

PT Network Name & Branding

Recommendations

That the Board:

- i) Approves implementation of a single naming convention for Auckland's public transport system – AT Metro.
- ii) Approves a common vehicle livery differentiated by colour between service offerings: Rapid Network - ocean blue / silver with yellow; Frequent, Connector and Local Network (the main bus fleet) - ocean blue / silver; and Targeted speciality services – alternative colour.

Executive summary

As part of improving AT's engagement with PT customers and to meet some of the internationally researched requirements of customers, building on the customer research undertaken by Thoughtful Design for the PT Customer Experience programme, work has been underway to re-brand the PT network to provide customers with a clearer understanding of the PT offering and its place within the wider Auckland identity. Most major metropolitan cities have a single branded modal or multi-modal network that is easy to recognise and enables clearer, consistent communication with customers.

Given the current PT service network upgrade within the RPTP to the New Network and preparations to implement an integrated fare system along with the Auckland Wayfinding Project, this is a timely opportunity for PT system naming, vehicle livery and signage to be redesigned and a single naming convention to be introduced, ultimately via PTOM bus contracts.

Customers' perception of a single PT network will ultimately build their confidence in the developing and improving PT system that in turn will help grow patronage. This will also facilitate increased synergy and implementation of wayfinding principles.

The proposed naming convention is AT Metro, with common livery across PT vehicles but differentiated by colour depending on the service layer within the PT system the vehicle is serving. Common iconography and colour schemes are proposed for PT routes and geographic destinations across maps, signage, vehicle route identifiers, journey planning and wayfinding.

Strategic context

The Auckland Plan looks to double public transport trips from 70 million in 2012 to 140 million in 2022. The Auckland Plan's priorities for Auckland's transport system include 'a single system transport network approach that manages current congestion problems and accommodates future business population growth to encourage a shift toward public transport'.

The Integrated Transport Programme (ITP) seeks to create a One System approach calling for network providers to work collaboratively as a single transport system that supports the wider development strategy for the region. The ITPs intermediate goal being 'increased customer satisfaction with transport infrastructure and services'.

The RPTP proposes a hierarchy of public transport service layers of Rapid and Frequent services (together termed the Frequent Network) supported by Connector, Local, Peak-Only and Targeted services, each with specific service offerings, together forming a single connected and integrated public transport network (Figure 1). Figure 2 illustrates the proposed 2016 Frequent Network.

