

Public Transport Monthly Patronage – November 2014

Recommendations

It is recommended that the Board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 75,059,488 passenger trips for the 12 months to Nov-2014, an increase of +0.7% on the 12 months to Oct-2014 and +8.2% on the 12 months to Nov-2013. November monthly patronage was 6,427,498, an increase of 553,244 boardings or +9.4% on Nov-2013, normalised to ~ +11.6% accounting for special event patronage, one less business and one more weekend day in Nov-2014 compared to Nov-2013. Financial year to date patronage has grown by +8.8%.

Rail patronage totalled 12,317,216 passenger trips for the 12 months to Nov-2014, an increase of +1.6% on the 12 months to Oct-2014 and +17.5% on the 12 months to Nov-2013. Patronage for Nov-2014 was 1,111,899, an increase of 193,191 boardings or +21.0% on Nov-2013, normalised to ~ +21.4%. Financial year to date rail patronage has grown by +18.4%.

The Northern Express bus service carried 2,623,668 passenger trips for the 12 months to Nov-2014, an increase of +1.7% on the 12 months to Oct-2014 and +14.4% on the 12 months to Nov-2013. Northern Express bus service patronage for Nov-2014 was 226,217, an increase of 43,443 boardings or +23.8% on Nov-2013, normalised to ~ +27.4%. Financial year to date Northern Express patronage has grown by +19.7%.

Bus services excluding Northern Express carried 54,988,701 passenger trips for the 12 months to Nov-2014, an increase of +0.5% on the 12 months to Oct-2014 and +6.8% on the 12 months to Nov-2013. Bus services excluding Northern Express patronage for Nov-2014 was 4,611,398, an increase of 275,501 boardings or +6.4% on Nov-2013, normalised to ~ +8.9%. Financial year to date bus services excluding Northern Express patronage has grown by +6.9%.

Ferry services carried 5,129,903 passenger trips for the 12 months to Nov-2014, an increase of +0.8% on the 12 months to Oct-2014 and an increase +0.6% on the 12 months to Nov-2013. Ferry services patronage for Nov-2014 was 477,984, an increase of 41,109 boardings or +9.4% on Nov-2013, normalised to ~ +11.2%. Financial year to date ferry patronage has increased by 1.0%.

Summary performance against SOI targets is provided in Table 1.

November 2014							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
Rail	↑ 21.0%	↑ 21.4%	↑ 17.5%	↑ 18.4%	4.8%	18.4%	13.6%
NEX	↑ 23.8%	↑ 27.4%	↑ 14.4%	↑ 19.7%	6.1%	19.7%	13.7%
Bus	↑ 6.4%	↑ 8.9%	↑ 6.8%	↑ 6.9%	0.7%	6.9%	6.2%
Ferry	↑ 9.4%	↑ 11.2%	↑ 0.6%	↑ 1.0%	3.1%	1.0%	-2.1%
Total	↑ 9.4%	↑ 11.6%	↑ 8.2%	↑ 8.8%	1.7%	8.8%	7.1%

Table 1. Summary performance against SOI Targets

Alignment with strategy

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

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

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

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

Background

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

Strategic Context

In summary, as communicated in previous Board Papers, the “Next Steps: 3-year Change Programme” is an integrated approach to setting the short term foundation for a transformation of Auckland public transport and commencing the delivery of the Auckland Plan public transport objectives through eight key strategic projects (Figure 1).



