

Public Transport Monthly Patronage – July 2014

Recommendations

That the Board:

- i. Notes the paper.

Executive summary

Auckland public transport patronage totalled 72,740,387 passengers for the 12 months to Jul-2014, an increase of +0.5% on the 12 months to Jun-2014 and +5.9% on the 12 months to Jul-2013. July monthly patronage was 6,268,752, an increase of 343,651 boardings or +5.8% on Jul-2013, normalised to ~ +5.4% accounting for additional special event patronage only, same number of business and weekend days in Jul-2014 compared to Jul-2013.

Rail patronage totalled 11,552,643 passengers for the 12 months to Jul-2014, an increase of +1.0% on the 12 months to Jun-2014 and +14.4% on the 12 months to Jul-2013. Patronage for Jul-2014 was 1,089,839, an increase of 117,561 boardings or +12.1% on Jul-2013, normalised to ~ +9.9%.

The Northern Express bus service carried 2,460,177 passenger trips for the 12 months to Jul-2014, an increase of +1.4% on the 12 months to Jun-2014 and +7.6% on the 12 months to Jul-2013. Northern Express bus service patronage for Jul-2014 was 233,814, an increase of 33,433 boardings or +16.7% on Jul-2013, normalised to ~ +15.2%.

Other bus services carried 53,653,594 passenger trips for the 12 months to Jul-2014, an increase of +0.4% on the 12 months to Jun-2014 and +4.6% on the 12 months to Jul-2013. Other bus services patronage for Jul-2014 was 4,578,804, an increase of 228,637 boardings or +5.3% on Jul-2013, normalised to ~ +5.2%.

Ferry services carried 5,073,973 passenger trips for the 12 months to Jul-2014, a decrease of -0.7% on the 12 months to Jun-2014 and an increase +1.6% on the 12 months to Jul-2013. Ferry services patronage for Jul-2014 was 366,295, a decrease of -35,980 boardings or -8.9% on Jul-2013, normalised to ~ -8.9% (no special events).

Summary performance against SOI targets is provided in Table 1.

Table 1. Summary performance against SOI Targets

July 2014						
	Current vs Last year			YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	End of Year SOI Target	Actual	Variance
Rail	↑ 12.1%	↑ 9.9%	↑ 14.4%	3.2%	12.1%	8.9%
NEX	↑ 16.7%	↑ 15.2%	↑ 7.6%	4.8%	16.7%	11.9%
Bus	↑ 5.3%	↑ 5.2%	↑ 4.6%	0.9%	5.3%	4.3%
Ferry	↓ -8.9%	↓ -8.9%	↑ 1.6%	1.9%	-8.9%	-10.8%
Total	↑ 5.8%	↑ 5.4%	↑ 5.9%	1.5%	5.8%	4.3%

Alignment with strategy

The Integrated Transport Plan identifies public transport growth and development through transformational change, building on the momentum achieved through significant patronage growth in recent years, as a key pillar for Auckland transport in the short to medium term.

The Regional Public Transport Plan (RPTP) sets the policies, objectives and actions over the next ten years for Auckland public transport.

A three year “Next Steps” public transport change programme is being implemented over predominantly years 2013/14 to 2015/16 along with a graduated marketing approach to grow short-term patronage and manage transformational change to the public transport system.

The Next Steps programme will also set the foundation for patronage growth towards the aspirational target of doubling public transport boardings over 10 years. The 10 year plan is currently under review and development following the baseline confirmation of a realistic 95 million passenger boardings confirmed independently by Deloitte.

Background

The report is a regular monthly update on annual public transport patronage change in Auckland. This report looks at current patronage, trends and annual forecasts against targets, and provides an overview of initiatives to drive growth over the coming months. Attachment 1 provides detailed patronage levels, trends and initiatives for each transport mode for this financial year 2014/15.

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 promotional approach (Figure 2) is to be applied as the component projects are rolled out. In parallel, promotional 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 promotional approach are designed around the key customer growth attributes summarised at Figure 3.

