

Public Transport Monthly Patronage

Glossary

Auckland Transport	(AT)
Electrical Multiple Units (Electric Trains)	(EMU)
Rapid Transport Network	(RTN)
Rugby World Cup	(RWC)

Purpose

This paper will provide monthly commentary on public transport patronage against previous year totals and targets, reasons for any variance, reforecasts and short-term initiatives to improve growth.

Executive Summary

2012 saw Auckland come off a period of strong public transport patronage growth fuelled by significant network and service improvements. Over the last five years public transport use has grown to its highest levels in absolute terms since the mid 1950's (Fig 1) when the last tram line was decommissioned (~67 million passenger trips). Recent patronage totals have exceeded those of the oil crises in the 1970s (60 million trips) recovering from the low of the 1990s (35 million trips). With the hosting of the Rugby World Cup 2011 (RWC) public transport patronage in Auckland peaked at 71 million passenger trips per annum.

The last six years has seen rail network upgrades and service increases, bus service increases with targeted new and simplified service designs (including the opening in 2008 of the Northern Busway) and the introduction of multiple new ferry services. Passenger growth in recent years has been supported by fare increases at a rate of less than inflation on average albeit with some larger annual increases, and increased discount for tertiary students from 20% to the current 38% of the adult fare and free travel for Supergold card holders. This has resulted in a year-on-year improvement in public transport trips and trips per capita over the last six years (Fig 2).

Underlying patronage growth has levelled compared to previous years of growth. Negative impacts include:

- RWC passenger numbers in 2011, while forecast in Monthly Statistics Reports, had a greater impact than forecast across all modes
- The transition on rail from on-board paper ticket sales to AT HOP, with a change in rail patronage counting and use of legacy tickets, while forecast in Monthly Statistics Reports had a greater impact than forecast
- Infrastructure upgrades in preparation for electrification of rail and resultant network closures coinciding with poor rail punctuality performance has impacted on rail patronage
- Other macro-economic factors including unemployment growth and levelling of petrol price increases.

Looking forward, this report will present initiatives to improve patronage performance for the rest of this financial year and presents a reforecast that targets levelling of patronage year-on-year for bus, growth in ferry services and seeks to maximise rail.

A medium-term (1-10 years) public transport development plan is also under development to focus on key growth enablers including:

- Integrated ticketing in 2013
- Integrated fares in 2014/15
- Electrification of rail and introduction of EMUs between 2014 and 2016
- An integrated and connected bus service network including a high frequency bus network and connections into the enhanced capacity electrified rail network
- A schematic representation of the new public transport system across the region
- A programme of enhancements and continuous improvement across all customer touch points and customer experience
- Technology enhancements in the delivery of customer information
- Performance based contracting and service performance management through new PT Operating Model service contracts
- Park & ride enhancements.

Investigation of alternative bus and light rail modes will also be points of focus along with push initiatives to public transport. Extensive customer communications and product marketing will be required as new services and products are introduced.

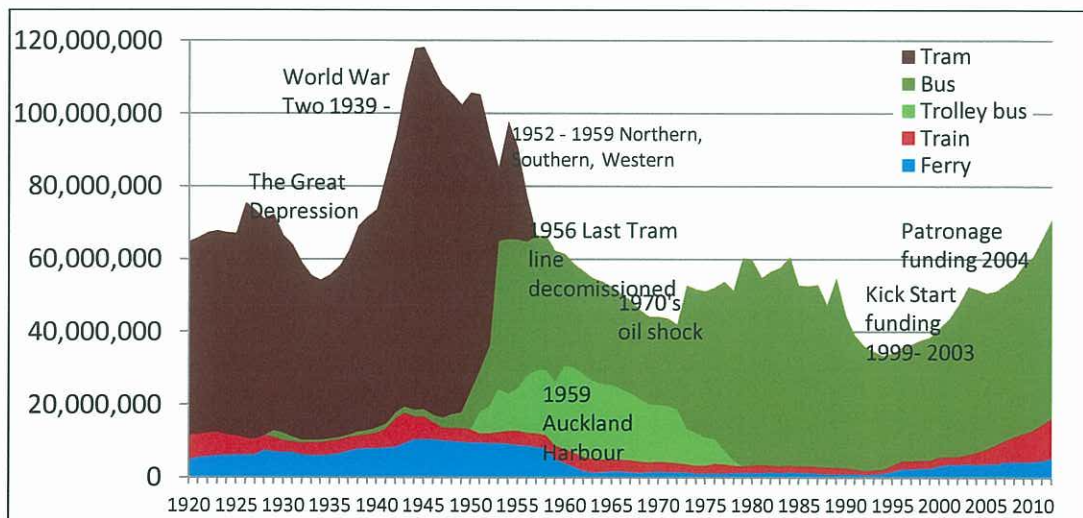


Fig 1. Auckland PT Patronage History by Mode

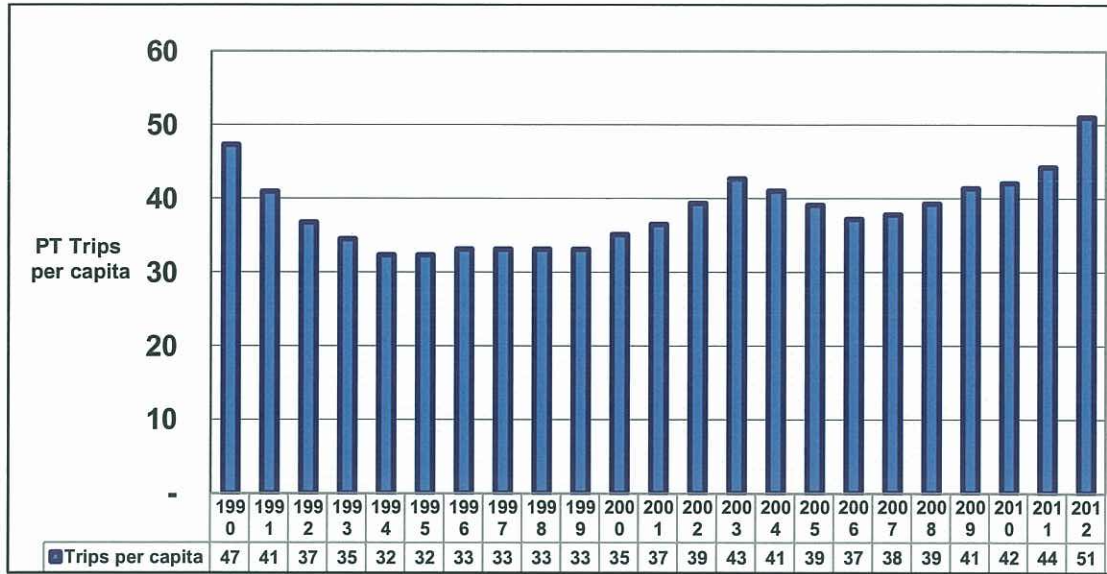


Fig 2. Auckland PT Patronage History Per Capita

Table 1. Summary of PT Patronage 2012/13 as at January 31 2013

	FY 2012/13 Year-to-date July 2012 to January 2012			12 Months			
	Previous Year 2011/12	SOI 2012/13	Actual 2012/13	Previous Year 2011/12 to Jun 12	Actual rolling total to Jan 13	SOI 2012/13 to Jun 13	Forecast 2012/13 to Jun 13
1. Rail	6,256,602	6,224,729	5,420,512	10,904,160	10,068,070	12,376,000	10,407,618
2. Northern Express Bus	1,307,194	1,417,281	1,258,251	2,311,527	2,262,584	2,457,300	2,306,970
3. Quality Transit and Local Bus (Including School Bus)	29,626,208	30,211,792	28,884,102	52,892,247	52,150,141	54,243,600	52,758,512
4. Ferry	3,153,071	3,163,000	3,101,090	5,447,890	5,395,909	5,503,100	5,480,109
Total Patronage	40,343,075	41,016,802	38,663,955	71,555,824	69,876,704	74,580,000	70,953,209

Recommendations

It is recommended that the Board:

- i). Receive the report

1. Rail (Rapid Transit) Patronage

Fig 3 provides a summary of rail patronage for 2011/12 and the 2012/13 targets and performance to date. As at January 31st 2013, rail patronage for 2012/13 is 5.4 million, -13.4% below 2011/12. The forecast for the full year is 10,407,618 at -4.55% below 2011/12. See **Attachment 1** for supporting detail.

