

Public Transport Monthly Patronage – June 2014

Recommendations

It is recommended that the board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 72,396,155 passengers for the 12 months to Jun-2014, an increase of +0.9% on the 12 months to May-2014 and +5.6% on the 12 months to Jun-2013. June monthly patronage was 6,107,965, an increase of 623,266 boardings or +11.4% on Jun-2013, normalised to ~ +6.8% accounting for additional special event patronage and one more business day and one less weekend day in Jun-2014 compared to Jun-2013. Year to date patronage has grown by +5.6%.

Rail patronage totalled 11,435,085 passengers for the 12 months to Jun-2014, an increase of +1.7% on the 12 months to May-2014 and +13.9% on the 12 months to Jun-2013. Patronage for Jun-2014 was 1,039,830, an increase of 194,491 boardings or +23.0% on Jun-2013, normalised to ~ +9.4%. Year to date rail patronage has grown by +13.9%.

The Northern Express bus service carried 2,426,745 passenger trips for the 12 months to Jun-2014, an increase of +1.0% on the 12 months to May-2014 and +6.5% on the 12 months to Jun-2013. Northern Express bus service patronage for Jun-2014 was 210,069, an increase of 23,201 boardings or +12.4% on Jun-2013, normalised to ~ +9.1%. Year to date Northern Express patronage has grown by +6.5%.

Other bus services carried 53,424,378 passenger trips for the 12 months to Jun-2014, an increase of +0.8% on the 12 months to May-2014 and +4.2% on the 12 months to Jun-2013. Other bus services patronage for Jun-2014 was 4,525,656, an increase of 420,821 boardings or +10.3% on Jun-2013, normalised to ~ +7.6%. Year to date other bus patronage has grown by +4.2%.

Ferry services carried 5,109,947 passenger trips for the 12 months to Jun-2014, a decrease of -0.3% on the 12 months to May-2014 and an increase +3.1% on the 12 months to Jun-2013. Ferry services patronage for Jun-2014 was 332,410, a decrease of -15,247 boardings or -4.4% on Jun-2013, normalised to ~ -7.3%. Year to date ferry patronage has increased by +3.1%.

Summary performance against SOI targets is provided in Table 1.

Table 1. Summary performance against SOI Targets

June 2014							
	Current vs Last year			YTD Actual vs YTD SOI			
	Month	Month (normalised)	12 Months	Actual 2012/13	End of Year SOI Target	Actual 2013/14	Variance
Rail	↑ 23.0%	↑ 9.4%	↑ 13.9%	10,038,806	14.0% 11,440,000	13.9% 11,435,085	- 4,915
NEX	↑ 12.4%	↑ 9.1%	↑ 6.5%	2,278,585	7.8% 2,456,000	6.5% 2,426,745	- 29,255
Bus	↑ 10.3%	↑ 7.6%	↑ 4.2%	51,251,331	6.9% 54,763,000	4.2% 53,424,378	- 1,338,622
Ferry	↓ -4.4%	↓ -7.3%	↑ 3.1%	4,957,032 *	15.4% 5,719,000 *	3.1% 5,109,947 *	- 609,053 *
Total	↑ 11.4%	↑ 6.8%	↑ 5.6%	68,525,754 *	8.5% 74,378,000 *	5.6% 72,396,155 *	- 1,981,845 *

* An error in ferry patronage reporting between November 2011 and February 2014 was corrected from April 2014 resulting in lower patronage results for 2011/12 and 2012/13 effectively increasing the % target growth for 2013/14 and reducing the 2013/14 annual result by 226,345 passengers.

Alignment with strategy

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

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

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

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

Background

The report is a regular monthly update on annual public transport patronage change in Auckland. This report looks at current patronage, trends and annual forecasts against targets, and provides an overview of initiatives to drive growth over the coming months. Attachment 1 provides detailed patronage levels, trends and initiatives for each transport mode for this financial year 2013/14.

Strategic Context

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

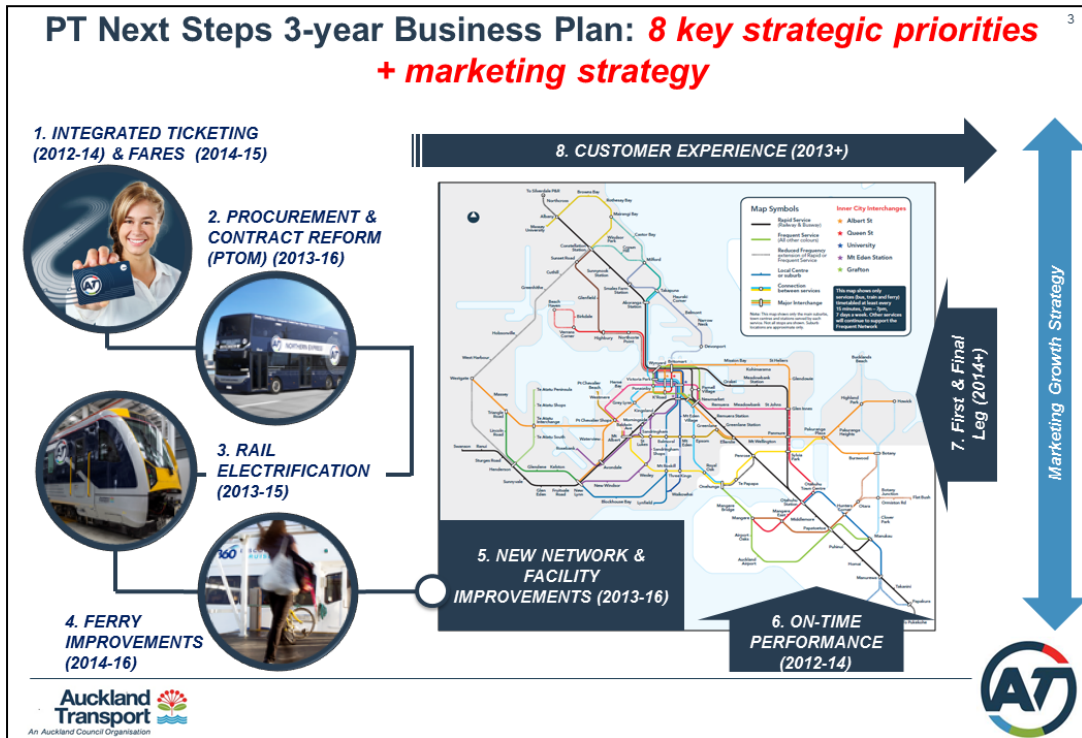


Fig 1. PT "Next Steps" 3 Year Programme Key Strategic Projects

A graduated marketing approach (Figure 2) is to be applied as the component projects are rolled out. In parallel, marketing activity will drive customer demand, while setting forth a vision for the future state of public transport in Auckland. The eight strategic projects and graduated marketing approach are designed around the key customer growth attributes summarised at Figure 3.