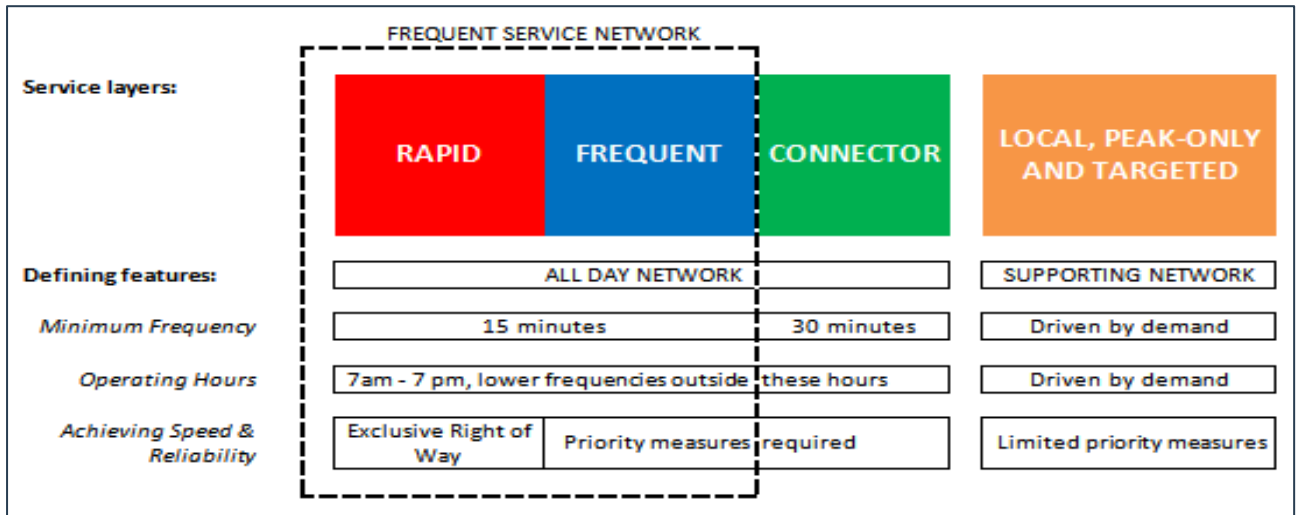


Figure 1: RTP 2013 Public Transport Service Layers

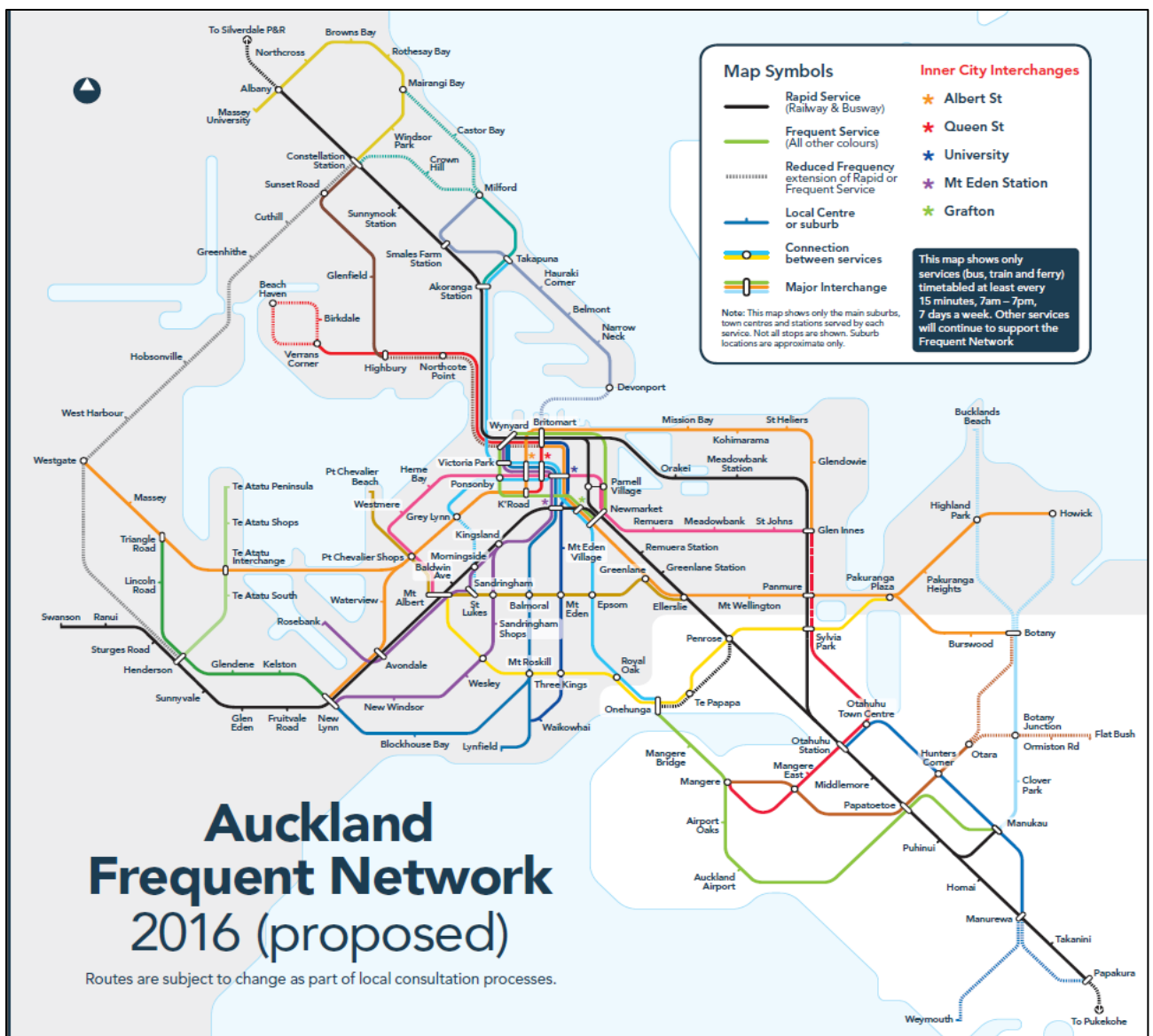


Figure 2: RTP 2013 Frequent Public Transport Network (Rapid and Frequent)

The Regional Public Transport Plan 2013 (RTP) Policy 6.2 – Provide a consistent brand for Auckland Transport throughout the region states:

- 6.2 b) Develop, implement and manage a clear, simple and intuitive public transport service brand (including infrastructure, vehicles and all customer touch points) to help customers with identification and way-finding throughout the service network; and
- 6.2 c) Ensure that Auckland Transport's brand is consistently displayed and clearly visible on all vehicles, vessels and appropriate infrastructure so that customers can easily identify this; and
- 6.2 d) Provide for Auckland Transport and operator brands to be co-branded, as appropriate.

This paper seeks to contribute to the AT strategic theme to prioritise Rapid and Frequent public transport.

Background

Currently there is no single identity for the Auckland PT system. This is most evident in the multiple operator brands customers are exposed to when using buses. Customers relate to buses by operator brand rather than as a single network. This is important as part of the single integrated fares system.

The provision of a single naming convention for the Auckland PT system and common vehicle livery is considered to provide for a holistic and perceived single public transport network that supports the strategic objectives and policies by contributing to growth in use of public transport by meeting specific customer needs and requirements:

- (a) Delivering on internationally researched key customer requirements of:
 - positive PT image
 - reliable services and network (through the common one-network perception)
 - comfort, safety and security (through the common one-network perception).
