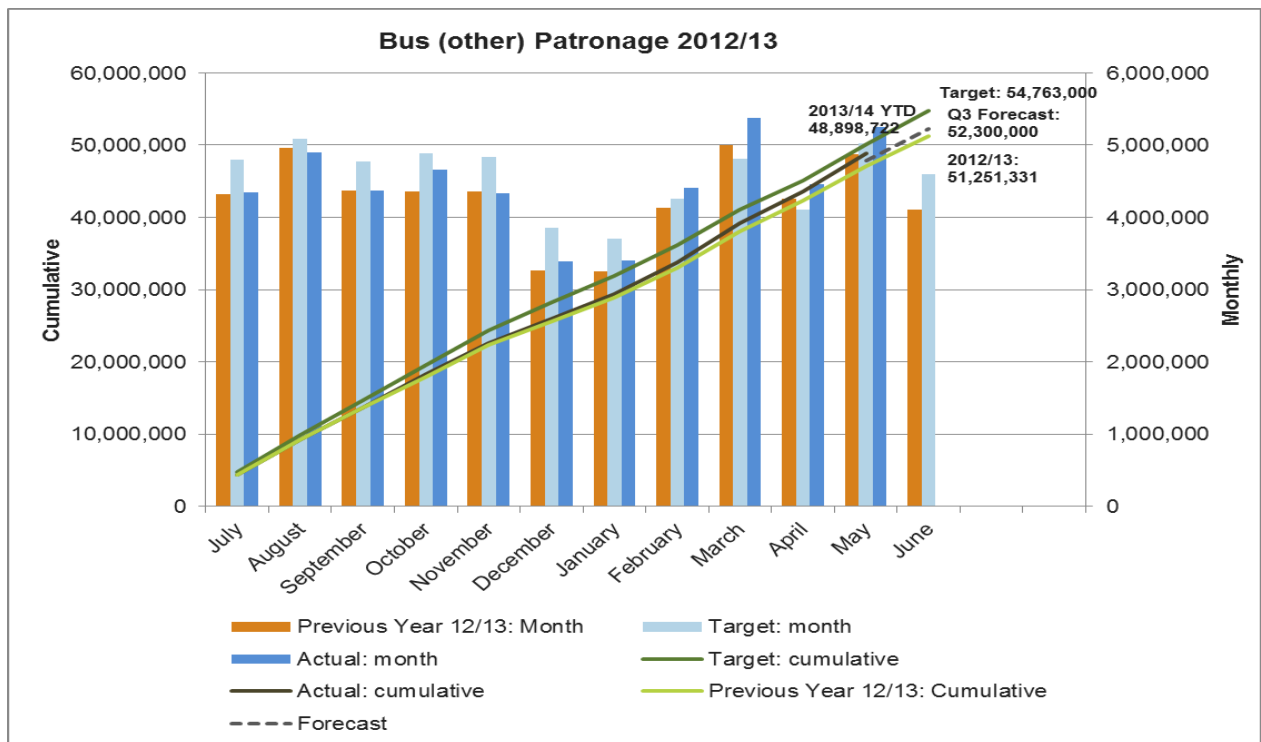


Fig 9. Bus (other) – Patronage results vs target and previous year

#### Activity Summary for May

Patronage impacts include:

- The key growth driver for the month was NZ Bus which was up 4.7%, with Link services each hitting a historic high carrying over 2 million passengers for the first time ever over the last 12 months.
- NZ Bus experienced strong patronage growth across the month despite there being holidays (including tertiary holidays). Significant growth was seen across tertiary customers
- One of our major initiative to meet reliability and punctuality metrics, we hit a major milestone with on-time performance hitting an all-time 12 month high of 90.3% for NZ Bus. This is a result of ongoing timetable reviews against actual run-time using real-time performance data.