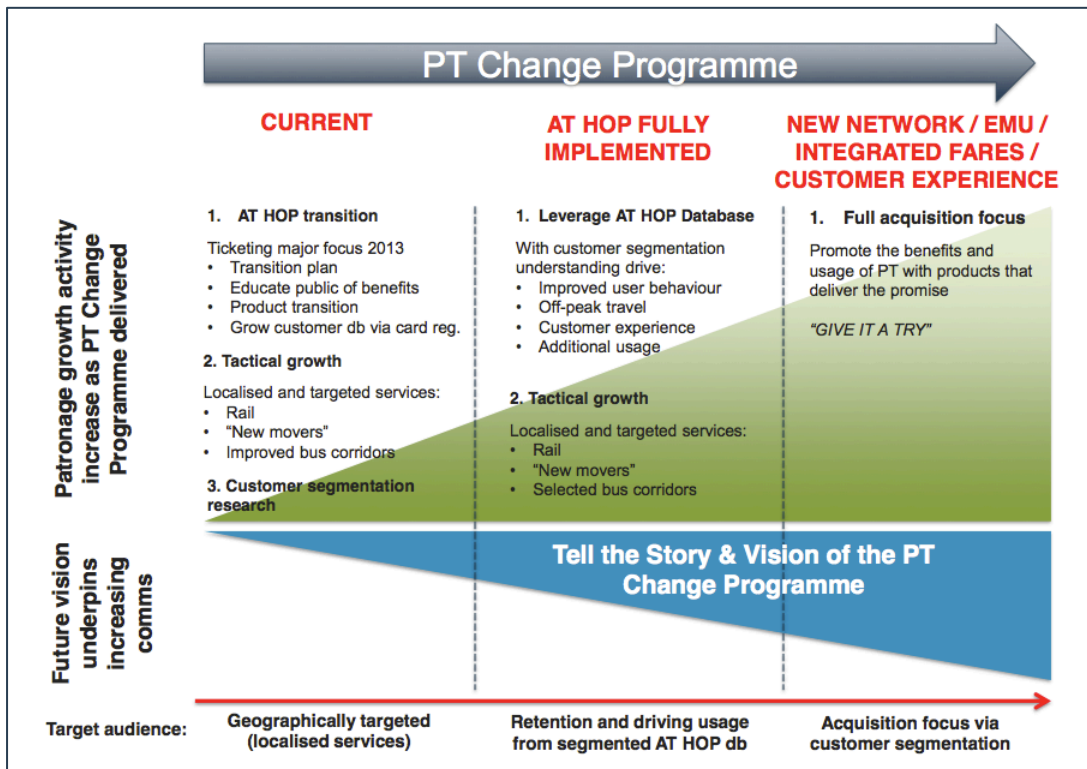


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

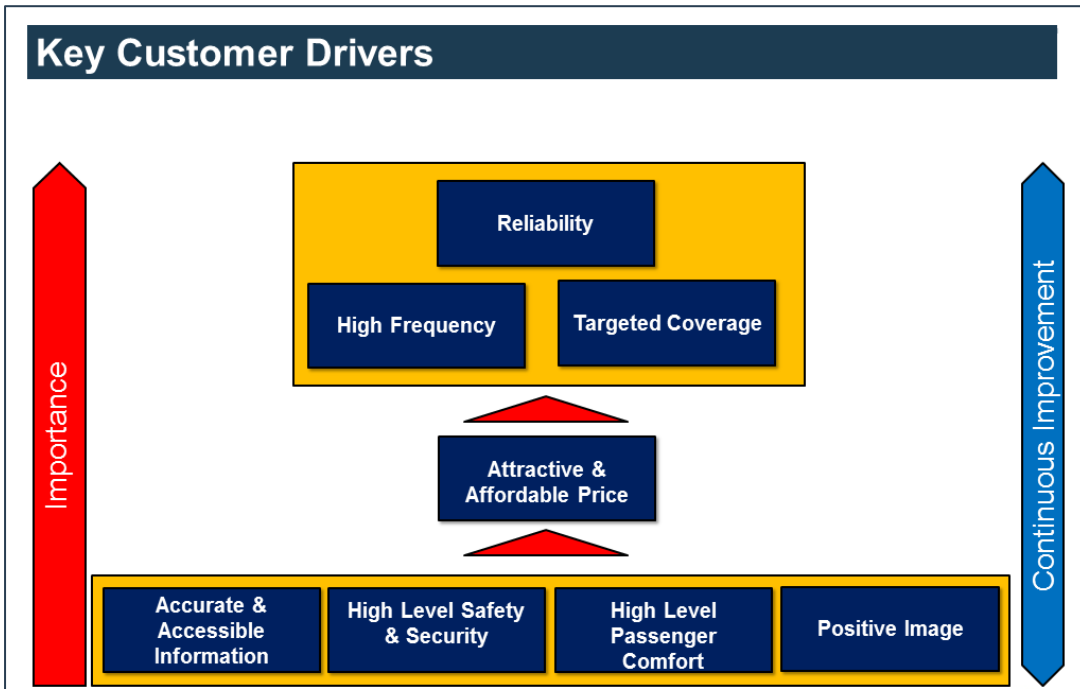
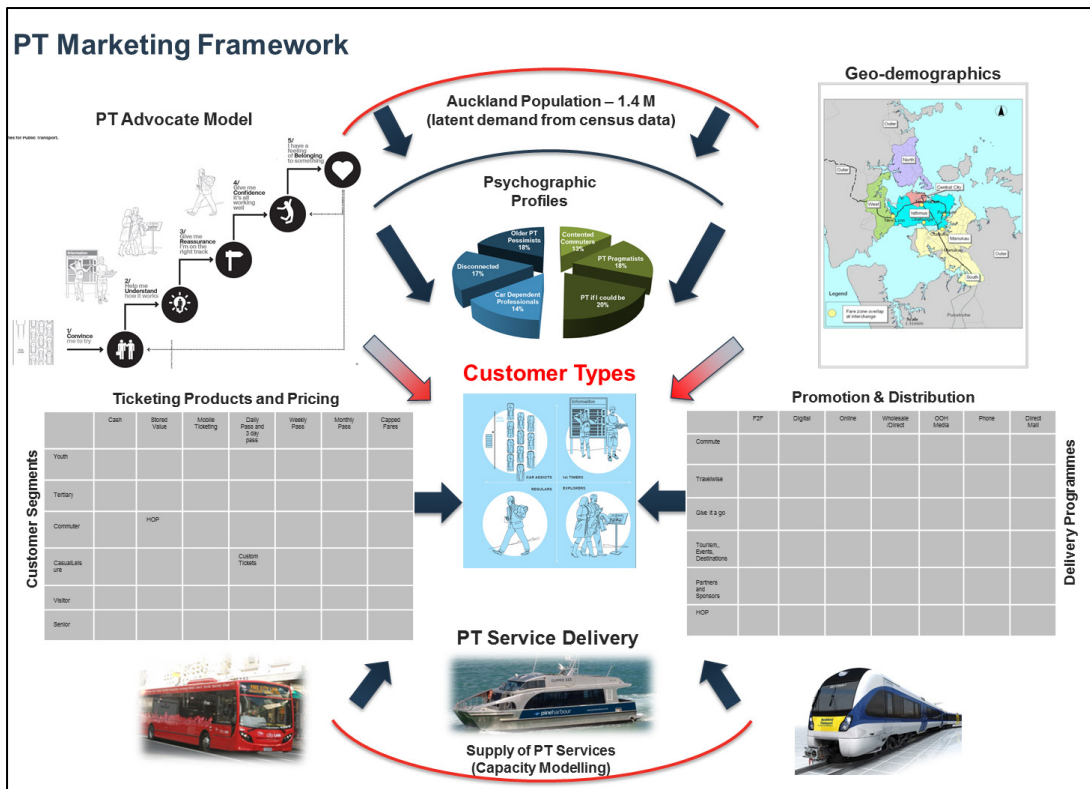


Fig 3. Key Customer Growth Drivers

A public transport marketing, business growth and acquisition framework is being used as illustrated below to develop 2014/15 modal business growth and acquisition plans. AT HOP boarding and alighting data is being used to map capacity versus demand and current travel behaviours. This data is now being compared with psychographic profiles, customer type research and service delivery to inform targeted localised campaigns. A broader piece of work to identify and develop key market segments is also underway so that as the new network evolves, customer needs are at the centre of decisions on ticketing product development, pricing, promotional strategies and retail distribution.


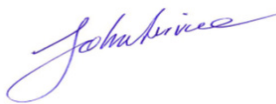




Appendix 6 provides an overview of the current campaign activity for public transport growth and acquisition.

Attachments

Number	Description
1	Monthly PT Patronage Report – May 2014

Document Ownership

Prepared by	Ian Robertshaw Public Transport Business Development Manager	
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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 2014

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

- Early evening ramp-downs placed on the Western Lines during Jun-2014 compared to Jun-2013.
- One more business day and one less weekend day in Jun-2014 compared to Jun-2013.