- (b) Meeting a key foundation of the recent Thoughtful Design PT Customer Experience research to provide for a holistic and consistent public transport look and feel as detailed in the PT Customer Experience Book of Concepts (as summarised at Attachment 1):
 - combining concepts:
 - 01 – Name Me
 - 02 – Mental Model
 - 05 – Number Up Number Down
 - 06 – Colour Makes It Simple
 - 07 – Colour Makes It Visible
 - 11 – Metro Shopper
 - to meet 5 of 10 key customer design principles:
 - Orientate me on where I am and where I need to go next
 - Encourage me to further explore the city
 - Remove barriers to my regular use
 - Provide me with a viable alternative to my car
 - Make me proud of belonging to the PT community
 - across 4 of 9 steps on a customer's PT journey:
 - Convince
 - Understand
 - Find
 - Navigate

- to help move people from car addicts to PT advocates.

Many cities adopt a common naming convention, brand and colour scheme to define their public transport offering.

Issues and options

The PT Customer Experience Book of Concepts presented the research and recommendations across the key components of the proposed PT system naming and branding approach. A considerable level of research of cities across the world and customer focus groups was undertaken to confirm a broad direction.

The AT Design Studio has taken this research and developed the following component recommendations as part of the broader Auckland wayfinding project.

(a) PT System Naming Convention

The PT system naming convention was researched and comprised concept 01 – Name Me - from the PT Customer Experience Book of Concepts (Attachment 2).

Through the research Metro was recognized globally as a moniker for PT used in over 90 cities with limited need for brand building. Metro was identified through customer focus groups and stakeholder workshops as a recognized naming convention.

It is recommended that the AT Metro naming convention be adopted for the Auckland public transport system as illustrated at Figure 3. This is consistent with the other family brands and naming, for example, AT Parking.