- The Go West business unit in particular showed double digit improvement of 11% in on-time performance. We continue to make significant headway with NZ Bus, crossing a key milestone with the review of run times and timing points for 70% of the Bus network.
- Bus priority improvement to Fanshawe Street (Westbound) between Albert Street and Halsey Street has gone live on 28<sup>th</sup> April - ahead of the implementation date in May
- In the marketing and promotions space, the success of the Travel Myths campaign to change attitudes towards public transport is on-going
- The City LINK campaign to build awareness and trial of the service to Wynyard Quarter is continuing

### **Key activities for June**

- Continuation of a major campaign to increase use of bus services in the 'Central Corridors', Mt Eden / Sandringham / Dominion Road / Great North / New North Road. The campaign challenges the "myths" of bus travel, using a 'pop-art' art direction
- City LINK campaign continues
- "New Movers" programme continues

## 4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,125,157 passenger trips for the 12 months to May-2014, a decrease of -0.1% on the 12 months to Apr-2014 and +3.8% on the 12 months to May-2013 (Figure 10).
- Patronage for May-2014 was 406,837, a decrease of -2,898 boardings or -0.7%.

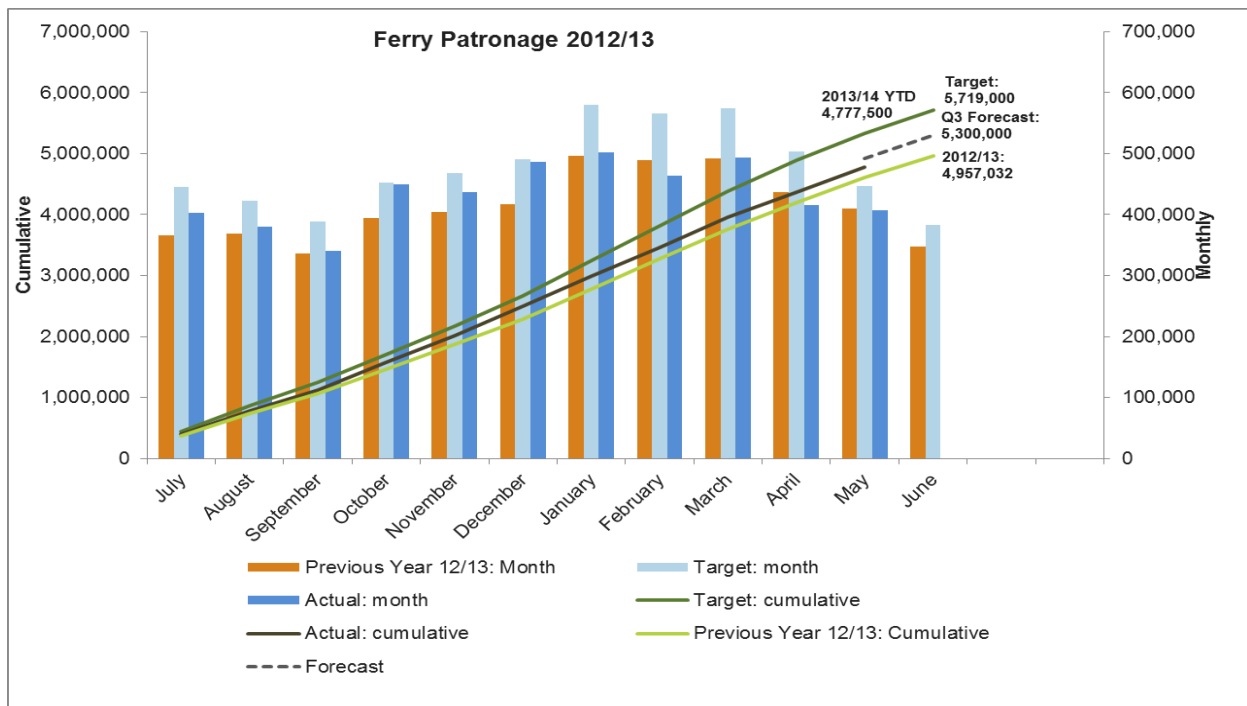


Fig 10. Ferry – Patronage results vs target and previous year

### Activity Summary for ferry in May

- Handover of Stanley Bay upgrade has occurred.
- The enclosed waiting area on Pier 2 has been completed and is in use now by passengers.
- Fullers new vessel has been checked against AT's vessel standards and is waiting to go into service shortly.