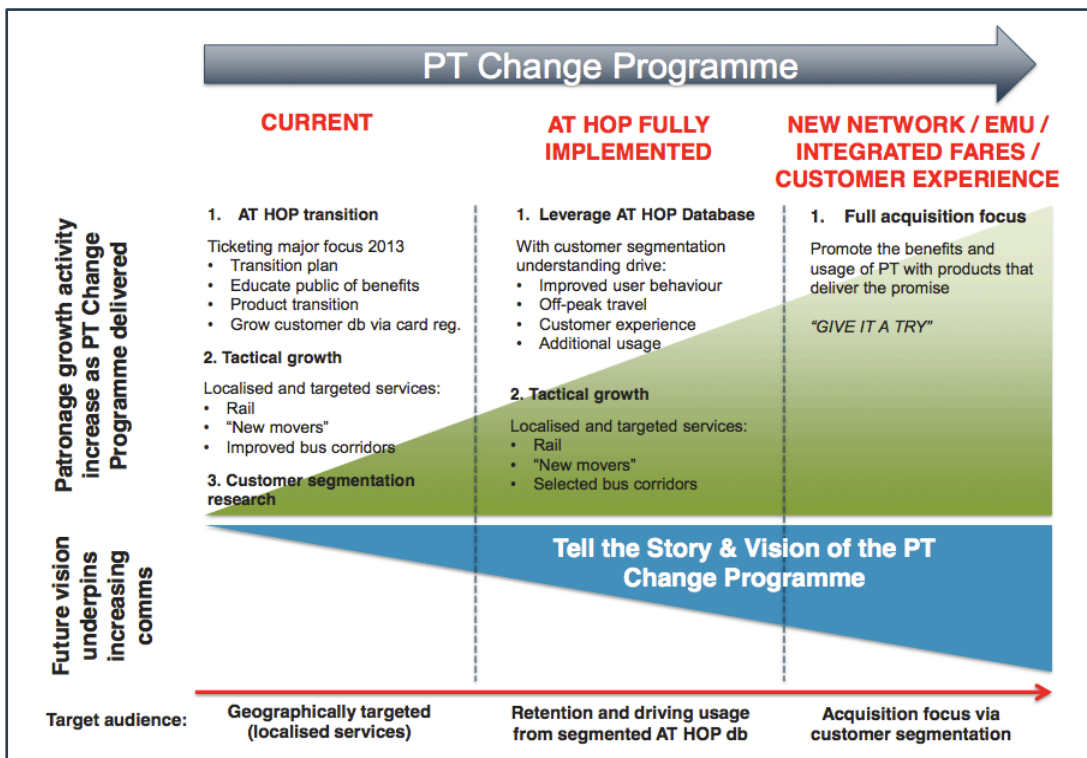


Fig 2. Graduated Promotional Approach to the PT "Next Steps" Programme

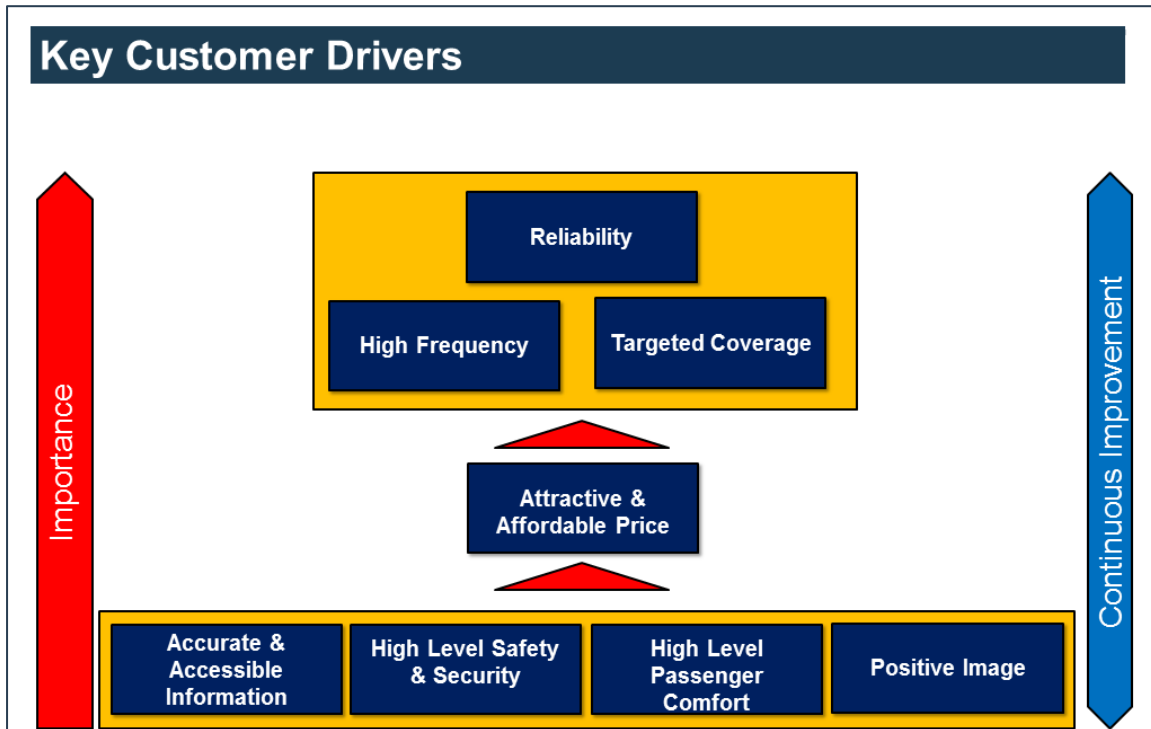


Fig 3. Key Customer Growth Drivers

A broader piece of work to identify and develop key market segments is also underway to ensure customer needs are at the centre of decisions as the eight key strategic priorities are implemented. This includes promotional activity transitions from specific 'product and place' to 'solution and market' across the new network, ticketing product development, pricing and retail distribution (Figure 4).

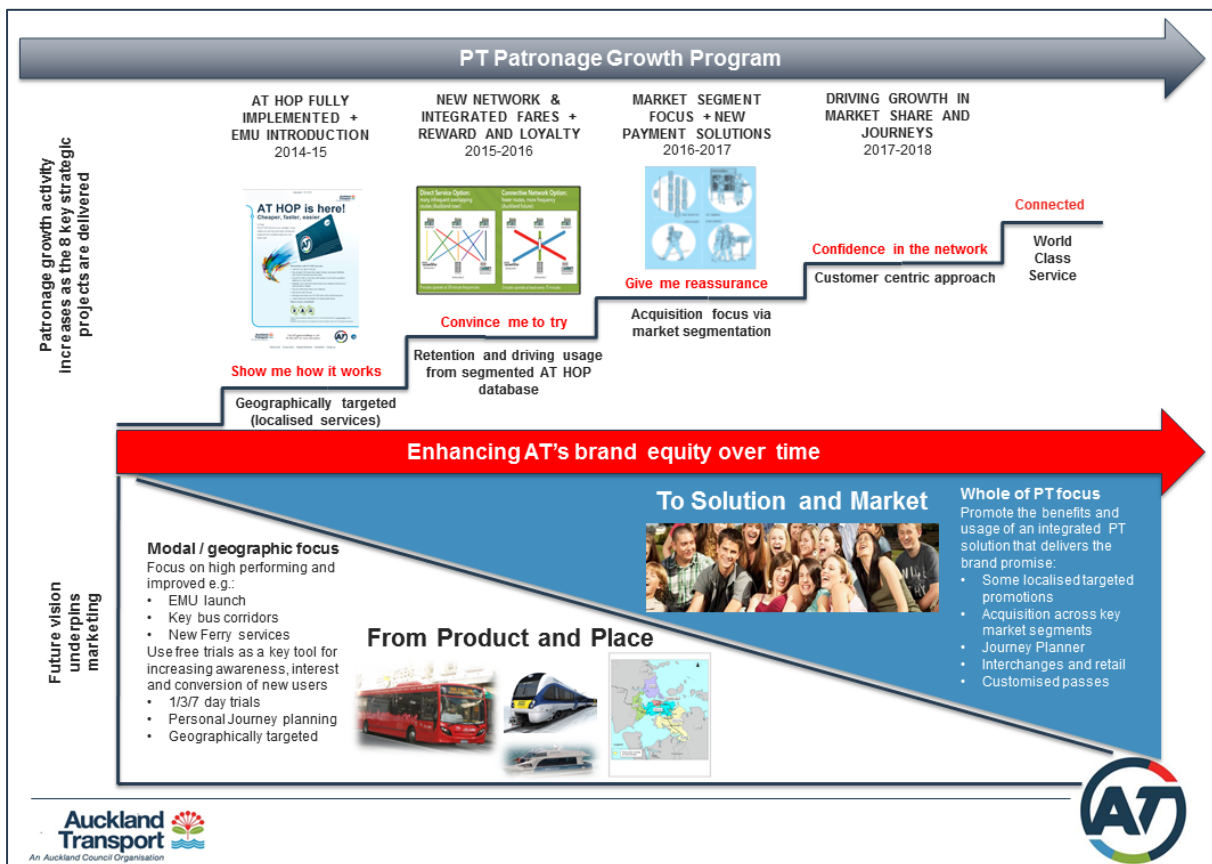


Fig 4. Public Transport patronage growth program

Attachments

Number	Description
1	Monthly PT Patronage Report – July 2014

Document Ownership

Prepared by	Ian Robertshaw Public Transport Business Development Manager	
	John Service Public Transport Reporting Lead	
Recommended by	Mark Lambert Group Manager Public Transport	
	Greg Edmonds Chief Operations Officer	
Approved for Submission	David Warburton Chief Executive	

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 – July 2014

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

- Additional patronage for special events.
- No adjustment required for business and weekend days in Jul-2014 compared to Jul-2013 as they were the same.

Auckland public transport patronage totalled 72,740,387 passengers for the 12 months to Jul-2014, an increase of +0.5% on the 12 months to Jun-2014 and +5.9% on the 12 months to Jul-2013 as illustrated in Figure 1. July monthly patronage was 6,268,752, an increase of 343,651 boardings or +5.8% on Jul-2013, normalised to ~ +5.4%.