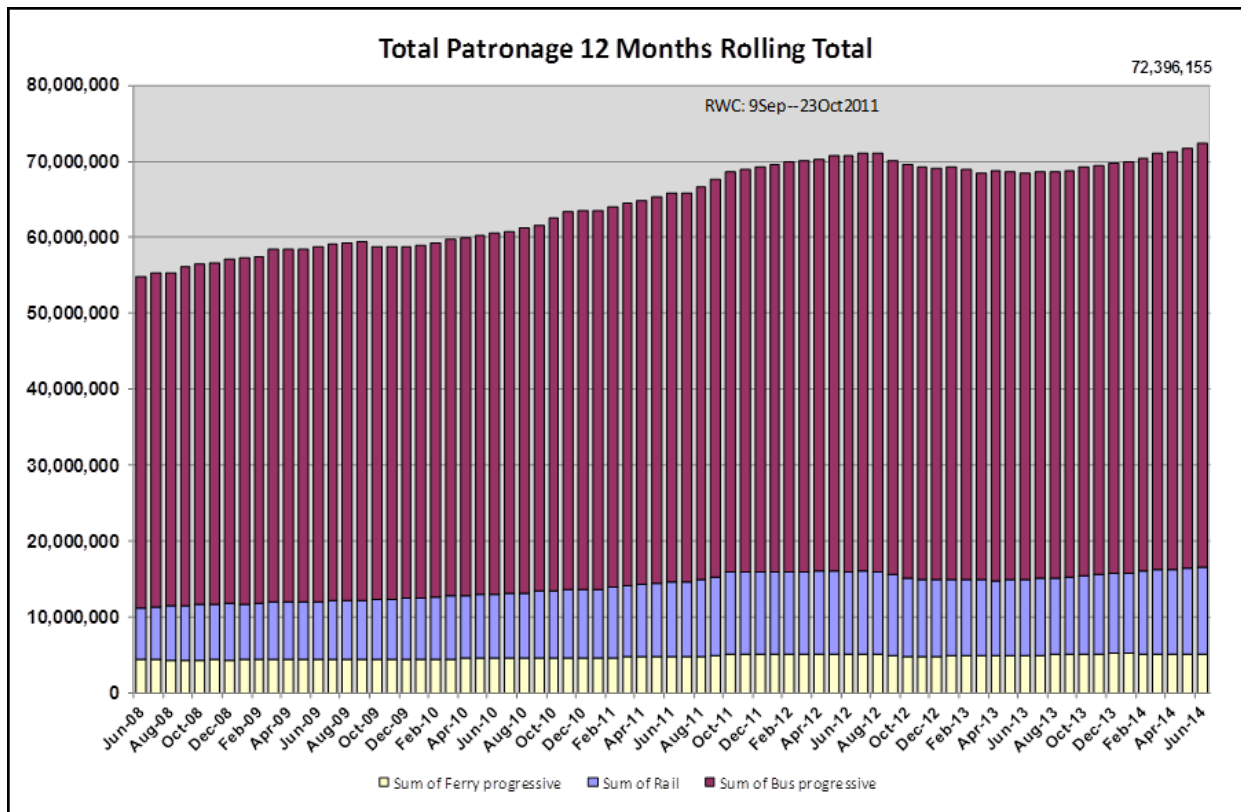


Fig 4. Total Patronage – 12 Months Rolling Total

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

For the financial year-to-date, twelve months from Jul-2013, patronage has increased by +5.6% or 3,872,380 boardings compared to the same period in the previous financial year.

	FY 2013/14 Year-to-date				
	Previous Year 2012/13	SOI 2013/14		Actual 2013/14	
1. Rail	10,038,806	11,440,000	14.0%	11,435,085	13.9%
2. Northern Express Bus	2,278,585	2,456,000	7.8%	2,426,745	6.5%
3. Quality Transit and Local Bus (Including School Bus)	51,251,331	54,763,000	6.9%	53,424,378	4.2%
4. Ferry	4,957,032	5,719,000	15.4%	5,109,947	3.1%
Total Patronage	68,525,754	74,378,000	8.5%	72,396,155	5.6%

Fig 5. Summary of Patronage by mode

1. Rail

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

- Rail patronage improved in Jun-2014 and totalled 11,435,085 passengers for the 12 months to Jun-2014 (Figure 5), an increase of +1.7% on the 12 months to May-2014 and +13.9% on the 12 months to Jun-2013 (Figure 6).
- Patronage for Jun-2014 was 1,039,830 boardings, an increase of +23.0% (+194,491 boardings) on Jun-2013.

