

AT Metro Monthly Patronage – March 2015

Recommendations

It is recommended that the Board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 78,176,841 passenger boardings for the 12 months to Mar-2015, an increase of +1.4% on the 12 months to Feb-2015 and +10.1% on the 12 months to Mar-2014. March monthly patronage was 8,394,790, an increase of 1,088,864 boardings or +14.9% on Mar-2014, normalised to ~ +11.8% accounting for one more number of business and one less weekend days in Mar-2015 compared to Mar-2014 and special event patronage. Financial year to date patronage has grown by +10.9%.

Rail patronage totalled 13,385,018 passenger boardings for the 12 months to Mar-2015, an increase of +3.0% on the 12 months to Feb-2015 and +21.1% on the 12 months to Mar-2014. Patronage for Mar-2015 was 1,564,792, an increase of 390,203 boardings or +33.2% on Mar-2014, normalised to ~ +29.1%. Financial year to date rail patronage has grown by +23.7%.

The Northern Express bus service carried 2,770,037 passenger boardings for the 12 months to Mar-2015, an increase of +1.4% on the 12 months to Feb-2015 and +16.8% on the 12 months to Mar-2014. Northern Express bus service patronage for Mar-2015 was 300,340, an increase of 37,909 boardings or +14.4% on Mar-2014, normalised to ~ +16.2%. Financial year to date Northern Express patronage has grown by +19.6%.

Bus services excluding Northern Express carried 56,617,441 passenger boardings for the 12 months to Mar-2015, an increase of +1.1% on the 12 months to Feb-2015 and +8.0% on the 12 months to Mar-2014. Bus services excluding Northern Express patronage for Mar-2015 was 5,982,231, an increase of 607,449 boardings or +11.3% on Mar-2014, normalised to ~ +8.1%. Financial year to date bus services excluding Northern Express patronage has grown by +8.1%.

Ferry services carried 5,404,345 passenger trips for the 12 months to Mar-2015, an increase of +1.0% on the 12 months to Feb-2015 and +5.0% on the 12 months to Mar-2014. Ferry services patronage for Mar-2015 was 547,427, an increase of 53,303 boardings or +10.8% on Mar-2014, normalised to ~ +10.4%. Financial year to date ferry patronage has increased by 7.4%.

Summary performance against SOI targets is provided in Table 1.

March 2015							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
Rail	↑ 33.2%	↑ 29.1%	↑ 21.1%	↑ 23.7%	4.4%	23.7%	19.3%
NEX	↑ 14.4%	↑ 16.2%	↑ 16.8%	↑ 19.6%	3.9%	19.6%	15.7%
Bus	↑ 11.3%	↑ 8.1%	↑ 8.0%	↑ 8.1%	0.4%	8.1%	7.8%
Ferry	↑ 10.8%	↑ 10.4%	↑ 5.0%	↑ 7.4%	4.3%	7.4%	3.2%
Total	↑ 14.9%	↑ 11.8%	↑ 10.1%	↑ 10.9%	1.4%	10.9%	9.5%