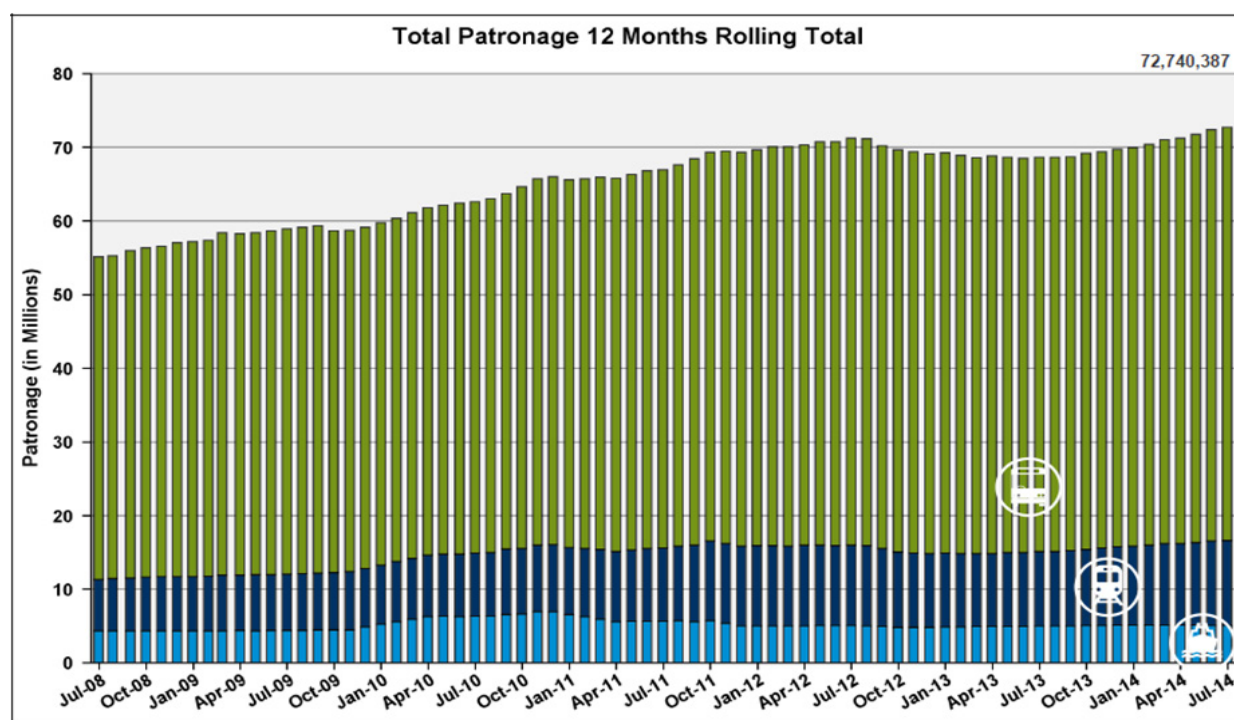


Fig 4. Total Patronage – 12 Months Rolling Total

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

	FY 2014/15 Year-to-date July 2014			12 Months			
	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	Previous Year 2013/14 to Jun 14	Actual rolling total to July 2014	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	972,278	1,003,721	1,089,839	11,435,085	11,552,643	12,100,000	12,349,892
2. Northern Express Bus	200,381	209,902	233,814	2,426,745	2,460,177	2,511,000	2,560,216
3. Frequent, Connector and Local Bus (Including School Bus)	4,350,167	4,390,241	4,578,804	53,424,378	53,653,594	53,695,000	54,759,987
4. Ferry	402,275	409,909	366,295	5,109,947	5,073,973	5,380,000	5,380,000
Total Patronage	5,925,101	6,013,773	6,268,752	72,396,155	72,740,387	73,686,000	75,050,095

Fig 5. Summary of Patronage by mode

1. Rail

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

- Rail patronage improved in Jul-2014 and totalled 11,552,643 passengers for the 12 months to Jul-2014 (Figure 5), an increase of +1.0% on the 12 months to Jun-2014 and +14.4% on the 12 months to Jul-2013 (Figure 6).
- Patronage for Jul-2014 was 1,089,839 boardings, an increase of +12.1% (+117,561 boardings) on Jun-2013.