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

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

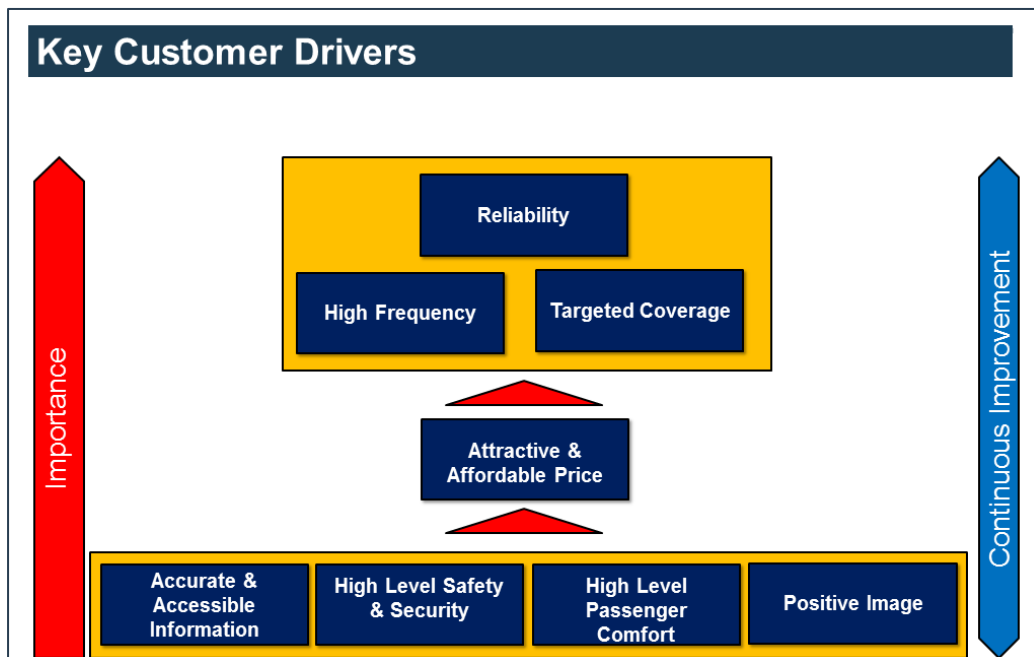


Fig 2. Key Customer Growth Drivers

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

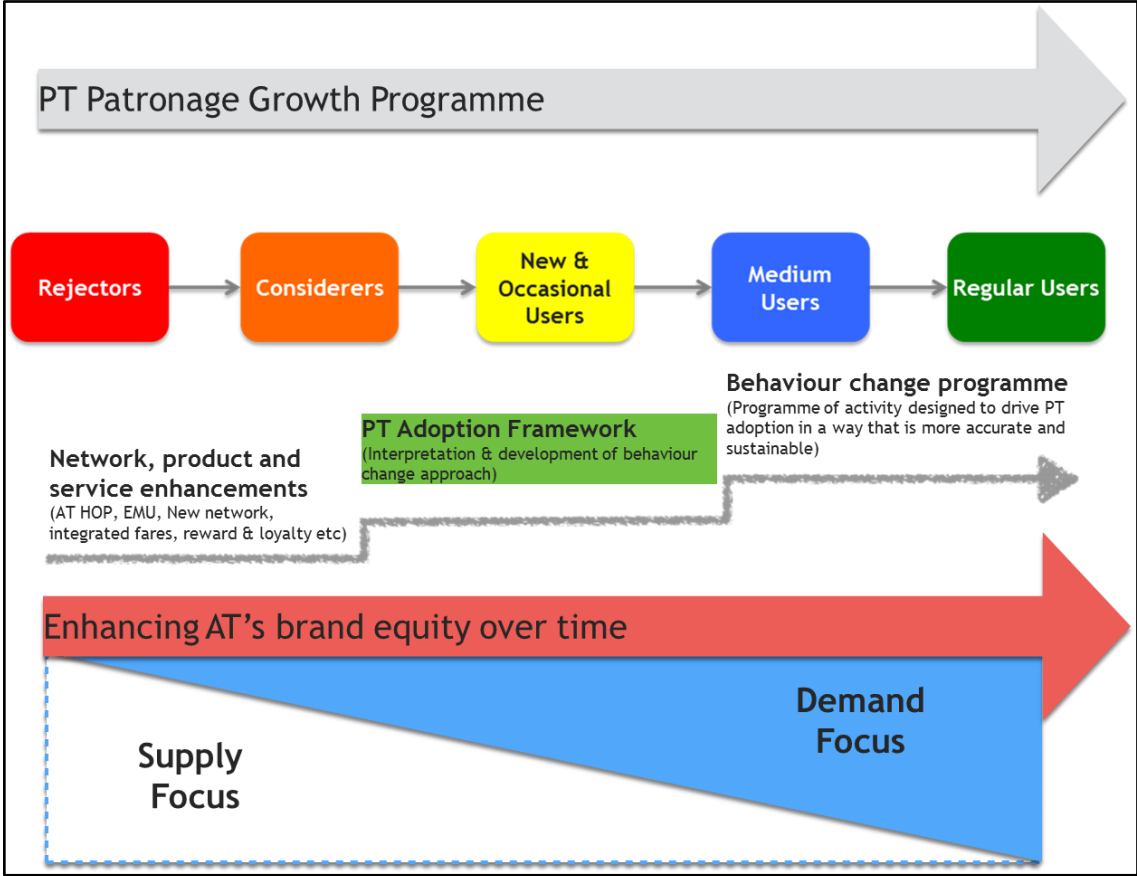


Fig 3. Public Transport patronage growth program

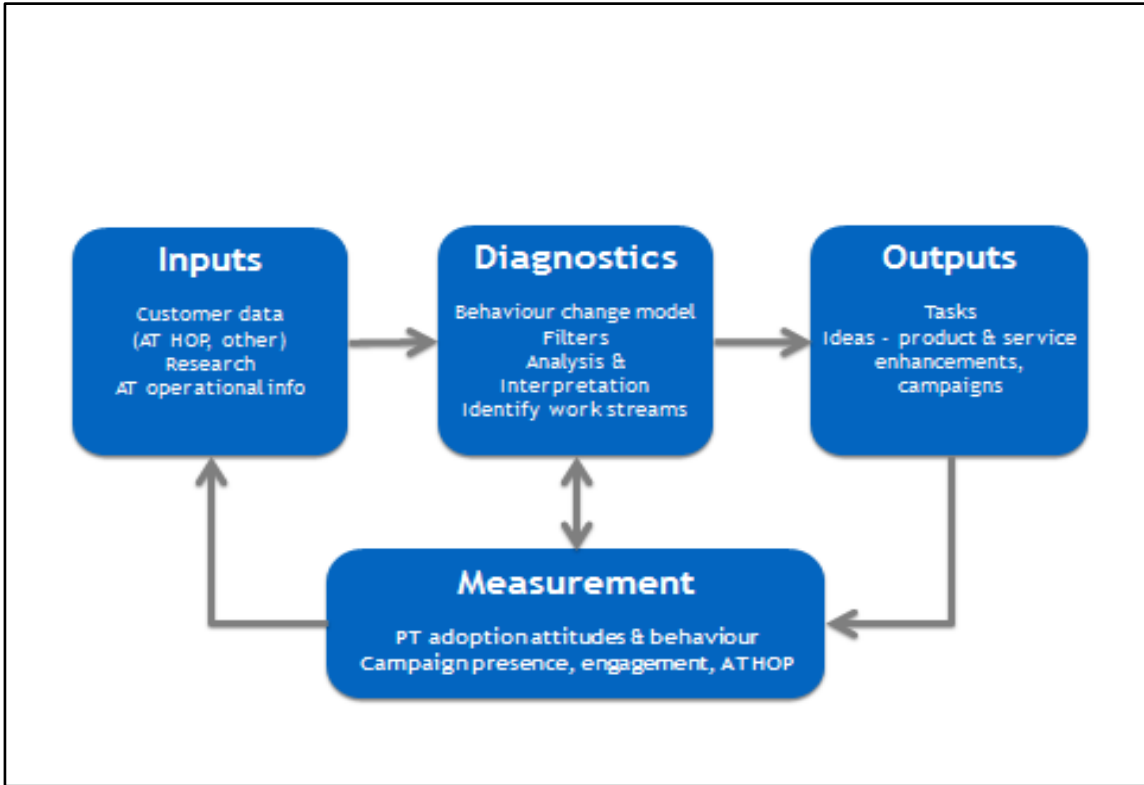


Fig.4. Public Transport adoption framework

Attachments

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

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

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

Auckland public transport patronage totalled 75,059,488 passengers for the 12 months to Nov-2014, an increase of +0.7% on the 12 months to Oct-2014 and +8.2% on the 12 months to Nov-2013 as illustrated in Figure 1. November monthly patronage was 6,427,498, an increase of 553,244 boardings or +9.4% on Nov-2013, normalised to ~ +11.6%.

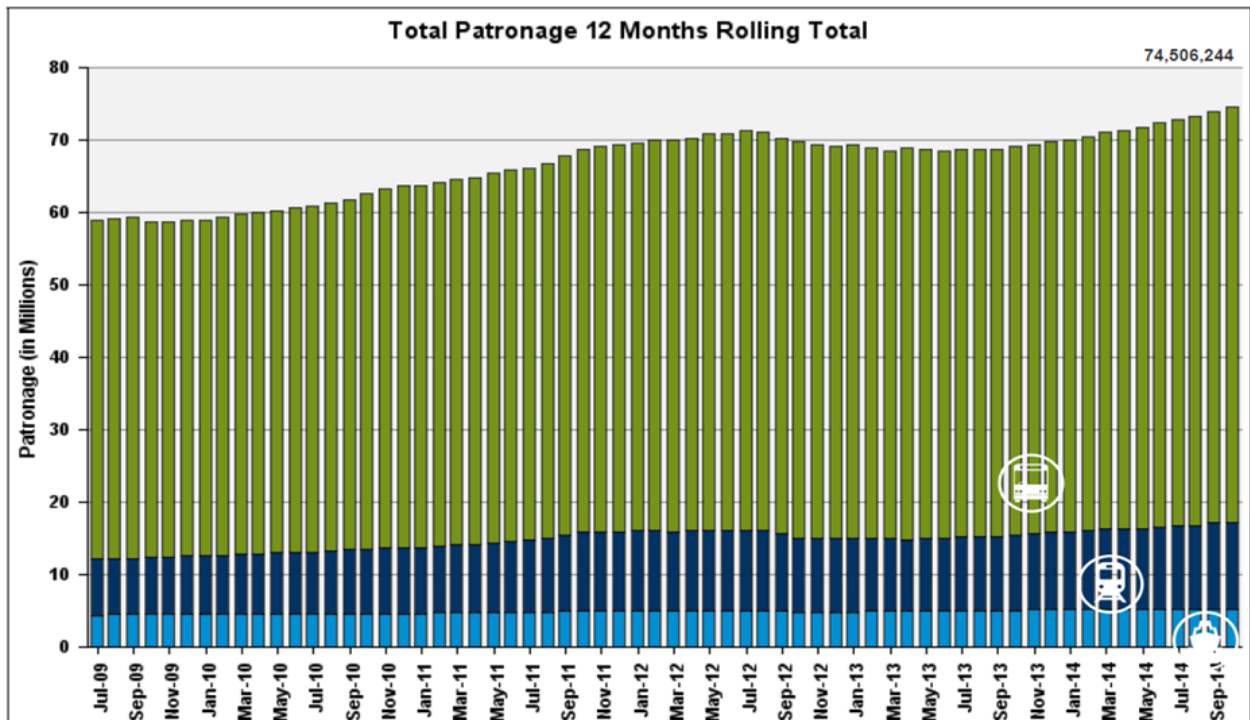


Fig 4. Total Patronage – 12 Months Rolling Total

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

	FY 2014/15 Year-to-date November 2014			12 Months			
	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	Previous Year 2013/14 to Jun 14	Actual rolling total to November	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	4,785,010	5,016,149	5,667,142	11,435,085	12,317,216	12,100,000	12,933,152
2. Northern Express Bus	997,189	1,057,726	1,194,113	2,426,745	2,623,668	2,511,000	2,550,468
3. Frequent, Connector and Local Bus (Including School Bus)	22,614,413	22,767,993	24,178,155	53,424,378	54,988,701	53,695,000	55,257,808
4. Ferry	2,008,707	2,069,991	2,028,661	5,109,947	5,129,903	5,380,000	5,380,000
Total Patronage	30,405,319	30,911,859	33,068,071	72,396,155	75,059,488	73,686,000	76,121,427

Fig 5. Summary of Patronage by mode

1. Rail

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

- Rail patronage improved in Nov-2014 and totalled 12,317,216 passengers for the 12 months to Nov-2014, an increase of +1.6% on the 12 months to Oct-2014 and +17.5% on the 12 months to Nov-2013. (Figure 6).
- Patronage for Nov-2014 was 1,111,899 boardings, an increase of +21.0% (+193,191 boardings) on Nov-2013.

