

# AT Metro Monthly Patronage – June 2015

## Recommendations

It is recommended that the board:

- i. Notes this paper.

## Executive summary

Auckland public transport patronage totalled 79,249,549 passenger boardings for the 12 months to Jun-2015, an increase of +0.8% on the 12 months to May-2015 and +9.5% on the 12 months to Jun-2014. June monthly patronage was 6,742,982, an increase of 634,991 boardings or +10.4% on Jun-2014, normalised to ~ +7.2% accounting for one more business day and one less weekend day in Jun-2015 compared to Jun-2014 and special event patronage. Financial year to date patronage has grown by +9.5%.

Rail patronage totalled 13,916,822 passenger boardings for the 12 months to Jun-2015, an increase of +1.6% on the 12 months to May-2015 and +21.7% on the 12 months to Jun-2014. Patronage for Jun-2015 was 1,265,396, an increase of 225,565 boardings or +21.7% on Jun-2014, normalised to ~ +19.9%. Financial year to date rail patronage has grown by +21.7%.

The Northern Express bus service totalled 2,843,210 passenger boardings for the 12 months to Jun-2015, an increase of +1.3% on the 12 months to May-2015 and +17.2% on the 12 months to Jun-2014. Northern Express bus service patronage for Jun-2015 was 245,735, an increase of 35,666 boardings or +17.0% on Jun-2014, normalised to ~ +16.8%. Financial year to date Northern Express patronage has grown by +17.2%.

Bus services excluding Northern Express totalled 56,953,128 passenger boardings for the 12 months to Jun-2015, an increase of +0.6% on the 12 months to May-2015 and +6.6% on the 12 months to Jun-2014. Bus services excluding Northern Express patronage for Jun-2015 was 4,854,273, an increase of 328,592 boardings or 7.3% on Jun-2014, normalised to ~ +3.6%. Financial year to date bus services excluding Northern Express patronage has grown by +6.6%.

Ferry services totalled 5,536,389 passenger boardings for the 12 months to Jun-2015, an increase of +0.8% on the 12 months to May-2015 and +8.3% on the 12 months to Jun-2014. Ferry services patronage for Jun-2015 was 377,578, an increase of 45,168 boardings or +13.6% on Jun-2014, normalised to ~ +11.5%. Financial year to date ferry patronage has increased by 8.3%.

Summary performance against SOI targets is provided in Table 1.

June 2015							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
<b>Rail</b>	↑ 21.7%	↑ 19.9%	↑ 21.7%	↑ 21.7%	5.8%	21.7%	15.9%
<b>NEX</b>	↑ 17.0%	↑ 16.8%	↑ 17.2%	↑ 17.2%	3.5%	17.2%	13.7%
<b>Bus</b>	↑ 7.3%	↑ 3.6%	↑ 6.6%	↑ 6.6%	0.5%	6.6%	6.1%
<b>Ferry</b>	↑ 13.6%	↑ 11.5%	↑ 8.3%	↑ 8.3%	5.3%	8.3%	3.1%
<b>Total</b>	↑ 10.4%	↑ 7.2%	↑ 9.5%	↑ 9.5%	1.8%	9.5%	7.7%

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 nine key strategic priorities (Figure 1).

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

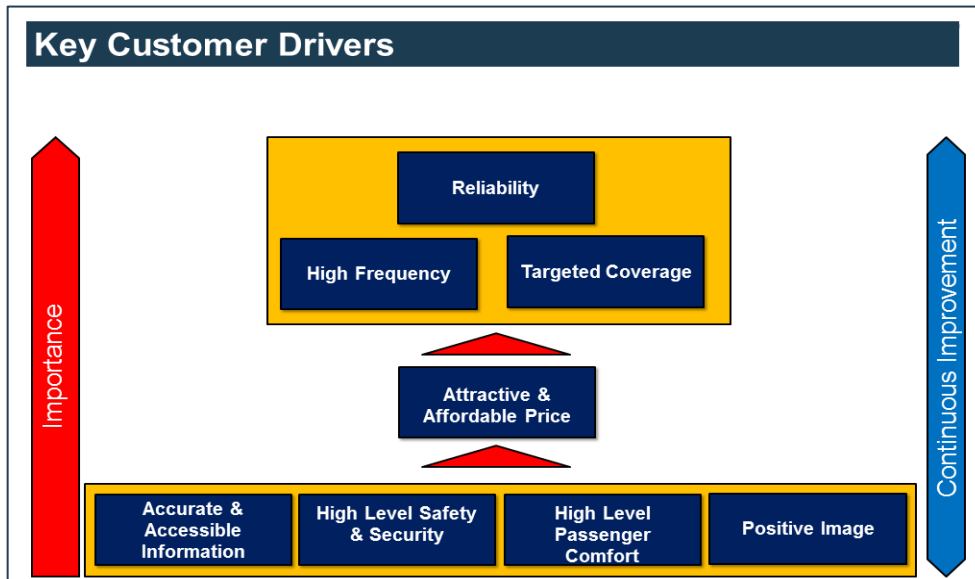


Fig 1. PT "Next Steps" 3 Year Programme Key Strategic Projects



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 that supports the quality and relevance of decision making and investment.