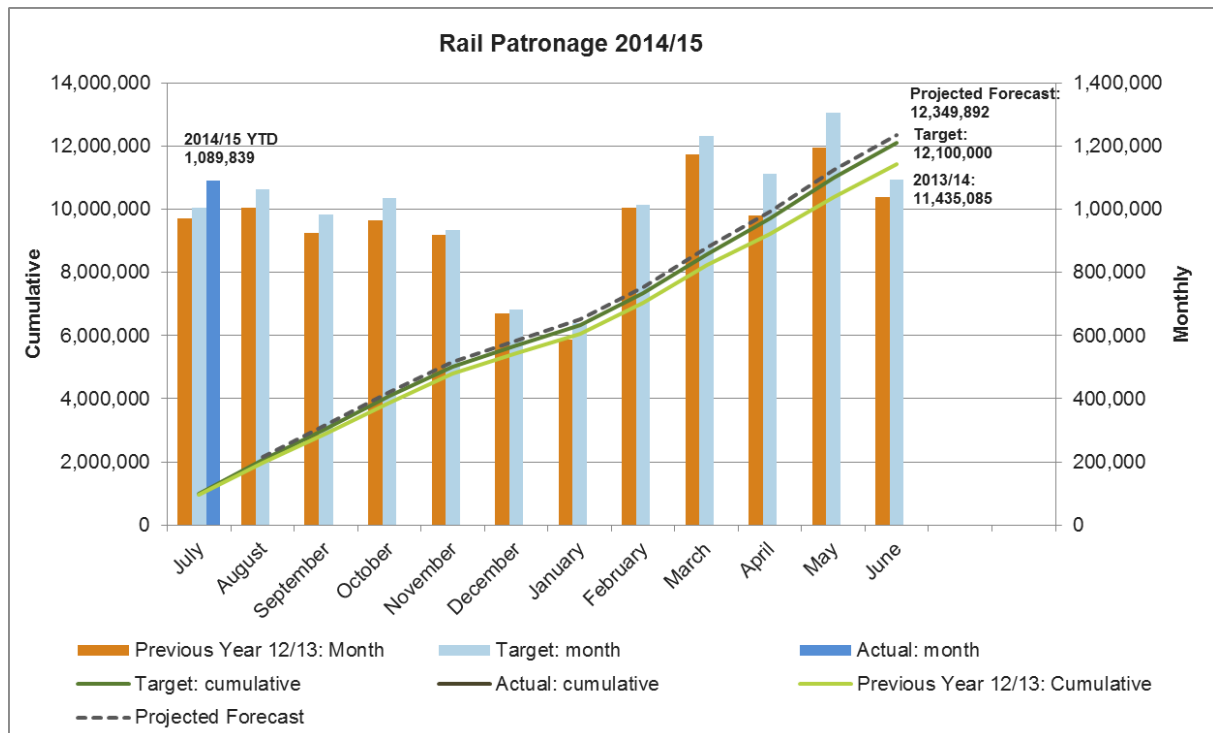


Fig 6. Rail – Patronage results vs target and previous year

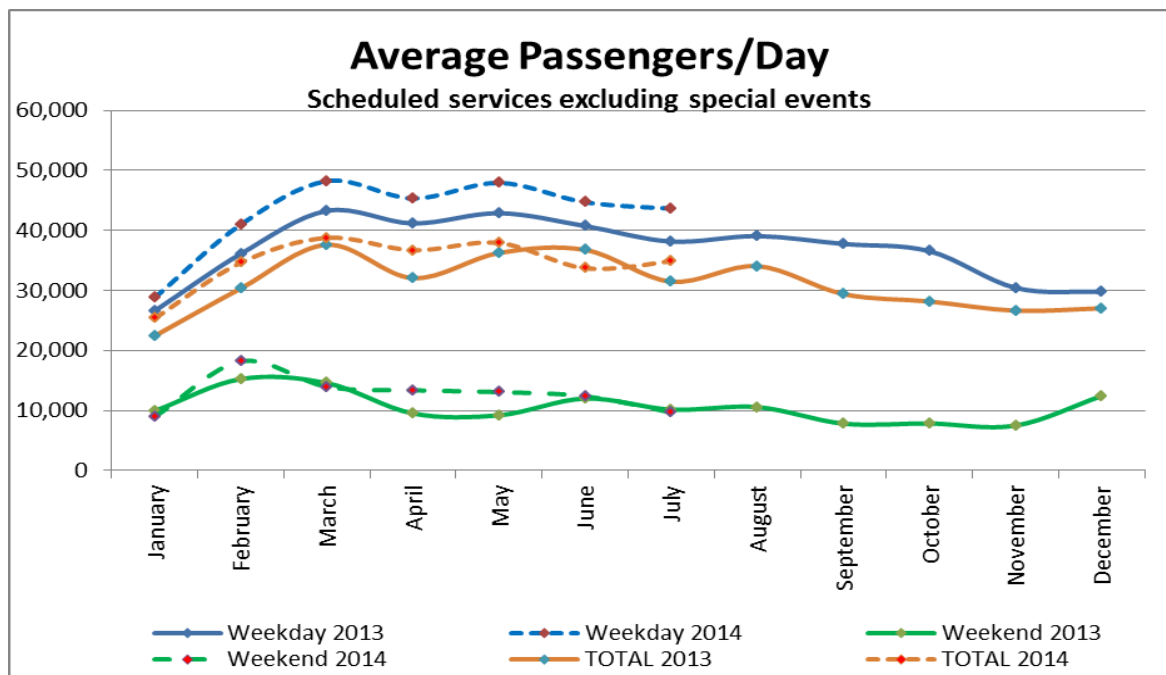


Fig 7. Rail – Average passengers per weekday

Activity Summary for July

Patronage impacts include:

- Patronage growth continues to be led by increases on the Onehunga Line (since the introduction of electric trains), Manukau & Eastern Line (with uplift since MIT opened and continued growth in boardings and transfers at Panmure).
- The mailbox drop to Onehunga and Te Papapa suburbs promoting the new electric trains on the Onehunga Line resulted in 1822 trips being made using the free pass.
- Community Transport has been undertaking a programme with Penrose and Onehunga businesses to encourage staff to use public transport / the new electric trains for their commute to work.
- The 'Watch Out' safety campaign along the Manukau & Eastern Line as electric trains are being tested and introduced into service. This campaign includes community newspaper advertisements, mail drop to households along the line and radio advertising.
- Over 2000 students started semester 2 at MIT Manukau campus on 28th July. Community transport participated in orientation days, completing personal transport planning for staff and students transferring from Otara campus.
- 'New Movers' welcome to the neighbourhood packs were sent to 620 homes during July.

Key Activities for August

- "Is your child getting the best fare?" campaign to encourage HOP usage and online top ups to reduce fare evasion.
- Posters and EDM to advise customers that electric trains are being progressively introduced onto the Manukau & Eastern Line and advise them of the main features as well as the need to push the button to open the doors.
- Billboard advertising to promoting electric trains on the Manukau & Eastern Line once full roll-out is complete
- Rail Safety Week, the annual Australasian-wide campaign, runs this year from 11-17 August.

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,460,177 passengers for the 12 months to Jul-2014, an increase of +1.4% on the 12 months to Jun-2014 and +7.6% on the 12 months to Jul-2013. (Figure 8).
- Patronage for Jul-2014 was 233,814 boardings, an increase of +16.7% (+33,433 boardings) on Jul-2013.

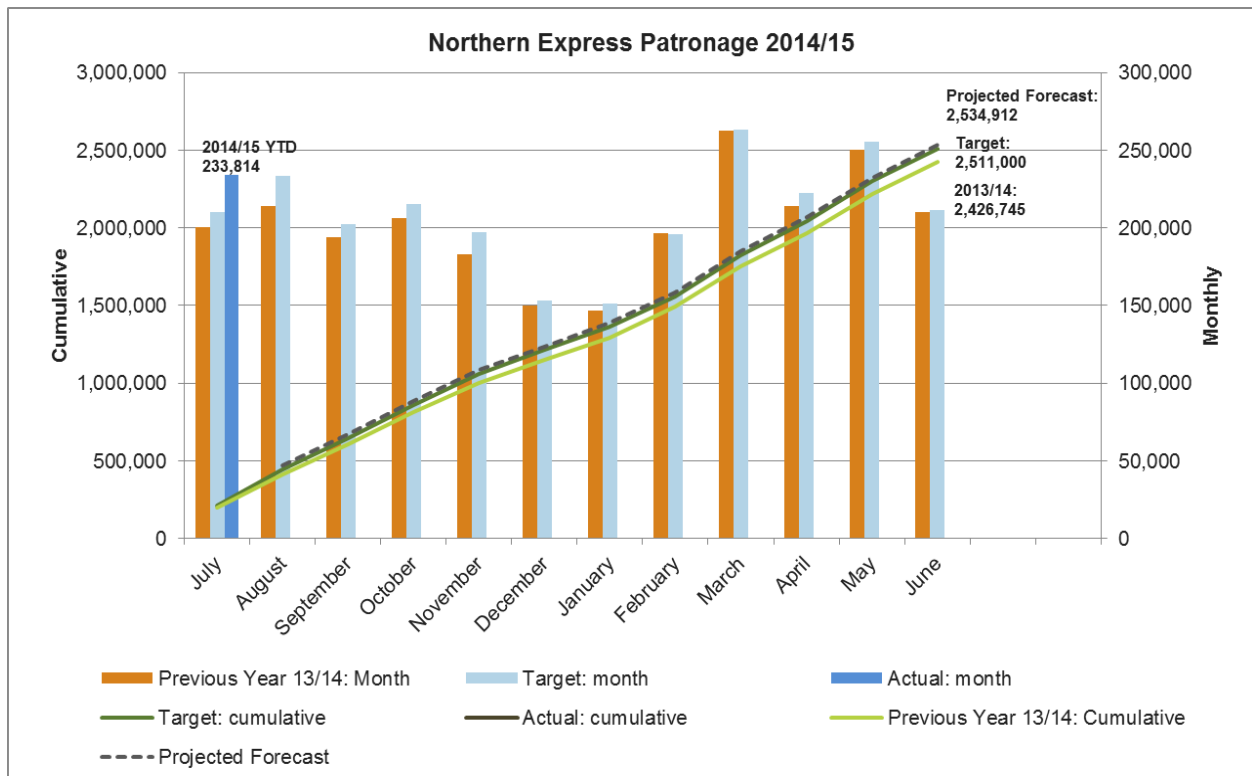


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for July

Patronage impacts include:

- On-time performance across Ritchies Transport services was once again strong with punctuality reaching 93.4%. The performance of the NEX was exceptional at 98.7%.
- Improved service, frequency and promotional campaigns to build awareness and trial of the NEX such as free weekends have contributed to the continued growth.
- ‘New Movers’ welcome to the neighbourhood packs were sent to 620 homes during July.