Fig 4 summarises the key negative variance impacts on rail patronage in the year to date, along with positive interventions already delivered or planned. Further commentary on key issues and initiatives is provided below.

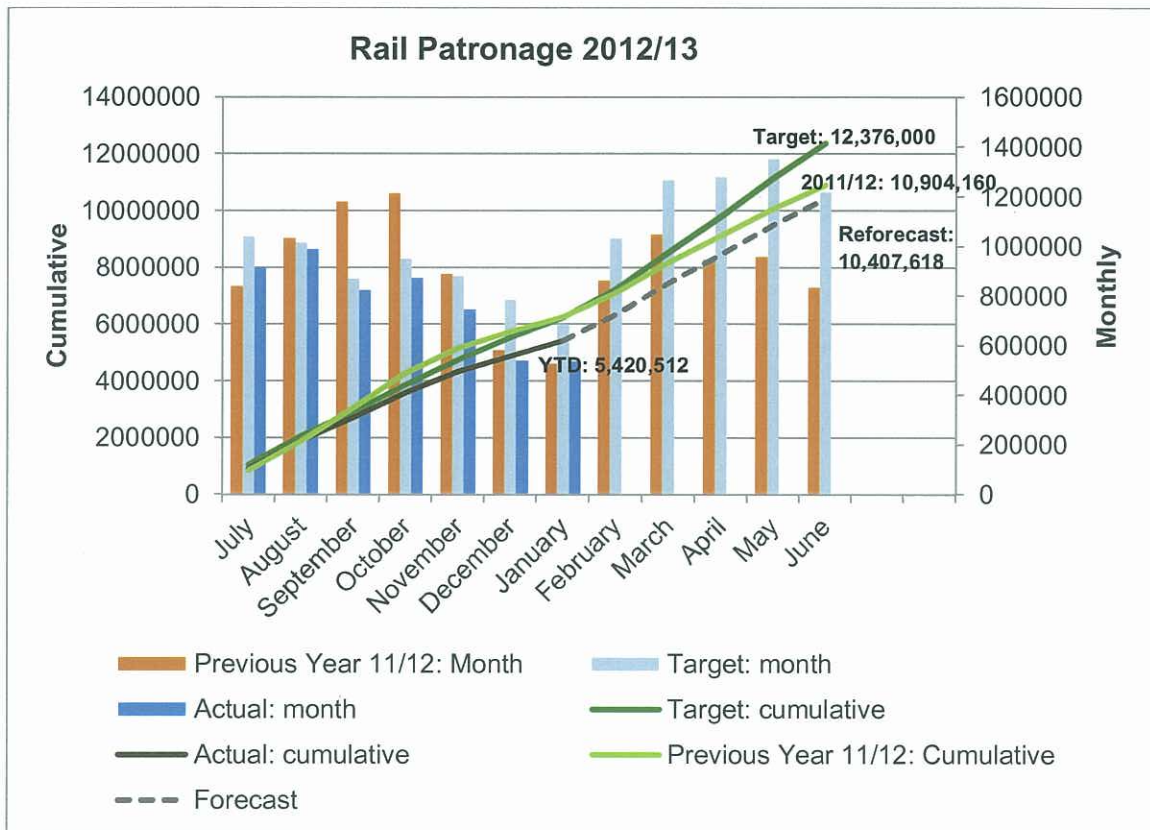


Fig 3. Rail Patronage

Key negative factors impacting on rail patronage:

- 0.3 million annual patronage lower starting point at June 2012 than forecast in late 2011 when targets set
- RWC passenger numbers in 2011, while forecast in Monthly Statistics Reports, had a greater impact than forecast
- The transition on rail from on-board paper ticket sales to AT HOP, with a change in rail patronage counting and use of legacy tickets, while forecast in Monthly Statistics Reports, the impact was greater than expected
- Infrastructure upgrades in preparation for electrification of rail and resultant network closures coinciding with poor rail punctuality performance has impacted on rail patronage to a greater extent than forecast (refer to Perth case study below).

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
POSITIVE INTERVENTION ACTIVITIES	Revised rail timetable to improve service performance – reliability and punctuality.												
				HOP introduction & customer campaign									
	Station upgrades completed →			Penrose	Remuera & Otahuhu	Greenlane					Papakura	Mt Albert	
													Gating of Manukau Station / MIT opening
	Revenue Protection			→				Shift to \$10.30 on-board fare & targeted interceptions		Shift to \$20 on-board fare			
								Revenue Protection customer awareness campaign					
								AT Ambassadors on platform for customer assistance with AT HOP					
								Tertiary sector customer awareness campaign					
								Tactical promotions					
								AT HOP Customer engagement improvements					
Special event services			→						Pukekohe V8's				
NEGATIVE VARIANCE IMPACTS	2011/12 Result less than forecast at 10.9m pax. Target = 112m, therefore target -300,000 passenger trips per annum at the start of the year against actual.												
	Weekday Western Line frequency increase (from 6 mins to 10 mins) restricted due to operator risk assessment of service headway, and lack of automatic train protection												
	Mt Albert and Papakura station upgrades delayed												
	Poor timetable performance particularly on the Eastern Line				Network closures due to electrification upgrades - greater than forecast								
	Greater RWC2011 passenger impact than forecast												
					PAX accounting methodology changes (from 10-trip and monthly passes to AT HOP)								
									Opening of MIT (Manukau) deferred				

Fig 4. RAIL – Negative Impacts vs Positive Interventions

Rail commentary 1: Auckland’s rail patronage dip prior to electrification is not unique

Perth’s experience of electrification show’s that modernisation of the rail network can be a rocky transition (see Fig 5). Short term responses to Perth’s post-electrification patronage numbers were critical [McDougall et.al. 1994], but taking a longer term view is prudent as the Perth’s case study shows.

Transitional necessities, such as line closures for maintenance, bus replacement services and poor service performance as infrastructure is upgraded, provide a reduced customer experience in the short-term. Longer-term, modernisation should be a major driver of patronage growth.

Perth rail saw a stabilisation and downturn of patronage during the four years prior to electric trains becoming fully operational. While Auckland to mid-2012 had avoided this, the current rail patronage trends are now showing similar results to Perth pre-electrification.

In Auckland reliability and punctuality has improved in the last 6 months, however acceptable performance is unlikely to be fully achieved until EMU operations commence due to the on-going track and signalling upgrades, operation of old diesel rolling stock and weekend network closures.

While patronage growth slowdown was forecast in 2012/13 and 2013/14 compared to previous years, the impact appears greater than forecast during 2012/13 year-to-date.

