

# Public Transport Monthly Patronage – March 2014

## Recommendations

It is recommended that the board:

- i. Notes this paper.

## Executive summary

Auckland public transport patronage totalled 71,108,511 (adjusted to 71,000,588 to account for a patronage reporting anomaly on the Waiheke Ferry service<sup>1</sup>) passengers for the 12 months to Mar-2014, an increase of +0.7% (adjusted to +0.8%<sup>1</sup>) on the 12 months to Feb-2014.<sup>1</sup> March monthly patronage was 7,305,925, an increase of 510,826 boardings (adjusted to 573,994<sup>1</sup>) or +7.5% on Mar-2013 (adjusted to +8.5%<sup>1</sup>), normalised to ~ +3.9% accounting for additional special event patronage and one more business day and one less weekend day in Mar-2014 compared to Mar-2013.

Notable is the 12 month cumulative record patronage recorded on rail, Northern Express and the Rapid Transit Network (RTN), and record single month results for rail Southern / Eastern Line, Northern Express and Other Bus (excluding Northern Express) services.

Rail patronage totalled 11,050,980 passengers for the 12 months to Mar-2014, an increase of +1.6% on the 12 months to Feb-2014 and +11.0% on the 12 months to Mar-2013. Patronage for Mar-2014 was 1,174,588 an increase of 171,621 boardings or +17.1% on Mar-2013, normalised to ~ +7.3%. Year to date rail patronage has grown by +14.0%.

The Northern Express bus service carried 2,371,275 passenger trips for the 12 months to Mar-2014, an increase of +1.3% on the 12 months to Feb-2014 and +6.4% on the 12 months to Mar-2013. Northern Express bus service patronage for Mar-2014 was 262,431, an increase of 31,323 boardings or +13.6% on Mar-2013, normalised to ~ +8.5%. Year to date Northern Express patronage has grown by +5.6%.

Other bus services carried 52,429,668 passenger trips for the 12 months to Mar-2014, an increase of +0.7% on the 12 months to Feb-2014 and +1.9% on the 12 months to Mar-2013. Other bus services patronage for Mar-2014 was 5,374,783, an increase of 368,902 boardings or +7.4% on Mar-2013, normalised to ~ +3.8%. Year to date other bus patronage has grown by +3.1%.

Ferry services carried 5,256,588 (adjusted to 5,148,665<sup>1</sup>) passenger trips for the 12 months to Mar-2014, a decrease of -1.1% (adjusted to +0.04%<sup>1</sup>) on the 12 months to Feb-2014 and -4.1% on the 12 months to Mar-2013 (adjusted to +5.0%<sup>1</sup>). Ferry services patronage for Mar-2014 was 494,123, a decrease of -61,020 boardings or -11.0% (adjusted to +2,148 or +0.4%<sup>1</sup>). Year to date ferry patronage has decreased by -5.9% (adjusted to +197,678 passengers or +5.3%<sup>1</sup>).

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<sup>1</sup> Note: Due to a reporting anomaly on the Waiheke Island to Devonport ferry service the previous year's 2011/12 (July 2011 to June 2012) & 2012/13 (July 2012 to June 2013) annual reported patronage for public transport and ferry totals have been overstated. Similar anomalies in the reporting for this financial year 2013/14 (July 2013 to June 2014) have been corrected. Adjusted figures using corrected data for all years are provided in brackets where relevant throughout this report.

Summary performance against SOI targets is provided in Table 1 (unadjusted for the Waiheke Ferry reporting anomaly).