Key Activities for Northern Express in August:

- “New Movers” programme continues.
- Travel Myths campaign is on-going on North Shore

3. Bus (excluding Northern Express)

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

- Patronage totalled 53,653,594 passengers for the 12 months to Jul-2014, an increase of +0.4% on the 12 months to Jun-2014 and +4.6% on the 12 months to Jul-2013 (Figure 9).
- Patronage for Jul-2014 was 4,578,804 boardings, a change of +5.3% (+228,637 boardings) on Jul-2013.

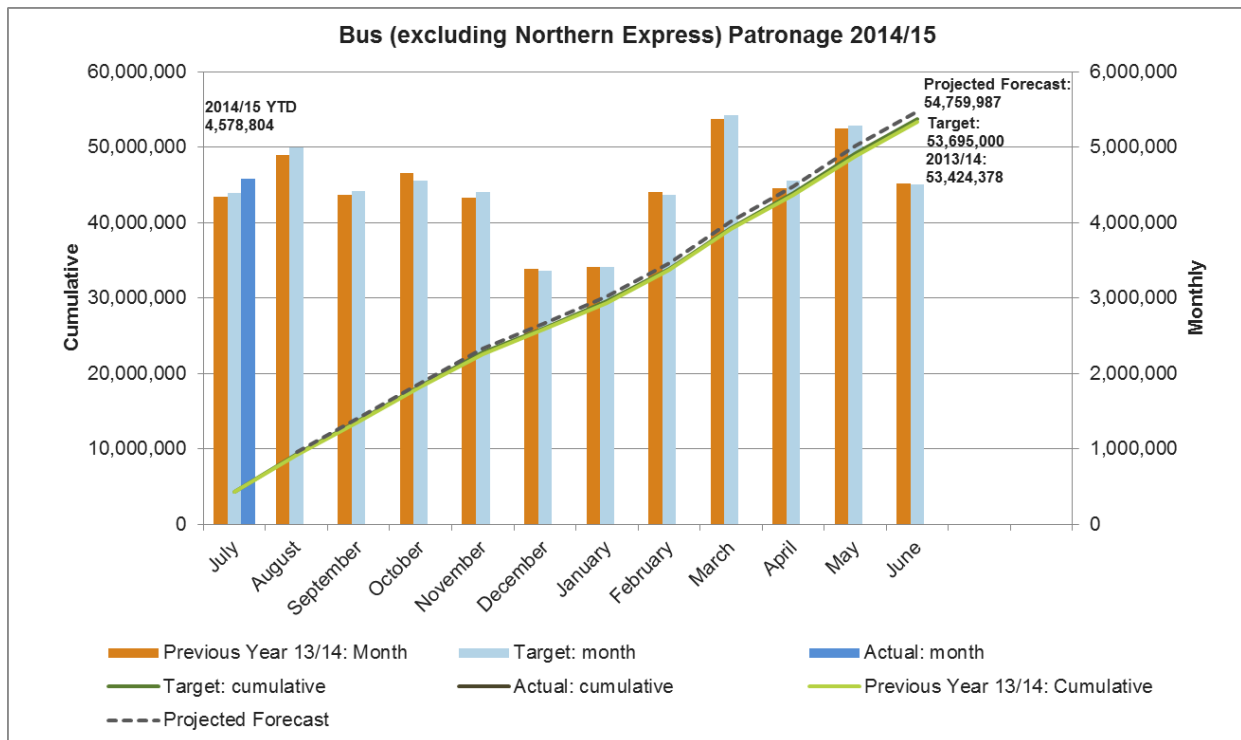


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

Activity Summary for July

Patronage impacts include:

- Bus Punctuality across the entire network of 90.5% was the highest it has been since 2009. This result is reported through the AT data warehouse and is based on GPS tracking.
- In the marketing and promotions space, the success of the Travel Myths campaign to change attitudes towards public transport is on-going and nominated as a finalist in the TVNZ Marketing Awards.
- The City LINK campaign to build awareness and trial of the service to Wynyard Quarter is continuing.
- ‘New Movers’ welcome to the neighbourhood packs were sent to 620 homes during July.

Key activities for August

- In the network and services space, significant service changes in the west (Green Bay/Titirangi) will be implemented on 3 August, delivering a new customer value proposition of 777 – Services from 7am to 7pm, 7 days a week.

- 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
- The infrastructure team is working on a series of bus priority measures, which involve both quick wins as well as longer term programmes. Preliminary analysis has identified 16 'quick win' and 10 corridors for investigation and is progressing forward with external consultants and internal design team.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,073,973 passenger trips for the 12 months to Jul-2014, a decrease of -0.7% on the 12 months to Jun-2014 and an increase +1.6% on the 12 months to Jul-2013 (Figure 10).
- Patronage for Jun-2014 was 366,295, a decrease of -35,980 boardings or -8.9%.