Table 1. Summary performance against SOI Targets

Alignment with strategy

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

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

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

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

Background

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

Strategic Context

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



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

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

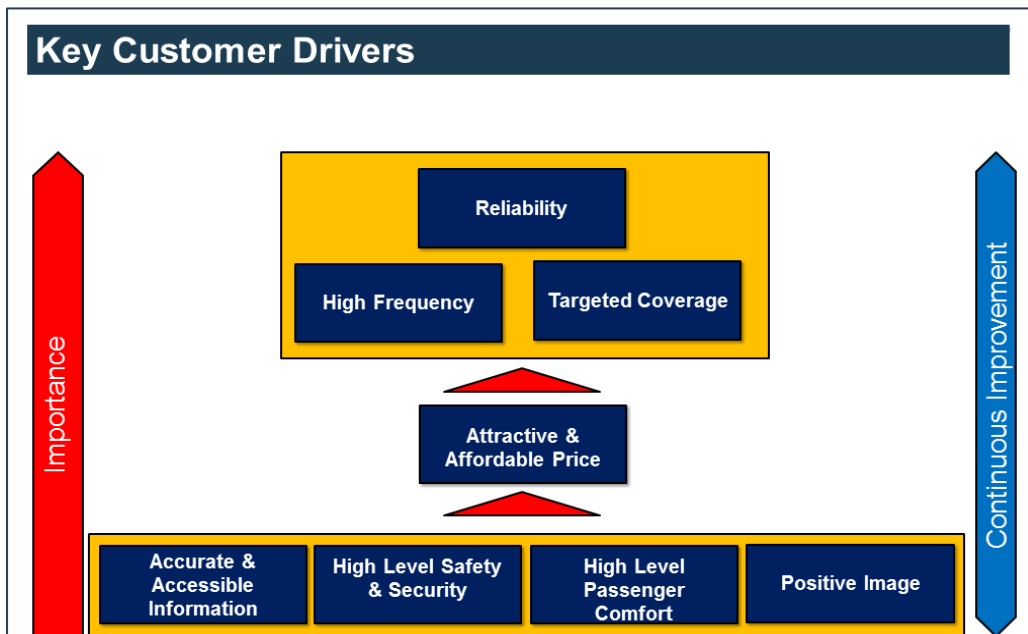


Fig 2. Key Customer Growth Drivers

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

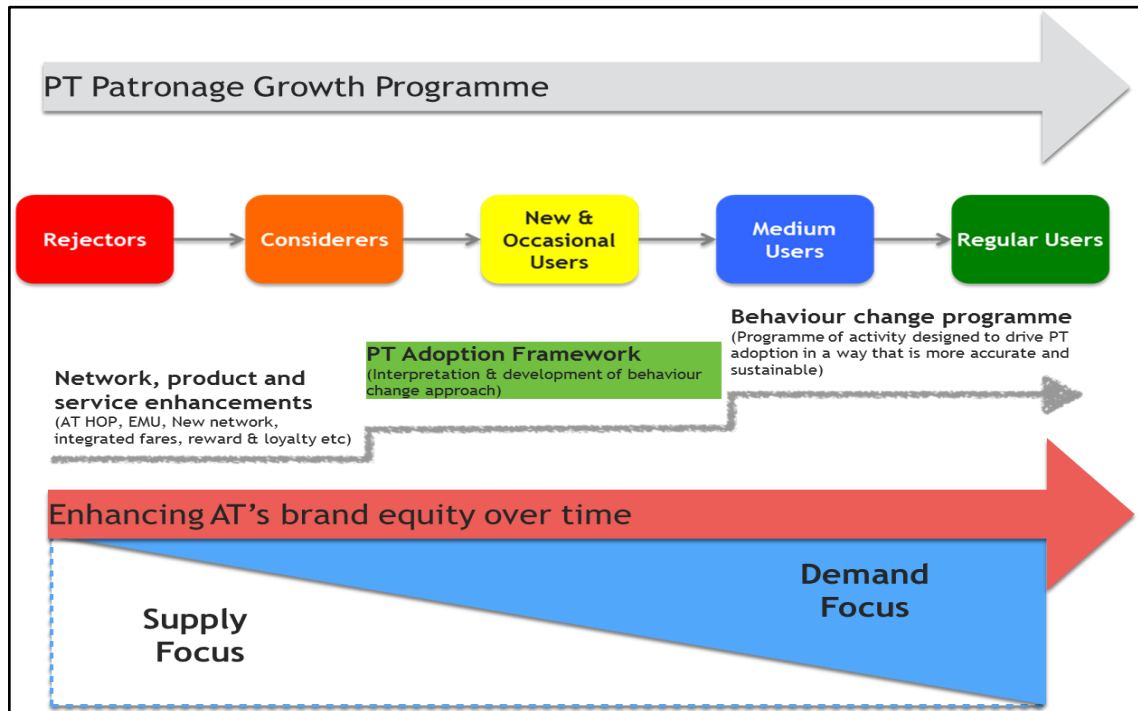


Fig 3. Public Transport patronage growth program

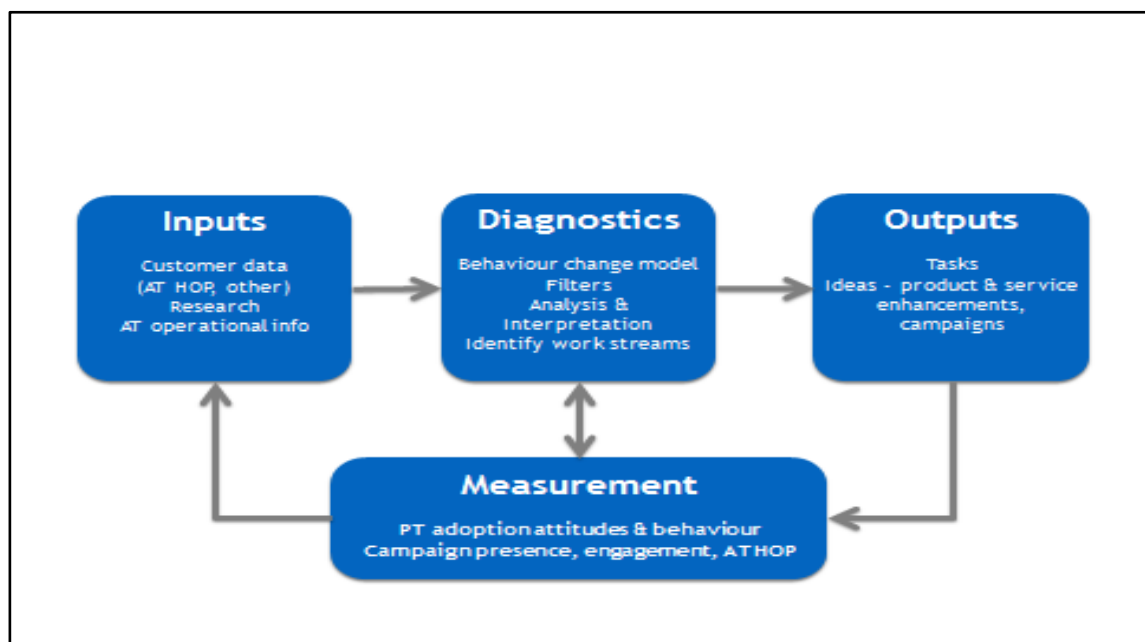




Fig.4. Public Transport adoption framework

Attachments

Number	Description
1	Monthly PT Patronage Report – March 2015

Document Ownership

Prepared by	Ian Robertshaw Public Transport Business Development Manager	
	John Service Public Transport Reporting Lead	
Recommended by	Mark Lambert General Manager AT Metro	
Approved for Submission	David Warburton Chief Executive	

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 – March 2015

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

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

Auckland public transport patronage totalled 78,176,841 passenger boardings for the 12 months to Mar-2015, an increase of +1.4% on the 12 months to Mar-2014 and +10.1% on the 12 months to Mar-2014 as illustrated in Figure 1. March monthly patronage was 8,394,790, an increase of 1,088,864 boardings or +14.9% on Mar-2014, normalised to ~ +11.8%.

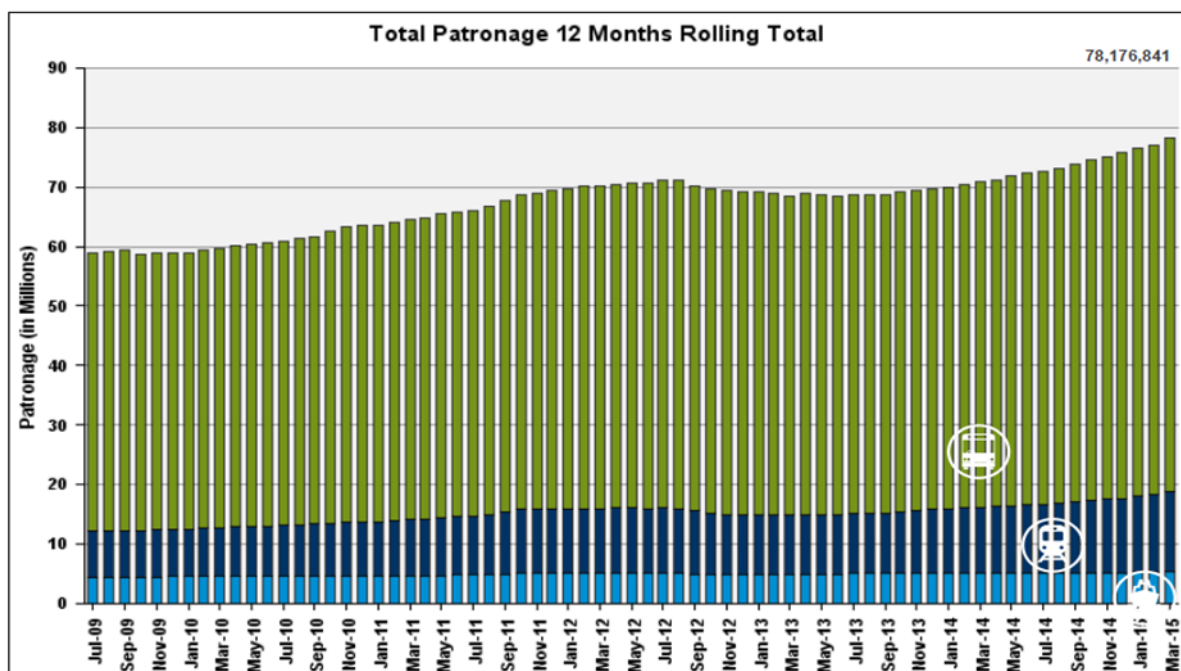


Fig 4. Total Patronage – 12 Months Rolling Total

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

March 2015	FY 2014/15 Year-to-date March 2015				12 Months				
	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	% Change Prev Year	Previous Year 2013/14 to Jun 14	Actual rolling total to March 2015	% Change Prev Year	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	8,222,714	8,585,603	10,172,647	↑ 23.7%	11,435,085	13,385,018	↑ 21.1%	12,100,000	13,400,000
2. Northern Express Bus	1,752,603	1,821,338	2,095,895	↑ 19.6%	2,426,745	2,770,037	↑ 16.8%	2,511,000	2,850,000
3. Frequent, Connector and Local Bus (Including School Bus)	39,198,024	39,348,914	42,390,511	↑ 8.1%	53,424,378	56,617,441	↑ 8.0%	53,695,000	57,500,000
4. Ferry	3,955,122	4,123,536	4,249,519	↑ 7.4%	5,109,947	5,404,345	↑ 5.0%	5,380,000	5,450,000
Total Patronage	53,128,463	53,879,391	58,908,572	↑ 10.9%	72,396,155	78,176,841	↑ 10.1%	73,686,000	79,200,000

Fig 5. Summary of Patronage by mode

1. Rail

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

- Totalled 13,385,018 passengers for the 12 months to Mar-2015, an increase of +3.0% on the 12 months to Feb-2015 and +21.1% on the 12 months to Mar-2014. (Figure 6).
- Patronage for Mar-2015 was 1,564,792 boardings, an increase of +33.2% (+390,203 boardings) on Mar-2014.
- Projected year-end forecast will be updated at the start of the next quarter.