March 2014							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	Target	Actual	Variance
<b>Rail</b>	↑ 17.1%	↑ 7.3%	↑ 11.0%	↑ 14.0%	14.5%	14.0%	↓ -0.4%
<b>NEX</b>	↑ 13.6%	↑ 8.5%	↑ 6.4%	↑ 5.6%	9.2%	5.6%	↓ -3.3%
<b>Bus</b>	↑ 7.4%	↑ 3.8%	↑ 1.9%	↑ 3.1%	7.9%	3.1%	↓ -4.5%
<b>Ferry</b>	↓ -11.0%	↓ -3.1%	↓ -4.1%	↓ -5.9%	4.3%	-5.9%	↓ -9.8%
<b>Total</b>	↑ 7.5%	↑ 3.9%	↑ 2.9%	↑ 4.0%	8.6%	4.0%	↓ -4.3%

Table 1. Summary performance against SOI Targets (unadjusted for Waiheke Ferry reporting anomaly)

## 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.

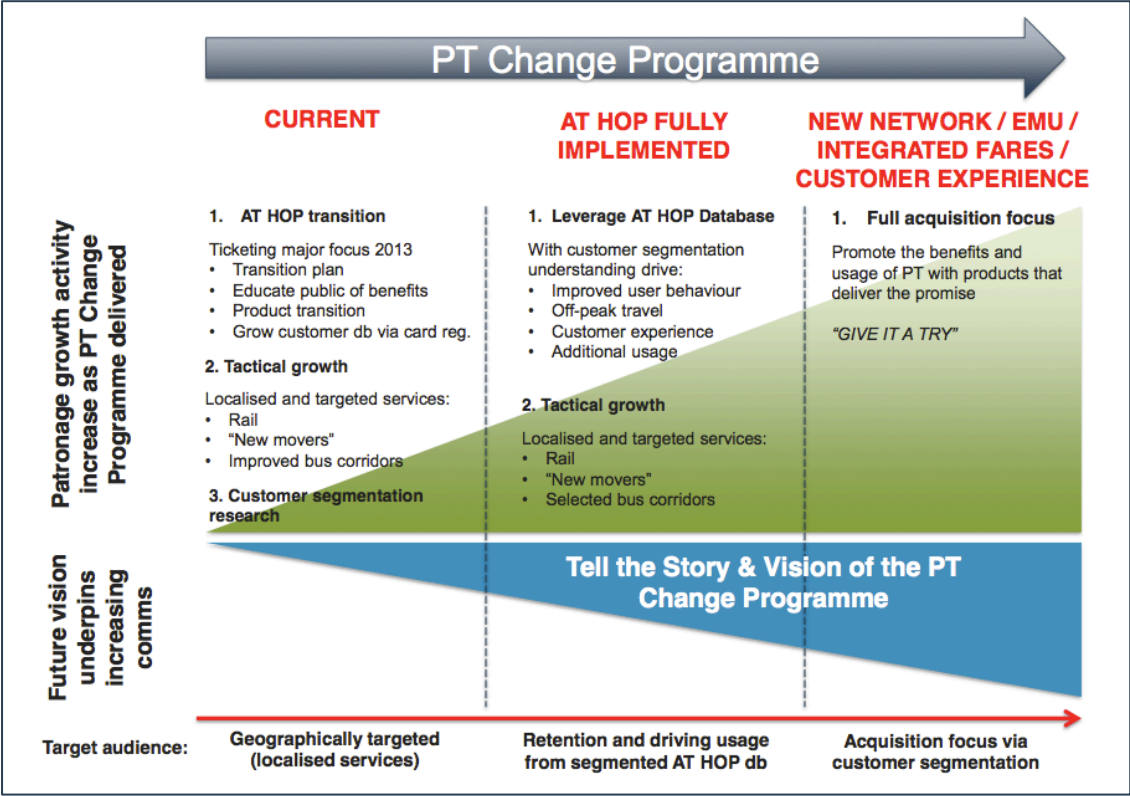


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

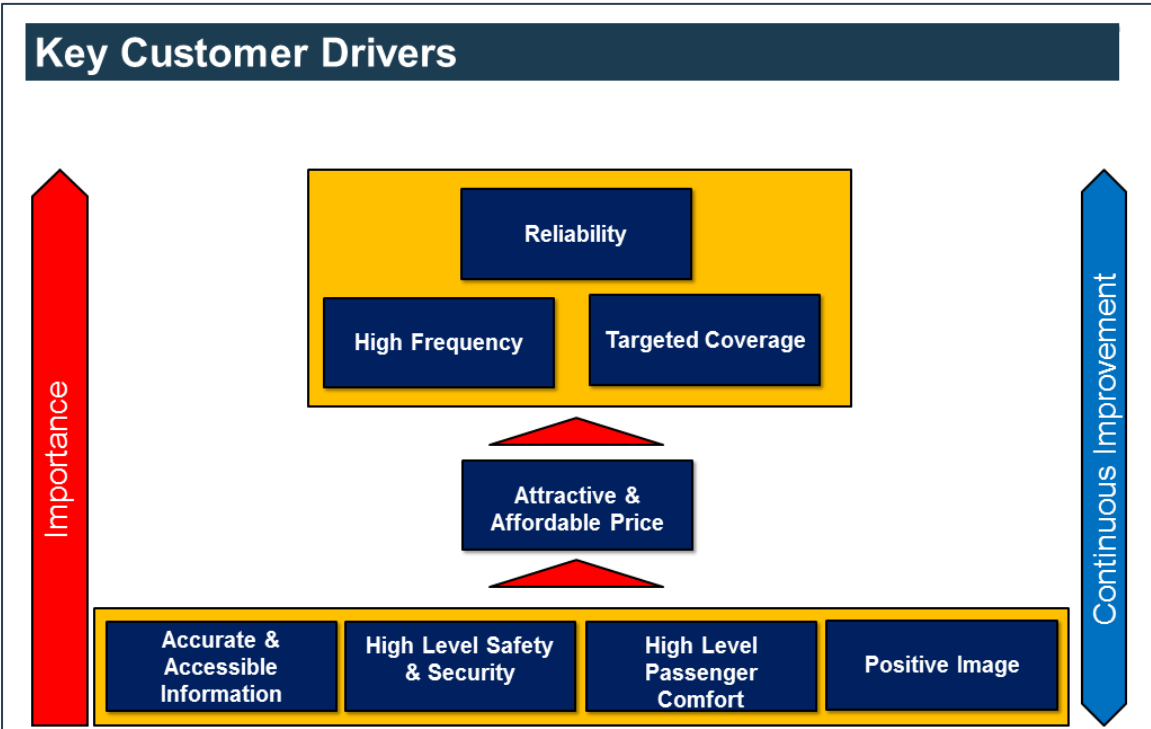
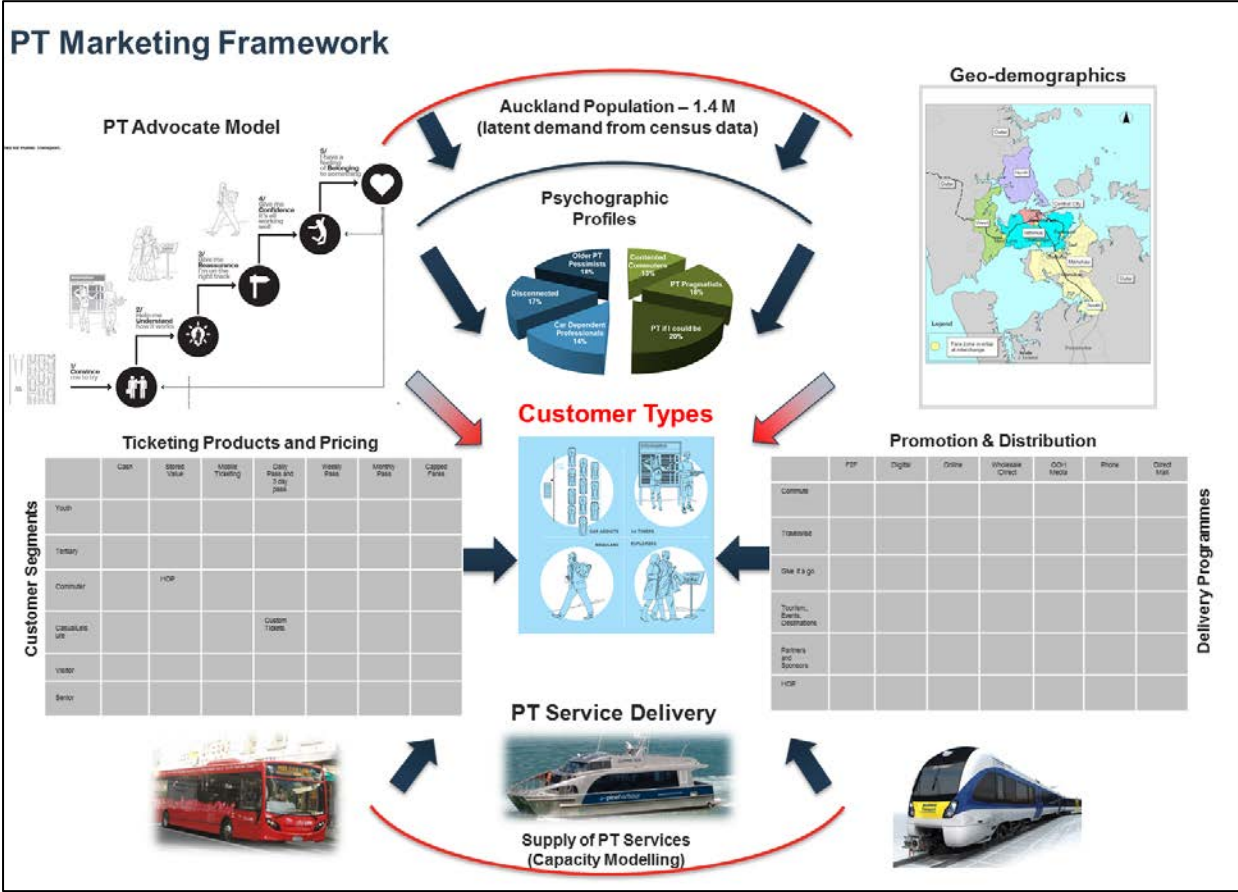