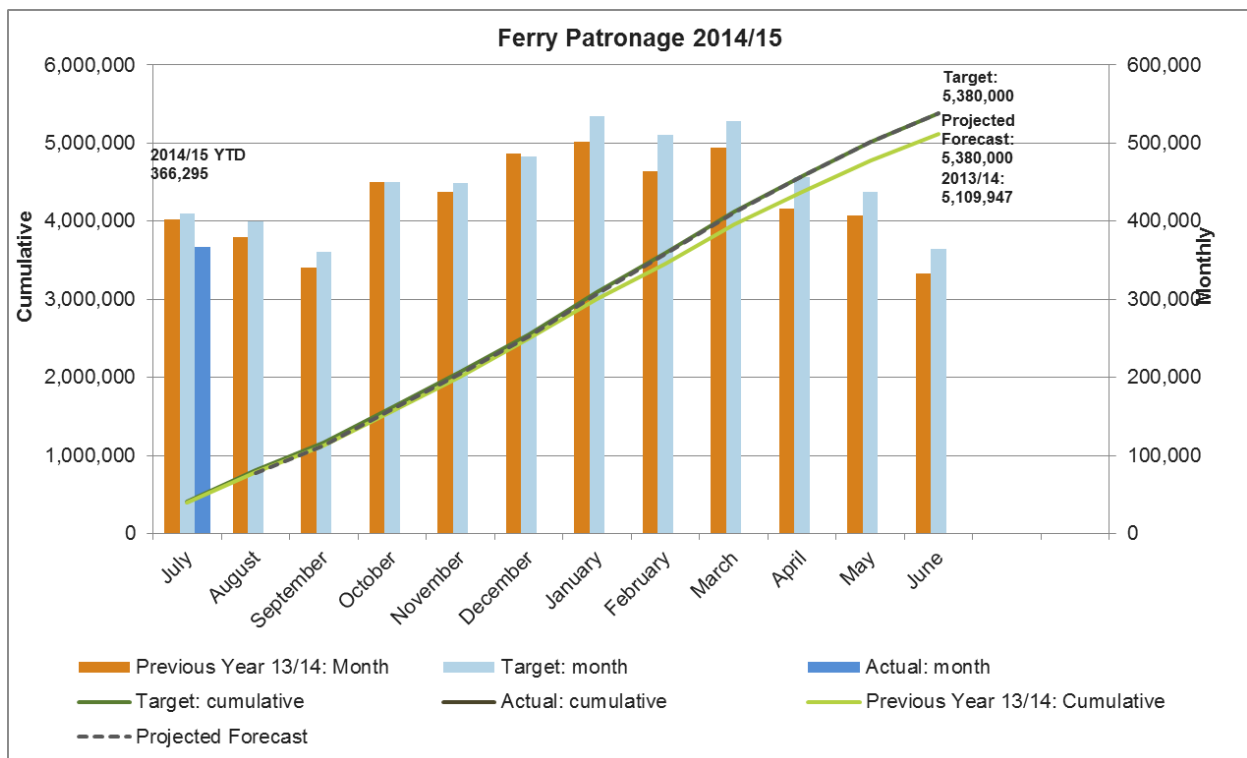


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in July

- Gulf Harbour ferry service introduced new sailings from 28 July 2014. Initial response in the first week has been positive – patronage up 68% on same period last year.
- Storm on 9 July with severe sea conditions led to an unprecedented day where up to 55% of services were cancelled. All services except Waiheke and Half Moon Bay (due to larger vessels being on these runs) were affected.
- 'New Movers' welcome to the neighbourhood packs were sent to 620 homes during July.

Key activities for August

- Planning for more capacity on the West Harbour ferry service.
- Marketing campaign for Gulf Harbour ferry service starts in earnest for 4 – 6 weeks.

Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	978,839	1,193,702	1,039,830
Previous Year 12/13: Cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754	7,048,126	8,222,714	9,201,553	10,395,255	11,435,085
Target: month	1,003,721	1,062,480	982,949	1,033,908	933,092	683,704	639,575	1,013,245	1,232,930	1,113,334	1,306,730	1,094,333
Target: cumulative	1,003,721	2,066,200	3,049,150	4,083,057	5,016,149	5,699,854	6,339,428	7,352,673	8,585,603	9,698,937	11,005,667	12,100,000
Target: cumulative FY growth to previous year %	3.23%	4.52%	5.07%	5.61%	4.83%	4.50%	4.91%	4.32%	4.41%	5.41%	5.87%	5.81%
Actual: month	1,089,839											
Variance: month to target	86,118											
Variance: month to previous year	117,561											
Actual: cumulative	1,089,839											
Variance: cumulative to target	86,118											
Variance: cumulative to previous year	117,561											
Actual: cumulative FY growth to previous year	12.09%											
% cumulative change to target	8.58%											
Reforecast: month	1,089,839	1,078,161	997,457	1,049,167	946,864	693,795	649,014	1,028,200	1,251,127	1,129,766	1,326,017	1,110,485
Reforecast: cumulative	1,089,839	2,168,000	3,165,457	4,214,625	5,161,488	5,855,284	6,504,298	7,532,498	8,783,624	9,913,390	11,239,407	12,349,892
Reforecast: cumulative FY growth to previous year %	12.09%	9.67%	9.08%	9.01%	7.87%	7.35%	7.64%	6.87%	6.82%	7.74%	8.12%	8.00%

Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185	249,888	210,069
Previous Year 13/14: Cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,966,788	2,216,676	2,426,745
Target: month	209,902	233,323	202,110	215,384	197,007	153,382	151,462	195,657	263,112	222,464	255,552	211,645
Target: cumulative	209,902	443,225	645,335	860,719	1,057,726	1,211,108	1,362,570	1,558,226	1,821,338	2,043,802	2,299,355	2,511,000
Target: cumulative FY growth to previous year %	4.75%	6.92%	6.11%	5.69%	6.07%	5.60%	5.33%	4.57%	3.92%	3.92%	3.73%	3.47%
Actual: month	233,814											
Variance: month to target	23,912											
Variance: month to previous year	33,433											
Actual: cumulative	233,814											
Variance: cumulative to target	23,912											
Variance: cumulative to previous year	33,433											
Actual: cumulative FY growth to previous year	16.68%											
% cumulative change to target	11.39%											
Reforecast: month	233,814	235,888	204,333	217,752	199,173	155,069	153,127	197,808	266,005	224,911	258,363	213,973
Reforecast: cumulative	233,814	469,702	674,035	891,787	1,090,960	1,246,030	1,399,157	1,596,965	1,862,970	2,087,880	2,346,243	2,560,216
Reforecast: cumulative FY growth to previous year %	16.68%	13.30%	10.83%	9.50%	9.40%	8.64%	8.16%	7.17%	6.30%	6.16%	5.85%	5.50%

Appendix 4. Bus (excluding Northern Express) Patronage

Bus - excluding Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,410,157	4,408,736	5,374,783	4,454,848	5,245,850	4,525,656
Previous Year 13/14: Cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505	33,823,241	39,198,024	43,652,872	48,898,722	53,424,378
Target: month	4,390,241	4,991,927	4,423,624	4,558,723	4,403,478	3,366,088	3,415,480	4,375,651	5,423,703	4,553,207	5,284,848	4,508,032
Target: cumulative	4,390,241	9,382,168	13,805,792	18,364,515	22,767,993	26,134,081	29,549,560	33,925,211	39,348,914	43,902,121	49,186,968	53,695,000
Target: cumulative FY growth to previous year %	0.92%	1.40%	1.34%	0.47%	0.68%	0.50%	0.46%	0.30%	0.38%	0.57%	0.59%	0.51%
Actual: month	4,578,804											
Variance: month to target	188,563											
Variance: month to previous year	228,637											
Actual: cumulative	4,578,804											
Variance: cumulative to target	188,563											
Variance: cumulative to previous year	228,637											
Actual: cumulative FY growth to previous year	5.26%											
% cumulative change to target	4.30%											
Reforecast: month	4,578,804	5,080,662	4,502,256	4,639,757	4,481,753	3,425,922	3,476,192	4,453,431	5,520,113	4,634,143	5,378,789	4,588,165
Reforecast: cumulative	4,578,804	9,659,466	14,161,723	18,801,480	23,283,233	26,709,155	30,185,347	34,638,777	40,158,890	44,793,033	50,171,822	54,759,987
Reforecast: cumulative FY growth to previous year %	5.26%	4.40%	3.95%	2.86%	2.96%	2.71%	2.62%	2.41%	2.45%	2.61%	2.60%	2.50%

Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	415,541	406,874	332,410
Previous Year 13/14: Cumulative	402,275	781,740	1,121,769	1,571,832	2,008,707	2,495,344	2,996,794	3,460,999	3,955,122	4,370,663	4,777,537	5,109,947
Target: month	409,909	399,719	360,769	450,548	449,046	482,209	534,030	509,857	527,449	455,740	436,830	363,894
Target: cumulative	409,909	809,628	1,170,397	1,620,945	2,069,991	2,552,200	3,086,230	3,596,087	4,123,536	4,579,276	5,016,106	5,380,000
Target: cumulative FY growth to previous year %	1.86%	3.57%	4.33%	3.12%	3.05%	2.28%	2.98%	3.90%	4.26%	4.77%	4.99%	5.28%
Original Target: month												
Original Target: cumulative	0	0	0	0	0	0	0	0	0	0	0	0
Actual: month	366,295											
Variance: month to target	-43,614											
Variance: month to previous year	-35,980											
Actual: cumulative	366,295											
Variance: cumulative to target	-43,614											
Variance: cumulative to previous year	-35,980											
Actual: cumulative FY growth to previous year	-8.94%											
% cumulative change to target	-10.64%											
Reforecast: month	366,295	403,227	363,934	454,502	452,987	486,440	538,716	514,331	532,078	459,739	440,663	367,087
Reforecast: cumulative	366,295	769,522	1,133,456	1,587,958	2,040,945	2,527,385	3,066,101	3,580,433	4,112,510	4,572,250	5,012,913	5,380,000
Reforecast: cumulative FY growth to previous year %	-8.94%	-1.56%	1.04%	1.03%	1.60%	1.28%	2.31%	3.45%	3.98%	4.61%	4.93%	5.28%

Appendix 6: Public Transport Promotional Activities – July 2014

Gulf Harbour Launch of new services

Following customer demand and consultation the ferry sailings have tripled. The first burst of advertising will start on 11 August 2014 and will be followed through-out the year at key times to ensure the patronage remains high.

You don't see dolphins on the motorway.



Gulf Harbour to City Monday to Friday only			City to Gulf Harbour Monday to Friday only		
	DEPART	ARRIVE		DEPART	ARRIVE
AM	6:45	7:35	AM	7:45	8:35
AM	7:30	8:20	AM	9:45	10:35
AM	8:45	9:35	PM	2:45	3:35
AM	10:45	11:35	PM	4:45	5:35
PM	3:45	4:35	PM	5:30	6:20
PM	5:45	6:35	PM	6:45	7:45

See AT.govt.nz for details.

Sailings are subject to change or cancellation due to weather or sea conditions. The operator reserves the right to change prices and departure times without notice. (No ferries on public holidays, and some services may not operate over Christmas and New Year period). Please always check with Auckland Transport before travelling over this time.

¹ Connecting feeder bus operates between Orewa and Gulf Harbour

TEXT ALERT SERVICE.
 Sign up to 360 Discovery's Text Alert System and get FREE text messages about delays, cancellations, timetable changes, extra sailings, etc for the Gulf Harbour ferry service sent straight to your phone. To join, simply email your full name and mobile phone number to info@360discovery.co.nz

There is no cost to receive text messages. Replies to the text message service, including UNSUBSCRIBE requests cost 20c ea.




Cruise to work on the ferry.



One of the great benefits of living where you do is that you're far away from the hustle and bustle of the city, yet just a ferry ride away!

Why sit in traffic all the way to town when you can relax on the water, especially now there are six ferries every weekday from Gulf Harbour.

By catching the ferry, you can read, listen to music and catch up with friends on the way to and from work. You'll also be one less car on the motorway, which is good for the environment and good for Auckland.

Now, with triple the daily sailings, there are six trips each day into the city and back. See the new timetable enclosed or visit AT.govt.nz/gulpharbourferry for more information.

TEXT ALERT SERVICE.
 Sign up to 360 Discovery's Text Alert System and get FREE text messages about delays, cancellations, timetable changes, extra sailings, etc for the Gulf Harbour ferry service sent straight to your phone. To join, simply email your full name and mobile phone number to info@360discovery.co.nz

There is no cost to receive text messages. Replies to the text message service, including UNSUBSCRIBE requests cost 20c ea.



Fare change, including card sales ambassadors

The 'tail-end' of the Fares Increase campaign Swap to HOP continued on to 7 July 2014.



Swap to HOP.
 Pay more with cash. Pay less with HOP.

Most cash fares on buses, trains and on some ferries are increasing on 6 July 2014. Train and bus fares using AT HOP are either decreasing or staying the same while some ferry fares are going up. If you're not already using AT HOP, now's the time to swap.

From 6 July 2014 AT HOP will provide at least a 20% discount off single trip adult cash fares (excludes NiteRider, Airbus Express and Waheke ferry services). See AT.govt.nz for more details.

For your nearest AT HOP retailer (T) the number of your nearest bus stop (B) or (B) number, or the name of your nearest railway station or ferry terminal to 2488 standard TKT charges apply.

AT HOP. Way to move, Auckland.

Visit AT.govt.nz/athop
 Or call 09 366 4467
 @ATTransport




Public Transport fares are changing on 6 July 2014.

Train and bus changes:

- AT HOP fares are either decreasing or not changing.
- Most cash fares are increasing.
- No changes to tertiary fares or monthly pass prices.

Ferry changes:

- Some changes to cash and AT HOP fares including tertiary fares.

AT HOP changes:

- Removal of 25 cent top up fee.
- Minimum top up reduced to \$5.
- The AT HOP card will remain at \$5 until at least 31 January 2015.
- AT HOP fares will give at least 20% discount off single trip adult cash fares (excludes NiteRider, Airbus Express and Waheke ferry services).

Now there are even more reasons to use AT HOP to pay for travel. For details about the fare changes visit AT.govt.nz/athop. Visit AT.govt.nz/athop to get an AT HOP card, top it up and find your nearest retailer.