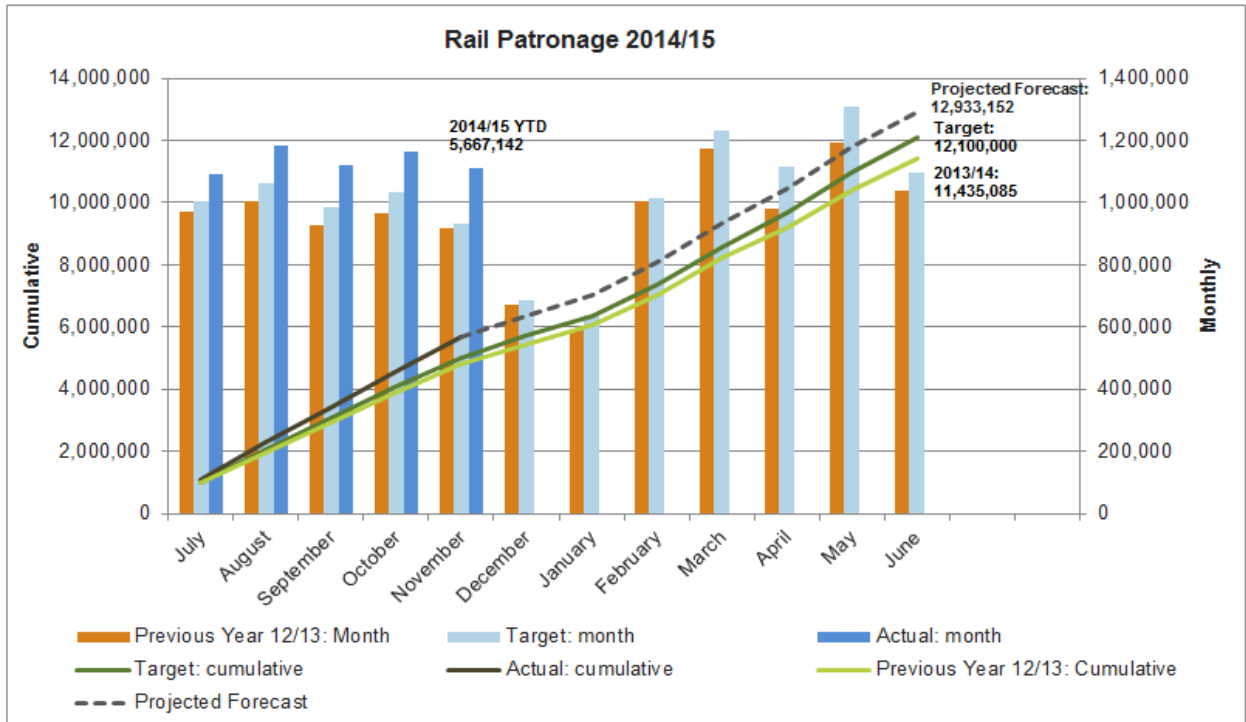


Fig 6. Rail – Patronage results vs target and previous year

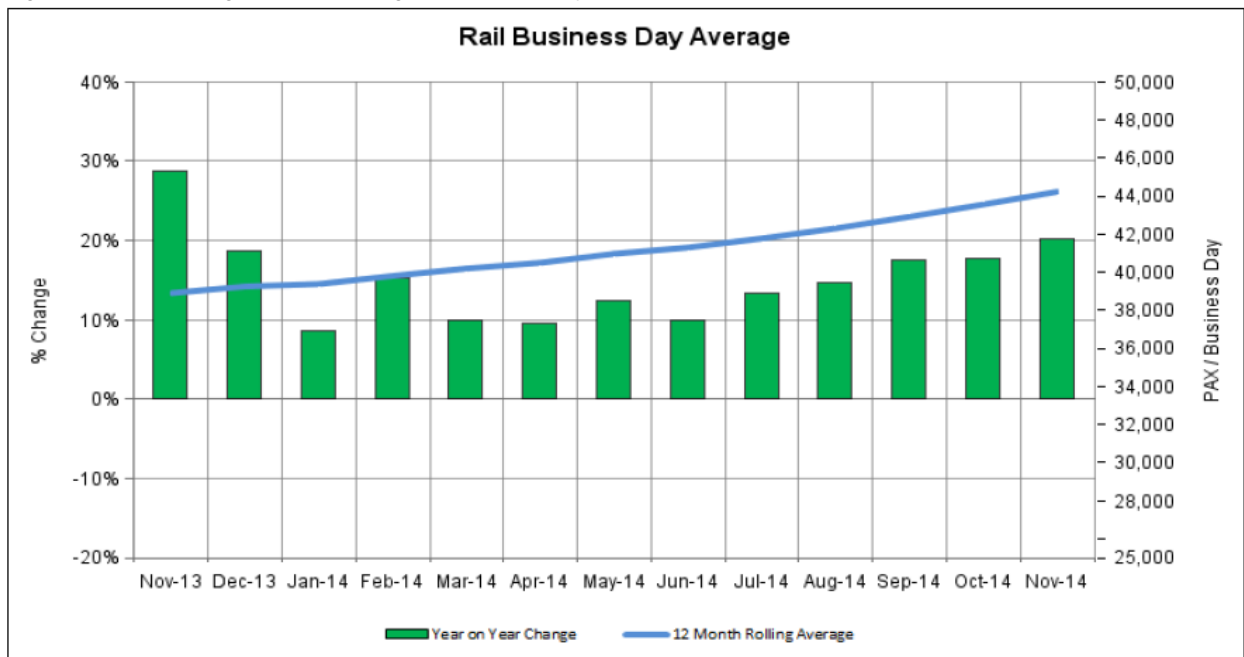
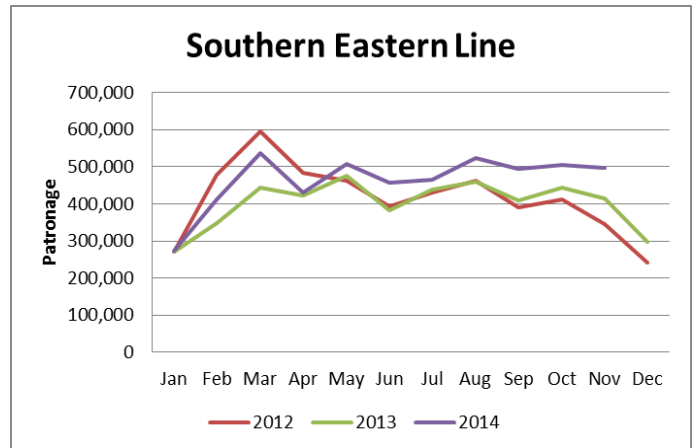
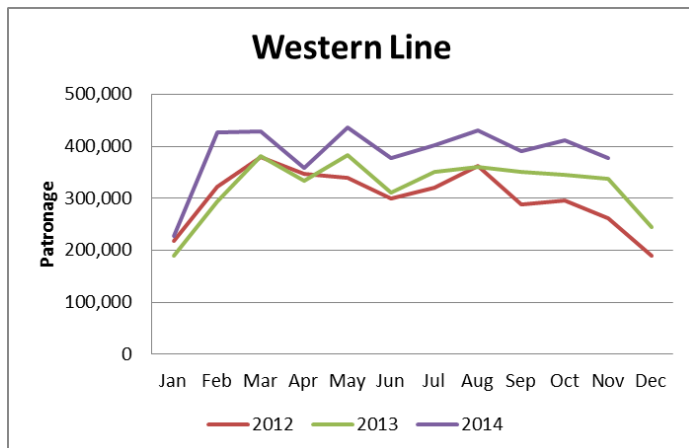
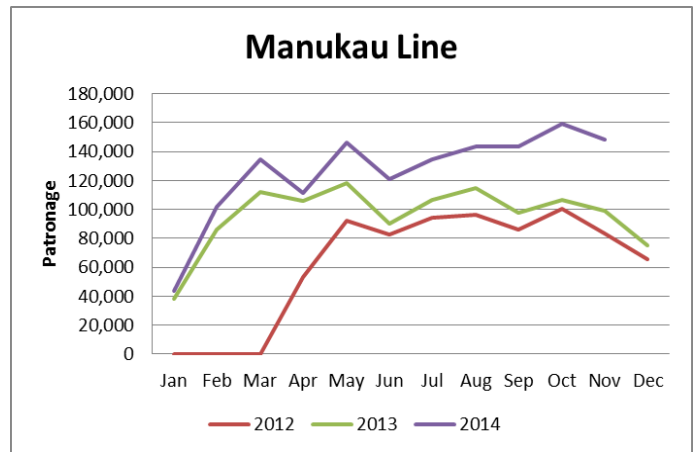
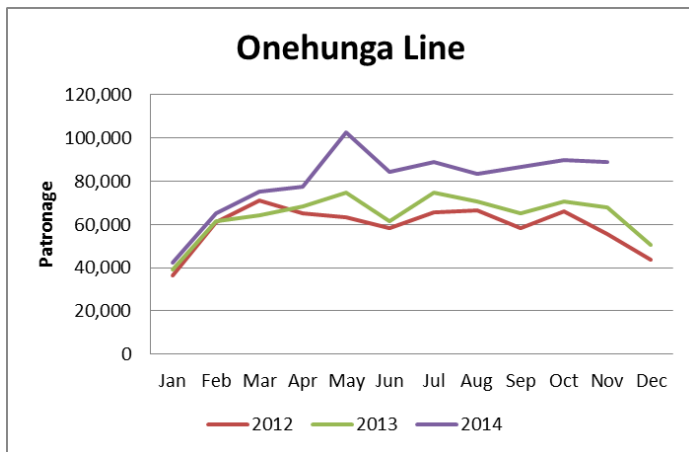