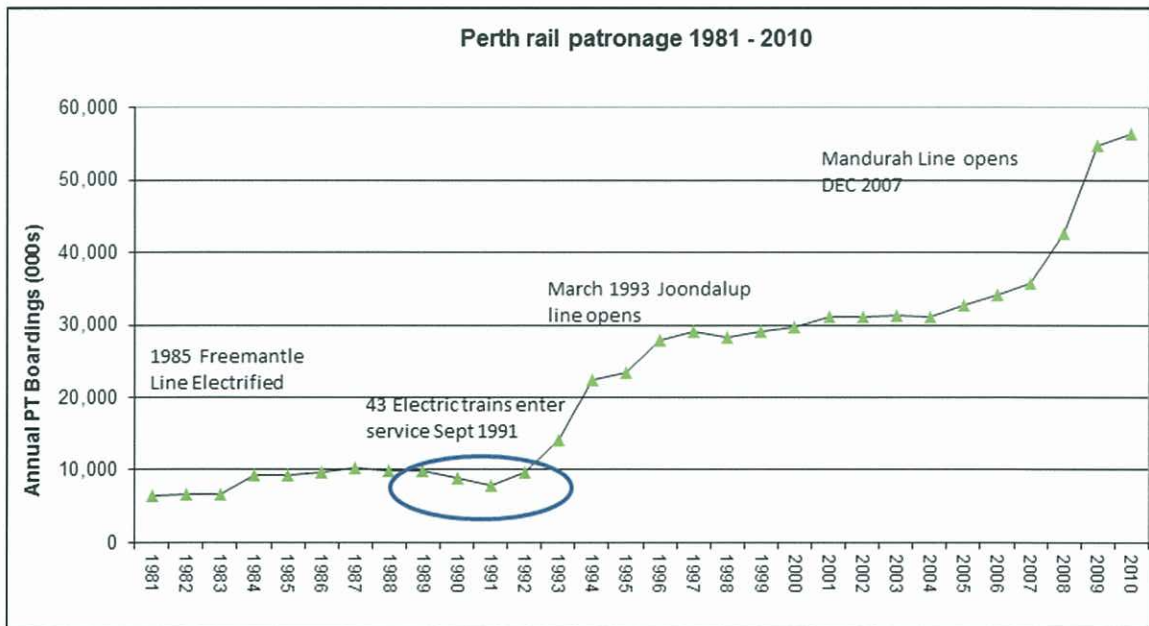


Fig 5. Perth rail patronage 1981-2010

Rail commentary 2: The transition from on-board sales to AT HOP

The introduction of the AT HOP ticketing system on rail from October 2012 has seen a change in the way in which patronage is recorded. Under AT HOP, patronage is recorded at the time the trip is made. This is a significant change to the traditional recording method used on rail. Under the legacy paper ticket system, passenger journeys could not accurately be counted as a trip at the time it was made for multi-journey tickets. The historic method of accounting for passenger trips was based on calculating the equivalent number of trips for the ticket type and accounting for these at the date of purchase. This has now ceased. As a consequence, for the months October 2012 to December 2012 there were trips made on the rail system using legacy 10-trip and monthly tickets which have previously been recorded during the month when these tickets were originally sold. This will have an artificial negative impact on the reported patronage during the transition phase, with the greatest impact being recorded in November.

Rail Commentary 3: Revenue Protection

With the transition to AT HOP and pre-boarding ticket sales, there is a significantly different requirement placed upon passengers on the way they now have to purchase tickets. From October launch to end-December 2012, Phase 1, single trip cash tickets have remained available for purchase on board as part of the ticketing transition. A transitional education and awareness based approach has been followed during Phase 1 to alter customer behaviour. This has led to a degree of patronage leakage.

Phase 2 is an enforcement led approach that commenced at the start of January 2013 with the removal of legacy single cash tickets on board. A customer awareness campaign has been underway during January and February. Customers without a valid ticket are charged a standard \$10.30 onboard fare. Veolia ticket inspection teams now monitor services and stations with a particular focus on high risk stations and services.

Phase 3 from March / April will see the \$10.30 onboard fare increased to \$20 and Manukau Station becomes the next gated station.

Legislative change is targeted for August / September 2013 when an enforceable fine regime for fare evasion will become possible.

Rail Commentary 4: AT HOP Customer Engagement Improvements

A series of initiatives are currently being scoped and implemented from February 2013 onwards to improve the AT HOP customer experience and drive uptake. Initiatives commenced:

- “Purchase before you board” campaign
- AT Ambassador assistance for customers on platforms
- Price promotion of AT HOP card sales
- On-board and on-platform card sales
- Additional ticket machine signage
- Additional ticket offices and/or temporary ticket sales outlets
- Improved cash-servicing of ticket machines
- Website improvements.

Rail Commentary 5: Rail Patronage Growth Campaigns

A campaign to drive demand-led rail patronage growth is under development, with targeted localised promotions, driving trial and demand, while telling the story of on-going investment and pending service and network improvements. Targeted promotions over March to June will include:

- Local targeted customer acquisition campaigns within local station catchments
- ‘Shoulder’ campaign: A campaign to encourage existing train users to consider travelling a little earlier or later to avoid peak hour train congestion. As shift in passenger behaviour will improve customer experience and increase on-peak capacity
- Off-Peak and weekend promotion: Target infrequent or non-train users. The campaign will encourage use of trains during off-peak period, for shopping and for ‘day tripping’ with kids, e.g. take the train to the park, museum etc.

Examples of draft potential marketing material:

Patronage growth:



Off-Peak Promotions:



Localised Direct Mail:

New Zealand Permit No. 70004 Permit

To the Householder
 12, Sample Street
 Sample Area
 Auckland
 Postcode

GetTraining.
 Get your free AT HOP card
 with \$10 credit!

Auckland Transport
 An Auckland Council Organisation

You're close to Kingsland Station
 so we're making it easy for you to
GetTraining.

Special offer for you. **Free AT HOP card** with \$10 credit inside

GetTraining.co.nz

There are so many reasons to leave the car at home and Get Training.

- Training is good for us.**
 You're one less car on the road. You can avoid the stress of sitting in traffic. Relax, read, listen to music. Get some free exercise to and from work.
- Training saves you money.**
 Our Train fuel saver calculator will show you how.
- You can Train from home.**
 You live close to the Kingsland train station. The Journey planner will show you exactly how to get from your home to your station, and then to work using the train.
- Join up today!**
 Go to Gettraining.co.nz and sign up to our Get training programme. Use your unique training code enclosed to get your free AT HOP card with \$10 free credit. You'll also receive Training tips, rewards and information that will help you keep up the good work!

TRAIN FUEL SAVER CALCULATOR

2. Northern Express Bus (Rapid Transit) Patronage

Defining Rapid Transit for Bus

Rapid Transit services have predominant (if not total) use of right-of-way infrastructure. In addition to the rail network, the only bus service currently defined as Rapid Transit is the Northern Express, due to its predominant use of the Northern Busway from its start at Albany Station and bus-lanes through the St. Mary's Bay portion of the Southern Motorway and Fanshawe St to Britomart.

It is important to note that the Northern Busway carries significant amounts of patronage additional to the Northern Express. Twenty additional services that travel between suburban and city locations use the Northern Busway for parts of their journey. For example, the route 881 service operates between Torbay and Newmarket via Auckland University and utilises the Northern Busway between Albany Station and Fanshawe St.

The 2012 busway survey identified through passenger counts 22,000 unique passenger trips per day on the busway (i.e. traversing between at least 2 Northern Busway Stations,) extrapolated to approximately 5.8 million trips annually. The Northern Express service contributed approximately 2.4 million of these trips.

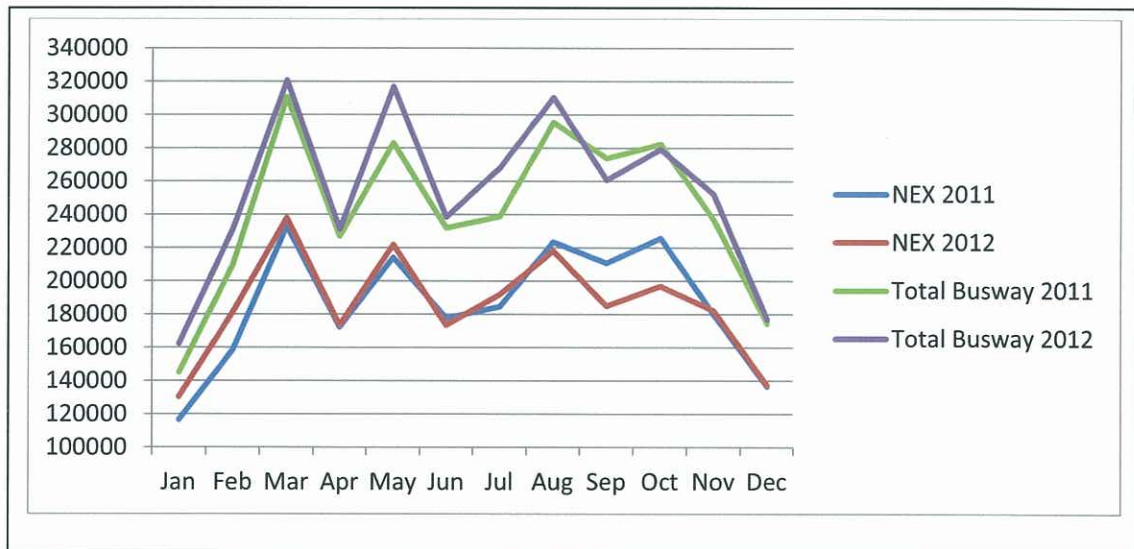


Fig 6. Northern express v Northern Busway boardings

Fig 7 provides a summary of the Northern Express bus Rapid Transit patronage performance. As at January 31st 2013, Northern express patronage for 2012/13 is 1.26 million, -3.7% below 2011/12. The forecast for the full year is 2,306,970 at -0.2% below 2011/12. See **Attachment 2** for supporting detail.