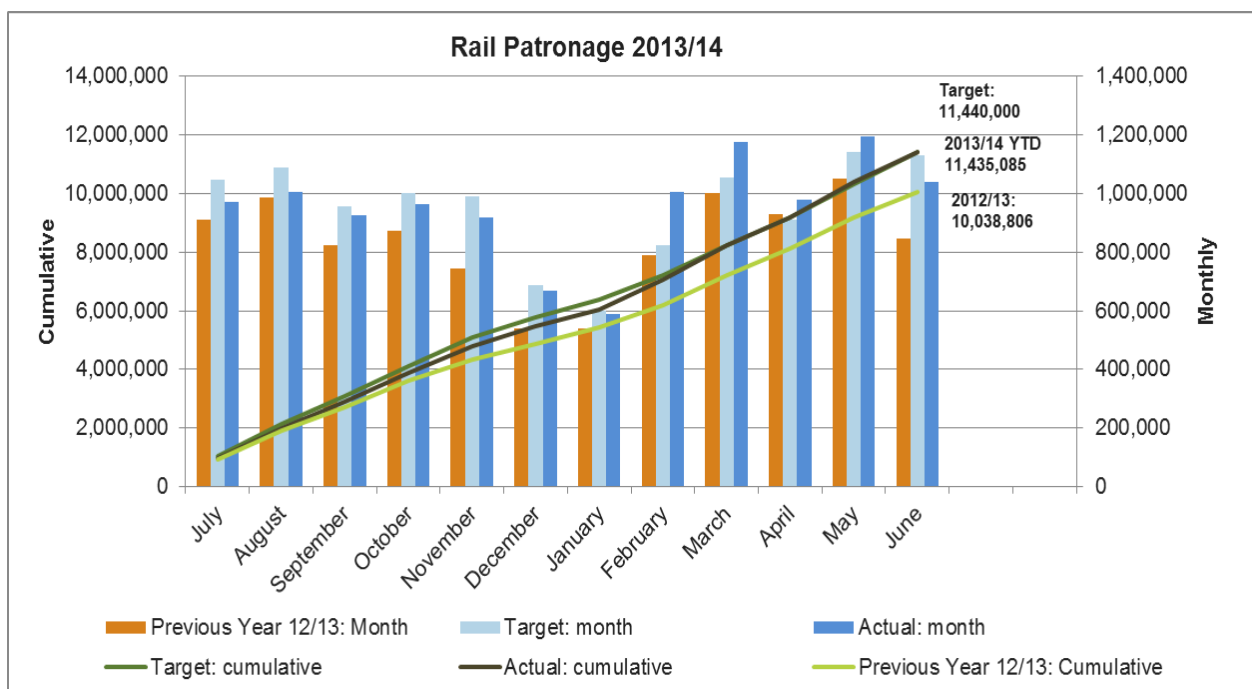


Fig 6. Rail – Patronage results vs target and previous year

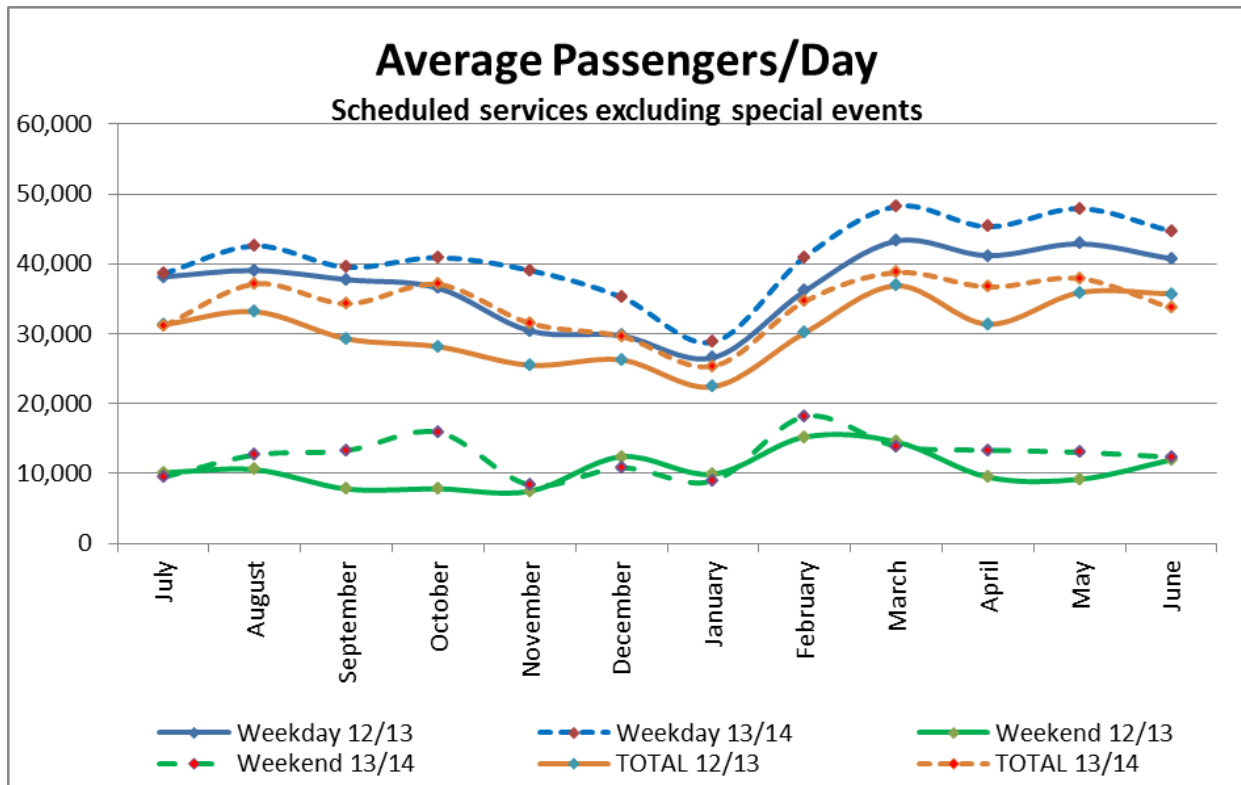


Fig 7. Rail – Average passengers per weekday

Activity Summary for June

Patronage impacts include:

- Patronage for the year as a whole was within 5,000 of the SOI target for the year, at 11,435,085 trips.
- Patronage growth during the year can be attributed to increased patronage for: special events (over 300,000 trips more than 2012/13); more journeys taken on weekends due to fewer weekend block of lines; and over 500,000 more trips taken on business days during the year (compared to 2012/13).
- The Onehunga Line patronage has lifted during YOY results since the introduction of electric trains.
- Targeted revenue protection measures using station blockades have increased compliance levels and thus counted customers. In the first couple of weeks since the Manukau gates and MIT opened, ticketed patronage through Manukau station is also up 15%.
- MIT Manukau campus opened on the 20th and MIT held a public Open Day on the 28th. AT offered free train travel to and from the Open Day and 433 passengers took advantage of this offer. Over 2000 students will start at the new campus on 28th July with many transferring from the Otara campus plus new enrolments.

Key Activities for July

- Mailbox drop to Onehunga and Te Papapa suburbs promoting the new electric trains on the Onehunga Line.
- Watch Out safety campaign along the Manukau & Eastern Line as electric trains are being tested and leading up to their introduction into service.

- “Is your child getting the best fare?” campaign to encourage HOP usage to reduce fare evasion.
- Fare change 6th July and Swap to HOP promotions

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,426,745 passengers for the 12 months to Jun-2014, an increase of +1.0% on the 12 months to May-2014 and +6.5% on the 12 months to Jun-2013. (Figure 8).
- Patronage for Jun-2014 was 210,069 boardings, an increase of +12.4% (+23,201 boardings) on Jun-2013.

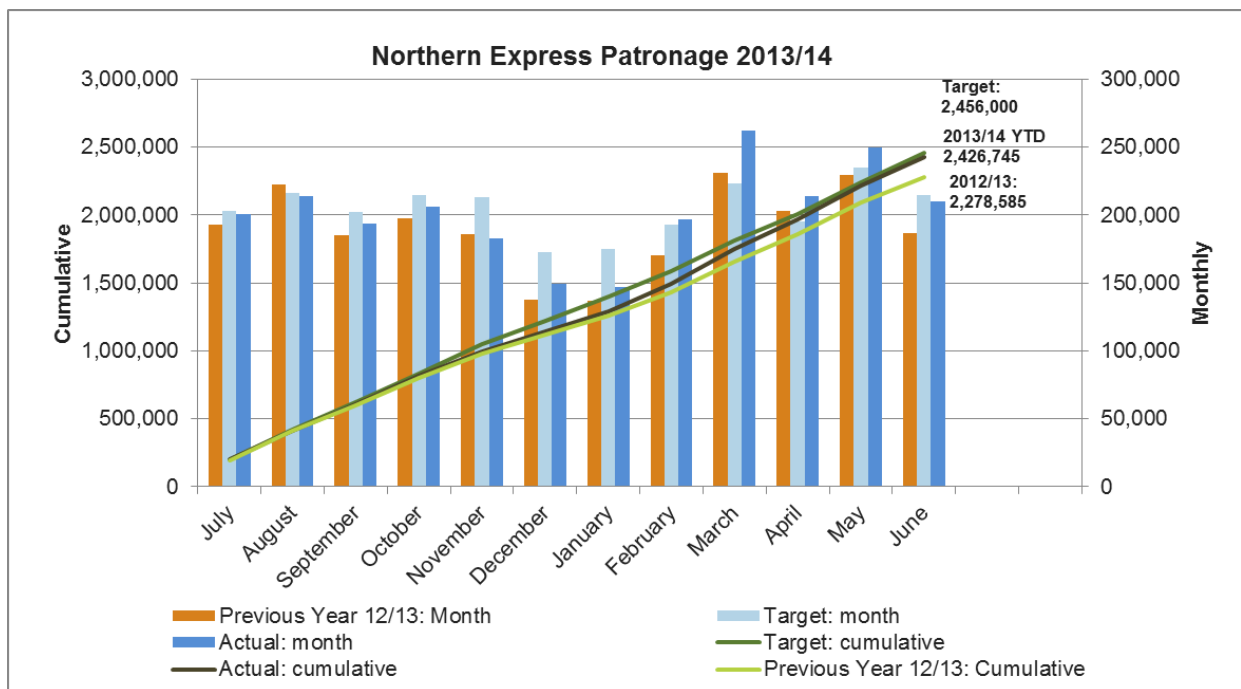


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for June

Patronage impacts include:

- Improved service, frequency and promotional campaigns to build awareness and trial of the NEX such as free weekends have contributed to the continued growth.
- On-time performance across Ritchies Transport was once again strong with punctuality reaching 93.2%. The performance of the NEX was exceptional at 98.9%.

Key Activities for Northern Express in July:

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

3. Bus (Other)

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

- Patronage totalled 53,424,378 passengers for the 12 months to Jun-2014, an increase of +0.8% on the 12 months to May-2014 and +4.2% on the 12 months to Jun-2013 (Figure 9).
- Patronage for Jun-2014 was 4,525,656 boardings, a change of +10.3% (+420,821 boardings) on Jun-2013.