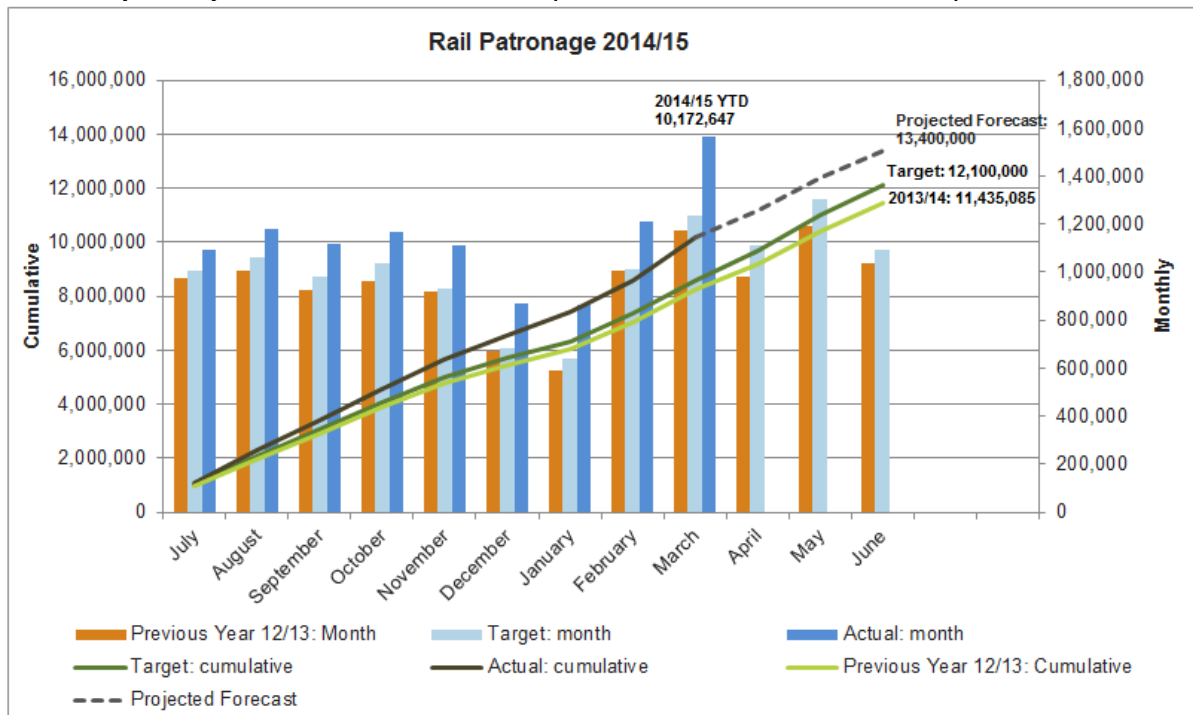


Fig 6. Rail – Patronage results vs target and previous year

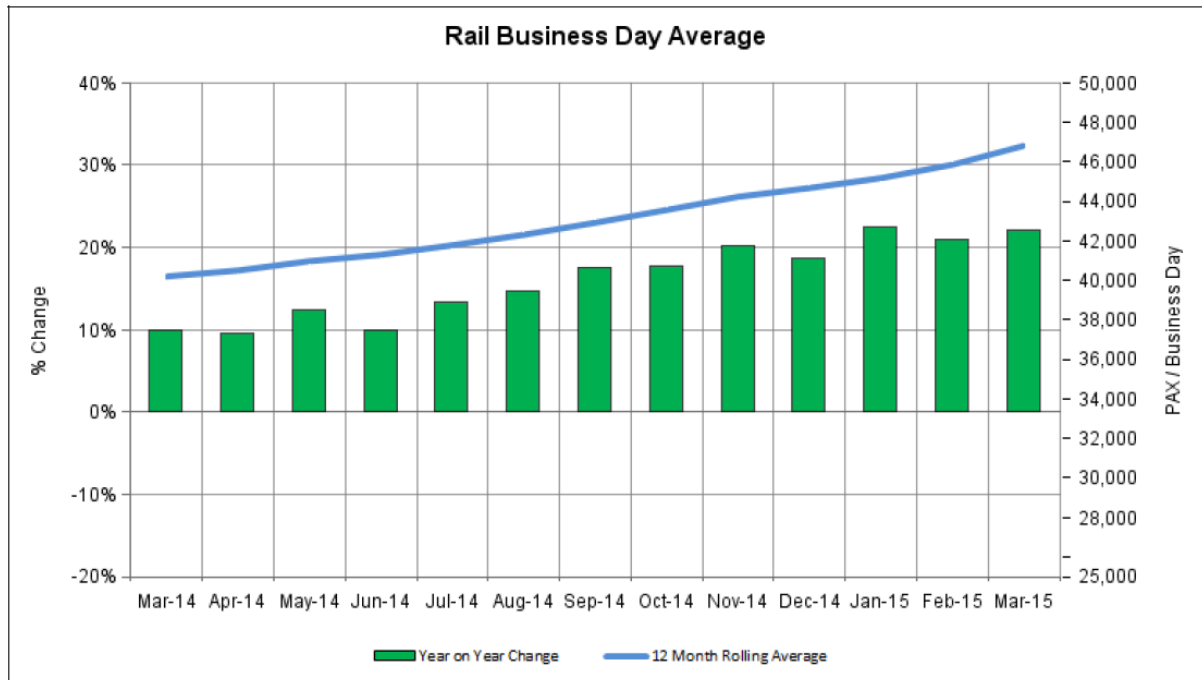


Fig 7. Rail – Average passengers per business day

Activity Summary for March

- A record month for rail patronage, assisted by one extra working day.
- Patronage on business days is now 10,000 higher than 2014 and over 35,000 people are using Britomart on a business day (not too far off Auckland Airport average daily use of around 40,000 (domestic & international terminals)).
- Key events included three Cricket World Cup games, two Eagles concerts and Pasifika relocated to Manukau.
- Additional 6-car electric trains were put into regular service on the Eastern Line, as well providing extra capacity for Pasifika and CWC.
- The joint bus, train, ferry 'East Auckland' campaign continued, promoting service improvements for this area. As did the 'Rail Summer campaign' promoting 30 minute weekend frequency.
- The Tertiary student concession campaign continued at campuses. Students made up 22% of March's rail patronage.
- Fare change communications started 16 March and the changes took effect 29 March.

Activity Summary for April

- Rail buses replaced trains on a special holiday timetable over Easter. AT HOP is now available on scheduled rail bus replacements.
- Communication to customers about small Western Line timetable changes on 28th April
- Beginning of works at New Lynn station for installation of ticketing gates
- Safety campaign along Western Line in preparation for the introduction of electric trains.