Fig 8 summarises the key negative variance impacts, and already delivered and proposed interventions. Further commentary is then provided on key issues and initiatives.

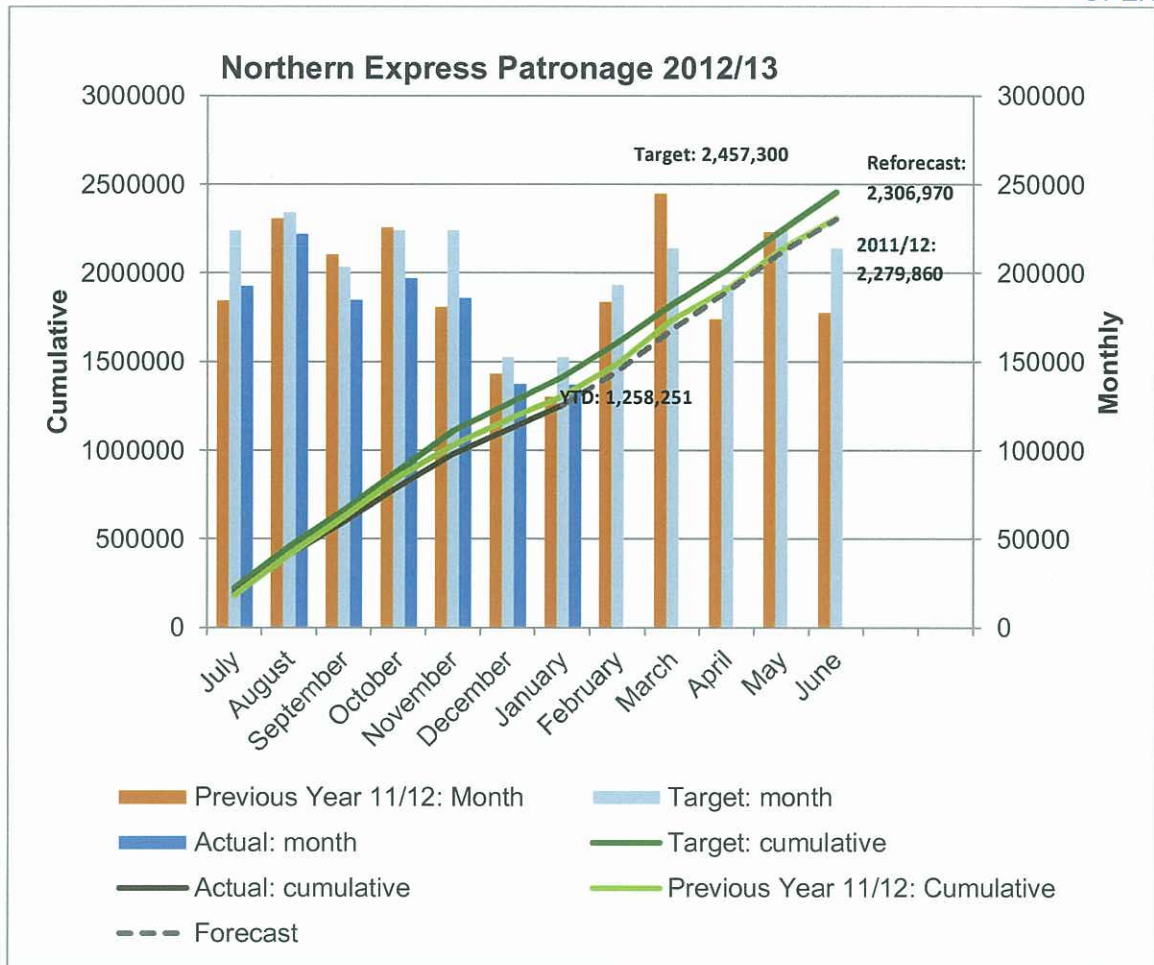


Fig 7. Northern Express Patronage

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
POSITIVE INTERVENTION ACTIVITIES											Customer Service Centres open at Northern Busway Stations		
											AT HOP Pilot & launch		
											Targeted localised customer acquisition campaign		
												Double Decker Bus launch	
												Tertiary PT campaign	
NEGATIVE VARIANCE IMPACTS							Busway "Use the bus" campaign						
							NEX vehicles rebranded						
NEGATIVE VARIANCE IMPACTS	Industrial Action - NZ Bus			Industrial Action - NZ Bus									
	Extra capacity added on route 881 (Torbay to Newmarket via Auckland University) to provide increased consumer choice. Diverted some PAX from NEX.												
	Greater RWC2011 passenger impact than forecast												
Victoria Park Tunnel fully open improving private car travel times across Harbour Bridge													

Fig 8. Northern Express – Negative Variance Impacts v Positive Intervention Activities

Northern Express Commentary 1: Driving Northern Express Patronage

A promotional campaign to drive Northern Busway patronage is under development. As the single largest user of the Northern Busway, the Northern Express should be the greatest beneficiary from the campaign. The campaign will champion the speed of transit during peak hours, and will utilise a mix of media including strategically placed billboards, radio and targeted mail drops to homes in the catchment areas of Northern Busway stations.



Slow crawl

Auckland Transport
An Auckland Council Organisation

or fast run?

The Northern Busway is an easy commute to the city.

If you're a North Shore commuter, there are lots of good reasons to take the bus into town along the Northern Busway. During peak travel times, your journey into the city will normally be twice as fast by bus than by car. You can relax, read, listen to music and catch up with friends on the way to and from work. And, you'll be one less car on the motorway and in the city.

Buses run Monday to Friday, every 10 minutes between 6am and 7pm (more frequently during peak travel times), and every 15 minutes on weekends.

Go to AT.co.nz for more info.



Northern Express Commentary 2: A modern face for the Northern Express Fleet

AT has rebranded the Northern Express buses to drive awareness and visibility of the service.



Northern Busway Awareness Campaign, Phase 1. (Jan 2013)



3. Bus (other than Northern Express) Patronage

Fig 9 provides a summary of bus (excluding Northern Express) patronage performance. As at January 31st 2013, bus patronage for 2012/13 is 28.9 million, -2.5% below 2011/12. The forecast for the full year is 52.8 million at -0.25% below 2011/12. See **Attachment 3** for supporting detail.

Fig 10 summarises the key negative variance impacts, and already delivered and proposed interventions. Further commentary is then provided on key issues and initiatives.