Fig 7. Rail – Average passengers per business day

Activity Summary for November

Patronage impacts include:

- The 12 month rolling average patronage to the end of November continued to show month on month improvement, with over 12.3 million passenger journeys recorded in the last 12 months.
- The continued strong growth is the result of investment made in recent years: in particular the positive public response to the new electric trains and continued strong service delivery performance over recent months.
- All lines are experiencing good growth over last year, but Onehunga and Manukau trains are showing the highest growth. Onehunga since electric trains were introduced at the end of April and Manukau following the installation of gates, MIT campus opening and then the introductions of electric trains.



- November rail punctuality was again over 90% - the fourth time that the 90% mark has been broken in the last 10 months. Fewer weekend network closures have been required for engineering works, which also added to the year on year growth.
- Communication of the December timetable changes started, including posters at stations and on-board, newspaper ads, website information, distribution of new printed timetables, PID and text messages and on-board announcements.

Key Activities for December

- The introduction of 6 car units on Eastern Line at peak times
- A pre-Christmas shopping campaign highlighting how many of Auckland’s shopping areas are best accessed by train
- Advertising the Christmas holiday period timetable and rail bus replacements (now accepting HOP).

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,623,668 passengers for the 12 months to Nov-2014 , an increase of +1.7% on the 12 months to Oct-2014 and +14.4% on the 12 months to Nov-2013. (Figure 8).
- Patronage for Nov-2014 was 226,217 boardings, an increase of +23.8% (+43,443 boardings) on Nov-2013.

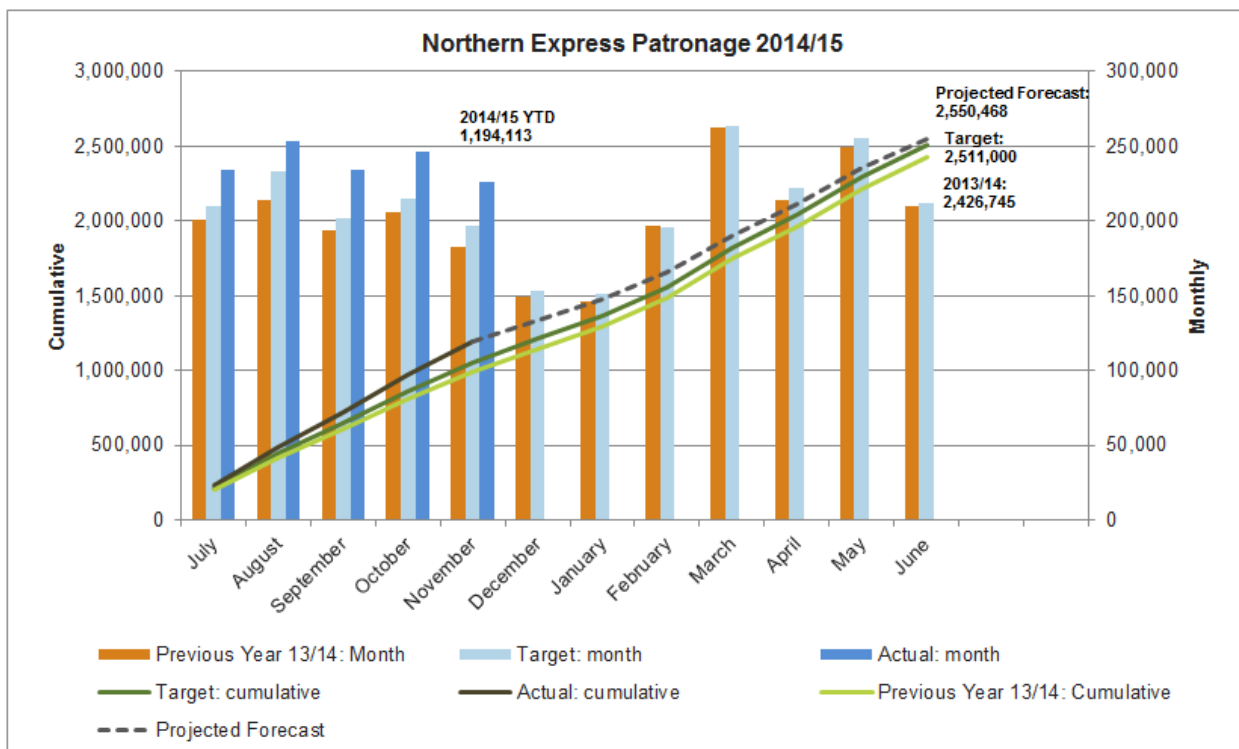


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for November

On time performance for the Northern Express Service continued to operate at a very high level for November at 98.5%.

Patronage impacts in the marketing and promotions space;

- Travel Myths” campaign on North Shore corridors (Glenfield / Onewa Rd’s, Northern Busway, East Coast Rd). The campaign challenges the “myths” of bus travel, using a ‘pop-art’ art direction.

Key Activities for Northern Express in December:

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

3. Bus (excluding Northern Express)

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

- Patronage totalled 54,988,701 passengers for the 12 months to Nov-2014, an increase of +0.5% on the 12 months to Oct-2014 and +6.8% on the 12 months to Nov-2013 (Figure 9).
- Patronage for Nov-2014 was 4,611,398 boardings, an increase of +6.4% (+275,501 boardings) on Nov-2013.