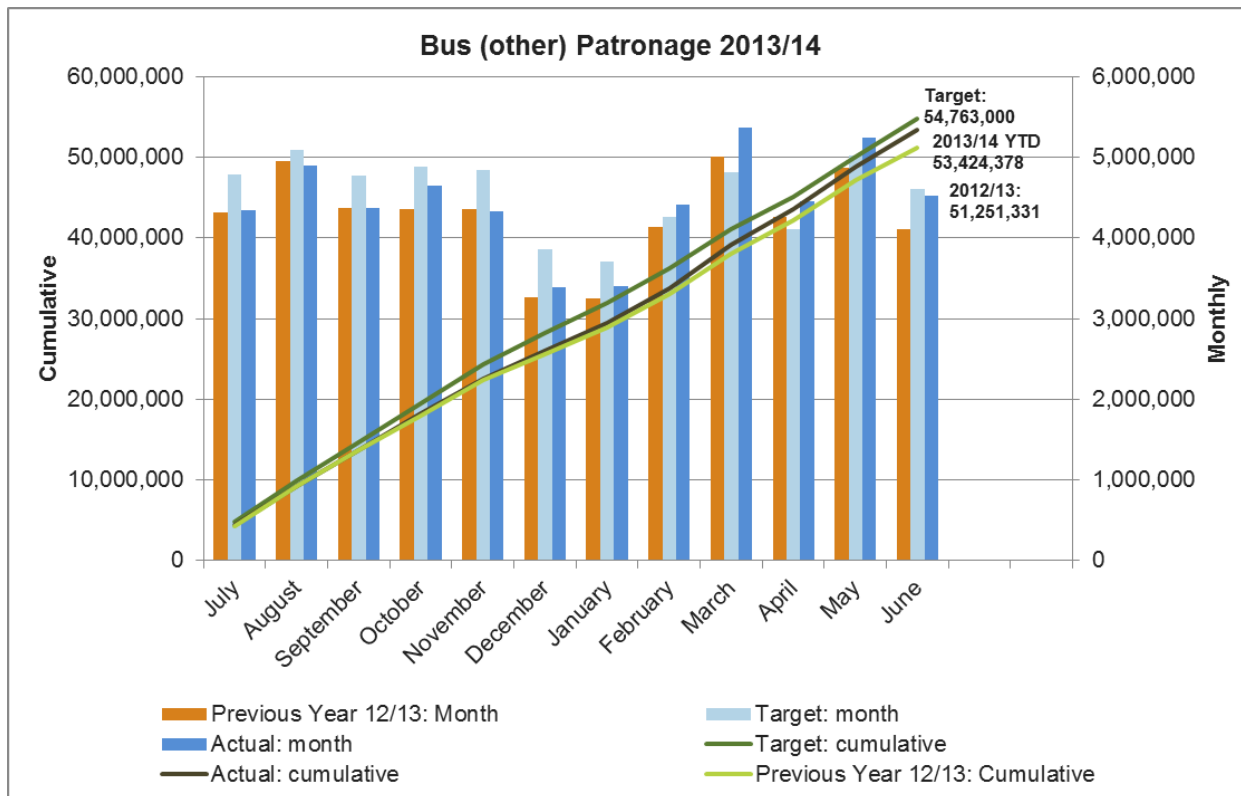


Fig 9. Bus (other) – Patronage results vs target and previous year

Activity Summary for June

Patronage impacts include:

- The key growth drivers for the month were Central “Bus Myths” corridors and the Link services delivering an impressive growth for the month.
- On our major initiative to meet reliability and punctuality metrics, NZ Bus continues to perform at a higher level maintaining an overall punctuality of 89%, with the 020 service in particular delivering 93% on-time performance.
- In the marketing and promotions space, the success of the Travel Myths campaign to change attitudes towards public transport is on-going and nominated for the TVNZ Marketing Awards.
- The City LINK campaign to build awareness and trial of the service to Wynyard Quarter is continuing.

Key activities for July

- 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
- In the network and services space, significant service changes in the west (Green Bay/Titirangi) are on track to be implemented on 3 August, delivering a new customer value proposition of 777 – Services from 7am to 7pm, 7 days a week.
- 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 5,109,947 passenger trips for the 12 months to Jun-2014, a decrease of -0.3% on the 12 months to May-2014 and an increase +3.1% on the 12 months to Jun-2013 (Figure 10).
- Patronage for Jun-2014 was 332,410, a decrease of -15,247 boardings or -4.4%.

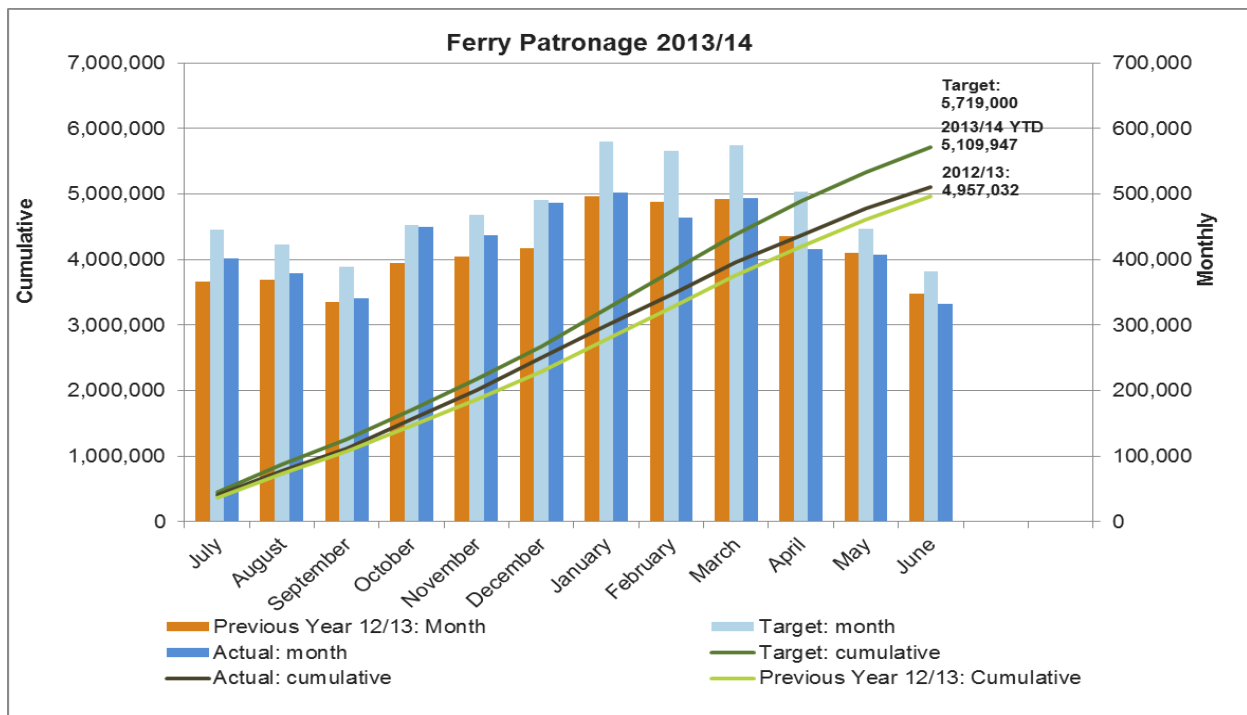


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in June

- Storm on 10 June resulted in severe infrastructure damage at Bayswater Marina, resulting in the Bayswater ferry service being cancelled from 11 – 15 June while alternative berthing arrangements were made by Fullers.

- NZTA provided decision on funding request for Rakino Island. AT seeking clarification. A 3 month extension on the service contract was put in place to allow time for this clarification to be finalised.

Key activities for July

- Gulf Harbour ferry service consultation results reviewed and a slightly adjusted timetable will be implemented on 28 July 2014. Press release issued 14 July 14. Marketing material being prepared – see concept below.
- Finalising a proposal to increase capacity in the afternoon peak on the West Harbour service. Considering a small timetable change at the same time – moving the 8.50am ex West Harbour departure to 9.00am.