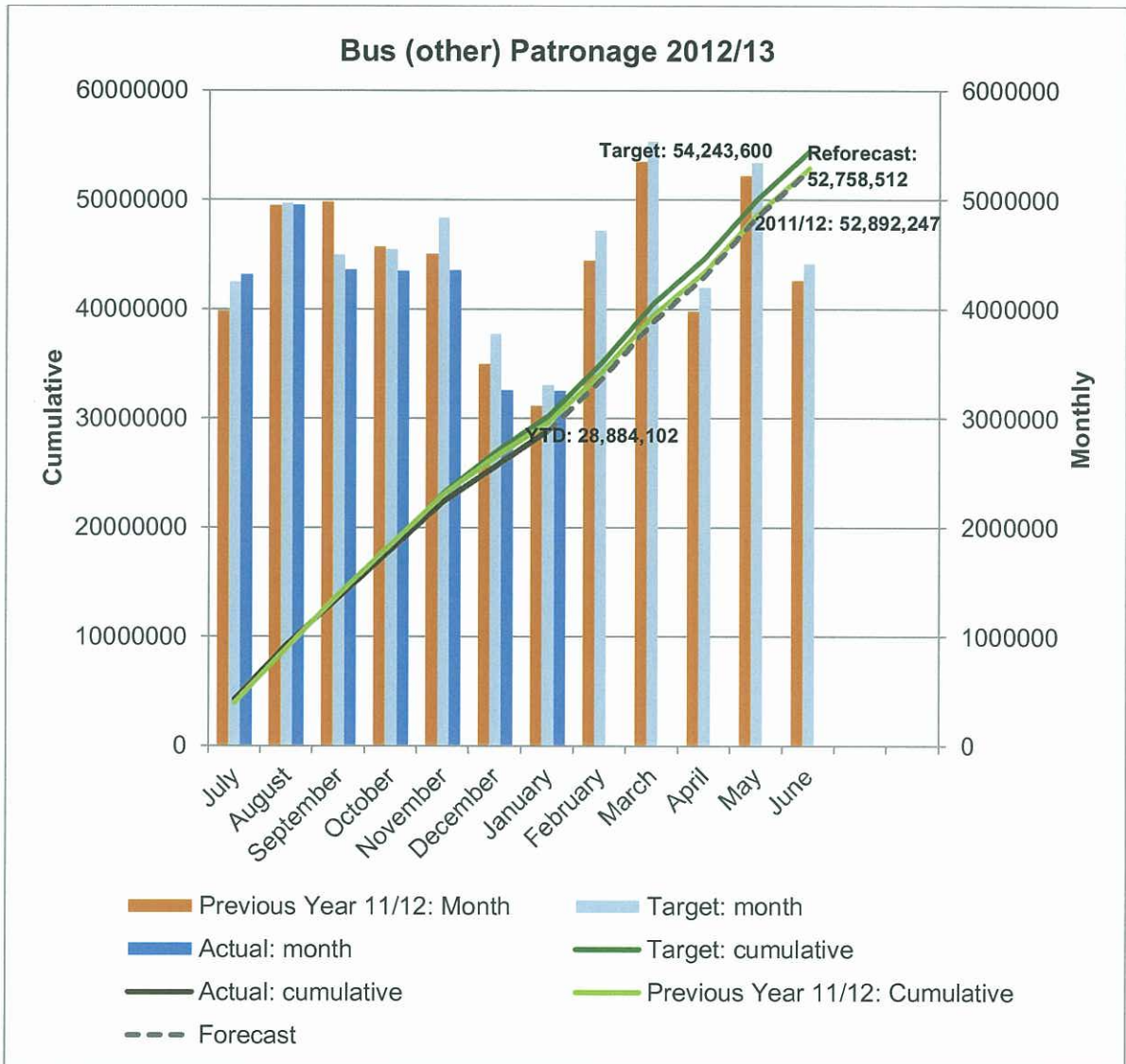


Fig 9. Bus (other) patronage

Bus Commentary 1: “Meet the Timetable”

To address known timetable reliability and punctuality issues AT is implementing a significant programme of work to align timetables of key services with actual measured running times in order to significantly improve customer experience and satisfaction. “Meet the Timetable” will achieve these improvements prior to the AT HOP go-live roll-out on successive bus operators. New timetable scheduling and customer journey planning software will also be introduced.

The review and update of all bus timetables to better reflect actual operating conditions will be undertaken as:

- Howick & Eastern Buses – October 2012
- Outer LINK – December 2012
- New North Road, Dominion Rd, Mt Eden Rd, Sandringham Rd and Onewa Rd – February 2013
- Ritchies, Birkenhead Transport and Urban Express – target March / April 2013
- North Star, Go West, Waka Pacific and Metrolink – progressively April to July 2013.

This work programme to align timetables to operating conditions will also permit real-time performance reporting of service reliability and punctuality against scheduled timetables.

Bus Commentary 2: Network Improvements

February 2013 sees the implementation of a series of incremental improvements to the bus network, improving customer experience, capacity and reliability.

- New North Rd services will be consolidated into one standardised all-day route via St Lukes. Buses will now serve these stops as often as every 5 - 6 minutes at the “peak of the peak”.
- New North Rd and Sandringham Rd services will now enter the central city via Wellesley St reducing the inbound travel time for Queen St customers.
- New timetables will deliver reliability and punctuality improvements on New North, Sandringham, Dominion and Mt Eden Rds, and also routes 392 (Te Papapa) and 605/606 (Remuera, Benson Rd).
- Central city departure points will change for bus routes terminating in the Wellesley St / Civic Theatre / Mayoral Drive area. All services from the Civic area via Khyber Pass Rd and Newmarket – to Onehunga via Manukau Rd, Onehunga via Te Papapa, Remuera (Benson Rd) and Waikowhai via Epsom – will be consolidated onto a single stop (Queen St outside the Civic Theatre) instead of three stops currently.
- North Shore services which currently depart from Albert St during the day on weekdays, and Queen St outside the Civic Theatre on evenings and weekends only, will now depart from Mayoral Drive at AUT at all times. The inbound route will be extended along Mayoral Drive to AUT.

These service improvements are aligned to the proposed future bus service network of simpler, connected and integrated services with greater frequency.

Bus Commentary 3: Localised Promotion Campaigns

Targeted customer acquisition campaigns are planned for April to June including a ‘new house mover’ public transport information pack posted to new households.

4. Ferry Patronage

Fig 11 provides a summary of ferry patronage performance. As at January 31st 2013, ferry patronage for 2012/13 is 3.1 million, -1.6% below 2011/12. The forecast for the full year is 5,480,109 at +0.6% above 2011/12. See **Attachment 4** for supporting detail.

Fig 12 summarises the key delivered and proposed interventions. Further commentary is then provided on key initiatives.

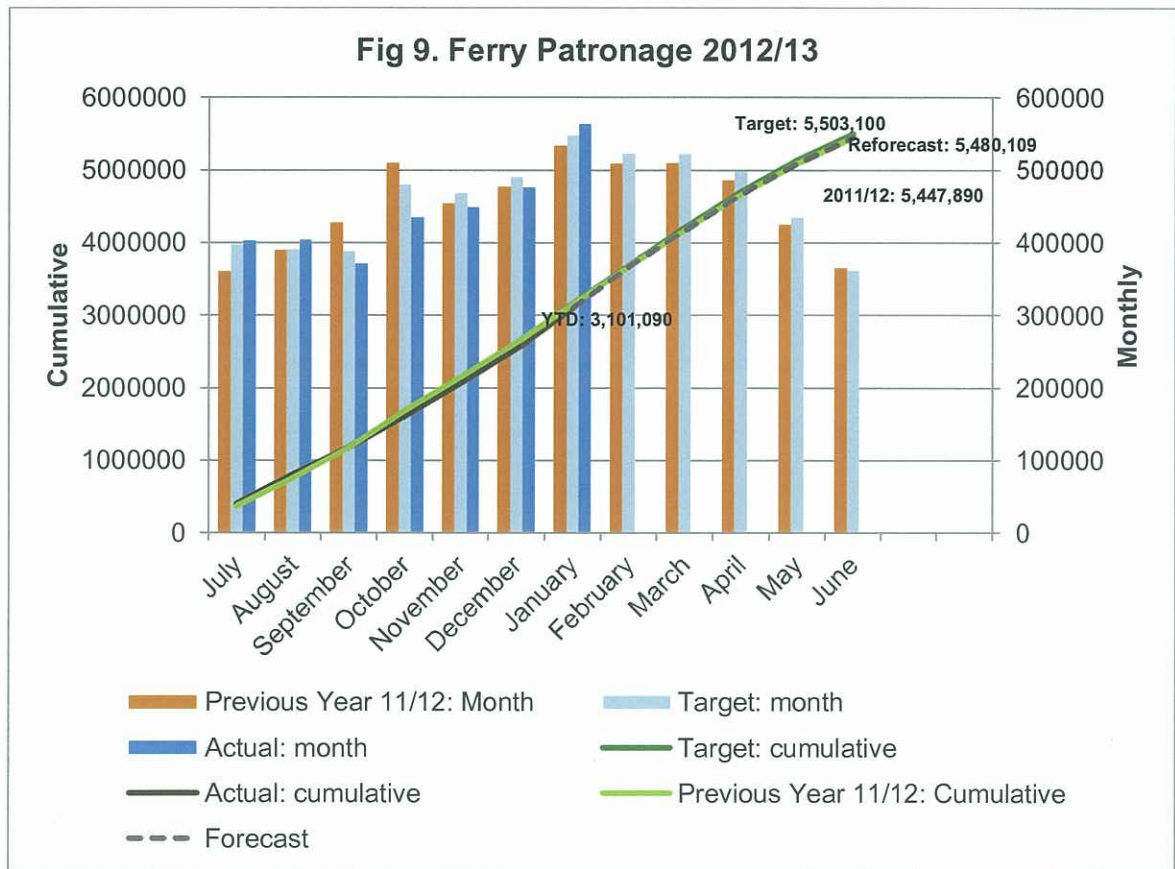


Fig 11. Ferry Patronage

POSITIVE INTERVENTION ACTIVITIES	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
							AT HOP introduction – limited impact on patronage due to fare structure		Marketing campaign for Hobsonville / Beach Haven services			
								New Hobsonville and Beach Haven ferry services launched.				
											Gating of Downtown Ferry Terminal	
											Exploring improved inner harbour loop and new services for Gulf Harbour, Pine Harbour.	
											Alignment of AT HOP stored value and 10-trip legacy tickets permits the removal of the majority of 10-trip ticket product.	