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,770,037 passengers for the 12 months to Mar-2015, an increase of +1.4% on the 12 months to Feb-2015 and +16.8% on the 12 months to Mar-2014. (Figure 8).
- Patronage for Mar-2015 was 300,340 boardings, an increase of +14.4% (+37,909 boardings) on Mar-2014.

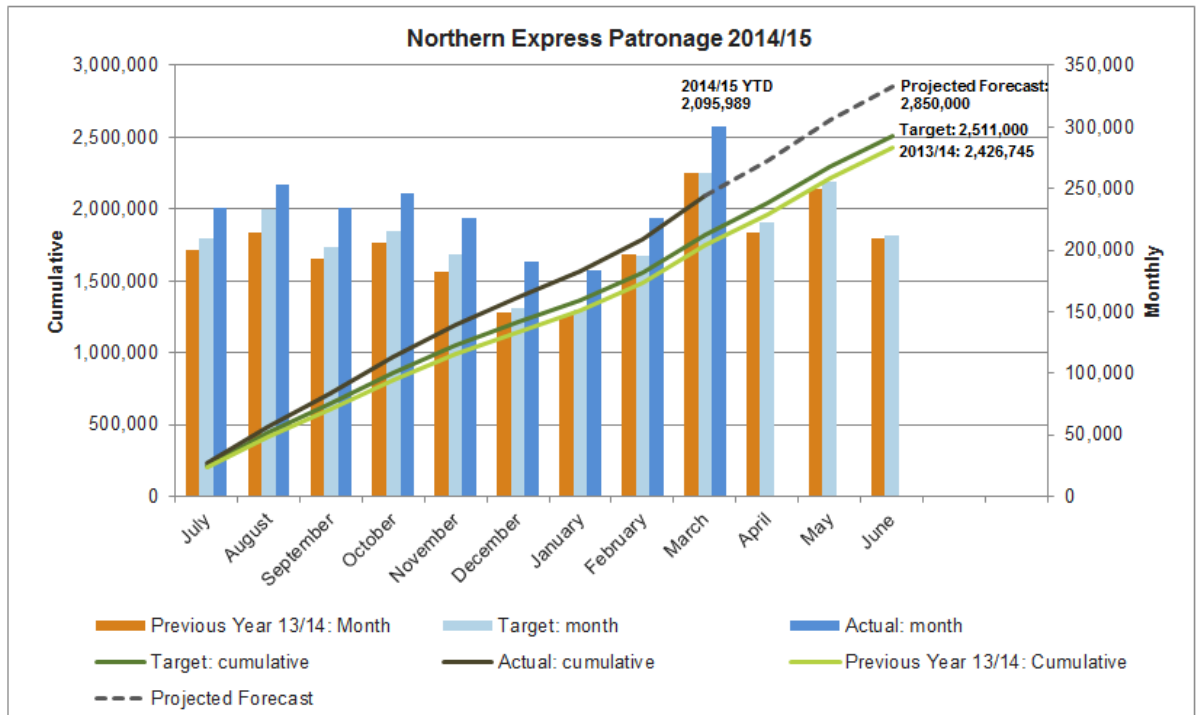


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for March

- On time performance for Northern Express continued to operate at a high level for the month, sitting at 97.4%.

Patronage impacts from marketing and promotions:

- The “Travel Myths” campaign on North Shore corridors has finished (Glenfield / Onewa Rd’s, Northern Busway, East Coast Rd.) with the NEX services delivering a growth of nearly 17% for the month.

Key Activities for April

- None programmed for April.

3. Bus (excluding Northern Express)

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

- Patronage 56,009,807 passengers for the 12 months to Feb-2015, an increase of +0.5% on the 12 months to Feb-2015 and +7.6% on the 12 months to Feb-2014 (Figure 9).
- Patronage for Feb-2015 was 4,690,676 boardings, an increase of +6.4% (+281,939 boardings) on Feb-2014.

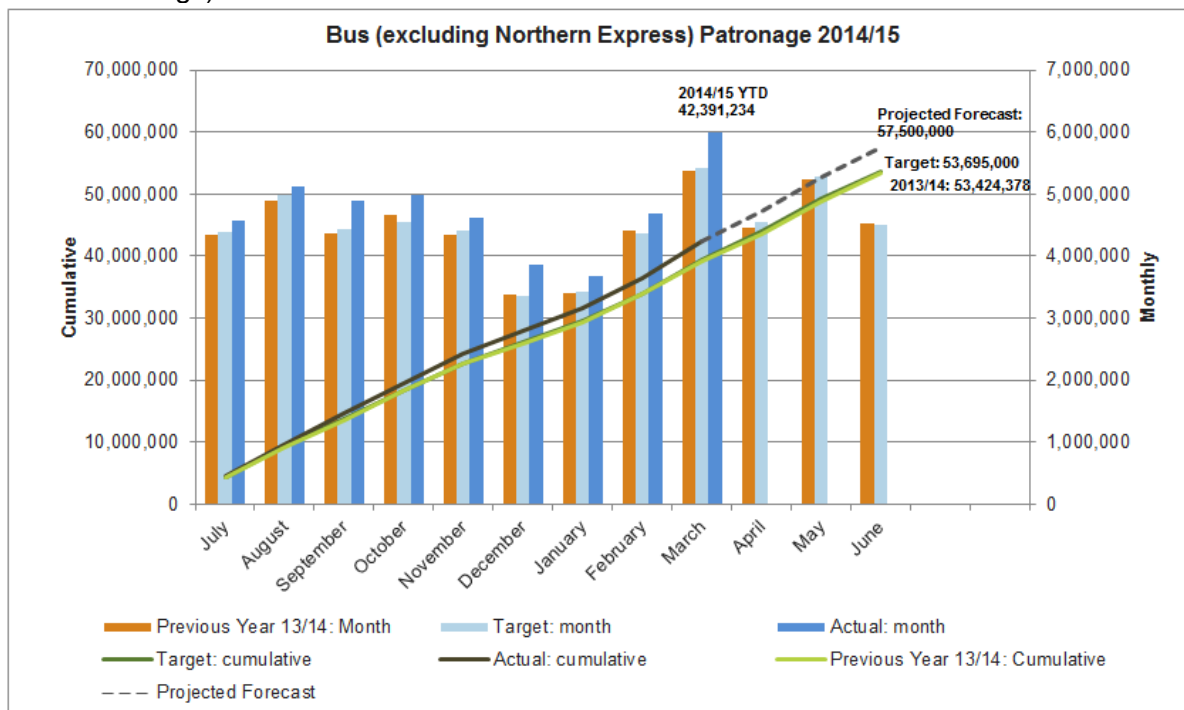


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

Activity Summary for March

- The overall bus network peaked reliability of 96% and punctuality (at first stop) of 90.4% this month, an increase of around 5% and 7.6% respectively compared to a year ago in March 2014.
- A campaign to let people know about additional buses during the busy 'March Madness' was run for the first time.
- Birkenhead Transport's timetable changes are now bedding in and as the majority of issues have now been worked through, service levels are now starting to increase.
- Northern Busway and Onewa Road services have had capacity issues early March and working with the operators capacity has been increased by adding larger buses where possible and additional banker services.
- NZ Bus added additional trips in March to meet capacity demands and all trips have carried large passenger loads. The trips will continue until Easter and then recommence once the University term begins.