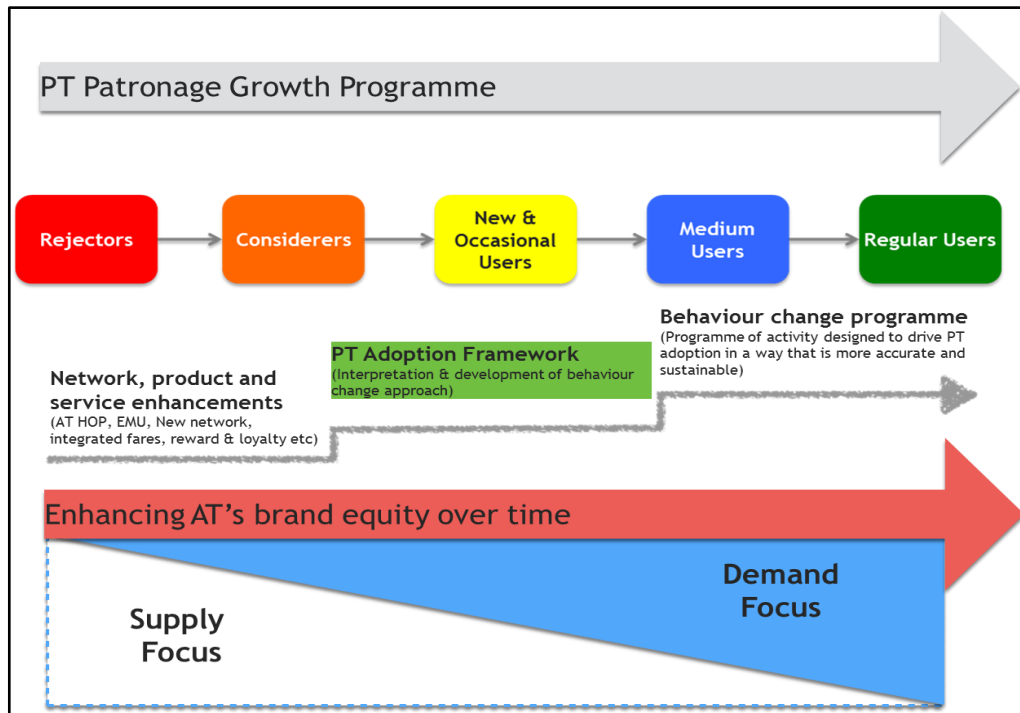


Fig 3. Public Transport patronage growth program

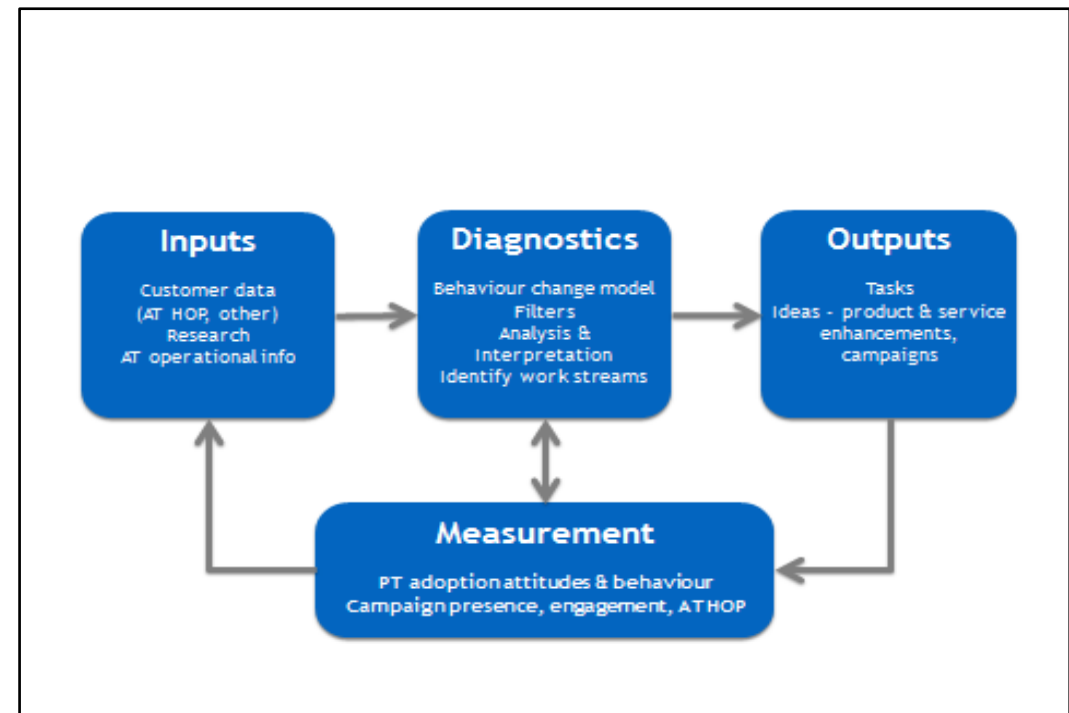




Fig.4. Public Transport adoption framework

## Attachments

Number	Description
1	Monthly PT Patronage Report – June 2015

## 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 – June 2015

Normalising factors used on actual patronage counts in this report for June-2015 include:

- Accounting for one more business day and one less weekend day in Jun-2015 compared to Jun-2014
- Additional patronage for special events across bus and rail in June-2014.

Auckland public transport patronage totalled 79,249,549 passenger boardings for the 12 months to Jun-2015, an increase of +0.8% on the 12 months to Jun-2014 and +9.5% on the 12 months to Jun-2014 as illustrated in Figure 4. June monthly patronage was 6,742,982, an increase of 634,991 boardings or +10.4% on Jun-2014, normalised to ~ +7.2%.