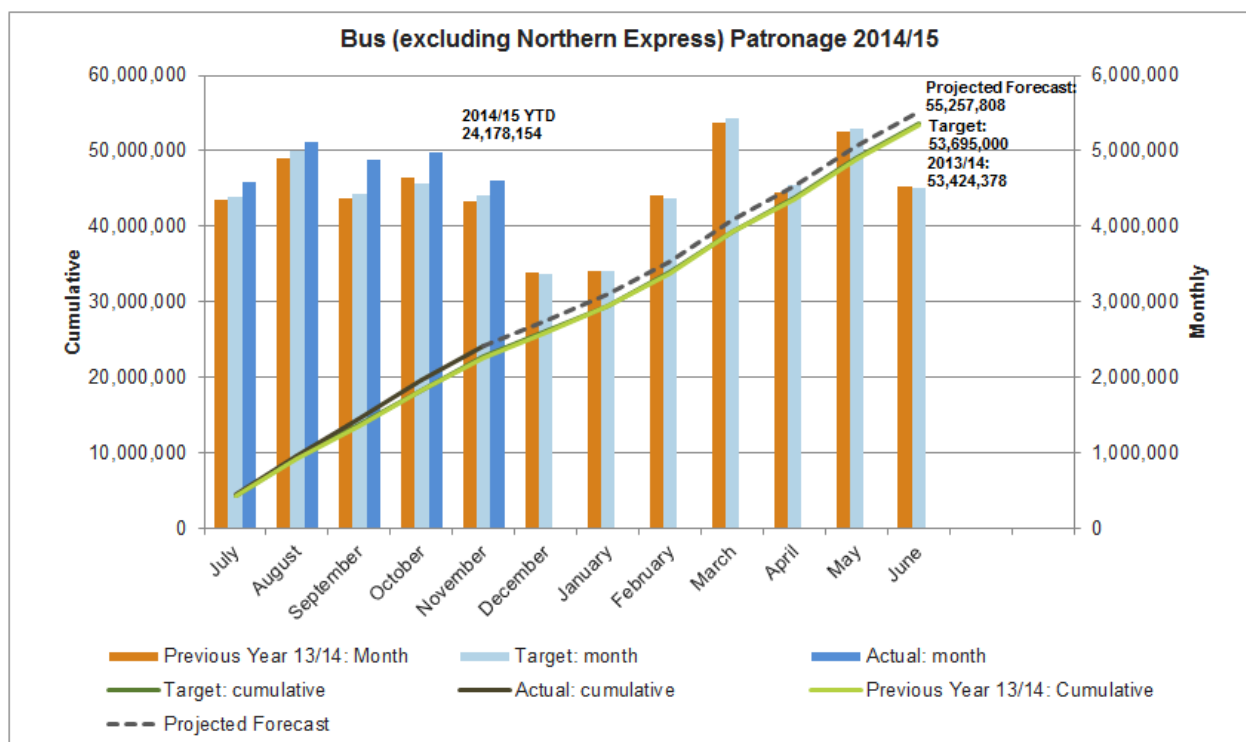


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

Activity Summary for November

On-time performance across the entire bus network was 90.8% for November.

Patronage impacts in the marketing and promotions space;

- “Travel Myths” to increase use of bus services in the ‘Central Corridors’ of Mt Eden / Sandringham/Dominion Road/Great North /New North Road as well as North Shore corridors has restarted with a new burst of activity.
- City LINK campaign continues
- The “Get On Board with Jerome” campaign, featuring All Black Jerome Kaino is in the market driving bus patronage growth and awareness of the AT HOP card.

Key activities for December

- Auckland Christmas trail LINK campaign promoting using the Inner & City LINK services to get around Auckland’s Christmas attractions

- The “Get On Board with Jerome” campaign, featuring All Black Jerome Kaino will be in the market until at least January
- “Travel Myths” campaign activity continues for the North Shore.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,129,903 passenger trips for the 12 months to Nov-2014, an increase of 0.8% on the 12 months to Oct-2014 and an increase +0.6% on the 12 months to Nov-2013 (Figure 10).
- Patronage for Nov-2014 was 477,984, an increase of 41,109 boardings or 9.4% on Nov-2013.

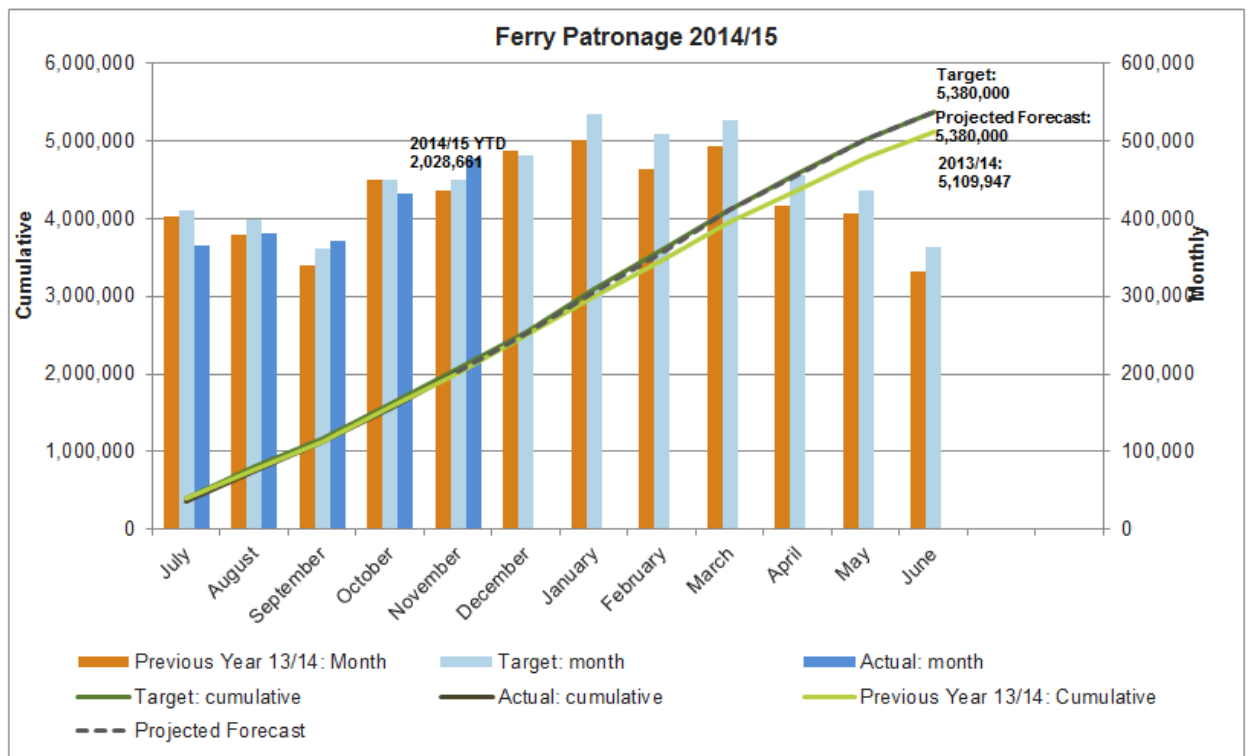


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in November

- Gulf Harbour ferry patronage up 69.6% compared to the same time last year. This is a result of new services and timetable being introduced.
- Additional Rakino Island services introduced from 7 November 2014.
- New Fullers vessel MV Te Kotuku not yet in service full time. AT’s Vessel compliance check completed.
- Surveyed Hobsonville and Beach Haven passengers about pending adjustments to the ferry timetable. Results positive and timetable change will progress in December.

Key activities for December

- West sector promotion started 1 December to 31 January offering residents two free return tickets for use on West Harbour and Hobsonville ferry services.
- Working with the AT Marketing team to finalise a summer holiday destination based promotion campaign which will be in place by end of January. This campaign will provide a platform for communicating across the coming year.

- Christmas timetables will take affect from 29 December to 31 December with more services (as compared to last year) for Gulf Harbour and West Harbour ferry services over this time
- Implementing Hobsonville and Beach Haven timetable change from 22 December, bus connections to be changed 25 January 2014.
- Kennedy Point recreational pontoon will be restored by Christmas after it was storm damaged earlier in the year.
- Devonport Marine Square works continue.
- SeaLink will be operating a fast ferry service to Great Barrier Island (travel time 2.5 hours) over Stat holiday period.

Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	978,839	1,193,702	1,039,830
Previous Year 12/13: Cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754	7,048,126	8,222,714	9,201,553	10,395,255	11,435,085
Target: month	1,003,721	1,062,480	982,949	1,033,908	933,092	683,704	639,575	1,013,245	1,232,930	1,113,334	1,306,730	1,094,333
Target: cumulative	1,003,721	2,066,200	3,049,150	4,083,057	5,016,149	5,699,854	6,339,428	7,352,673	8,585,603	9,698,937	11,005,667	12,100,000
Target: cumulative FY growth to previous year %	3.23%	4.52%	5.07%	5.61%	4.83%	4.50%	4.91%	4.32%	4.41%	5.41%	5.87%	5.81%
Actual: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899							
Variance: month to target	86,118	118,637	136,281	131,149	178,807							
Variance: month to previous year	117,561	176,487	194,216	200,677	193,191							
Actual: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142							
Variance: cumulative to target	86,118	204,756	341,036	472,186	650,993							
Variance: cumulative to previous year	117,561	294,048	488,264	688,941	882,132							
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%	17.82%	18.44%							
% cumulative change to target	8.58%	9.91%	11.18%	11.56%	12.98%							
Reforecast: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	701,286	656,021	1,039,300	1,264,634	1,141,963	1,340,332	1,122,474
Reforecast: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,368,427	7,024,448	8,063,749	9,328,383	10,470,346	11,810,678	12,933,152
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	16.83%	17.82%	18.44%	16.76%	16.25%	14.41%	13.45%	13.79%	13.62%	13.10%

Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185	249,888	210,069
Previous Year 13/14: Cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,966,788	2,216,676	2,426,745
Target: month	209,902	233,323	202,110	215,384	197,007	153,382	151,462	195,657	263,112	222,464	255,552	211,645
Target: cumulative	209,902	443,225	645,335	860,719	1,057,726	1,211,108	1,362,570	1,558,226	1,821,338	2,043,802	2,299,355	2,511,000
Target: cumulative FY growth to previous year %	4.75%	6.92%	6.11%	5.69%	6.07%	5.60%	5.33%	4.57%	3.92%	3.92%	3.73%	3.47%
Actual: month	233,814	253,328	234,282	246,472	226,217							
Variance: month to target	23,912	20,005	32,172	31,088	29,210							
Variance: month to previous year	33,433	39,156	40,686	40,207	43,442							
Actual: cumulative	233,814	487,142	721,424	967,896	1,194,113							
Variance: cumulative to target	23,912	43,917	76,089	107,177	136,387							
Variance: cumulative to previous year	33,433	72,589	113,275	153,482	196,924							
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%	18.85%	19.75%							
% cumulative change to target	11.39%	9.91%	11.79%	12.45%	12.89%							
Reforecast: month	233,814	253,328	234,282	246,472	226,217	143,153	141,361	182,608	245,565	207,628	238,509	197,531
Reforecast: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,337,266	1,478,627	1,661,235	1,906,800	2,114,428	2,352,937	2,550,468
Reforecast: cumulative FY growth to previous year %	16.68%	17.51%	18.63%	18.85%	19.75%	16.60%	14.30%	11.48%	8.80%	7.51%	6.15%	5.10%

Appendix 4. Bus (excluding Northern Express) Patronage

Bus - excluding Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,410,157	4,408,736	5,374,783	4,454,848	5,245,850	4,525,656
Previous Year 13/14: Cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505	33,823,241	39,198,024	43,652,872	48,898,722	53,424,378
Target: month	4,390,241	4,991,927	4,423,624	4,558,723	4,403,478	3,366,088	3,415,480	4,375,651	5,423,703	4,553,207	5,284,848	4,508,032
Target: cumulative	4,390,241	9,382,168	13,805,792	18,364,515	22,767,993	26,134,081	29,549,560	33,925,211	39,348,914	43,902,121	49,186,968	53,695,000
Target: cumulative FY growth to previous year %	0.92%	1.40%	1.34%	0.47%	0.68%	0.50%	0.46%	0.30%	0.38%	0.57%	0.59%	0.51%
Actual: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398							
Variance: month to target	188,563	127,729	464,140	421,809	207,920							
Variance: month to previous year	228,637	217,392	516,418	325,793	275,501							
Actual: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154							
Variance: cumulative to target	188,563	316,292	780,432	1,202,241	1,410,161							
Variance: cumulative to previous year	228,637	446,029	962,447	1,288,240	1,563,741							
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%	7.05%	6.91%							
% cumulative change to target	4.30%	3.37%	5.65%	6.55%	6.19%							
Reforecast: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,382,702	3,432,337	4,397,248	5,450,473	4,575,680	5,310,932	4,530,282
Reforecast: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	27,560,856	30,993,193	35,390,441	40,840,914	45,416,594	50,727,526	55,257,808
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	7.06%	7.05%	6.91%	5.99%	5.37%	4.63%	4.19%	4.04%	3.74%	3.43%

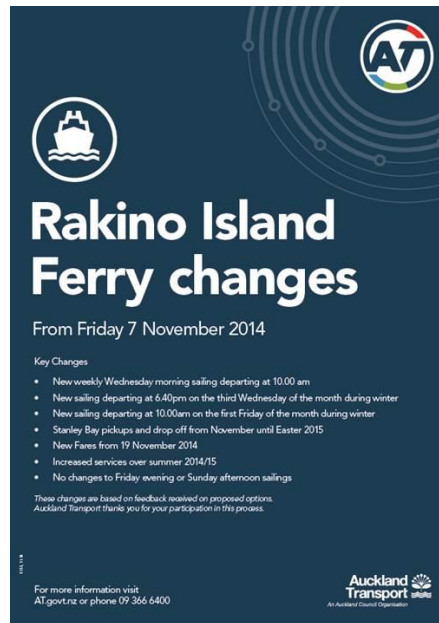
Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	415,541	406,874	332,410
Previous Year 13/14: Cumulative	402,275	781,740	1,121,769	1,571,832	2,008,707	2,495,344	2,996,794	3,460,999	3,955,122	4,370,663	4,777,537	5,109,947
Target: month	409,909	399,719	360,769	450,548	449,046	482,209	534,030	509,857	527,449	455,740	436,830	363,894
Target: cumulative	409,909	809,628	1,170,397	1,620,945	2,069,991	2,552,200	3,086,230	3,596,087	4,123,536	4,579,276	5,016,106	5,380,000
Target: cumulative FY growth to previous year %	1.86%	3.57%	4.33%	3.12%	3.05%	2.28%	2.98%	3.90%	4.26%	4.77%	4.99%	5.28%
Original Target: month												
Original Target: cumulative	0	0	0	0	0	0	0	0	0	0	0	0
Actual: month	366,295	380,813	371,426	432,143	477,984							
Variance: month to target	-43,614	-18,906	10,657	-18,405	28,938							
Variance: month to previous year	-35,980	1,348	31,397	-17,920	41,109							
Actual: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661							
Variance: cumulative to target	-43,614	-62,520	-51,863	-70,268	-41,330							
Variance: cumulative to previous year	-35,980	-34,632	-3,235	-21,155	19,954							
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%	-1.35%	0.99%							
% cumulative change to target	-10.64%	-7.72%	-4.43%	-4.33%	-2.00%							
Reforecast: month	366,295	380,813	371,426	432,143	477,984	488,230	540,698	516,223	534,035	461,431	442,284	368,438
Reforecast: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,516,890	3,057,589	3,573,812	4,107,847	4,569,278	5,011,562	5,380,000
Reforecast: cumulative FY growth to previous year %	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	0.86%	2.03%	3.26%	3.86%	4.54%	4.90%	5.28%

Appendix 6: Public Transport Promotional Activities – November 2014

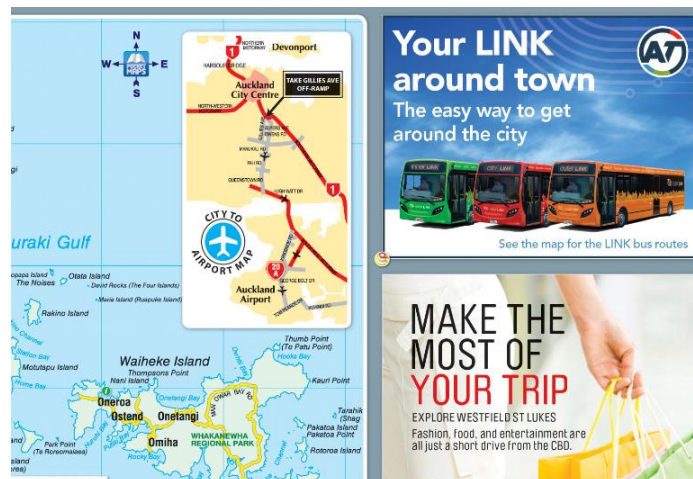
Rakino Island Ferry poster

We created a poster to tell Rakino Island Ferry customers about the changes to the timetable and prices for the ferry service.