Fig 3. Key Customer Growth Drivers

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 mapped against the 2013 market segmentation and psychographic profiles, recent customer type research from the PT Customer Experience research project, service performance and quality as part of the 2014/15 modal business growth and acquisition plan developments.

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

### Attachments

Number	Description
1	Monthly PT Patronage Report – March 2014

## Document Ownership

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## Glossary

Acronym	Description
AT	Auckland Transport
EMU	Electric Multiple Units
MoT	Ministry of Transport
PT	Public Transport
PTOM	Public Transport Operating Model
RPTP	Regional Public Transport Plan
RTN	Rapid Transit Network

# ATTACHMENT 1:

## MONTHLY PT PATRONAGE REPORT – Mar 2014

### Network Wide Summary

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

- Additional special event patronage in Mar-2014 compared to Mar-2013 (~+0.6% impact network wide and ~+1.8% rail), including the Warriors and Super Rugby at Eden Park, Bruce Springsteen Concert at Mt Smart Stadium and a number of other concerts at Vector Arena.
- One weekend equivalent full rail network closure and additional early evening ramp-downs placed on the Eastern and Western Lines during Mar-2014. Overall impact was the same in Mar-2014 as Mar-2013.
- Easter 2013 fell between 29 March - 1 April while it falls in April 2014.