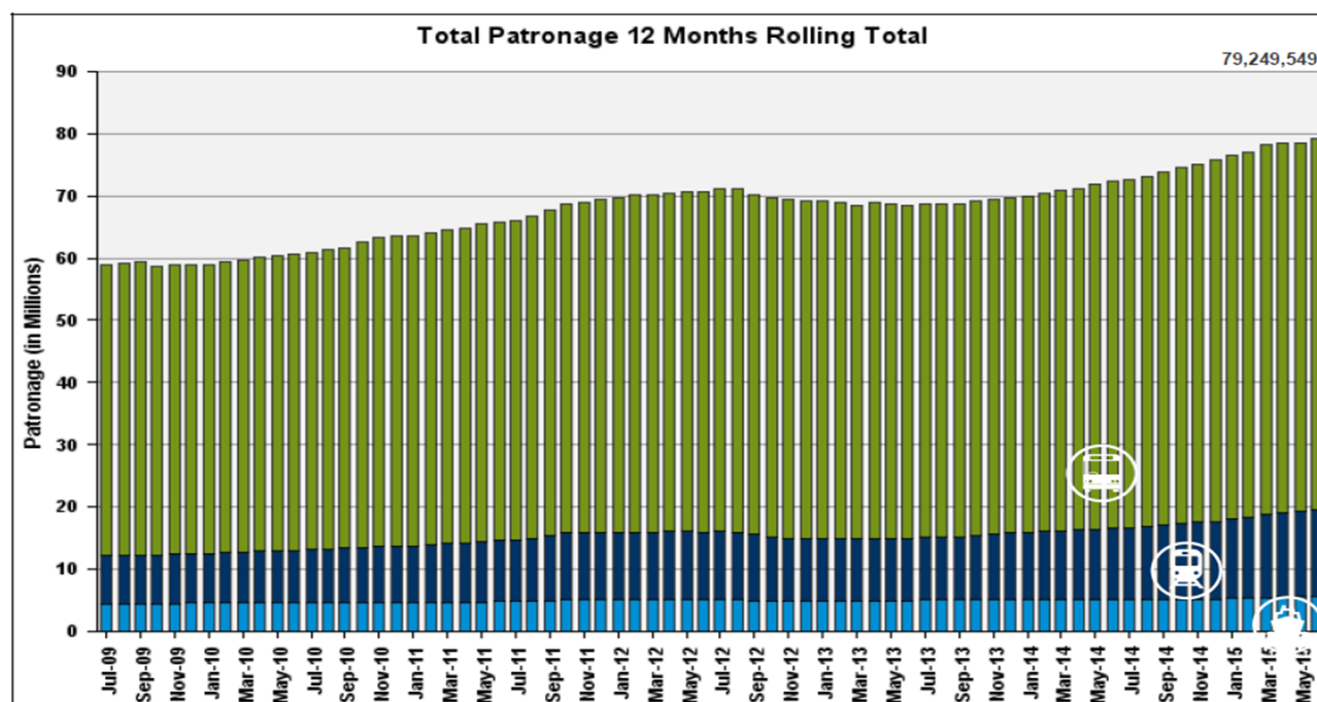


Fig 4. Total Patronage – 12 Months Rolling Total



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.

Estimate - FY 2014/15 Year-to-date June 2015				Estimated - 12 Months				
Previous Year 2013/14	SOI 2014/15	Actual 2014/15	% Change Prev Year	Previous Year 2013/14 to Jun 14	Actual rolling total to June 2015	% Change Prev Year	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
11,435,085	12,100,000	13,916,822	↑ 21.7%	11,435,085	13,916,822	↑ 21.7%	12,100,000	13,800,000
2,426,745	2,511,000	2,843,210	↑ 17.2%	2,426,745	2,843,210	↑ 17.2%	2,511,000	2,850,000
53,424,378	53,695,000	56,953,128	↑ 6.6%	53,424,378	56,953,128	↑ 6.6%	53,695,000	57,000,000
5,109,947	5,380,000	5,536,389	↑ 8.3%	5,109,947	5,536,389	↑ 8.3%	5,380,000	5,340,356
<b>72,396,155</b>	<b>73,686,000</b>	<b>79,249,549</b>	<b>↑ 9.5%</b>	<b>72,396,155</b>	<b>79,249,549</b>	<b>↑ 9.5%</b>	<b>73,686,000</b>	<b>78,990,356</b>

Fig 5. Summary of Patronage by mode

## 1. Rail

Figure 6 provides a summary of rail patronage for June 2015 and the 2014/15 targets and performance:

- Totalled 13,916,822 passengers for the 12 months to Jun-2015 (Figure 5), an increase of +1.6% on the 12 months to May-2015 and +21.7% on the 12 months to Jun-2014. (Figure 6).
- Patronage for Jun-2015 was 1,265,396 boardings, an increase of +21.7% (+225,565 boardings) on Jun-2014.