Hotel Map

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



Discovery Day Pass

A generic AT HOP Day Pass was launched in July this year.

In order to grow visitor and tourism patronage a new enhanced pass named the “AT HOP Discovery Day Pass” has been developed to appeal to tourists and provide an interim product solution as a base to grow visitor patronage.

The new electronic “AT HOP Discovery Day Pass” promotes tourism destinations that can be reached using the Inner/Outer LINK and ferry services.

Enhancements to the AT HOP Discovery Day Pass have been made based on key requirements identified in visitor market research. These include:

- more targeted and specific information on routes;
- easy to view summaries of transport options;
- easy to use network/route information maps; and
- younger international backpackers/budget travellers, travelling solo or as a couple/friend require a cheap airport transfer.

Research and insights from ATEED indicate that the Airport i-site and Britomart Transport Centre in the city centre should be promoted as key sales points for the AT HOP Discovery Day Pass as many independent travellers arrive at their accommodation base first before seeking out travel options.

Therefore, the AT HOP Discovery Day Pass will initially be sold as a pilot product at the Airport iSITE, Britomart CSC and Britomart Ticket Office.



Above: Card Packaging which folds down to AT HOP card size.

MIT and Panmure Open Days

We attended the MIT and Panmure open days on 1 November. We answered bus and train questions as well as promoted the increased frequency of trains that will start on 8 December 2014.



More trains to Manukau from 8 December
6 trains per hour during peak times.
At least half hourly at all other times, 7 days a week.

Train timetable changes 8 December

Improvements include:

- Increased services to Manukau
- Increased off-peak services to Onehunga
- All day, half hour weekend services to Swanson, Manukau, Onehunga and Papakura
- New hourly weekend services to Pukekohe
- All trains from Papakura and Pukekohe will travel via Newmarket
- All trains from Manukau will travel via Glen Innes

Departure times at all stations may have changed so please check the new timetables carefully before travelling from 8 December.

For more information visit AT.govt.nz or phone 09 366 6400

Auckland Transport
An Auckland Council Organisation

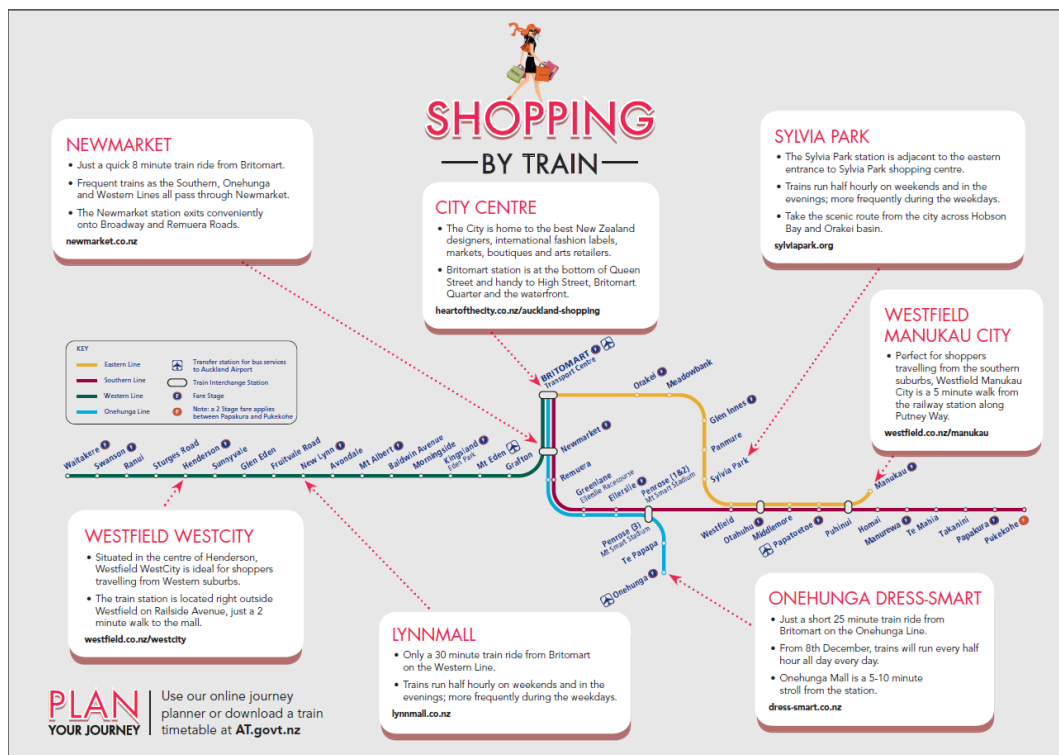
AT HOP NRL Nines Visitor Transport Pass

The design of the AT HOP card for the 2015 NRL Nines has been approved and is now in production. Packaging and visitor information, attraction discounts and redemption details have been finalized and are being approved for printing. The product is a trial format for the next phase development of the Discovery Day pass, which is proposed to incorporate attraction discounts and added value offers as well.



Train Christmas Shopping 24 November to 22 December

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



Retailer Promotion

A large number of public transport users are still paying cash fares even at locations within close proximity to Customer Service Centres and retail outlets. Several stops across Auckland have been identified and will be targeted with this campaign to increase awareness of the retailer close by. The aim of this campaign is to target frequent public transport users who may not be aware of where to get a card and highlight the convenience of getting a card and the 20% savings they receive on their travel by using an AT HOP card.

AT HOP cards are now available in Henderson from Convenience@357, on Great North Road.

AT HOP is your one reusable smart card for travel on buses, trains and ferries around Auckland. Just turn up and go!

To get your new card, just visit Convenience@357, Shop 16, 357 Great North Road, Henderson. Open Mon/Tues 8am - 5pm, Wed 8am - 6:30pm, Thu/Fri 8am - 5pm, Sat 9am-7pm, closed on Sundays.

\$10 buys you a \$5 card and 55 HOP Money.

Buy an AT HOP card and enjoy these benefits:

- AT HOP card provides at least 20% discount off adult single trip cash fares,*
- Makes boarding buses easier and quicker.
- No queuing for paper tickets.
- Avoid the need to carry cash.
- One card for travel on Auckland's buses, trains and ferries.

Key Tips:

- You must tag on and off for every journey – this will ensure the correct fare is calculated and no penalties are incurred.
- Register your card to help protect the balance on your AT HOP card should it be lost or stolen.
- Load a discount concession for discounted fares if eligible.
- Don't forget you can also top-up your card online.

For more information visit AT.govt.nz/athop or phone 09 366 4462 or @AATransport

Way to move, Auckland.

Mr & Mrs Patel at Glen Innes Lotto & Dairy have a 20% fare discount waiting for you.*

Pop around to 41 Mayfair Place, and get yourself an AT HOP card loaded with all these great benefits:

- Save at least 20%*
- Just turn up, tag on and go!
- No queuing for paper tickets.
- Register online to help protect your balance.
- Avoid the need to carry cash.
- Minimum top up just \$5

For more information visit AT.govt.nz/athop or phone 09 366 4462 or @AATransport

HOP inside the Plaza and save 20% on your fare.*

Just nip inside Pakuranga Lotto, buy and top up an AT HOP card and enjoy all these benefits:

- Save at least 20%*
- Just turn up, tag on and go!
- No queuing for paper tickets.
- Register online to help protect your balance.
- Avoid the need to carry cash.
- Minimum top up just \$5

For more information visit AT.govt.nz/athop or phone 09 366 4462 or @AATransport

Inner Link

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

INNER LINK

AT.GOV.T.NZ/LINK

WHY PLAY MUSICAL CAR PARKS?