Figure 3: AT Metro naming convention for the Auckland public transport system

(b) PT geographic labelling convention

A simplified high level visual approach linking colour, maps and route numbering and naming conventions was recommended through PT Customer Experience Book of Concepts – Concept 02 – Mental Model (Attachment 2).

This is already similar to the proposed RPTP Future Network concept map (Figure 2).

Further work is required to determine whether a Central area is required, however, proposed colours for routes / maps: North – blue; South – red; East – purple; West – green.

(c) PT Vehicle Livery

The PT Customer Experience Concept 07 – Colour Makes It Visible (Attachment 2), recommended vehicle livery colours linked to the service. This would create a simplified high level visual network under one moniker and reinforce the new integrated service that Aucklanders' could identify and connect with.

Further work has resulted in a recommendation for a common livery across PT vehicles, differentiated by the RPTP service layer (Figures 1 and 2) that the vehicles operate on:

- Rapid services - rail and Busway offering a minimum 15 minute frequency 7am to 7pm, 7 days a week on its own right of way: ocean blue / silver with yellow
- Frequent, Connector and Local Network - the main bus fleet: ocean blue / silver
- Targeted speciality services defined as a service that attracts a high proportion of infrequent users or visitors and/or offers a specific destination for infrequent users or visitors and should be highlighted from the rest of the network – e.g. City LINK, Inner LINK, Outer LINK, Airbus Express (potentially future Airport LINK): alternative colour

This colour scheme has been implemented on the new EMUs (Figure 4) and the concept applied to the bus fleet is presented at Figure 5.



Figure 4: EMU in the Rapid service colour scheme of ocean blue / silver with yellow



Figure 5: Proposed bus livery incorporating the service layer colour schemes

(d) Stop Numbers and Icons

The PT Customer Experience concepts – 05 Number Up Number Down (Attachment 2) and 06 Colour Makes It Simple (Attachment 2) – recommended the use of icons and colours across signage and wayfinding to identify routes and geographic destinations.

Figure 6 presents the work in progress by AT as part of the Auckland wayfinding project to incorporate these principles and concepts into future signage and wayfinding.