Fig 12. Ferry – Positive Interventions

Ferry Commentary 1: Hobsonville and Beach Haven Services launched 4 February 2013

New ferry services were launched in February 2013 connecting Hobsonville Point and Beach Haven with Downtown. Local promotional campaigns are being run to support the launch.



Hobsonville ferry service starting 4 February

Morning and afternoon sailings between Hobsonville Point and Downtown.

Visit AT.co.nz for information about fares and connecting bus services.

Hobsonville, Beach Haven to Auckland Timetable				
Monday to Friday Only (excluding public holidays)				
Depart Downtown Auckland - Pier 4	Beach Haven	Hobsonville	Beach Haven (if required)	Arrive Downtown Auckland
	6.50am	6.55am	IR	7.25am
7.30am	7.55am	8.05am	IR	8.35am
8.40am	9.05am	9.15am	terminates Hobsonville	
		3.15pm	IR	3.45pm
3.50pm	4.15pm	4.25pm	IR	4.55pm
5.00pm	5.25pm	5.35pm	IR	6.05pm
6.10pm	6.35pm	6.45pm	terminates Hobsonville	

IR = request stop for passengers from Hobsonville to Beach Haven. Please advise on board staff when boarding at Hobsonville

This service is operated by 360 Discovery

1455 Hobsonville Ferry service 11.11.13

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




5. Macro-economic Considerations

In addition to the localised and mode-specific reasons for patronage variance presented in the previous sections, this section provides commentary on macro-economic trends impacting on public transport use. Increased unemployment, combined with a flattening in the price of petrol and increased new car sales have resulted in decreased demand for PT.

Employment

Rising unemployment in 2012 is expected to have reduced demand for public transport use. International elasticities for employment are 0.25 and with a 3.1% decrease over the period January 2012 to September 2012, this would impact on public transport by -0.8%. This correlates well to the period of public transport downturn from mid-2012.

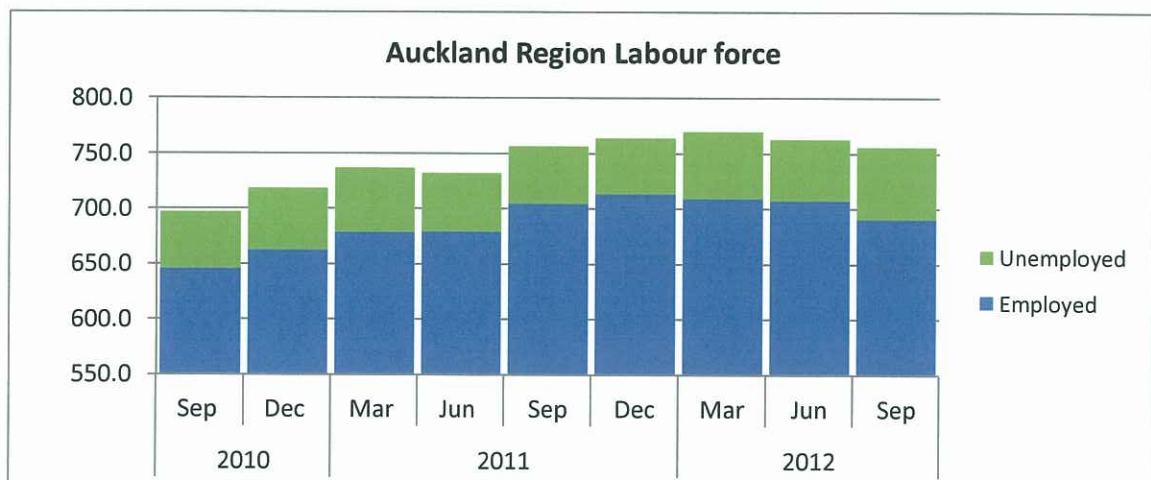


Fig 13. Auckland Region labour force

New vehicle market in 2012

Strong sales of both passenger and commercial vehicles in December 2012 capped off an improving year for the new vehicle industry – topping 100,000 units for only the third time since 1989.

Despite sluggish trading conditions in many sectors of the economy, sales of 100,795 new cars and commercial vehicles were 16,155 units (19%) ahead of 2011.

An increase in new car sales can indicate a shift towards private cars as the preferred mode of travel and a slowing in public transport use, correlating well to the period from mid-2012. It is unclear, however, whether this is a driver or result of decreasing public transport use.