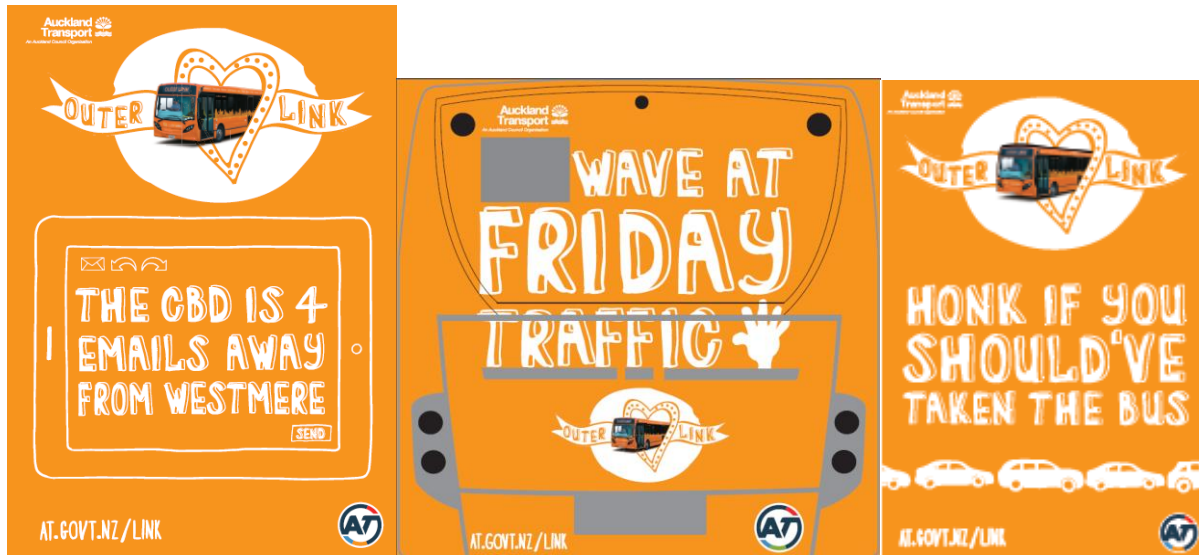
AT.GOV.T.NZ/LINK

GOOD LUCK GETTING A CAB FOR \$2

AT.GOV.T.NZ/LINK

Outer Link

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



Titirangi/Green Bay & Laingholm Acquisition

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

South Lynn Loop

↕

New Lynn
Route 186

At least **Every 30 mins**
7 am - 7 pm 7 days

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

Visit AT.govt.nz for full timetable details.

Titirangi

↕

New Lynn
Routes 170, 172

At least **Every 30 mins**
7 am - 7 pm 7 days

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

Visit AT.govt.nz for full timetable details.

Laingholm

↕

New Lynn
Routes 171, 171x

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

Visit AT.govt.nz for full timetable details.

Green Bay

↕

New Lynn
Routes 105, 200 (Titirangi ↔ Britomart)

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

Visit AT.govt.nz for full timetable details.

South Lynn Loop

↕

New Lynn

At least **Every 30mins**
7 am - 7 pm 7 days

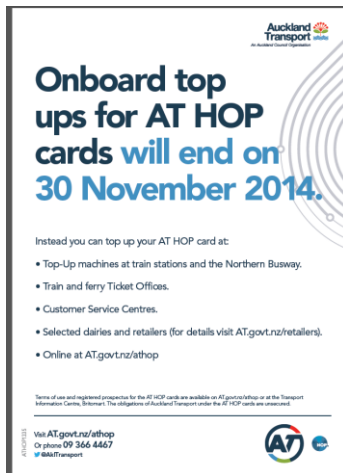
Go to AT.govt.nz for services before 7am and after 7pm.

For more information visit AT.govt.nz or phone 09 346 4467

Connecting Aucklanders.

Removal of on-board top ups for AT HOP cards

Since the launch of AT HOP, on-board top up has been offered as a top up channel on a select number of bus services. This allows customers to get bus drivers to load money onto their AT HOP cards. This is not a preferred top up channel for AT as it causes delays to the bus trip, however it was permitted as a transition step for customers of operators who had previously offered on-board card top ups. On-board top up will be withdrawn as a top up channel from 30 November. From 1 December, customers will have to top up their AT HOP card before they board the bus. An information campaign is live in the market now letting customer know the date when on-board top ups will be withdrawn and their options to top up their card.



Above: Poster on board buses (Ritches, Northern Express, Party Bus and Howic & Eastern)



Above: Brochure which will be handed out by bus drivers.

Get on board with Jerome' Public Transport Campaign

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

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



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

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

Special Events – Farmers Santa Parade 30 November

There were limited special events services for this event (i.e. additional rail services), people were encouraged to use regular/scheduled PT services when travelling to/from the event. This initiative also assists with managing disruptions to scheduled bus routes/services due to the road closures.



Travelling to the parade is half the fun.

Farmers Santa Parade
Sunday 30 November 2014,
2pm, Auckland City Centre

Public transport will be much busier than usual, so plan ahead and travel early.

Train
South – Enjoy the ride on event trains operating approximately every 15 minutes on the Southern Line into the city. Event trains will also depart Pukekohe Train Station at 10:30am, 10:50am, 11:30am, 11:50am and 12:30pm.
After the parade, catch the event trains from Britomart Transport Centre to Pukekohe at 2:45pm, 4:15pm, 4:45pm, 5:15pm, 5:50pm and 6:20pm. There will be dedicated entrances at Britomart for priority boarding.
West – Enjoy the ride on event trains operating approximately every 20 minutes on the Western Line into the city from Swanson and 10 minutes from New Lynn.

Bus
Take a fun ride on city bound bus services operating to a Sunday timetable. Please note that due to road closures a number of city centre bus stops will be relocated and some bus route diversions will be in place.

Ferry
Ride the ferry to town. They will be operating to a Sunday timetable.

Private Vehicle
If you are planning to drive to the Parade, be aware that road closures and parking restrictions will be in place. Public parking is free at the Auckland Transport Downtown and Victoria St car parks for vehicles exiting between 2pm and 4pm.

If the event is moved to the rain date of Sunday 7 December some services may not operate.

Visit at.govt.nz to find out more about your public transport options.

Help us improve bus services for West Auckland

What do you think? Give your feedback, from 21 October to 1 December 2014, on proposed changes to bus services.

We are making changes to bus and train services in West Auckland, including Helensville. These current bus services will change: 04X, 07X, 09X, 11X, 13X, 15X, 04S, 049, 060, 061, 070, 079, 080, 081, 082, 085, 087, 090, 091, 092, 093, 095, 097, 113, 115, 121, 130, 135, 136, 145, 149, 153, 154, 156, 224, N05, N13.

224 Bus – The proposed changes to bus services in West Auckland will mean that the current 224 bus will no longer service Great North Road between Henderson and New Lynn. Passengers using New North Road services to get to/from Henderson, will need to connect to a train or another bus at New Lynn.

How to find out more and provide feedback:

Online: Visit www.at.govt.nz/NewNetwork
In person: Come along to a Public Information Event.
In writing: Fill out the feedback form in the West Consultation Brochure (available at our events or from libraries, service centres and local board offices)
By phone: Call (09) 366 6400

Auckland Transport logo

New Network Consultation – West Auckland 21 October to 1 December

The New Network consultation for West Auckland finished on 1 Dec – campaign included press (English and ethnic papers), mail-drop to Western households, adshels and online advertising.

The New Network promo videos were also in market over this period. Their launch was timed to coincide with the West consultation. Their primary aim is to increase awareness of the New Network, which in turn should translate into a higher response rate for the West consultation. Number of people who watched the video:

YouTube – 108,000 (watched the full 30 sec ad)

TVNZ - 112,500 streams