### Key activities for June

- Pier 1 and 2 toilet buildings are due to be painted over June with a view of brightening the area and making it more attractive for customers.
- Work continues on the upgrade of Devonport wharf.
- Progressing with consultation with residents on Whangaparaoa Peninsula about a service improvement plan for Gulf Harbour ferry service with the aim of implementing it by early July 14.
- Subject to NZTA/Auckland Council approval for funding a timetable will be socialised with Rakino ratepayers and ferry users with the aim of implementing it by July 14.

## Appendix 2. Rail Patronage

Rail FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
Previous Year 12/13: Month	912,538	987,526	822,871	873,071	745,480	540,539	538,487	789,077	1,002,967	929,410	1,051,501	845,339
Previous Year 12/13: Cumulative	912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512	6,209,589	7,212,556	8,141,966	9,193,467	10,038,806
Target: month	1,048,490	1,089,792	956,116	1,002,780	990,165	688,772	600,231	825,627	1,054,962	909,828	1,142,228	1,131,009
Target: cumulative	1,048,490	2,138,282	3,094,398	4,097,178	5,087,343	5,776,115	6,376,346	7,201,973	8,256,935	9,166,763	10,308,991	11,440,000
Target: cumulative FY growth to previous year %	14.90%	12.54%	13.64%	13.94%	17.18%	18.31%	17.63%	15.98%	14.48%	12.59%	12.13%	13.96%
Original Target: month	933,221	1,011,935	923,819	970,618	957,907	655,688	571,415	802,943	991,168	806,154	1,032,146	947,887
Original Target: cumulative	933,221	1,945,156	2,868,975	3,839,593	4,797,500	5,453,188	6,024,603	6,827,546	7,818,714	8,624,868	9,657,014	10,604,901
Actual: month	972,278	1,004,630	925,014	964,380	918,708	669,170	590,590	1,005,372	1,174,588	978,839	1,193,702	
Variance: month to target	-76,212	-85,162	-31,102	-38,400	-71,457	-19,602	-9,641	179,745	119,626	69,011	51,474	
Variance: month to previous year	59,740	17,104	102,143	91,309	173,228	128,631	52,103	216,295	171,621	49,429	142,201	
Actual: cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,044,770	7,050,142	8,224,730	9,203,569	10,397,271	
Variance: cumulative to target	-76,212	-161,374	-192,476	-230,876	-302,333	-321,934	-331,575	-151,831	-32,205	36,806	88,281	
Variance: cumulative to previous year	59,740	76,844	178,987	270,296	443,524	572,155	624,258	840,553	1,012,174	1,061,603	1,203,804	
Actual: cumulative FY growth to previous year	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.52%	13.54%	14.03%	13.04%	13.09%	
% cumulative change to target	-7.27%	-7.55%	-6.22%	-5.63%	-5.94%	-5.57%	-5.20%	-2.11%	-0.39%	0.40%	0.86%	
Reforecast: month	972,278	1,004,630	925,014	964,380	918,708	669,170	590,590	1,005,372	1,174,588	836,528	1,114,877	1,023,864
Reforecast: cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,044,770	7,050,142	8,224,730	9,061,259	10,176,136	11,200,000
Reforecast: cumulative FY growth to previous year %	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.52%	13.54%	14.03%	11.29%	10.69%	11.57%