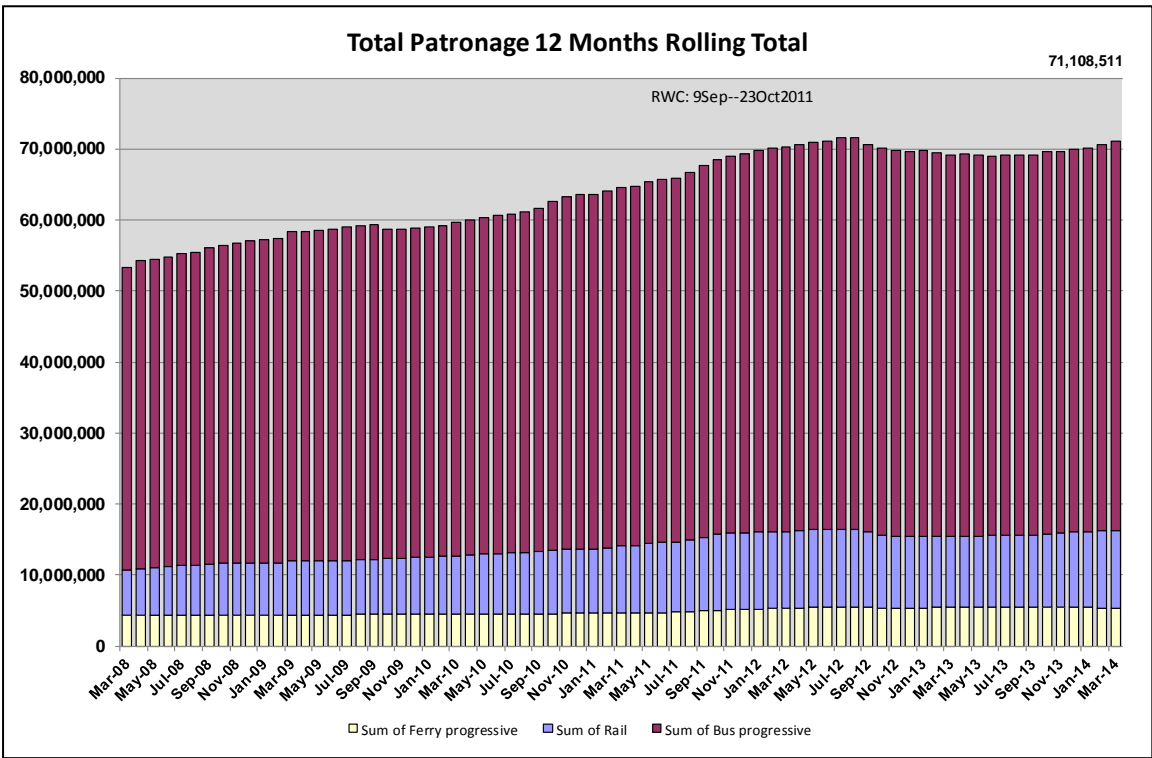


Fig 4. Total Patronage – 12 Months Rolling Total

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

For the financial year-to-date, nine months from Jul-2013, patronage has increased by +4.0% or 2,033,571 boardings (adjusted to +4.9% and 2,480,879 boardings<sup>1</sup>) and compared to the same period in the previous financial year.

	FY 2013/14 Year-to-date March 2014			12 Months			
	Previous Year 2012/13	SOI 2013/14	Actual 2013/14	Previous Year 2012/13 to Jun 13	Actual rolling total to Mar 13	SOI 2013/14 to Jun 14	Forecast 2013/14 to Jun 14
<b>1. Rail</b>	7,212,556	8,256,935	8,224,730	10,038,806	11,050,980	11,440,000	11,200,000
<b>2. Northern Express Bus</b>	1,659,913	1,811,886	1,752,603	2,278,585	2,371,275	2,456,000	2,385,000
<b>3. Quality Transit and Local Bus (Including School Bus)</b>	38,019,687	41,034,786	39,198,024	51,251,331	52,429,668	54,763,000	52,300,000
<b>4. Ferry</b>	4,204,752	4,386,042	3,955,122	5,506,218	5,256,588	5,719,000	5,300,000
<b>Total Patronage</b>	<b>51,096,908</b>	<b>55,489,649</b>	<b>53,130,479</b>	<b>69,074,940</b>	<b>71,108,511</b>	<b>74,378,000</b>	<b>71,185,000</b>
<b>Ferry - (Adjusted for 2011/12 &amp; 2013/14)</b>					5,148,665		
<b>Total Patronage</b>	<b>51,096,908</b>	<b>55,489,649</b>	<b>53,130,479</b>	<b>69,074,940</b>	<b>71,000,588</b>	<b>74,378,000</b>	<b>71,185,000</b>