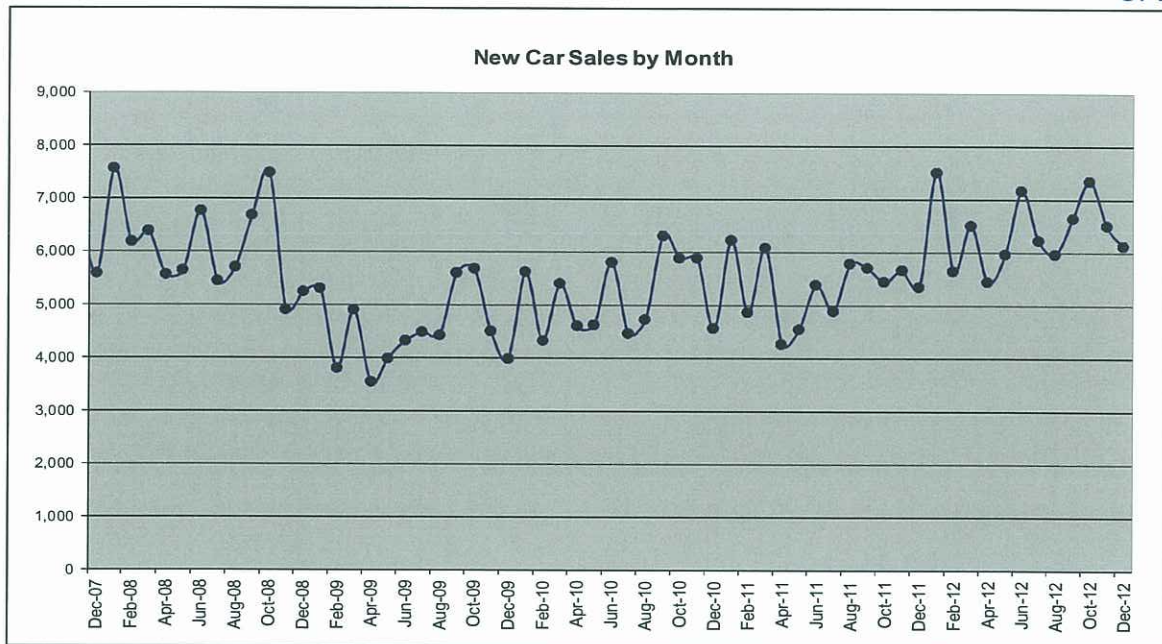


Fig 14. New Car Sales by Month

Petrol Prices

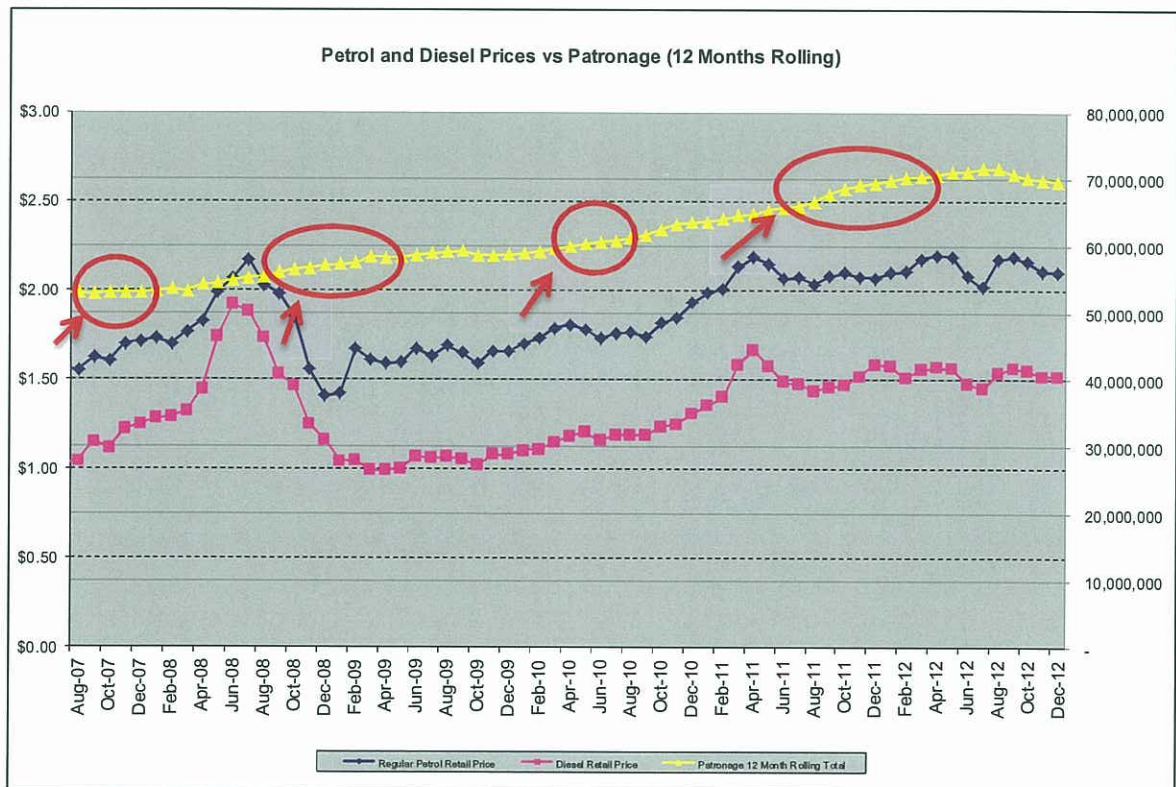


Fig 15. Petrol & Diesel prices vs Patronage

A change in petrol prices has an observable flow-on effect to public transport patronage. As driving becomes less affordable, public transport enters consideration. From mid-2012,

petrol prices have flattened or reduced compared to overall underlying trends of steady growth. This will have contributed to the previous new car sales growth and a slowing in public transport use, contributing potentially to the mid-2012 onwards slowing of public transport.

Supporting Metrics

Rail Fare Revenue

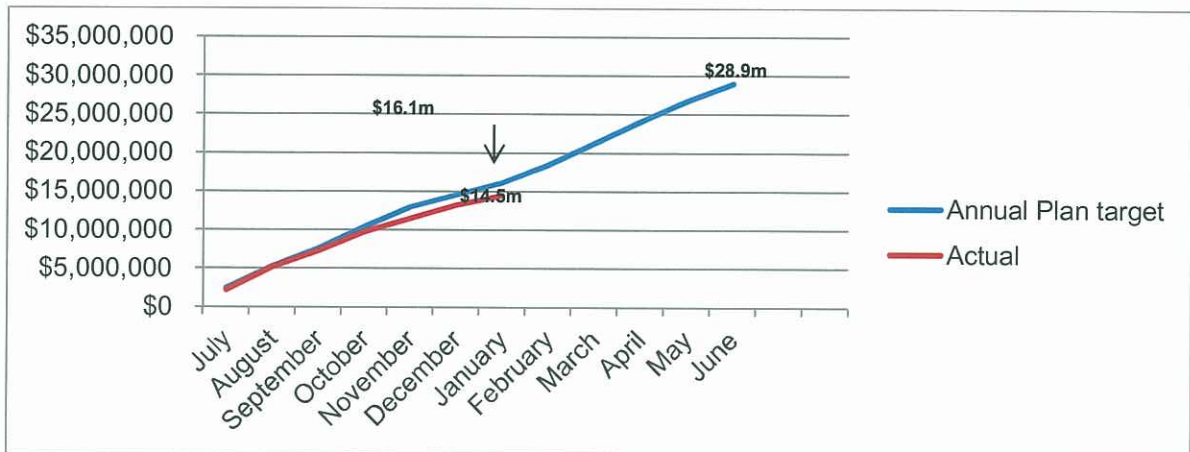


Fig 16. Rail Fare Revenue

Rail revenue has been tracking below target since July primarily as a result of the patronage downturn.

Customer Satisfaction

Public transport customer satisfaction surveys have been carried out in Auckland since 2005, and commissioned by Auckland Transport since 2010. Opus have been contracted to carry out the survey for three years from October 2012.

The survey evaluates the performance of public transport services over the entire Auckland public transport network. It is carried out every six months among 2,125 passengers on board buses, trains and ferries using a self-completion form. May and October results are combined for annual reporting. A margin of error of +/- 2% applies.

Total satisfaction has remained relatively stable since 2009. For the year to May 2012, a total 85% rated their public transport service positively. Satisfaction is unchanged at 86% for October 2012 (note that October results are generally 1-2% higher compared to May).

Ferry users consistently rate highest for satisfaction with 93% positive responses compared with 84% positive responses for bus and train users.

Customer Satisfaction by Mode (6-point Scale, %)

Total Positive	Oct 09/ May 10	Oct 10/ May 11	Oct 11/ May 12	Oct 12
Train	85	85	82	84
Bus	86	83	82	84
Ferry	91	91	92	93
Total	87	86	85	86

Q: Overall, how satisfied are you with the [train/bus/ferry] service? Total rating 'Good' or better

OPEN






For the October 2012 (and subsequent surveys) an 11-point scale (0-10) has been adopted as a more suitable measure for satisfaction (replacing the previous 6 point scale). This scale aligns with national data collected by NZTA (who co-fund the research), is easier to understand (as a score out of ten), allows passengers to choose a mid-point to represent neutral responses, and provides for improved statistical testing to identify importance and service improvements.

While direct statistical comparison is not possible between the two scales, the KPI satisfaction question was included twice in each survey form, both on the 11-point and the previous 6-point scale. This allows us to report on the agreed KPI for 2012-13 and to benchmark for 2013-14.

Initial results for October 2012 place total satisfaction at 83%. Again, ferry passengers rate their service more positively, at 89%.

ATTACHMENTS

- Attachment 1:** Rail Patronage
- Attachment 2:** Northern Express Patronage
- Attachment 3:** Bus (other) Patronage
- Attachment 4:** Ferry Patronage

WRITTEN by	Piero Liguori PT Customer Channel Strategy Lead Rob Pitney Manager Campaigns & Promotions	
REVIEWED by	Mark Lambert Manager PT Operations	
RECOMMENDED by	Greg Edmonds Chief Operations Officer Wally Thomas General Manager Communications	 
APPROVED FOR SUBMISSION by	David Warburton Chief Executive	

Attachment 1. Rail Patronage

Rail FY 2012-2013		July	August	September	October	November	December	January	February	March	April	May	June
Patronage													
Previous Year 11/12: Month		838,198	1,033,207	1,178,586	1,211,967	887,576	580,064	527,004	861,081	1,047,347	947,571	957,296	834,263
Previous Year 11/12: Cumulative		838,198	1,871,405	3,049,991	4,261,958	5,149,534	5,729,598	6,256,602	7,117,683	8,165,030	9,112,601	10,069,897	10,904,160
Target: month		1,039,236	1,014,701	868,928	949,773	881,212	784,030	686,848	1,033,560	1,267,791	1,279,037	1,351,684	1,219,200
Target: cumulative		1,039,236	2,053,937	2,922,865	3,872,638	4,753,850	5,537,880	6,224,729	7,258,289	8,526,079	9,805,116	11,156,800	12,376,000
Target: cumulative FY growth to previous year %		23.98%	9.75%	-4.17%	-9.13%	-7.68%	-3.35%	-0.51%	1.98%	4.42%	7.60%	10.79%	13.50%
Actual: month		912,538	987,526	822,871	873,071	745,480	540,539	538,487					
Variance: month to target		-126,698	-27,175	-46,057	-76,702	-135,732	-243,491	-148,361					
Variance: month to previous year		74,340	-45,681	-355,715	-338,896	-142,096	-39,525	11,483					
Actual: cumulative		912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512					
Variance: cumulative to target		-126,698	-153,873	-199,930	-276,632	-412,364	-655,855	-804,217					
Variance: cumulative to previous year		74,340	28,659	-327,056	-665,952	-808,048	-847,573	-836,090					
Actual: cumulative FY growth to previous year		8.87%	1.53%	-10.72%	-15.63%	-15.69%	-14.79%	-13.36%					
% cumulative change to target		-12.19%	-7.49%	-6.84%	-7.14%	-8.67%	-11.84%	-12.92%					
Reforecast: month		912,538	987,526	822,871	873,071	745,480	540,539	538,487	928,560	1,110,791	985,372	1,021,684	940,700
Reforecast: cumulative		912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512	6,349,072	7,459,863	8,445,235	9,466,918	10,407,618
Reforecast: cumulative FY growth to previous year %		8.87%	1.53%	-10.72%	-15.63%	-15.69%	-14.79%	-13.36%	-10.80%	-8.64%	-7.32%	-5.99%	-4.55%