### Appendix 3. Northern Express Patronage

Northern Express FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
Previous Year 12/13: Month	192,801	222,357	185,030	197,224	185,928	137,807	137,104	170,554	231,108	202,638	229,166	186,868
Previous Year 12/13: Cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251	1,428,805	1,659,913	1,862,551	2,091,717	2,278,585
Target: month	203,100	216,000	201,848	214,402	212,892	172,912	175,296	192,526	222,910	194,858	234,662	214,595
Target: cumulative	203,100	419,100	620,948	835,350	1,048,242	1,221,154	1,396,450	1,588,976	1,811,886	2,006,744	2,241,406	2,456,000
Target: cumulative FY growth to previous year %	5.34%	0.95%	3.46%	4.76%	6.60%	8.92%	10.98%	11.21%	9.16%	7.74%	7.16%	7.79%
Original Target: month	215,033	205,684	196,885	211,402	209,892	169,912	172,296	189,526	218,910	189,095	229,662	209,141
Original Target: cumulative	215,033	420,717	617,602	829,004	1,038,896	1,208,808	1,381,104	1,570,630	1,789,540	1,978,635	2,208,297	2,417,438
Actual: month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185	249,888	
Variance: month to target	-2,719	-1,828	-8,252	-8,137	-30,117	-23,208	-28,556	4,013	39,521	19,327	15,226	
Variance: month to previous year	7,580	-8,185	8,566	9,041	-3,153	11,897	9,636	25,985	31,323	11,547	20,722	
Actual: 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	
Variance: cumulative to target	-2,719	-4,547	-12,799	-20,936	-51,053	-74,261	-102,817	-98,804	-59,283	-39,956	-24,730	
Variance: cumulative to previous year	7,580	-605	7,961	17,002	13,849	25,746	35,382	61,367	92,690	104,237	124,959	
Actual: cumulative FY growth to previous year	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	2.81%	4.29%	5.58%	5.60%	5.97%	
% cumulative change to target	-1.34%	-1.08%	-2.06%	-2.51%	-4.87%	-6.08%	-7.36%	-6.22%	-3.27%	-1.99%	-1.10%	
Reforecast: month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	190,450	231,308	210,640
Reforecast: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,943,053	2,174,360	2,385,000
Reforecast: cumulative FY growth to previous year %	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	2.81%	4.29%	5.58%	4.32%	3.95%	4.67%



## Appendix 4. Bus (other) Patronage

Bus - other FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
Previous Year 12/13: 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 12/13: Cumulative	4,322,303	9,279,285	13,645,869	18,002,017	22,363,624	25,625,269	28,881,041	33,013,806	38,019,687	42,277,091	47,146,496	51,251,331
Target: month	4,793,883	5,091,967	4,778,035	4,891,089	4,839,927	3,858,895	3,705,223	4,264,637	4,811,131	4,104,903	5,021,570	4,601,741
Target: cumulative	4,793,883	9,885,850	14,663,886	19,554,974	24,394,901	28,253,795	31,959,018	36,223,656	41,034,786	45,139,689	50,161,259	54,763,000
Target: cumulative FY growth to previous year %	10.91%	6.54%	7.46%	8.63%	9.08%	10.26%	10.66%	9.72%	7.93%	6.77%	6.39%	6.85%
Original Target: month	4,881,439	4,846,211	4,617,656	4,740,829	4,703,884	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	19,086,135	23,790,019	27,556,181	31,159,004	35,321,361	40,029,972	44,032,595	48,951,944	53,453,556
Actual: 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	
Variance: month to target	-443,716	-189,703	-406,689	-236,350	-504,030	-468,960	-295,066	144,099	563,652	349,945	224,280	
Variance: month to previous year	27,864	-54,718	4,762	298,591	-25,710	128,290	154,385	275,971	368,902	197,444	376,445	
Actual: 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	
Variance: cumulative to target	-443,716	-633,419	-1,040,109	-1,276,458	-1,780,488	-2,249,447	-2,544,513	-2,400,415	-1,836,762	-1,486,817	-1,262,537	
Variance: cumulative to previous year	27,864	-26,854	-22,092	276,499	250,789	379,079	533,464	809,435	1,178,337	1,375,781	1,752,226	
Actual: cumulative FY growth to previous year	0.64%	-0.29%	-0.16%	1.54%	1.12%	1.48%	1.85%	2.45%	3.10%	3.25%	3.72%	
% cumulative change to target	-9.26%	-6.41%	-7.09%	-6.53%	-7.30%	-7.96%	-7.96%	-6.63%	-4.48%	-3.29%	-2.52%	
Reforecast: 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	3,906,726	4,801,489	4,393,760
Reforecast: 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	43,104,750	47,906,240	52,300,000
Reforecast: cumulative FY growth to previous year %	0.64%	-0.29%	-0.16%	1.54%	1.12%	1.48%	1.85%	2.45%	3.10%	1.96%	1.61%	2.05%