Appendix 2. Rail Patronage

Rail FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	912,538	987,526	822,871	873,071	745,480	540,539	538,487	789,077	1,002,967	929,410	1,051,501	845,339
Previous Year 12/13: Cumulative	912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512	6,209,589	7,212,556	8,141,966	9,193,467	10,038,806
Target: month	1,048,490	1,089,792	956,116	1,002,780	990,165	688,772	600,231	825,627	1,054,962	909,828	1,142,228	1,131,009
Target: cumulative	1,048,490	2,138,282	3,094,398	4,097,178	5,087,343	5,776,115	6,376,346	7,201,973	8,256,935	9,166,763	10,308,991	11,440,000
Target: cumulative FY growth to previous year %	14.90%	12.54%	13.64%	13.94%	17.18%	18.31%	17.63%	15.98%	14.48%	12.59%	12.13%	13.96%
Original Target: month	933,221	1,011,935	923,819	970,618	957,907	655,688	571,415	802,943	991,168	806,154	1,032,146	947,887
Original Target: cumulative	933,221	1,945,156	2,868,975	3,839,593	4,797,500	5,453,188	6,024,603	6,827,546	7,818,714	8,624,868	9,657,014	10,604,901
Actual: month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	978,839	1,193,702	1,039,830
Variance: month to target	-76,212	-85,162	-31,102	-38,400	-71,457	-19,602	-11,657	179,745	119,626	69,011	51,474	-91,179
Variance: month to previous year	59,740	17,104	102,143	91,309	173,228	128,631	50,087	216,295	171,621	49,429	142,201	194,491
Actual: 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
Variance: cumulative to target	-76,212	-161,374	-192,476	-230,876	-302,333	-321,934	-333,591	-153,847	-34,221	34,790	86,265	-4,915
Variance: cumulative to previous year	59,740	76,844	178,987	270,296	443,524	572,155	622,242	838,537	1,010,158	1,059,587	1,201,788	1,396,279
Actual: cumulative FY growth to previous year	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.48%	13.50%	14.01%	13.01%	13.07%	13.91%
% cumulative change to target	-7.27%	-7.55%	-6.22%	-5.63%	-5.94%	-5.57%	-5.23%	-2.14%	-0.41%	0.38%	0.84%	-0.04%
Reforecast: month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	836,528	1,114,877	1,023,864
Reforecast: cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754	7,048,126	8,222,714	9,059,243	10,174,120	11,197,984
Reforecast: cumulative FY growth to previous year %	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.48%	13.50%	14.01%	11.27%	10.67%	11.55%

Appendix 3. Northern Express Patronage

Northern Express FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	192,801	222,357	185,030	197,224	185,928	137,807	137,104	170,554	231,108	202,638	229,166	186,868
Previous Year 12/13: Cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251	1,428,805	1,659,913	1,862,551	2,091,717	2,278,585
Target: month	203,100	216,000	201,848	214,402	212,892	172,912	175,296	192,526	222,910	194,858	234,662	214,595
Target: cumulative	203,100	419,100	620,948	835,350	1,048,242	1,221,154	1,396,450	1,588,976	1,811,886	2,006,744	2,241,406	2,456,000
Target: cumulative FY growth to previous year %	5.34%	0.95%	3.46%	4.76%	6.60%	8.92%	10.98%	11.21%	9.16%	7.74%	7.16%	7.79%
Original Target: month	215,033	205,684	196,885	211,402	209,892	169,912	172,296	189,526	218,910	189,095	229,662	209,141
Original Target: cumulative	215,033	420,717	617,602	829,004	1,038,896	1,208,808	1,381,104	1,570,630	1,789,540	1,978,635	2,208,297	2,417,438
Actual: month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185	249,888	210,069
Variance: month to target	-2,719	-1,828	-8,252	-8,137	-30,117	-23,208	-28,556	4,013	39,521	19,327	15,226	-4,526
Variance: month to previous year	7,580	-8,185	8,566	9,041	-3,153	11,897	9,636	25,985	31,323	11,547	20,722	23,201
Actual: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,966,788	2,216,676	2,426,745
Variance: cumulative to target	-2,719	-4,547	-12,799	-20,936	-51,053	-74,261	-102,817	-98,804	-59,283	-39,956	-24,730	-29,255
Variance: cumulative to previous year	7,580	-605	7,961	17,002	13,849	25,746	35,382	61,367	92,690	104,237	124,959	148,160
Actual: cumulative FY growth to previous year	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	2.81%	4.29%	5.58%	5.60%	5.97%	6.50%
% cumulative change to target	-1.34%	-1.08%	-2.06%	-2.51%	-4.87%	-6.08%	-7.36%	-6.22%	-3.27%	-1.99%	-1.10%	-1.19%
Reforecast: month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	190,450	231,308	210,640
Reforecast: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,943,053	2,174,360	2,385,000
Reforecast: cumulative FY growth to previous year %	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	2.81%	4.29%	5.58%	4.32%	3.95%	4.67%

Appendix 4. Bus (other) Patronage

Bus - other FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	4,322,303	4,956,982	4,366,584	4,356,148	4,361,607	3,261,645	3,255,772	4,132,765	5,005,881	4,257,404	4,869,405	4,104,835
Previous Year 12/13: Cumulative	4,322,303	9,279,285	13,645,869	18,002,017	22,363,624	25,625,269	28,881,041	33,013,806	38,019,687	42,277,091	47,146,496	51,251,331
Target: month	4,793,883	5,091,967	4,778,035	4,891,089	4,839,927	3,858,895	3,705,223	4,264,637	4,811,131	4,104,903	5,021,570	4,601,741
Target: cumulative	4,793,883	9,885,850	14,663,886	19,554,974	24,394,901	28,253,795	31,959,018	36,223,656	41,034,786	45,139,689	50,161,259	54,763,000
Target: cumulative FY growth to previous year %	10.91%	6.54%	7.46%	8.63%	9.08%	10.26%	10.66%	9.72%	7.93%	6.77%	6.39%	6.85%
Original Target: month	4,881,439	4,846,211	4,617,656	4,740,829	4,703,884	3,766,162	3,602,823	4,162,357	4,708,611	4,002,623	4,919,349	4,501,612
Original Target: cumulative	4,881,439	9,727,650	14,345,306	19,086,135	23,790,019	27,556,181	31,159,004	35,321,361	40,029,972	44,032,595	48,951,944	53,453,556
Actual: month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,410,157	4,408,736	5,374,783	4,454,848	5,245,850	4,525,656
Variance: month to target	-443,716	-189,703	-406,689	-236,350	-504,030	-468,960	-295,066	144,099	563,652	349,945	224,280	-76,085
Variance: month to previous year	27,864	-54,718	4,762	298,591	-25,710	128,290	154,385	275,971	368,902	197,444	376,445	420,821
Actual: cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505	33,823,241	39,198,024	43,652,872	48,898,722	53,424,378
Variance: cumulative to target	-443,716	-633,419	-1,040,109	-1,276,458	-1,780,488	-2,249,447	-2,544,513	-2,400,415	-1,836,762	-1,486,817	-1,262,537	-1,338,622
Variance: cumulative to previous year	27,864	-26,854	-22,092	276,499	250,789	379,079	533,464	809,435	1,178,337	1,375,781	1,752,226	2,173,047
Actual: cumulative FY growth to previous year	0.64%	-0.29%	-0.16%	1.54%	1.12%	1.48%	1.85%	2.45%	3.10%	3.25%	3.72%	4.24%
% cumulative change to target	-9.26%	-6.41%	-7.09%	-6.53%	-7.30%	-7.96%	-7.96%	-6.63%	-4.48%	-3.29%	-2.52%	-2.44%
Reforecast: month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,410,157	4,408,736	5,374,783	3,906,726	4,801,489	4,393,760
Reforecast: cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505	33,823,241	39,198,024	43,104,750	47,906,240	52,300,000
Reforecast: cumulative FY growth to previous year %	0.64%	-0.29%	-0.16%	1.54%	1.12%	1.48%	1.85%	2.45%	3.10%	1.96%	1.61%	2.05%