Key Activities for April

- Negotiations are continuing on commercial agreements with NZ Bus and Ritchies Transport for implementation of the Hibiscus Coast's new network, to go live in mid-October 2015 (with CRL diversions/relocations and new North Star school bus times to be implemented at the same time).
- Tranzit's Airporter (route 380) timetables have been reviewed and a new timetable with additional run time will go live in mid-July 2015.
- Waiheke Bus Company's timetables have been reviewed to align bus and ferry times and consultation with the Local Board is required before go live in mid-July 2015.
- Gubbs' Kowhai Connection (Warkworth) service has been reviewed and consultation with the Local Board is required before timetable changes go live in late-May 2015.
- Airbus performance results are showing consistent improvement over the past month. A timetable and scheduling review is likely to be required to further improve performance.

Patronage impacts from marketing and promotions:

- A campaign driving multi-modal patronage growth in East Auckland has been running through February and March.
- A campaign targeting students kicked off in February and has continued into March.
- Work is continuing with operators and procurement to get other key route buses painted in the AT Metro brand. Howick and Eastern now have five urban buses painted in the new AT colours.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,404,345 passenger trips for the 12 months to Mar-2015, an increase of +1.0% on the 12 months to Feb-2015 and +5.0% movement on the 12 months to Mar-2014 (Figure 10).
- Patronage for Mar-2015 was 5,404,345, an increase of +53,303 boardings or 10.8% on Mar-2014.

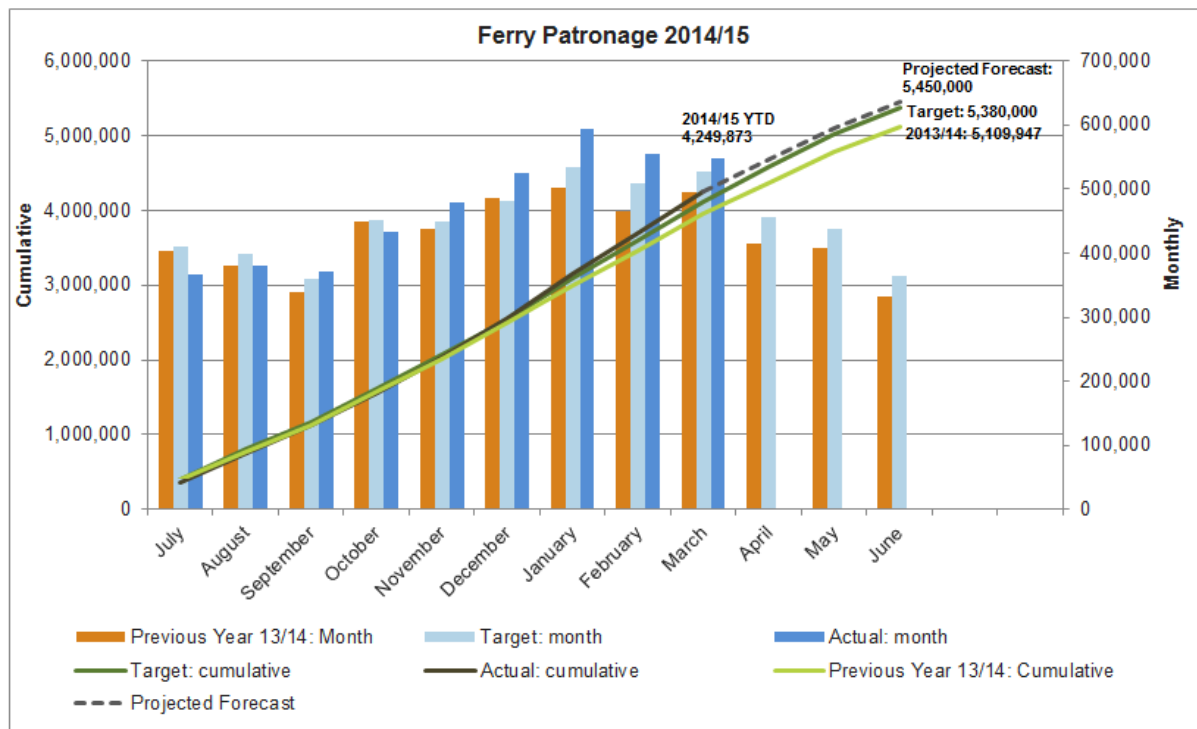


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in March

- Gulf Harbour ferry patronage up 120% year on year.
- Ferry Destination Campaign came to an end 31 March 2015. The video “Discover the Hidden Treasures of the Harbour” received 203,500 hits since end February, making it a very successful campaign in terms of reach and awareness.
- Additional ferry trips were added for the Half Moon Bay service over March – a 6.15 am extra sailing and a 7.30am sweeper service to accommodate an expected increase in demand this month. Patronage was up 16.49% on previous March.
- Increased patronage on Gulf Harbour ferry sailings has placed pressure on service reliability and vessel breakdowns have occurred. Options for increasing capacity are being evaluated.

Key activities for April

- Devonport Marine Square landscaping and passenger amenity improvement works continue.
- Proposals are being considered for additional services for Pine Harbour following a number of sailings being over capacity and leaving people behind during March.
- Gulf Harbour capacity increases to manage demand are due to start 20 April 2015.

Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	978,839	1,193,702	1,039,830
Previous Year 12/13: Cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754	7,048,126	8,222,714	9,201,553	10,395,255	11,435,085
Target: month	1,003,721	1,062,480	982,949	1,033,908	933,092	683,704	639,575	1,013,245	1,232,930	1,113,334	1,306,730	1,094,333
Target: cumulative	1,003,721	2,066,200	3,049,150	4,083,057	5,016,149	5,699,854	6,339,428	7,352,673	8,585,603	9,698,937	11,005,667	12,100,000
Target: cumulative FY growth to previous year %	3.23%	4.52%	5.07%	5.61%	4.83%	4.50%	4.91%	4.32%	4.41%	5.41%	5.87%	5.81%
Actual: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281	863,550	1,209,882	1,564,792			
Variance: month to target	86,118	118,637	136,281	131,149	178,807	183,577	223,975	196,637	331,862			
Variance: month to previous year	117,561	176,487	194,216	200,677	193,191	198,111	274,976	204,510	390,204			
Actual: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,397,973	8,607,855	10,172,647			
Variance: cumulative to target	86,118	204,756	341,036	472,186	650,993	834,569	1,058,545	1,255,182	1,587,044			
Variance: cumulative to previous year	117,561	294,048	488,264	688,941	882,132	1,080,243	1,355,219	1,559,729	1,949,933			
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	22.13%	23.71%			
% cumulative change to target	8.58%	9.91%	11.18%	11.56%	12.98%	14.64%	16.70%	17.07%	18.48%			
Reforecast: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281	863,550	1,209,882	1,564,792	1,022,401	1,200,001	1,004,952
Reforecast: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,397,973	8,607,855	10,172,647	11,195,048	12,395,048	13,400,000
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	22.13%	23.71%	21.66%	19.24%	17.18%

Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185	249,888	210,069
Previous Year 13/14: Cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,966,788	2,216,676	2,426,745
Target: month	209,902	233,323	202,110	215,384	197,007	153,382	151,462	195,657	263,112	222,464	255,552	211,645
Target: cumulative	209,902	443,225	645,335	860,719	1,057,726	1,211,108	1,362,570	1,558,226	1,821,338	2,043,802	2,299,355	2,511,000
Target: cumulative FY growth to previous year %	4.75%	6.92%	6.11%	5.69%	6.07%	5.60%	5.33%	4.57%	3.92%	3.92%	3.73%	3.47%
Actual: month	233,814	253,328	234,282	246,472	226,217	190,749	184,131	226,656	300,340			
Variance: month to target	23,912	20,005	32,172	31,088	29,210	37,367	32,669	30,999	37,228			
Variance: month to previous year	33,433	39,156	40,686	40,207	43,442	41,045	37,391	30,117	37,909			
Actual: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,795,649	2,095,989			
Variance: cumulative to target	23,912	43,917	76,089	107,177	136,387	173,754	206,423	237,423	274,651			
Variance: cumulative to previous year	33,433	72,589	113,275	153,482	196,924	237,969	275,360	305,477	343,386			
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%	20.50%	19.59%			
% cumulative change to target	11.39%	9.91%	11.79%	12.45%	12.89%	14.35%	15.15%	15.24%	15.08%			
Reforecast: month	233,814	253,328	234,282	246,472	226,217	190,749	184,131	226,656	300,340	243,221	279,397	231,393
Reforecast: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,795,649	2,095,989	2,339,210	2,618,607	2,850,000
Reforecast: cumulative FY growth to previous year %	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%	20.50%	19.59%	18.94%	18.13%	17.44%

Appendix 4. Bus (excluding Northern Express) Patronage

Bus - excluding Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,410,157	4,408,736	5,374,783	4,454,848	5,245,850	4,525,656
Previous Year 13/14: Cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505	33,823,241	39,198,024	43,652,872	48,898,722	53,424,378
Target: month	4,390,241	4,991,927	4,423,624	4,558,723	4,403,478	3,366,088	3,415,480	4,375,651	5,423,703	4,553,207	5,284,848	4,508,032
Target: cumulative	4,390,241	9,382,168	13,805,792	18,364,515	22,767,993	26,134,081	29,549,560	33,925,211	39,348,914	43,902,121	49,186,968	53,695,000
Target: cumulative FY growth to previous year %	0.92%	1.40%	1.34%	0.47%	0.68%	0.50%	0.46%	0.30%	0.38%	0.57%	0.59%	0.51%
Actual: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,852,179	3,687,994	4,690,676	5,982,231			
Variance: month to target	188,563	127,729	464,140	421,809	207,920	486,091	272,514	315,025	558,528			
Variance: month to previous year	228,637	217,392	516,418	325,793	275,501	462,244	277,837	281,940	607,448			
Actual: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,718,327	36,409,003	42,391,234			
Variance: cumulative to target	188,563	316,292	780,432	1,202,241	1,410,161	1,896,252	2,168,767	2,483,792	3,042,320			
Variance: cumulative to previous year	228,637	446,029	962,447	1,288,240	1,563,741	2,025,985	2,303,822	2,585,762	3,193,210			
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	7.64%	8.15%			
% cumulative change to target	4.30%	3.37%	5.65%	6.55%	6.19%	7.26%	7.34%	7.32%	7.73%			
Reforecast: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,852,179	3,687,994	4,690,676	5,982,231	4,795,234	5,565,765	4,747,767
Reforecast: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,718,327	36,409,003	42,391,234	47,186,468	52,752,233	57,500,000
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	7.64%	8.15%	8.09%	7.88%	7.63%

Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	415,541	406,874	332,410
Previous Year 13/14: Cumulative	402,275	781,740	1,121,769	1,571,832	2,008,707	2,495,344	2,996,794	3,460,999	3,955,122	4,370,663	4,777,537	5,109,947
Target: month	409,909	399,719	360,769	450,548	449,046	482,209	534,030	509,857	527,449	455,740	436,830	363,894
Target: cumulative	409,909	809,628	1,170,397	1,620,945	2,069,991	2,552,200	3,086,230	3,596,087	4,123,536	4,579,276	5,016,106	5,380,000
Target: cumulative FY growth to previous year %	1.86%	3.57%	4.33%	3.12%	3.05%	2.28%	2.98%	3.90%	4.26%	4.77%	4.99%	5.28%
Actual: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	555,833	547,427			
Variance: month to target	-43,614	-18,906	10,657	-18,405	28,938	42,637	59,077	45,976	19,978			
Variance: month to previous year	-35,980	1,348	31,397	-17,920	41,109	38,209	91,657	91,628	53,304			
Actual: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,702,092	4,249,519			
Variance: cumulative to target	-43,614	-62,520	-51,863	-70,268	-41,330	1,307	60,384	106,005	125,983			
Variance: cumulative to previous year	-35,980	-34,632	-3,235	-21,155	19,954	58,163	149,819	241,093	294,397			
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%	6.97%	7.44%			
% cumulative change to target	-10.64%	-7.72%	-4.43%	-4.33%	-2.00%	0.05%	1.96%	2.95%	3.06%			
Reforecast: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	555,833	547,427	435,306	417,243	347,578
Reforecast: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,702,446	4,249,873	4,685,179	5,102,422	5,450,000
Reforecast: cumulative FY growth to previous year %	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%	6.98%	7.45%	7.20%	6.80%	6.65%

Appendix 6: Public Transport Promotional Activities – February 2015

Back to School AT HOP campaign

AT encounters seasonal issues that occur when children are going back to school such as:



- Lost AT HOP card
- Credit card expired
- Parents unaware of concessions and paying too much

This campaign is targeted towards parents whose children are starting a new school travel this year.

The campaign has an additional emphasis on setting up 'Auto Top Up' on AT HOP cards so they never have to worry about their child being stranded without credit on their card.

We are delivering an integrated media campaign combining various media channels, together with an information pack that will be delivered to schools via AT's Community Transport Coordinators. The pack will contain a letter addressed to the principal, printed promotional material and a USB stick with all promotional material and images which can be printed

or used to insert into their printed or digital newsletter.

Fare Change


The annual fare change was implemented on 29 March and communication campaign started on 16 March.

150,000 bus & train brochures and 10,000 ferry brochures were distributed by operators, AT CSCs, AT HOP retailers and AT Ambassadors. An EDM was sent to 155,000 email addresses.

Messages were sent to schools via our CT team and via VPIDs, text messages, the AT website and operators' websites, posters on buses, ferries and trains. Posters were placed at key train stations and some bus stops.

AT Ambassadors worked at CityLink bus stops to explain the changes and the AT HOP transfer discount that will provide free use of the CityLink for those transferring from other bus and train services.


Bus, Train and Ferry fares are changing on Sunday 29 March 2015



Swap to HOP.
 AT HOP is at least 20% cheaper than the single trip cash fare (excludes NiteRider, Airbus Express and Waheke ferry services).

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

For more information visit AT.govt.nz/farechange or phone 09 366 6400
 @AkTransport



CityLink fare changes from 29 March 2015

	CASH		AT HOP	
	Currently	From 29 March	Currently	From 29 March
Adult fare*	\$20	\$120	\$2	\$20
Child fare**	\$0.30	\$0.30	\$0	\$0.30
Tertiary	Adult fare applies.	Adult fare applies.	\$0	\$0.60

*AT HOP child and tertiary fares only apply if the AT HOP card is registered and the correct concession is applied to it.