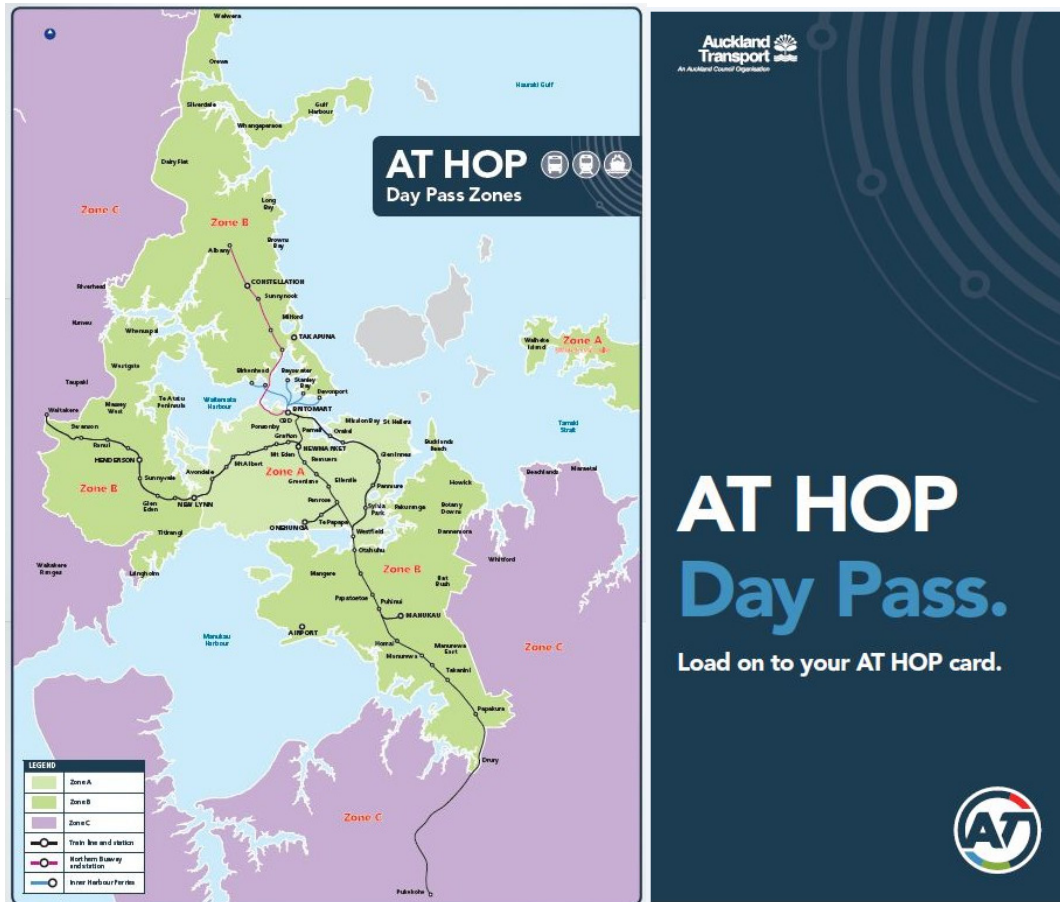
Terms of use and registered prospectus for the AT HOP cards are available on AT.govt.nz/athop or at the Transport Information Centre, Epsom. The obligations of Auckland Transport under the AT HOP cards are enclosed. Terms & Conditions apply. Auckland Transport reserves the right to amend the duration of the AT HOP card offer. The purchase price is non-refundable. The price of \$5 is available until at least 31 January 2015. Cards must be topped up before use and, where cards are purchased from train and ferry ticket offices, Customer Service Centres, or retail outlets, cards must be topped up at the time of purchase. Minimum top up is \$10 until 5 July then \$5 from 6 July 2014.

For more information visit AT.govt.nz/athop or phone 09 366 4467
 @ATTransport




AT HOP Day Pass introduction

The AT HOP DAY Pass that replaces the Discovery Day pass was launched on 1 July 2014, across the network.



Green Bay / Titirangi: Western Changes planning and implementation

The first of the New Network implementations was undertaken with an Information campaign to current users preceding the bus service changes in Green Bay and Titirangi

Changes for West Auckland bus services from Sunday 3 August

To improve the reliability and service to bus customers in Auckland, a number of changes are taking place:

- Major timetable changes, with added frequency on selected routes in Titirangi, Green Bay and Laingholm areas
- Minor changes to timetables in most other West Auckland suburbs
- Some route and bus stop changes
- Some route number changes

For full details on the changes and new timetables visit AT.govt.nz/westchanges

Special Events – Wellington Phoenix vs West Ham United 23 July 2014

Marketing materials in market as of 14 July promoting travel to/from the match on trains and special event bus services.



The poster features a photograph of two men, one in a white Wellington Phoenix jersey and one in a black West Ham United jersey, smiling. The text below the photo provides details about the match and transport options.

> EVENT TRANSPORT 

Travel to see the Wellington Phoenix at Eden Park with your match ticket.

Wellington Phoenix vs. West Ham United
7:30pm, Wednesday 23 July, Eden Park


Train
You can travel on trains up to 3 hours before kick-off and until end of service post-match. Additional train services will operate on all lines heading to Kingland Station. Normal fares apply to travel earlier than 3 hours before kick-off.

Bus
Special event buses depart from Albany (running via all Northern Bypass Stations), Takapuna, Manukau, Botany, Pakuranga, Newmarket and Mt Eden. Normal fares apply on regular scheduled bus services. Terms and conditions apply. For full details on special event public transport services go to [AT special events](#).


For more information visit [AT special events](#) or phone 09 366 8400  [@AATransport](#) 

Onehunga/Te Papapa electric train promotion

A free travel offer was delivered to households within a 1km radius of the Onehunga and Te Papapa train stations (approx 2,200 each area) to encourage current car users to use the new electric trains. A pass was provided offering free travel on the trains over a five day.




The poster features a photograph of a modern electric train on tracks. The text is bold and clear, promoting a free offer.

Auckland Transport 
An Auckland Council Organisation

Take the smart new way to the city.

FREE OFFER INSIDE.



Manukau & Eastern Line

Preparation for the EMU rollout along the Manukau & Eastern line has begun. Phase 1 ('watch out' safety messaging) is currently in market and runs from 13 July to 3 August. Includes press, radio and a mail-drop to the households in close proximity to the Manukau & Easter Line (17,027 households).

WATCH OUT
 Be safe around new electric trains.

Faster Quieter Running on a line near you

KiwiRail transdev AT

Auckland's new electric trains are here.

The first of Auckland's electric trains are now in service on the Onehunga line. Testing is already underway for the Manukau & Eastern Line, with the trains being progressively introduced during August and September 2014.

The new trains are being built especially for Auckland and will provide:

- Capacity for 40% more passengers with more services
- Modern design and comfort, for a truly up to date rail experience
- Special features, especially for people with accessibility needs
- Quieter and more environmentally friendly
- More reliable and frequent services.

For more information on trains, visit AT.govt.nz/electrictrains

Safety First

The new trains are fast and quiet, so you need to watch out. Overhead wires are now live as well, so stay clear.

Overhead rail wires carry 25,000 volts - that's 100 times more powerful than your home power supply.

Children and young people need to know to never muck around near train tracks or overhead wires, as you won't get a second chance.

Make sure your family gets home safe every time.

Remember:

- Always cross at proper rail crossings
- Always look both ways
- Stay off the tracks
- Stay behind the yellow lines at stations
- Stay clear of overhead wires
- And, never muck around near trains!

See our videos at: AT.govt.nz/watchout

KiwiRail transdev AT

Phase 2 (promotion of the new electric trains) is scheduled for September/October (dependant on rollout and capacity – i.e. once operations are happy to start promoting the service)

Connecting Aucklanders Info-graphic Video

A video has been published on our website promoting our major public transport projects, This ties into the 'Connecting Aucklanders' theme. A special web 'landing page' has also been released to make it easier for customers to find information on our major projects. See them both at www.at.govt.nz/connectingaucklanders

The connected network

Connecting Aucklanders

Between now and the end of 2016 Auckland Transport will be taking steps to improve public transport and make the network more connected. A connected network will bring communities together - connect family, friends and loved ones, connect people with places and events, and connect home with the workplace.

Connecting Aucklanders.

New electric trains.

0:00 / 3:01

New bus network
 New electric trains
 More ferry services
 New integrated ticketing
 More busways
 City Rail Link