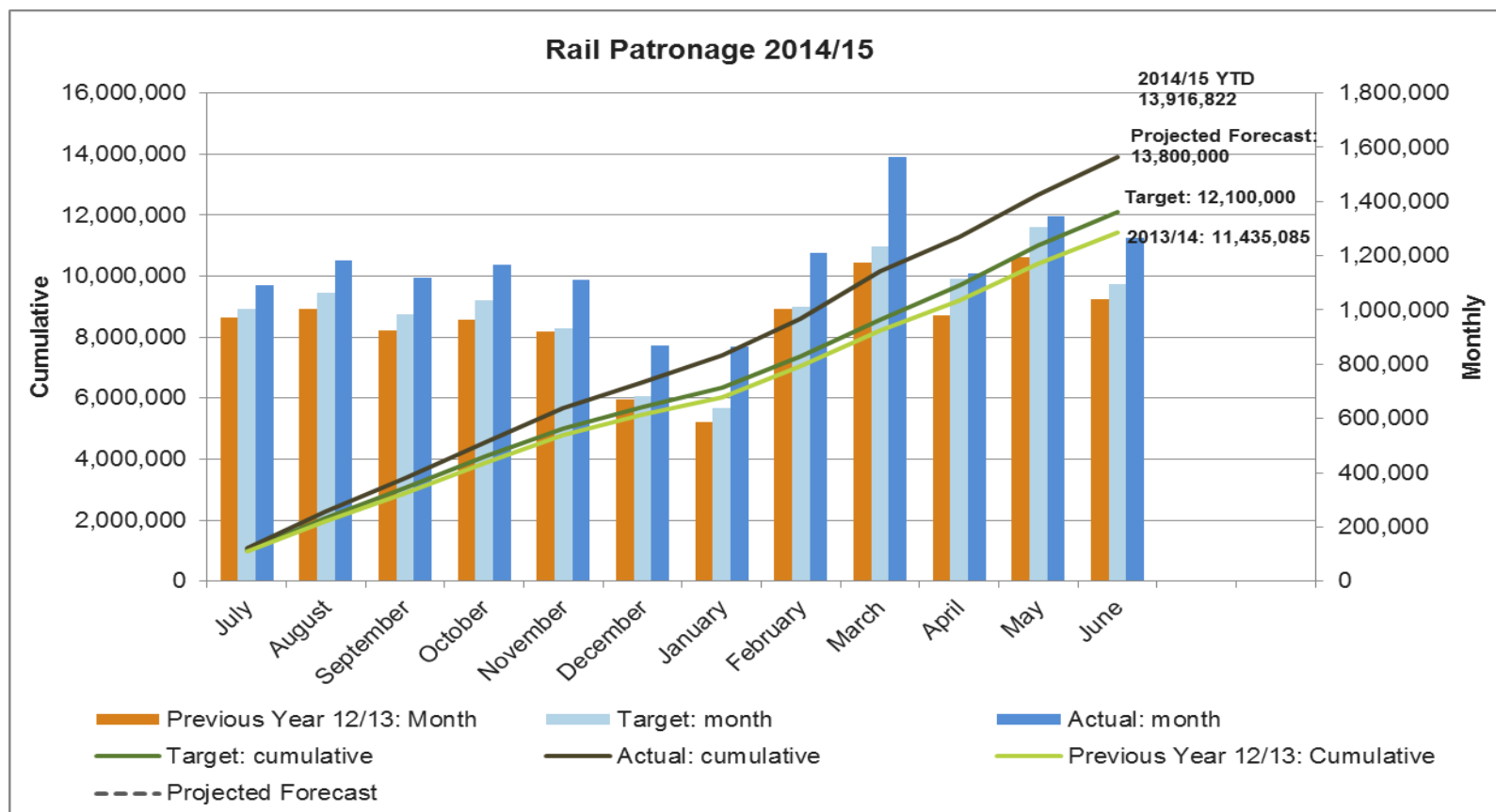


Fig 6. Rail – Patronage results vs target and previous year

### **Activity Summary for June**

- Customer communications advising of Rail bus replacement for Queens Birthday.

### **Activity Summary for July**

- Communication about the of 20th July roll out of electric trains, timetable change and associated changes to Waitakere and Pukekohe connections.
- New Lynn gate signs and customer comms for July opening.
- Swanson Park & Ride extension complete.

## 2. Northern Express (RTN Bus)

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

- Patronage totalled 2,843,210 passengers for the 12 months to Jun-2015, an increase of +1.3% on the 12 months to May-2015 and +17.2% on the 12 months to Jun-2014 (Figure 8).
- Patronage for Jun-2015 was 245,735 boardings, an increase of +17.0% (+35,666boardings) on Jun-2014.

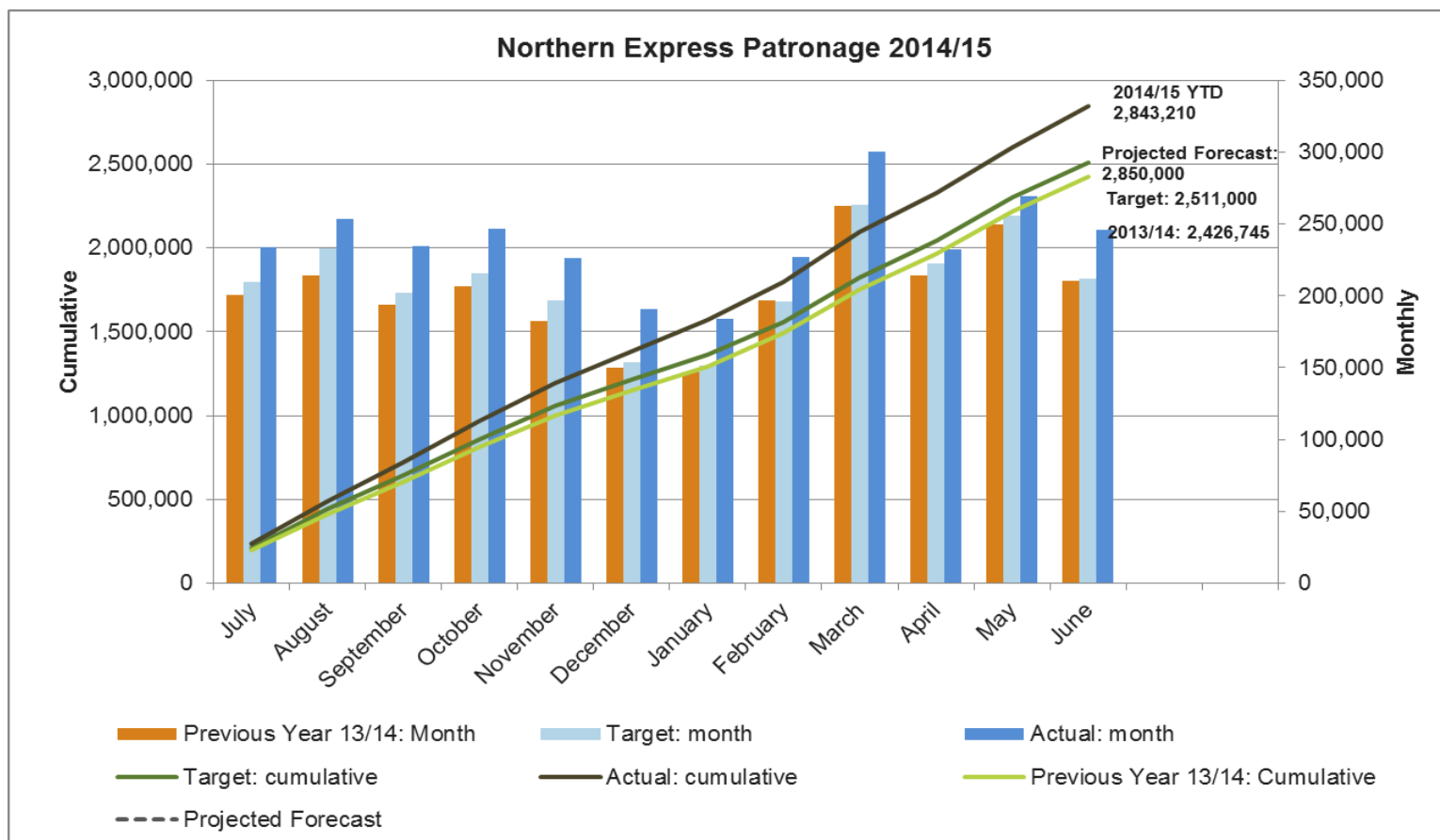


Fig 8. Northern Express – Patronage results vs target and previous year

### **Activity Summary for June**

- On time performance for Northern Express continued to operate at a high level for the month, sitting at 99%.

### **Patronage impacts from marketing and promotions:**

- None programmed for June.

### **Key Activities for July**

- The first additional NEX branded bus has been repainted in the AT brand colours and will be on the road with the new decals installed by end of June.
- None programmed for June.

### 3. Bus (excluding Northern Express)

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

- Patronage 56,953,128 passengers for the 12 months to Jun-2015, an increase of +0.6% on the 12 months to May-2015 and +6.6% on the 12 months to Jun-2014 (Figure 9).
- Patronage for Jun-2015 was 4,854,273 boardings, an increase of 7.3% (328,592 boardings) on Jun-2014.