Appendix 5. Ferry Patronage

Ferry FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	365,690	369,026	335,452	394,276	404,300	417,183	496,986	488,601	491,975	436,151	409,735	347,657
Previous Year 12/13: Cumulative	365,690	734,716	1,070,168	1,464,444	1,868,744	2,285,927	2,782,913	3,271,514	3,763,489	4,199,640	4,609,375	4,957,032
Target: month	444,964	422,185	388,513	453,047	467,542	490,425	579,392	565,962	574,010	503,973	446,562	382,424
Target: cumulative	444,964	867,149	1,255,662	1,708,709	2,176,252	2,666,677	3,246,070	3,812,032	4,386,042	4,890,014	5,336,576	5,719,000
Target: cumulative FY growth to previous year %	17.82%	18.03%	17.33%	16.68%	16.46%	16.66%	16.64%	16.52%	16.54%	16.44%	15.78%	15.37%
Original Target: month	415,800	417,213	388,513	453,047	468,543	491,425	580,393	566,962	582,217	510,978	454,896	391,055
Original Target: cumulative	415,800	833,013	1,221,526	1,674,573	2,143,116	2,634,541	3,214,934	3,781,896	4,364,113	4,875,091	5,329,987	5,721,042
Actual: month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	415,541	406,874	332,410
Variance: month to target	-42,689	-42,720	-48,484	-2,984	-30,667	-3,788	-77,942	-101,757	-79,887	-88,432	-39,688	-50,014
Variance: month to previous year	36,585	10,439	4,577	55,787	32,575	69,454	4,464	-24,396	2,148	-20,610	-2,861	-15,247
Actual: cumulative	402,275	781,740	1,121,769	1,571,832	2,008,707	2,495,344	2,996,794	3,460,999	3,955,122	4,370,663	4,777,537	5,109,947
Variance: cumulative to target	-42,689	-85,409	-133,893	-136,877	-167,545	-171,333	-249,276	-351,033	-430,920	-519,351	-559,039	-609,053
Variance: cumulative to previous year	36,585	47,024	51,601	107,388	139,963	209,417	213,881	189,485	191,633	171,023	168,162	152,915
Actual: cumulative FY growth to previous year	10.00%	6.40%	4.82%	7.33%	7.49%	9.16%	7.69%	5.79%	5.09%	4.07%	3.65%	3.08%
% cumulative change to target	-9.59%	-9.85%	-10.66%	-8.01%	-7.70%	-6.42%	-7.68%	-9.21%	-9.82%	-10.62%	-10.48%	-10.65%
Reforecast: month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	493,208	439,076	377,455
Reforecast: cumulative	437,414	816,879	1,156,908	1,606,971	2,043,846	2,530,483	3,031,933	3,496,138	3,990,261	4,483,469	4,922,545	5,300,000
Reforecast: cumulative FY growth to previous year %	19.61%	11.18%	8.11%	9.73%	9.37%	10.70%	8.95%	6.87%	6.03%	6.76%	6.79%	6.92%

Appendix 6: Public Transport Promotional Activities – June 2014

Electric Train Launch on Manukau and Eastern Line

In the lead up to the launch of electric trains on the Manukau and Eastern Line the 'Watch Out' safety message is being promoted in this area. A mail drop is planned for households within a 1k radius of railway lines along this rail corridor. Press advertising is planned for suburban newspapers in this area along with another burst of radio advertising.

Watch Out 30" radio script

New Electric trains are now in use and being tested around Auckland, they are fast and quiet, so you'll need to watch out.

Quiet isn't it?

So remember, cross at proper crossings, look both ways, stay behind the yellow lines on platforms and never muck around near trains... because you won't know what's hit you.

Watch out for new electric trains. Visit AT.govt.nz/watchout




WATCH OUT
Be safe around new electric trains.

Faster
Quieter
Running on a
line near you

KiwiRail   

Closer to the roll-out of electric trains on the Manukau and Eastern Line (scheduled to start from August) promotional messaging about the new trains will be used on stations and we will also utilize specific billboard spaces in the area.



**smarter
better
quieter**

Electric trains are coming to the Manukau and Eastern Line.

The first of Auckland's electric trains are now in service on the Onehunga line. Testing is already underway for the Manukau and 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.
- 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.

Operating the doors.
When the green light flashes, press the button once to open the doors.
The doors will close automatically.

Find out more about the new electric trains by watching a short video online at AT.govt.nz/electrictrains

For more information visit
AT.govt.nz/electrictrains
or phone 09 366 6400 [@AkiTransport](https://twitter.com/AkiTransport)



**smarter
better
quieter**

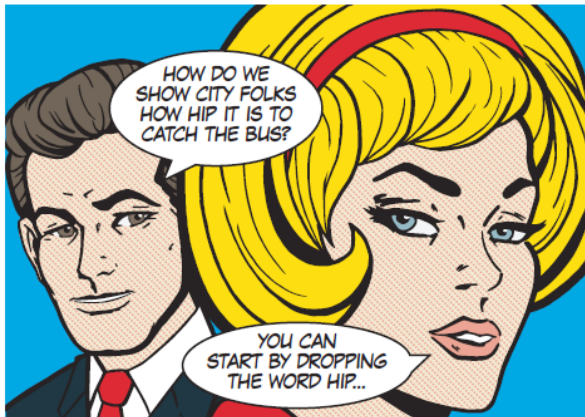
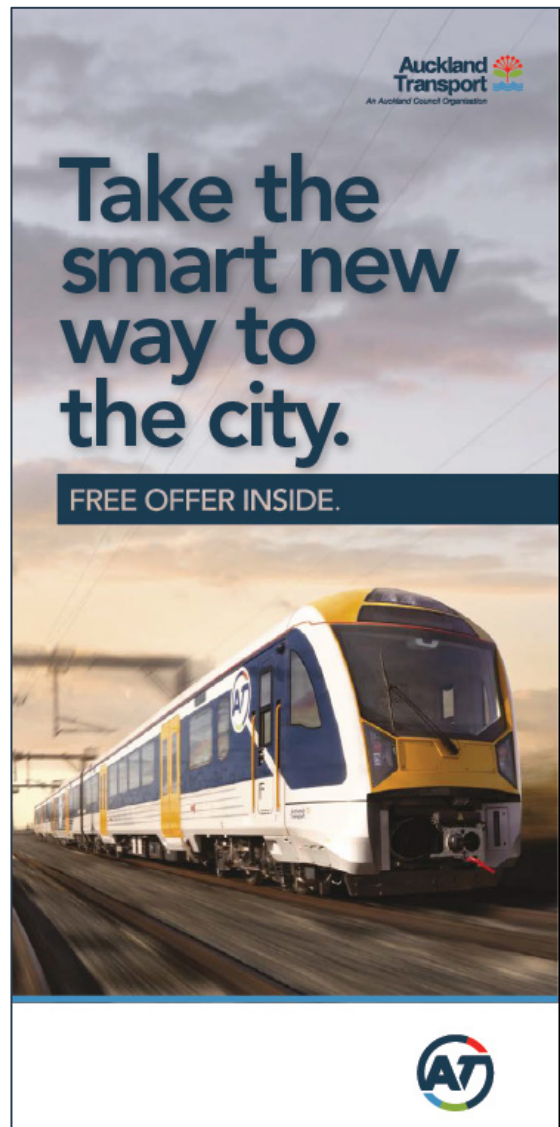
New electric trains are now running on the Manukau and Eastern Line.
Now's your time to get onboard!

AT.govt.nz/electrictrains



Onehunga/Tepapapa Electric Rail Promotion

Following the commencement of service on the Onehunga Line we are now ready to promote patronage. From w/c 14 July. A free travel offer will be 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 will be provided offering free travel on the trains over a five day period. Customers may travel on the Onehunga Line multiple times during the 5 day period shown on the pass. If successful this promotion will be re-used as services are introduced on other lines around Auckland.



The Central Corridors 'Travel Myths' bus campaign has been announced as finalists in the 2014 TVNZ Marketing Awards, Winners will be announced on 29 August.

Public Transport fare change and 'Swap to HOP campaign

The fare change announced for 6th July 2014 resulted in a considerable price differential between cash fares and AT HOP fares. The Campaigns team ran a campaign to, firstly, inform customers of the fare change and, secondly, to promote the AT HOP card. Advertising started w/c 15 June and will continue through to w/c 27 July 2014. Media used included; press, radio, online, bus backs and transport media (posters, flyers etc) Ambassadors were used extensively to hand out information and sell AT HOP cards. Ethnic media press and radio was also used.



Auckland Transport
An Auckland Council Organisation

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 Waiheke ferry services). **So swap to HOP today!**

For your nearest AT HOP retailer TXT the number of your nearest bus stop (four digit number), or the name of your nearest railway station or ferry terminal to **2628** (standard TXT charges apply).

AT HOP. Way to move, Auckland.

Terms of use and registered prospectus for the AT HOP cards are available on AT.govt.nz/athop or at the Transport Information Centre, Titirama. The obligations of Auckland Transport under the AT HOP cards are unsecured.

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



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.

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

Connecting Aucklanders.

New electric trains.

0:00 / 3:01

AT HOP Day Pass

The AT HOP Day Pass was launched on 1 July 2014. This product replaces the paper based 'Discovery Pass' ticket. The product is available in two price options and is loaded onto the AT HOP card. Visitors must first purchase an AT HOP card and then load on the Day Pass option. Promotion has been via flyers and point of purchase posters and decals.