## Appendix 5. Ferry Patronage

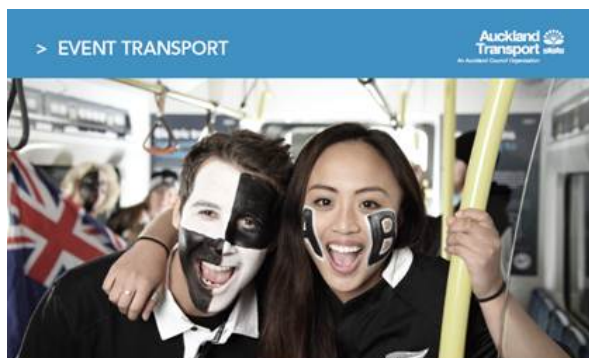
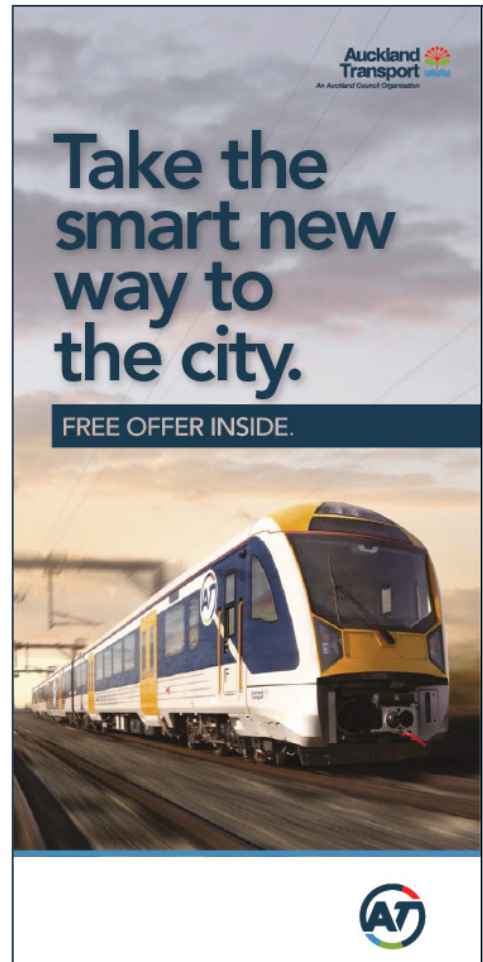
Ferry FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
Previous Year 12/13: Month	365,690	369,026	335,452	394,276	404,300	417,183	496,986	488,601	491,975	436,151	409,735	347,657
Previous Year 12/13: Cumulative	365,690	734,716	1,070,168	1,464,444	1,868,744	2,285,927	2,782,913	3,271,514	3,763,489	4,199,640	4,609,375	4,957,032
Target: month	444,964	422,185	388,513	453,047	467,542	490,425	579,392	565,962	574,010	503,973	446,562	382,424
Target: cumulative	444,964	867,149	1,255,662	1,708,709	2,176,252	2,666,677	3,246,070	3,812,032	4,386,042	4,890,014	5,336,576	5,719,000
Target: cumulative FY growth to previous year %	17.82%	18.03%	17.33%	16.68%	16.46%	16.66%	16.64%	16.52%	16.54%	16.44%	15.78%	15.37%
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	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	415,541	406,837	
Variance: month to target	-42,689	-42,720	-48,484	-2,984	-30,667	-3,788	-77,942	-101,757	-79,887	-88,432	-39,725	
Variance: month to previous year	36,585	10,439	4,577	55,787	32,575	69,454	4,464	-24,396	2,148	-20,610	-2,898	
Actual: 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	4,777,500	
Variance: cumulative to target	-42,689	-85,409	-133,893	-136,877	-167,545	-171,333	-249,276	-351,033	-430,920	-519,351	-559,076	
Variance: cumulative to previous year	36,585	47,024	51,601	107,388	139,963	209,417	213,881	189,485	191,633	171,023	168,125	
Actual: cumulative FY growth to previous year	10.00%	6.40%	4.82%	7.33%	7.49%	9.16%	7.69%	5.79%	5.09%	4.07%	3.65%	
% cumulative change to target	-9.59%	-9.85%	-10.66%	-8.01%	-7.70%	-6.42%	-7.68%	-9.21%	-9.82%	-10.62%	-10.48%	
Reforecast: month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	493,208	439,076	377,455
Reforecast: cumulative	437,414	816,879	1,156,908	1,606,971	2,043,846	2,530,483	3,031,933	3,496,138	3,990,261	4,483,469	4,922,545	5,300,000
Reforecast: cumulative FY growth to previous year %	19.61%	11.18%	8.11%	9.73%	9.37%	10.70%	8.95%	6.87%	6.03%	6.76%	6.79%	6.92%