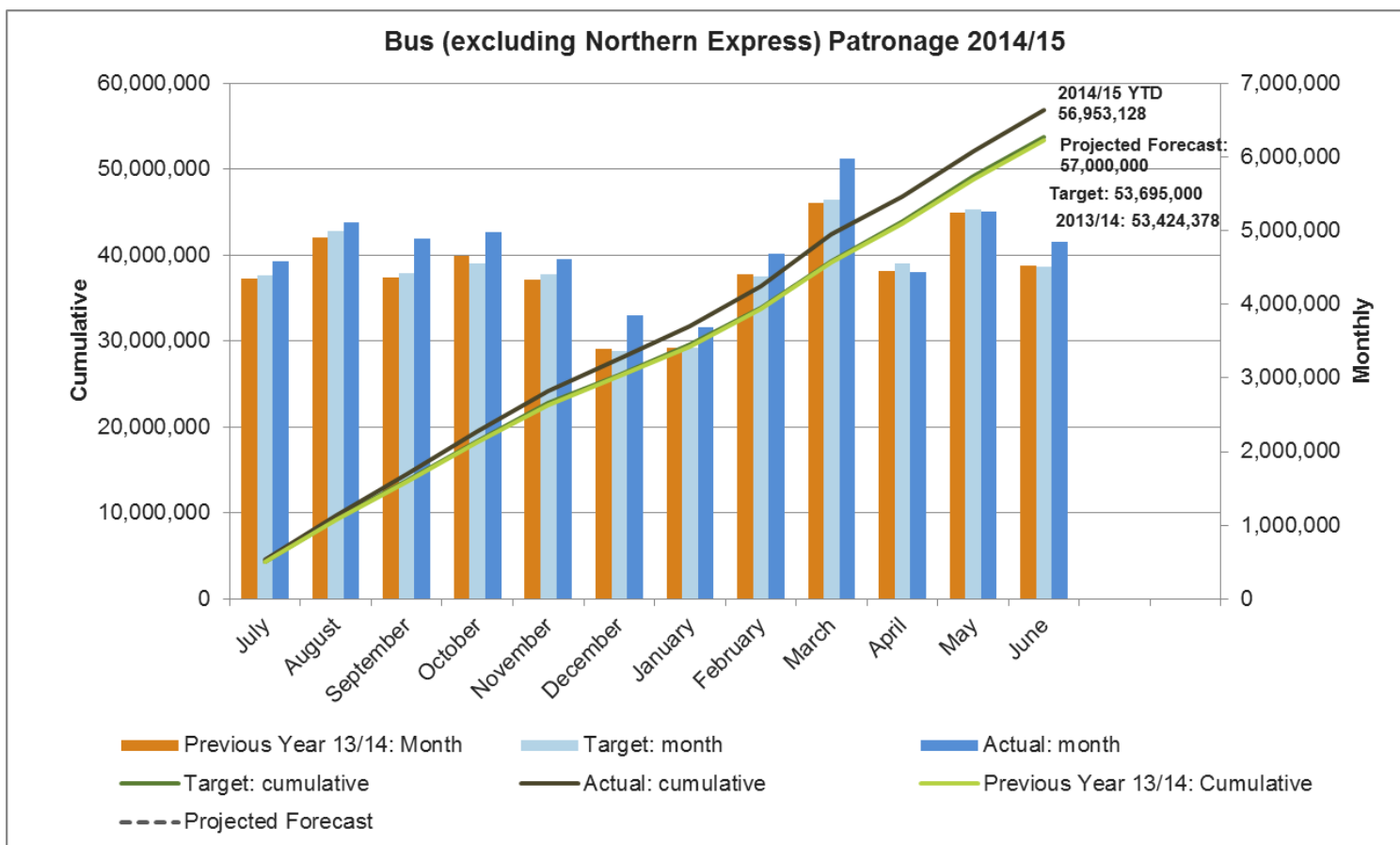


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

## Activity Summary for June

- Customer communications in market advising of Waiheke Bus timetable changes in July to improve connections with ferries, add more trips and improve frequency.
- Customer communications in market advising of Metrolink, North Star & Waka Pacific timetable changes in July to add more trips and improve reliability.
- Customer communications in market advising of Ritchies 813 Devonport timetable changes in July to meet more ferries on weeknights and meet every ferry on Sundays and until 11:30pm Saturdays.
- Customer communications in market advising of Airporter 380 timetable changes in July to improve reliability and create better connections with trains at Onehunga.
- Ritchies timetable changes went live on Sunday 21 June. Timetables were updated to improve reliability and punctuality.
- Urban Express timetable changes went live on Monday 22 June. Timetables were updated to add new trips at peak times and to improve reliability and punctuality.

## Key Activities for July

- A new campaign promoting the new bus lanes installed on Dominion Rd, Khyber Pass, Victoria St West, Symonds St & Wellesley St starts 12 July 2015 on bus backs, adshels, street posters and billboards all with the message 'new bus lanes get you there faster'
- Customer communications in market advising of Waiheke Bus timetable changes in July to improve connections with ferries, add more trips and improve frequency. Changes go live 19 July 2015.
- Customer communications in market advising of Metrolink, North Star & Waka Pacific timetable changes in July to add more trips and improve reliability. Changes go live 19 & 26 July 2015.
- Customer communications in market advising of Ritchies 813 Devonport timetable changes in July to meet more ferries on weeknights and meet every ferry on Sundays and until 11:30pm Saturdays. Changes go live 19 July 2015.
- Customer communications in market advising of Airporter 380 timetable changes in July to improve reliability and create better connections with trains at Onehunga. Changes go live 19 July 2015.

## 4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,536,389 passenger boardings for the 12 months to Jun-2015, an increase of +0.8% on the 12 months to May-2015 and +8.3% movement on the 12 months to Jun-2014 (Figure 10).
- Patronage for Jun-2015 was 377,578, an increase of +45,168 boardings or 13.6% on Jun-2014.