Attachment 2. Northern Express Patronage

Northern Express FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	184,781	231,053	210,757	225,837	180,861	143,351	130,554	184,059	244,985	174,196	223,328	177,765
Previous Year 11/12: Cumulative	184,781	415,834	626,591	852,428	1,033,289	1,176,640	1,307,194	1,491,253	1,736,238	1,910,434	2,133,762	2,311,527
Target: month	224,318	234,514	203,925	224,318	224,318	152,944	152,944	193,729	214,122	193,729	224,318	214,122
Target: cumulative	224,318	458,832	662,757	887,075	1,111,393	1,264,337	1,417,281	1,611,010	1,825,132	2,018,861	2,243,178	2,457,300
Target: cumulative FY growth to previous year %	21.40%	10.34%	5.77%	4.06%	7.56%	7.45%	8.42%	8.03%	5.12%	5.68%	5.13%	6.31%
Actual: month	192,801	222,357	185,030	197,224	185,928	137,807	137,104					
Variance: month to target	-31,517	-12,157	-18,895	-27,094	-38,390	-15,137	-15,840					
Variance: month to previous year	8,020	-8,696	-25,727	-28,613	5,067	-5,544	6,550					
Actual: cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251					
Variance: cumulative to target	-31,517	-43,674	-62,569	-89,663	-128,053	-143,190	-159,030					
Variance: cumulative to previous year	8,020	-676	-26,403	-55,016	-49,949	-55,493	-48,943					
Actual: cumulative FY growth to previous year	4.34%	-0.16%	-4.21%	-6.45%	-4.83%	-4.72%	-3.74%					
% cumulative change to target	-14.05%	-9.52%	-9.44%	-10.11%	-11.52%	-11.33%	-11.22%					
Reforecast: month	192,801	222,357	185,030	197,224	185,928	137,807	137,104	190,029	235,222	214,829	224,418	184,222
Reforecast: cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251	1,448,280	1,683,502	1,898,331	2,122,749	2,306,970
Reforecast: cumulative FY growth to previous year %	4.34%	-0.16%	-4.21%	-6.45%	-4.83%	-4.72%	-3.74%	-2.88%	-3.04%	-0.63%	-0.52%	-0.20%

Attachment 3. Bus (other) Patronage

Bus - other FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	3,989,120	4,953,565	4,985,368	4,573,317	4,510,005	3,498,733	3,116,100	4,446,395	5,352,189	3,981,465	5,223,432	4,262,558
Previous Year 11/12: Cumulative	3,989,120	8,942,685	13,928,053	18,501,370	23,011,375	26,510,108	29,626,208	34,072,603	39,424,792	43,406,257	48,629,689	52,892,247
Target: month	4,251,698	4,976,775	4,501,544	4,551,698	4,841,698	3,777,350	3,311,030	4,672,643	5,490,290	4,154,472	5,294,113	4,420,290
Target: cumulative	4,251,698	9,228,473	13,730,016	18,281,714	23,123,412	26,900,762	30,211,792	34,884,435	40,374,725	44,529,197	49,823,310	54,243,600
Target: cumulative FY growth to previous year %	6.58%	3.20%	-1.42%	-1.19%	0.49%	1.47%	1.98%	2.38%	2.41%	2.59%	2.45%	2.55%
Actual: month	4,322,303	4,956,982	4,366,584	4,356,148	4,361,607	3,261,645	3,258,833					
Variance: month to target	70,605	-19,793	-134,960	-195,550	-480,091	-515,705	-52,197					
Variance: month to previous year	333,183	3,417	-618,784	-217,169	-148,398	-237,088	142,733					
Actual: cumulative	4,322,303	9,279,285	13,645,869	18,002,017	22,363,624	25,625,269	28,884,102					
Variance: cumulative to target	70,605	50,812	-84,147	-279,697	-759,788	-1,275,493	-1,327,690					
Variance: cumulative to previous year	333,183	336,600	-282,184	-499,353	-647,751	-884,839	-742,106					
Actual: cumulative FY growth to previous year	8.35%	3.76%	-2.03%	-2.70%	-2.81%	-3.34%	-2.50%					
% cumulative change to target	1.66%	0.55%	-0.61%	-1.53%	-3.29%	-4.74%	-4.39%					
Reforecast: month	4,321,456	4,948,794	4,365,980	4,351,140	4,354,833	3,262,031	3,258,833	4,602,643	5,373,090	4,215,472	5,354,113	4,350,127
Reforecast: cumulative	4,321,456	9,270,250	13,636,230	17,987,370	22,342,203	25,604,234	28,863,067	33,465,710	38,838,800	43,054,272	48,408,385	52,758,512
Reforecast: cumulative FY growth to previous year %	8.33%	3.66%	-2.10%	-2.78%	-2.91%	-3.42%	-2.58%	-1.78%	-1.49%	-0.81%	-0.46%	-0.25%

Attachment 4. Ferry Patronage

Ferry FY 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 11/12: Month	360,582	389,614	427,794	510,234	454,565	476,805	533,477	509,111	509,591	485,787	425,503	364,827
Previous Year 11/12: Cumulative	360,582	750,196	1,177,990	1,688,224	2,142,789	2,619,594	3,153,071	3,662,182	4,171,773	4,657,560	5,083,063	5,447,890
Target: month	398,000	391,000	388,000	480,000	468,000	490,000	548,000	523,000	522,000	498,000	435,100	362,000
Target: cumulative	398,000	789,000	1,177,000	1,657,000	2,125,000	2,615,000	3,163,000	3,686,000	4,208,000	4,706,000	5,141,100	5,503,100
Target: cumulative FY growth to previous year %	9.40%	5.17%	-0.08%	-1.85%	-0.83%	-0.18%	0.31%	0.65%	0.87%	1.04%	1.14%	1.01%
Actual: month	402,692	403,567	371,012	434,646	448,752	476,420	564,001					
Variance: month to target	4,692	12,567	-16,988	-45,354	-19,248	-13,580	16,001					
Variance: month to previous year	42,110	13,953	-56,782	-75,588	-5,813	-385	30,524					
Actual: cumulative	402,692	806,259	1,177,271	1,611,917	2,060,669	2,537,089	3,101,090					
Variance: cumulative to target	4,692	17,259	271	-45,083	-64,331	-77,911	-61,910					
Variance: cumulative to previous year	42,110	56,063	-719	-76,307	-82,120	-82,505	-51,981					
Actual: cumulative FY growth to previous year	11.68%	7.47%	-0.06%	-4.52%	-3.83%	-3.15%	-1.65%					
% cumulative change to target	1.18%	2.19%	0.02%	-2.72%	-3.03%	-2.98%	-1.96%					
Reforecast: month	402,610	403,567	371,012	434,646	448,752	476,420	564,001	523,000	532,000	508,000	444,101	372,000
Reforecast: cumulative	402,610	806,177	1,177,189	1,611,835	2,060,587	2,537,007	3,101,008	3,624,008	4,156,008	4,664,008	5,108,109	5,480,109
Reforecast: cumulative FY growth to previous year %	11.66%	7.46%	-0.07%	-4.52%	-3.84%	-3.15%	-1.65%	-1.04%	-0.38%	0.14%	0.49%	0.59%