	FARE	DISCOUNT
Adult	\$20	\$0.30
Child	\$0.30	\$0.60
Tertiary	\$0.60	\$0.60

* Does not include Airbus Express or NiteRider bus services.
 To qualify for the CityLink transfer discount:
 • Payment must be made with an AT HOP card for a trip in the journey if you use a monthly pass or day pass, no discount will be applied.
 • The discount only applies if it is the second or third leg of a journey.
 • A tag on for a new trip must be performed within 30 minutes of the tag off for the previous trip.
 • The maximum duration from the first tag on to last tag off is 4 hours (once total journey cannot exceed 4 hours).

Other bus, train and ferry fares are also changing from 29 March 2015.

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

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



AT HOP Concessions and Renewals

All existing tertiary and secondary student concessions on AT HOP cards were due to expire on 31 March 2015 after which time cards will revert to an adult profile and students will be charged adult fares. In March 2015 there were approximately 60,000 students returning to renew the concession on their card. Currently, the loading of any concession onto an AT HOP card is a “card present transaction”, undertaken at a Customer Service Centre.

AT is delivering an integrated media campaign combining various channels but the focus will be on direct marketing to students mainly via email.



TIME TO RENEW YOUR STUDENT CONCESSION.

Tertiary and secondary student concessions on AT HOP cards must be renewed by 31 March 2015.

APPLY NOW!

TERTIARY ID STICKER
 H000001
 EXP: 31/08/15

TERTIARY ID STICKER
 F000001
 EXP: 31/03/16

For more information visit:
AT.govt.nz/concessions or phone 09 366 4467.
 @AkTransport

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



Hidden Treasures of the Harbour – Ferry Leisure Campaign

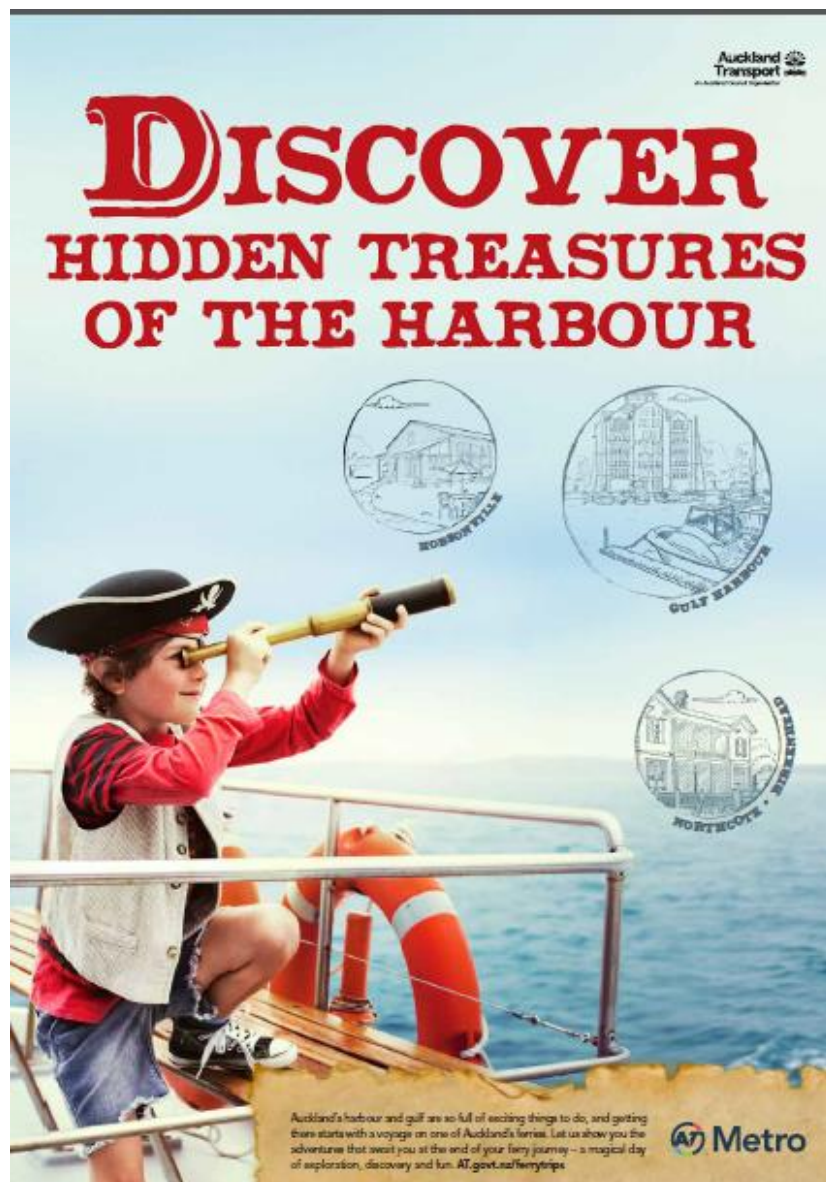
Ferry services within Auckland have been steadily growing in recent years, both in destinations

served (12 plus Waiheke) from the City Centre and in the frequency of services and patronage. Marketing activity has predominantly focussed on the initial launch of the service or expanded timetable with a particular emphasis on the commuter market.

This campaign is the first to focus on a leisure market articulating the reasons why using a ferry is a great way to see some of the beautiful and fascinating places of the city. Targets for this campaign during 2015 are to increase leisure patronage by 15,900. The campaign pivots off a video shown on TrueView (ads that precede videos on YouTube).

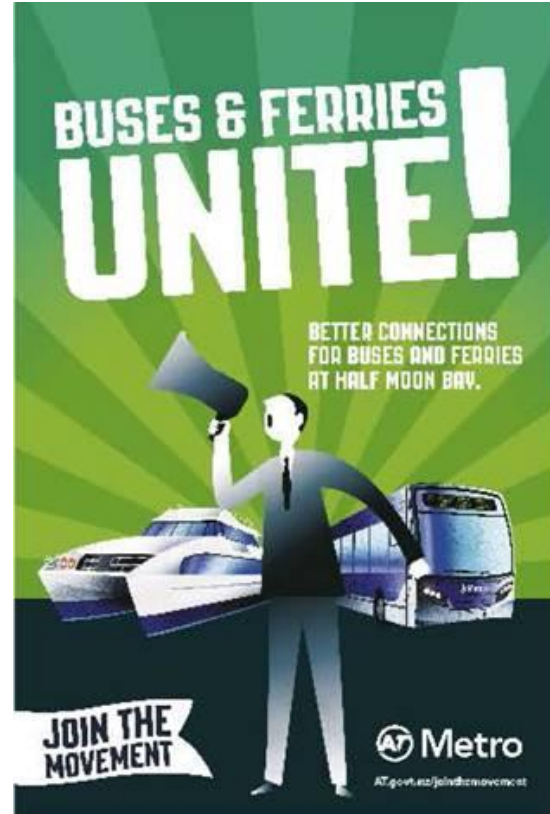
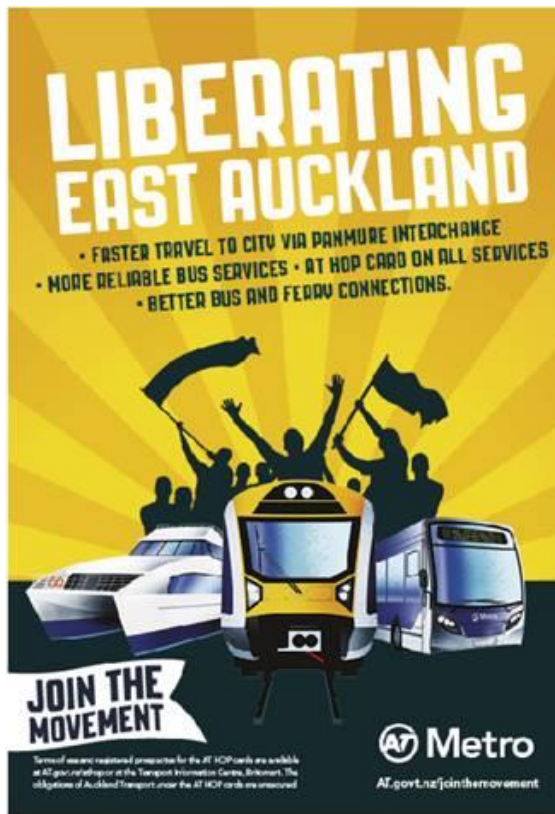
There has also been press coverage in the NZ Herald, Tourist publications and outdoor media.