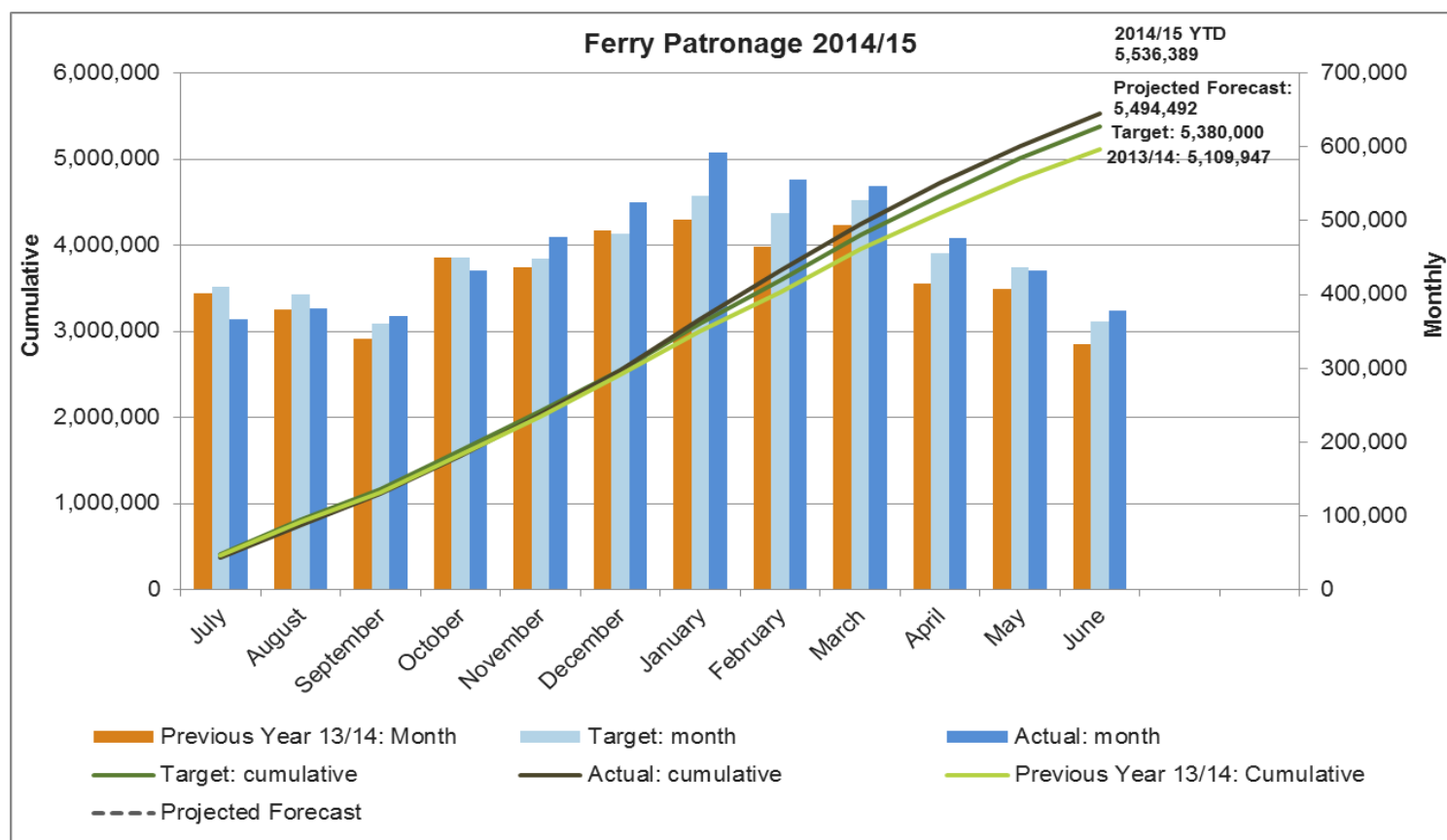


Fig 10. Ferry – Patronage results vs target and previous year



### **Activity Summary for ferry in June**

- Working on operational issues with Gulf Harbour service. Patronage continues to increase significantly – up 115% on June 2014.
- The successful trialling of an additional Pine Harbour afternoon sailing in May, saw the sailing added to the permanent timetable.
- Execution of Pine Harbour access agreement.

### **Key activities for July**

- Devonport Marine Square landscaping and passenger amenity improvement works continue.
- Progression of timetable enhancements for Pine Harbour and West Harbour, including further investigating the introduction of weekend services.
- Finalise formal review of Gulf Harbour service, 12 months after the implementation of increased services.

## Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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	867,281	863,550	1,209,882	1,564,792	1,134,517	1,344,262	1,265,396
Variance: month to target	86,118	118,637	136,281	131,149	178,807	183,577	223,975	196,637	331,862	21,183	37,532	171,063
Variance: month to previous year	117,561	176,487	194,216	200,677	193,191	198,111	274,976	204,510	390,204	155,678	150,560	225,566
Actual: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,397,973	8,607,855	10,172,647	11,307,164	12,651,426	13,916,822
Variance: cumulative to target	86,118	204,756	341,036	472,186	650,993	834,569	1,058,545	1,255,182	1,587,044	1,608,227	1,645,759	1,816,822
Variance: cumulative to previous year	117,561	294,048	488,264	688,941	882,132	1,080,243	1,355,219	1,559,729	1,949,933	2,105,611	2,256,171	2,481,737
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	22.13%	23.71%	22.88%	21.70%	21.70%
% cumulative change to target	8.58%	9.91%	11.18%	11.56%	12.98%	14.64%	16.70%	17.07%	18.48%	16.58%	14.95%	15.02%
Reforecast: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281	863,550	1,209,882	1,564,792	1,134,517	1,344,262	1,148,574
Reforecast: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,397,973	8,607,855	10,172,647	11,307,164	12,651,426	13,800,000
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	22.13%	23.71%	22.88%	21.70%	20.68%

### Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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	190,749	184,131	226,656	300,340	232,557	269,023	245,735
Variance: month to target	23,912	20,005	32,172	31,088	29,210	37,367	32,669	30,999	37,228	10,093	13,471	34,090
Variance: month to previous year	33,433	39,156	40,686	40,207	43,442	41,045	37,391	30,117	37,909	18,372	19,135	35,666
Actual: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,795,649	2,095,989	2,328,546	2,597,569	2,843,210
Variance: cumulative to target	23,912	43,917	76,089	107,177	136,387	173,754	206,423	237,423	274,651	284,744	298,214	332,210
Variance: cumulative to previous year	33,433	72,589	113,275	153,482	196,924	237,969	275,360	305,477	343,386	361,758	380,893	416,465
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%	20.50%	19.59%	18.39%	17.18%	17.16%
% cumulative change to target	11.39%	9.91%	11.79%	12.45%	12.89%	14.35%	15.15%	15.24%	15.08%	13.93%	12.97%	13.23%
Reforecast: month	233,814	253,328	234,282	246,472	226,217	190,749	184,131	226,656	300,340	232,557	269,023	252,431
Reforecast: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,795,649	2,095,989	2,328,546	2,597,569	2,850,000
Reforecast: cumulative FY growth to previous year %	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%	20.50%	19.59%	18.39%	17.18%	17.44%

## 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
<b>Patronage</b>												
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	3,852,179	3,687,994	4,690,676	5,982,231	4,442,267	5,266,077	4,854,273
Variance: month to target	188,563	127,729	464,140	421,809	207,920	486,091	272,514	315,025	558,528	-110,940	-18,771	346,241
Variance: month to previous year	228,637	217,392	516,418	325,793	275,501	462,244	277,837	281,940	607,448	-12,581	20,227	328,617
Actual: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,718,327	36,409,003	42,391,234	46,833,501	52,099,578	56,953,128
Variance: cumulative to target	188,563	316,292	780,432	1,202,241	1,410,161	1,896,252	2,168,767	2,483,792	3,042,320	2,931,380	2,912,610	3,258,128
Variance: cumulative to previous year	228,637	446,029	962,447	1,288,240	1,563,741	2,025,985	2,303,822	2,585,762	3,193,210	3,180,629	3,200,856	3,528,750
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	7.64%	8.15%	7.29%	6.55%	6.61%
% cumulative change to target	4.30%	3.37%	5.65%	6.55%	6.19%	7.26%	7.34%	7.32%	7.73%	6.68%	5.92%	6.07%
Reforecast: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,852,179	3,687,994	4,690,676	5,982,231	4,442,267	5,266,077	4,900,422
Reforecast: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,718,327	36,409,003	42,391,234	46,833,501	52,099,578	57,000,000
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	7.64%	8.15%	7.29%	6.55%	6.69%

## Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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%
Actual: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	555,833	547,427	476,892	432,400	377,578
Variance: month to target	-43,614	-18,906	10,657	-18,405	28,938	42,637	59,077	45,976	19,978	21,152	-4,430	13,684
Variance: month to previous year	-35,980	1,348	31,397	-17,920	41,109	38,209	91,657	91,628	53,304	61,351	25,526	45,168
Actual: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,702,446	4,249,519	4,726,411	5,158,811	5,536,389
Variance: cumulative to target	-43,614	-62,520	-51,863	-70,268	-41,330	1,307	60,384	106,359	125,983	147,135	142,705	156,389
Variance: cumulative to previous year	-35,980	-34,632	-3,235	-21,155	19,954	58,163	149,819	241,447	294,397	355,748	381,274	426,442
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%	6.98%	7.44%	8.14%	7.98%	8.35%
% cumulative change to target	-10.64%	-7.72%	-4.43%	-4.33%	-2.00%	0.05%	1.96%	2.96%	3.06%	3.21%	2.84%	2.91%
Reforecast: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	555,833	547,427	476,892	432,400	335,327
Reforecast: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,702,446	4,249,873	4,726,765	5,159,165	5,494,492
Reforecast: cumulative FY growth to previous year %	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%	6.98%	7.45%	8.15%	7.99%	7.53%

## Appendix 6: Metro Promotional Activities – June 2015

### Howick and Eastern bus timetable changes

To ensure full and comprehensive communication of bus changes to Howick and Eastern customer we prepared a series of posters to be displayed at bus stops, on buses and repeated in newspapers. AT Ambassador's were deployed at key bus stops. Chinese language communication as used through social media WeChat.

**Minor timetable changes for some Howick and Eastern weekday services from Monday 25 May 2015**

Bringing you better reliability and connections

Departure time changes for these trips:

Route	Current start time	From 25 May
358 Pakuranga Plaza to Onehunga	8:20am	8:25am
501 Britomart to Cockle Bay via Botany	1:55pm	1:50pm
550 Cockle Bay to Britomart via Newmarket	6:35am	6:30am
552 Panmure to Bucklands Beach	7:45am	7:40am
545 Botany to Half Moon Bay via Farm Cove	7:10am 7:40am 8:15am 4:50pm	7:15am 7:35am 8:12am 4:45pm
568 Manurewa to Botany via Homai, Manukau, Otara and Highbrook	7:15am	7:10am
575 Half Moon Bay to Middlemore via Otara and Highbrook	8:40am, all trips between 10:10am and 3:40pm, 5:15pm, 6:40pm	All depart 5 minutes later.
575 Middlemore to Half Moon Bay via Otara and Highbrook	2:15pm 2:45pm	2:12pm 2:35pm

For timetables visit [AT.govt.nz/timetables](http://AT.govt.nz/timetables) or phone 09 366 6400

### Kowhai Connection timetable changes

The Warkworth district's local bus service, the Kowhai Connection had a timetable revamp in May. Customers and community organisations were advised of these changes through posters, brochures and newspaper advertising.

**Changes to Kowhai Connection bus service from Monday 25 May**

### New Network Consultation North Shore – 2 June to 13 July 2015

The materials for the New Network North Shore consultation are currently in market. Consultation closes 13 July.

**Help us piece together a New Bus Network for the North Shore**

We need your feedback on the proposed changes to the North Shore bus network by 13 July. The future of public transport is in your hands!

Find out more at: [AT.govt.nz/NewNetwork](http://AT.govt.nz/NewNetwork)

### Bus on-board retention posters

The first in a series of posters targeted at current customers is shown below. This graphic style with the large number in the heading is being used to espouse the benefits and virtues of particular facets of bus travel in Auckland. This communication enables us to promote benefits to bus travel that we wouldn't normally invest in, in a larger campaign.