# Appendix 6: Public Transport Promotional Activities – May 2014

**Electric train patronage growth campaigns** (post launch targeted for Onehunga Line in July) – in development

## Northern Express Free Weekend 31 May/1 June

This is a continuation of the free weekend on the Northern Express to generate trial of the service by new customers. April free weekends generated 7,822 an increase of 73%; and the sixth Free weekend on 12/13 April generated 8,052 customers - an increase by 79% of what would normally be expected of 4,500.



## Ride to the All Blacks with your game ticket.

All Blacks vs England  
7:35pm, Saturday 7 June, Eden Park



Travel on trains is included with your game ticket. Event trains operate from 4.30pm. Services from the city terminate at Kingsland Station and services from the West terminate at Morningside Station. Kingsland Station is just across the road from Eden Park and a mobility shuttle will be operating from Morningside Station for those unable to walk the distance.



Travel on event buses is included with your game ticket. Event buses operate from 4.30pm to Eden Park from Auckland City Centre, Northern Busway stations, Takapuna, Manukau, Pakuranga, Botany, Newmarket and Mt Eden.

Terms and conditions apply. For full details on special event public transport services go to [AT.govt.nz/events](http://AT.govt.nz/events)

For more information visit  
[AT.govt.nz/events](http://AT.govt.nz/events) or phone 09 356 6400 [@AkITransport](https://twitter.com/AkITransport)



## All Blacks v. England 7 June 2014

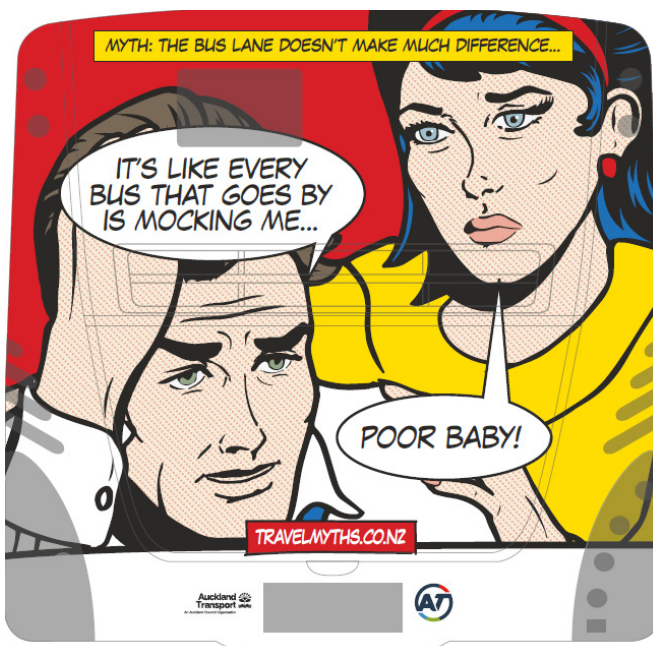
Special Events: All Blacks vs England 7 June – promoting free public transport to/from the test match at Eden Park. Materials in market as of 26 May with heavy loading from 3 to 7 June.