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AT HOP Day Pass.

Load on to your AT HOP card.

AT HOP Day Pass.

Load on to your AT HOP card.

Load an AT HOP Day Pass onto your AT HOP card to use most of Auckland's trains, buses and most harbour ferries for an entire day.

The AT HOP Day Pass is loaded onto an AT HOP card which you use to tap on and off as you go to travel as often as you like for a 24-hour period within your selected zones.

Prices.

Product	Fare	Notes
Day Pass Zone 0-2	\$14	For travel on inner harbour ferries and bus routes in Zones 0 & 1 only.
Day Pass Zone 0-3	\$18	For travel on inner harbour ferries and bus routes in Zones 0, 1 & 2.

See the zone map for details of the zone areas.

Where to buy.

- To buy an AT HOP card and load an Auckland Transport Customer Service Centre, train or ferry ticket office or participating AT HOP retailer where you can buy a card and load a Day Pass on to it. The AT HOP card is available for \$5 until at least 31st January 2015. Use until 31st July 2015 you may be eligible for a free AT HOP card. For details visit at.govt.nz/hop
- If you already have an AT HOP card you can purchase a Day Pass from a Top-Up machine at train stations or the Northern Busway, one of our Customer Service Centres, ticket office or AT HOP retailers.
- Visit AT point-to-point to find your nearest ticket office, Customer Service Centre, AT HOP retailer or Top-Up machine.

Where to use.

- Day Passes can be used on all Auckland commuter train services and all bus services operated by Auckland Transport, GO-WEST, Hovac & Eastern Busway, SHL, Manukau, North Star, Northern Transport, Urban Express, Waiheke Bus Company, Waikato Pacific and 380 Airport Transit.
- They can also be used on the following ferry services operated by Fergusson, Esplanade, Harbourland, Clevermont, Northshore Point and Starling Bay.
- The AT HOP Day Pass is not valid on: SchoolBus, Airbus Express, or on services other than those listed above.

IMPORTANT

- The AT HOP Day Pass will be activated from the time of the first tap-on within the selected zones and will be valid for a 24-hour period.
- The pass must be valid when you tap on but does not need to be valid when you tap off. For example if it expires at 11am, you should tap on at 10:59am and tap off at 11:01am.
- You need to tap on and tap off each train, bus or ferry you board on. Failure to do so will incur a penalty which will be based on your connection type, where you tapped on and what service you travelled on.
- Travelling from within a Day Pass or a Monthly Pass on one AT HOP card, it is not possible to have both.
- Please ensure that you select and load the correct Day Pass for travel in your selected zones, as there are no refunds on Day Passes loaded on your AT HOP card.
- Travel out of zones will be automatically charged to the HOP Money balance on your AT HOP card.
- If there are insufficient funds in your AT HOP account to cover your total of some travel your card will go into negative balance, whether or not you have a Day Pass loaded. Your card will not be able to be used until the negative balance is cleared. The minimum that you can top-up to clear the negative balance is \$5 (\$7.00 if loaded in July 2014) or by the value of the ICICI amount (plus the 2% transfer transaction fee) loaded in July 2014, whichever is greater. As a result we suggest that in addition to your Day Pass you maintain a small HOP Money balance.

*The 5% cash offer terms and conditions apply. Auckland Transport reserves the right to end the 5% cash offer at any time, subject to the discretion of the offer. The purchase price is non-refundable. The 5% cash offer is available until 31st January 2015.

You can read the full terms of use of the AT HOP cards, the regional compliance notices for all AT HOP cards and information regarding AT HOP cards on our website or at the Transport Information Centre, Auckland. The obligations of Auckland Transport under this AT HOP card are contained in AT's general terms and conditions.

For more information visit:
at.govt.nz/hop or phone 09 308 8447
[@attransport](https://twitter.com/attransport)

Tertiary Survey

An email survey was sent to 2000 tertiary students that applied for a concession on their AT HOP card in March. The survey questions were focused on how we can improve our communication channels and the application process for students when applying for a concession.

On-Board – PT bi monthly newsletter

Swap to HOP

PT On-Board is a bi-monthly newsletter aimed at providing regular updates on subjects related to PT and to get them more engaged with what we are doing.

As part of the Fare Changes and 'Swap to HOP' campaign launched in June, an eDM was sent to existing customers informing them of the changes to the use of their AT HOP card. This included a link to our revised AT HOP video.

Northern Express Free Weekend 31 May/1 June

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



Event Transport

All Blacks vs Australia (Bledisloe Cup) at Eden Park. 23 August

In the lead-up to the next All Blacks test match at Eden Park additional advertising is being put in place to encourage use of PT to get to the event. We will again be using the Jerome Kaino radio ad:

Jerome Kaino 30" Radio Ad

Rugby crowd ambience. First half of the game has just finished and the Ground Commentator is getting a few words from Jerome Kaino.

Ground Commentator: *Jerome Kaino, you'd have to be happy with the game so far?*

Jerome Kaino: *Yeah totally, I'm stoked with the public transport to Eden Park! You avoid parking hassles and it's included with your game ticket!*

Ground Commentator: *(sounding slightly confused). Ahh, so what are you expecting from the second half?*

Jerome Kaino: *Good things Clive...But remember if you're coming to the games, trains and special event buses are included with your game ticket. It's a no brainer. Visit AT.govt.nz/events for info. See you there!*

With this and other event promotion we are targeting an increase on the 43% PT patronage achieved for the recent All Blacks vs. England Test. We will also be utilizing 'train wraps' to promote taking the train to games at Eden Park for the remainder of the season, this includes Super Rugby, the test match and ITM Cup matches.



The advertisement features a blue background with the Auckland Transport logo in the top left corner. The main headline reads "Get Training for the Rugby." in large, bold, white and blue text. Below this, it says "Take the train to All Blacks, Super Rugby and ITM Cup at Eden Park." and provides the website "AT.govt.nz/events" next to the AT logo. On the right side, there is a photograph of three young people (two men and one woman) wearing black and white face paint, smiling and posing for the camera. They are wearing black clothing with "adidas" and "All Blacks" logos.

AT HOP WiFi at stations

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



The poster features a pink square in the top left with a white Wi-Fi symbol and the text 'FREE WiFi ZONE'. In the top right is the AT logo, a stylized 'A' and 'T' in a circle with a red and green arc, surrounded by concentric circles representing signal waves. The main title 'AT HOP WiFi' is in large blue letters. Below it is a paragraph of text, followed by a sub-heading 'Using AT HOP WiFi' and another paragraph. A list of requirements follows, including a valid AT HOP card, registration, and account balance. A note explains that access may be restored after 48 hours. At the bottom, there is a small disclaimer and the Auckland Transport logo with the text 'An Auckland Council Organisation'.

FREE WiFi ZONE

AT HOP WiFi

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

Using AT HOP WiFi

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

To access AT HOP WiFi you need to have:

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

* Please note, if:

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

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

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

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Body Worn CCTV Cameras

In preparation for the trial of body worn CCTV cameras on Transdev ticket inspectors on trains, station posters and decals have been prepared.



CCTV cameras operating in this area

CCTV cameras are in operation on platforms and on trains. Ticket inspectors on board trains may also be wearing cameras. These cameras are provided for the security and protection of staff and passengers and to support revenue protection operations.

CCTV footage may be used to aid in the prosecution of offenders for criminal offences such as; vandalism, trespass, theft, assault or fare evasion.

Remember, you must have a valid ticket to travel, or have tagged-on with your AT HOP card. Fare evasion is theft and will not be tolerated.

CCTV footage may be monitored continuously. Surveillance materials may be collected and used in accordance with relevant conditions of carriage and Auckland Transport's Privacy Policy.



Gulf Harbour Ferry Promotion

Following successful community consultation in the Whangaparoa area, services on the Gulf Harbour Ferry are being increased to three times a day. Promotion of this service is to start on 4 August. We will be using the creative concept that was previously used for the launch of the Hobsonville and Beachhaven service – ‘you don’t see dolphins from the motorway’