### Special Events – FIFA U-20 World Cup – May 30 to 20 June 2015

TO reflect the nature of this major event we have produced a range of materials for the FIFA U-20 World Cup are currently in market. As per all the games, travel on trains and special event buses is included with the match ticket.



#### Buses to North Harbour Stadium depart here.

FIFA U-20 World Cup 2015  
 North Harbour Stadium

Buses depart from Railside Ave (temporary Bus Stop opposite Pioneer St) at:

Saturday 30 May:	10:00am, 10:40am, 11:30am, 11:50am, 12:10pm
Tuesday 2 June:	5:30pm, 5:50pm, 6:10pm
Friday 5 June:	2:30pm, 2:50pm, 3:10pm and 5:30pm, 5:50pm, 6:10pm
Wednesday 10 June:	6:00pm, 6:20pm, 6:40pm
Sunday 14 June:	3:00pm, 3:20pm, 3:40pm
Wednesday 17 June:	6:00pm, 6:20pm, 6:40pm
Saturday 20 June:	12:00pm, 12:20pm, 12:40pm and 3:30pm, 3:50pm, 4:10pm

Return services depart from a temporary Bus Stop on Don McKinnon Drive (directly outside North Harbour Stadium).

Visit [AT.govt.nz/events](http://AT.govt.nz/events) for more information.



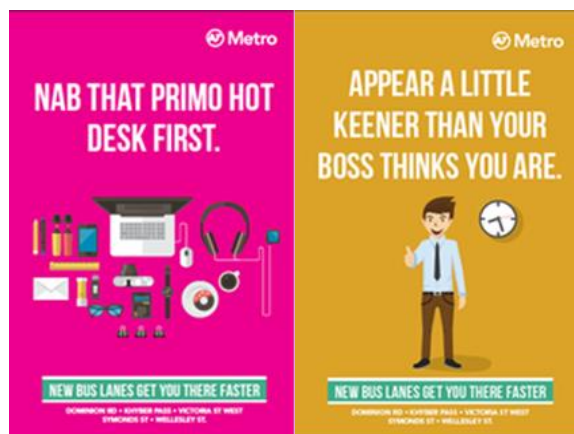
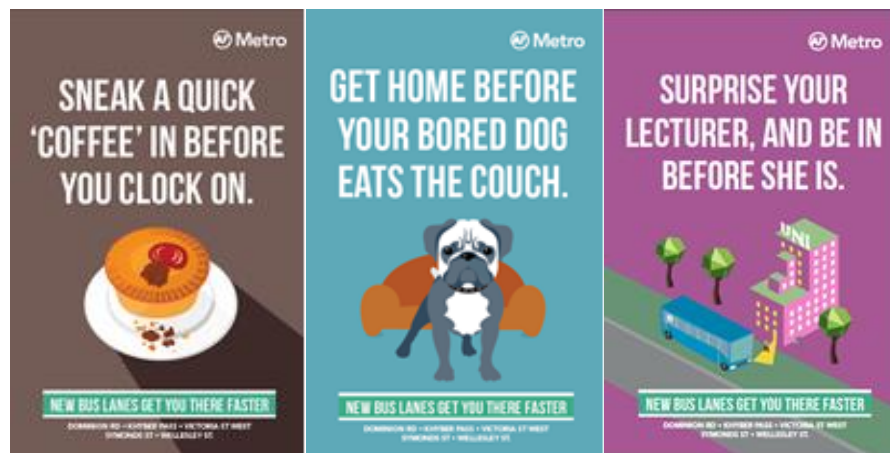
### Safety Campaign

A safety campaign along the Western Line prior to electric trains being introduced into scheduled service. The campaign reminds people to be safe around trains and track, and educates about electric trains being quieter and faster to accelerate.





### Bus Retention Posters



### CityLink promotion

We promoted the transfer discount on the CityLink bus service after a fee was introduced for AT HOP users earlier this year and patronage reduced soon after. Posters were placed on buses and messages placed on the on board video screens





## NZ Bus timetable changes

In July we're revising North Star, Metrolink and Waka Pacific timetables to improve reliability and add more trips.



### New trips for Metrolink 249, 258, 274 & 299 services from Sunday 26 July

New trips Monday to Friday:

Route		Departure times for new trips
249	New Lynn to Midtown via Sandringham Rd	9am, 10.42am, 11.10am
258	Civic to May Rd	6.20pm, 6.30pm, 6.35pm, 7.20pm, 7.40pm, 9.10pm, 10.10pm, 10.30pm
274	Three Kings to Britomart	9.20am
274	Britomart to Three Kings	6.25pm
299	Civic to Lynfield	3.10pm

Start time change Monday to Friday:

Route		Current start time	From 19 July
258	May Rd to Civic	9.38am	9.27am

Please check the timetable carefully before travelling.

For timetables visit [AT.govt.nz/timetables](http://AT.govt.nz/timetables) or phone 09 366 6400.



## Devonport Timetable Changes

On Sunday 19 July we're updating 813 Devonport to Takapuna bus timetables to improve connections with ferries. The changes mean that buses will meet more ferries on weeknights, every ferry on Sundays and every ferry until 11:30pm on Saturdays.



### 813 bus service timetable changes from Sunday 19 July 2015

#### Devonport /Takapuna bus service

- New timetable after 7pm Monday to Friday and Sunday
- Buses will meet more ferries on weeknights
- Buses will meet every ferry on Sundays and until 11:30pm Saturdays

For timetables visit [AT.govt.nz/timetables](http://AT.govt.nz/timetables) or phone 09 366 6400



## Waiheke Bus timetable changes

On 19 July we're adding more trips and two new routes on Waiheke to improve connections with ferries.



More trips and new routes for Waiheke Bus services from 19 July 2015

#### Additional trips on route 4 – Onetangi to/from Matiatia (direct)

- Weekdays: 10 additional trips per day
- Weekends: 15 additional trips per day

#### New route 5 – Rocky Bay to/from Matiatia Wharf via Hill Rd

- Weekdays: 4 trips per day
- Weekends: 15 trips per day

#### New route 6 – Onetangi to/from Matiatia Wharf via Rocky Bay

- Weekdays: 7 trips per day

All other Waiheke Bus trips remain the same.



For new bus timetables ask ferry staff, visit [AT.govt.nz/timetables](http://AT.govt.nz/timetables) or phone 09 366 6400