## Shore Buses, Sure Thing!

The successful Travel Myths bus campaign has recently been launched on the North Shore, and for the very first time we're advertising on the back of our Northern Express buses. We're giving all those people sitting in traffic on the Northern Motorway a cheeky reminder of the fastest way into town.

Using the template of Central Corridors of 'an area with a good service but sceptical target market' we have deployed the Pop Art campaign in the following geographic areas, with particular emphasis where there is a bus lane.

- Glenfield/Onewa Road corridor
- East Coast Road (Torbay, Takapuna, Milford)
- Albany (Northern Busway)
- Birkenhead



## Pop Art Central Corridors

Following the recent success of this campaign in Oct/Nov 2013 and Feb/Mar 2014, where attitudes towards Auckland Transport were demonstrably increased in some instances by as much as 100% of their base measure; NZ Bus (our primary operator in the area) contributed towards a third tranche of the campaign running through May 2014.

# CITY LINK

The City Link campaign continued in the CBD and Wynyard Quarter emphasising the increased frequency, route and bus stops.

Messaging specifically focuses on

- Frequency: every 8 minutes Monday to Saturday
- Route: Wynyard Quarter to Karangahape Road via Queen St/Pitt St
- Availability: All buses go to Wynyard Quarter



## AT HOP WiFi at stations

WiFi functionality at stations is now available to AT HOP card holders. A reduced WiFi trial (10 minutes free daily) is also available to non-HOP card users. The service was launched on 26 May. 40 stations now have this functionality. Promotion has been channelled through train and station posters and floor decals as well as email marketing to AT HOP customers.



The poster features a pink square in the top left corner with a white Wi-Fi symbol and the text 'FREE WiFi ZONE'. In the top right corner is the AT logo, which consists of the letters 'AT' in a stylized font inside a circle with a rainbow-colored arc above it. The main title 'AT HOP WiFi' is in large blue letters. Below the title is a paragraph of text, followed by a sub-heading 'Using AT HOP WiFi' and another paragraph. A list of requirements follows, along with a note and a disclaimer. At the bottom left is the Auckland Transport logo, which includes the text 'Auckland Transport' and 'An Auckland Council Organisation' next to a stylized flower icon.

**FREE WiFi ZONE**

**AT HOP WiFi**

No matter who your current mobile provider may be, if you're a registered AT HOP user you can now enjoy free WiFi at this station (1 GB per day).

**Using AT HOP WiFi**

Using AT HOP WiFi is easy; simply choose the AT HOP WiFi network (powered by Telecom) on your device and then login using the number on your registered AT HOP card (the last 7 digits).

To access AT HOP WiFi you need to have:

- a valid AT HOP card
- registered your AT HOP card
- topped up or used your AT HOP card for travel within the last 5 days, excluding the day WiFi is used\*
- an account balance on your AT HOP card that is not negative\*

\* Please note, if:

- your AT HOP card has a negative balance; and/or
- you have not used your AT HOP card within the last 5 days; and/or
- you have not used your AT HOP card for a period of 5 days, and then you use it again,

It may take up to 48 hours for your Wi-Fi access to be restored from the time of top up and/or travel. Terms and conditions apply. For more information, or to register your AT HOP card visit [AT.govt.nz/athop](http://AT.govt.nz/athop)

You can read the full terms of use of the AT HOP cards, the registered prospects relating to the AT HOP cards and other information regarding the AT HOP cards on our website or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured. [AT.govt.nz/athop](http://AT.govt.nz/athop)

**Auckland Transport**  
An Auckland Council Organisation