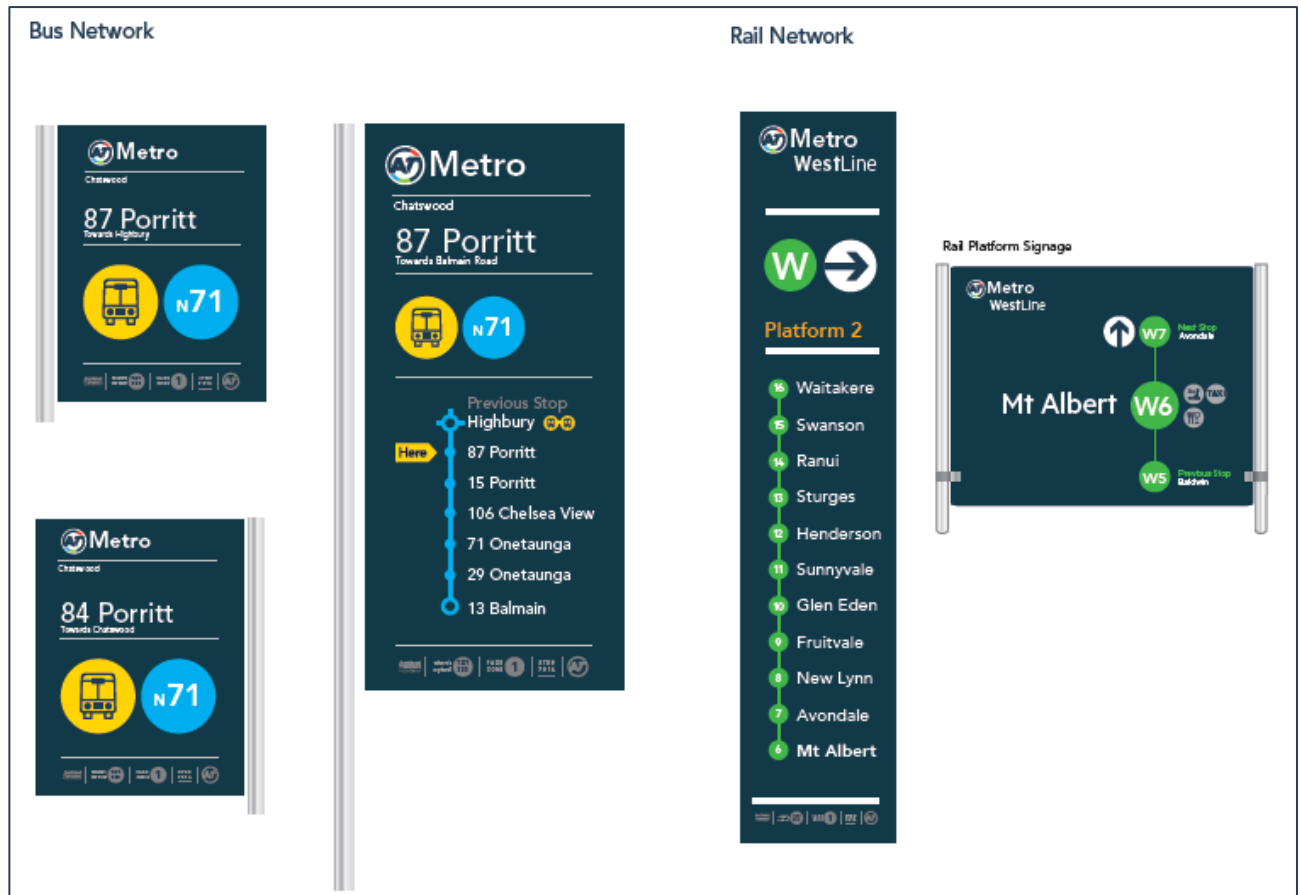


Figure 6: Iconography, colour and naming convention applied to signage and wayfinding

Financial Implications

The implementation of the livery is already underway and budgeted for on the EMUs. Costs for the livery for the bus fleet will be kept to a minimum through:

- retention of ocean blue for Rapid Network services (Northern Express is already this colour)
- retention of red, green, orange and light blue for the existing Targeted services of the City LINK, Inner LINK, Outer LINK and Airbus (potentially future Airport LINK)
- other bus fleet to be transitioned as part of PTOM contracts and costs incurred through new contract rates, while providing advance notice to incumbent operators to enable painting of buses in the new colour schemes as fleet is replaced prior to commencement of new PTOM contracts.

Infrastructure and signage will be funded primarily through existing capital budgets (new and renewals), progressively.

Maps and other collateral will be replaced and upgraded as part of the implementation of the bus New Network service rollout and the EMU timetable changes for rail, avoiding additional costs.

This is being considered alongside the Wayfinding Project which has been supported by CCI and supported by all CE's from AC and CCO's.

Timeline

1. A public launch is proposed prior to or part of the launch of New Lynn wayfinding test site.
2. Trial as part of the New Lynn wayfinding test site from November 2014.
3. Rail rollout as part of the EMU implementation through to mid-2015.
4. Northern Express and LINK bus implementation targeted for early 2015.
5. Remainder of bus fleet to be implemented with the introduction of the New Network service designs under new PTOM contracts, unless negotiated earlier with incumbent operators.

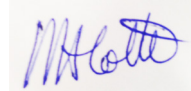




Next steps

Preparation for a public launch and inclusion with the New Lynn wayfinding test site launch.

Attachments

Number	Description
1	Summary of PT Customer Experience research Book of Concepts – PT Look & Feel
2	PT Customer Experience Book of Concepts – Summary Concept extracts

Document ownership

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Glossary

Acronym	Description
AT	Auckland Transport
EMU	Electric Multiple Unit
ITP	Integrated Transport Programme
PT	Public Transport
PTOM	Public Transport Operating Model
RPTP	Regional Public Transport Plan 2013