To see the video go to www.at.govt.nz/ferrytrips



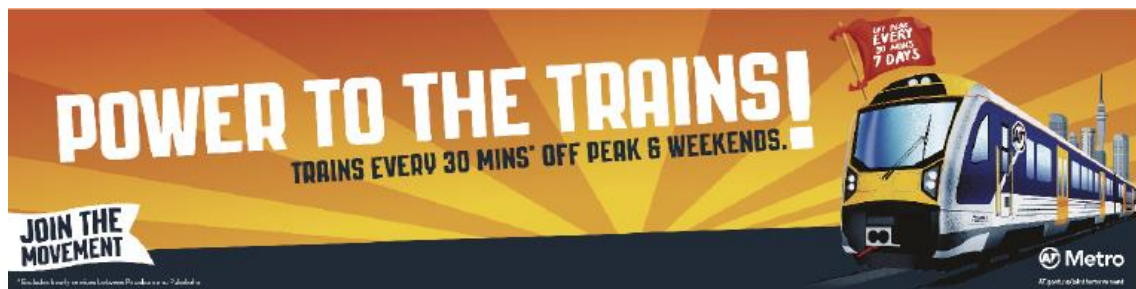
East Auckland Campaign

There have been a number of incremental improvements in East Auckland (timetables, Panmure Interchange, AT HOP, connections at Half Moon Bay) that makes the public-transport proposition a great deal stronger than it was 12 months ago.



Rail Summer 2015 Campaign 1 Feb – 31 Mar 2015

This campaign launches improved frequency combined with the implementation across the network of electric services.



Additional Half Moon Bay ferry sailing for March

AT advised Half Moon Bay ferry customers about an additional ferry sailing at 6.15am for March to help with capacity issues.

 Metro

Additional 6.15am Ferry Sailing from Half Moon Bay extended until 2nd of April

 Additional ferry sailing departing from Half Moon Bay at 6.15am will run until the 2nd of April, not the 31st of March as previously advertised.

It will arrive at the Downtown Ferry terminal at approximately 6.50am.

For more information visit AT.govt.nz/timetables or phone 09 356 6400



 Auckland Transport

Special Events – ICC Cricket World Cup 2015 week 3 – 14 March

On the 14th of March the third ICC CWC match was held at Eden Park – India v Zimbabwe. AS per the previous CWC matches, travel on trains and special event buses was included with the match ticket. Reports indicate that over 40% of people attending the event took public transport.

ICC Cricket World Cup 2015 week 4 (Semi Final) – 24 March

On the 24th of March the fourth ICC CWC match was held at Eden Park – Semi Final, New Zealand v South Africa. AS per the previous CWC matches, travel on trains and special event buses was included with the match ticket. Reports indicate that over 42% of people attending the event took public transport.

ICC Cricket World Cup 2015 Semi Final
 2pm Tuesday 24 March, Eden Park

Train

Travel on trains is included with your ticket to the ICC Cricket World Cup 2015. Additional services will be operating on all lines and you can travel from 12 noon to 3pm and until end of service post-match. Services from Britomart terminate at Kingsland Station and services from Waitakere terminate at Morningside Station.

Kingsland Station is just across the road from Eden Park and a mobility shuttle will be operating from Morningside Station for those unable to walk the distance.

Bus

Travel on event buses is included with your ticket to the ICC Cricket World Cup 2015. Event buses depart:

- North Shore – Albany Bus Station approx. every 10 mins between 12 noon and 3pm, running via all Northern Busway stations.
- Takapuna – 142-146 Hurstmere Rd approx. every 15 mins between 12 noon and 3pm.
- City Centre – Civic Theatre, Queen St approx. every 5 mins between 12 noon and 3pm
- Newmarket/Mt Eden – 19 Remuera Rd approx. every 10 mins between 12 noon and 3pm, running via Mt Eden Train Station and Mt Eden Village.
- South/East – Manukau City Centre (Leyton Way – stop 6920) approx. every 15 mins between 12 noon and 3pm, running via Botany Town Centre (Town Centre Drive – stop 6231) and Pakuranga Plaza (outside Farmers).

Private Vehicle

Road closures and parking restrictions will affect streets around Eden Park on game day. Limited mobility parking areas are available on Cricket Ave.

Walking

Eden Park is approximately 4.5km (50 minute walk) from Queen Elizabeth Square in the CBD. Walk up Queen St, turn right onto Karangahape Road and follow this onto Great North Road. When you get to Bond Street turn left and follow this road up to the Eden Park Precinct.

Rain Date

If the match is rained out on Tuesday 24 March and postponed to Wednesday 25 March, all the special event public transport services will remain in place and be operating to their advertised times.

For full details of special event public transport services visit AT.govt.nz/events



Special Events – ITU Triathlon 28 & 29 March

The ITU Triathlon was held on Saturday 28 and Sunday 29 March. There were no special event services for this event, focus was on managing the disruptions caused by CBD road closures. Press adverts ran w/c 22 March in the North Shore Times, Central Leader, Manukau Courier and Western Leader.



Saturday 28 and Sunday 29 March ITU Triathlon

There will be multiple road closures in place on Saturday 28 and Sunday 29 March to accommodate the ITU Triathlon. These closures will affect bus services in the city centre and Tamaki Drive.

If you're attending the event, or wish to travel through this area, please plan your travel in advance and allow extra time.

Visit AT.govt.nz for more information.

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



Easter timetables for buses, trains and ferries Friday 3 to Monday 6 April 2015



Buses

On Good Friday and Easter Monday buses will run to a public holiday (Sunday) timetable. Airbus Express and Airporter 380 services will operate as normal. There will be no Good Friday NiteRider services. (NiteRider will run as normal on Saturday night/Sunday morning).



Trains

Train services will be replaced by buses due to ongoing improvement works. Bus replacement will operate Good Friday to Easter Monday on a special holiday timetable.



Ferries

Devonport, Waiheke, Half Moon Bay, Birkenhead, Northcote Point and Bayswater: On Good Friday and Easter Monday a Public Holiday (Sunday) timetable will apply.

West Harbour, Hobsonville, Beach Haven, Pine Harbour, Gulf Harbour and Stanley Bay:
 No services on Good Friday or Easter Monday.



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