Fig 5. Summary of Patronage by mode

## 1. Rail

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

- Patronage totalled 11,050,980 passengers for the 12-months to Mar-2014 a change of + 1.6% compared with the 12-months to Feb-2013 (Figure 6).
- Patronage for Mar-2014 was 1,174,588 boardings, a change of +17.1% (171,621 boardings) on Mar-2013.

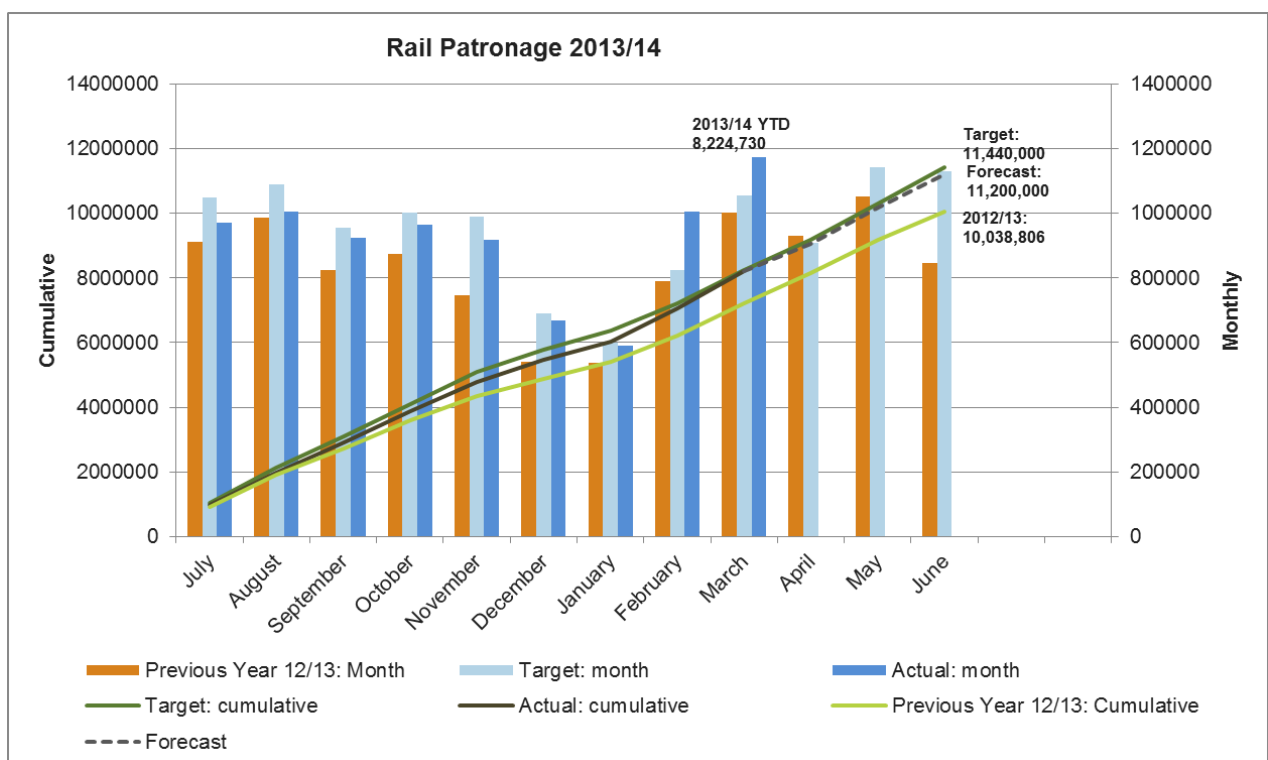


Fig 6. Rail – Patronage results vs target and previous year



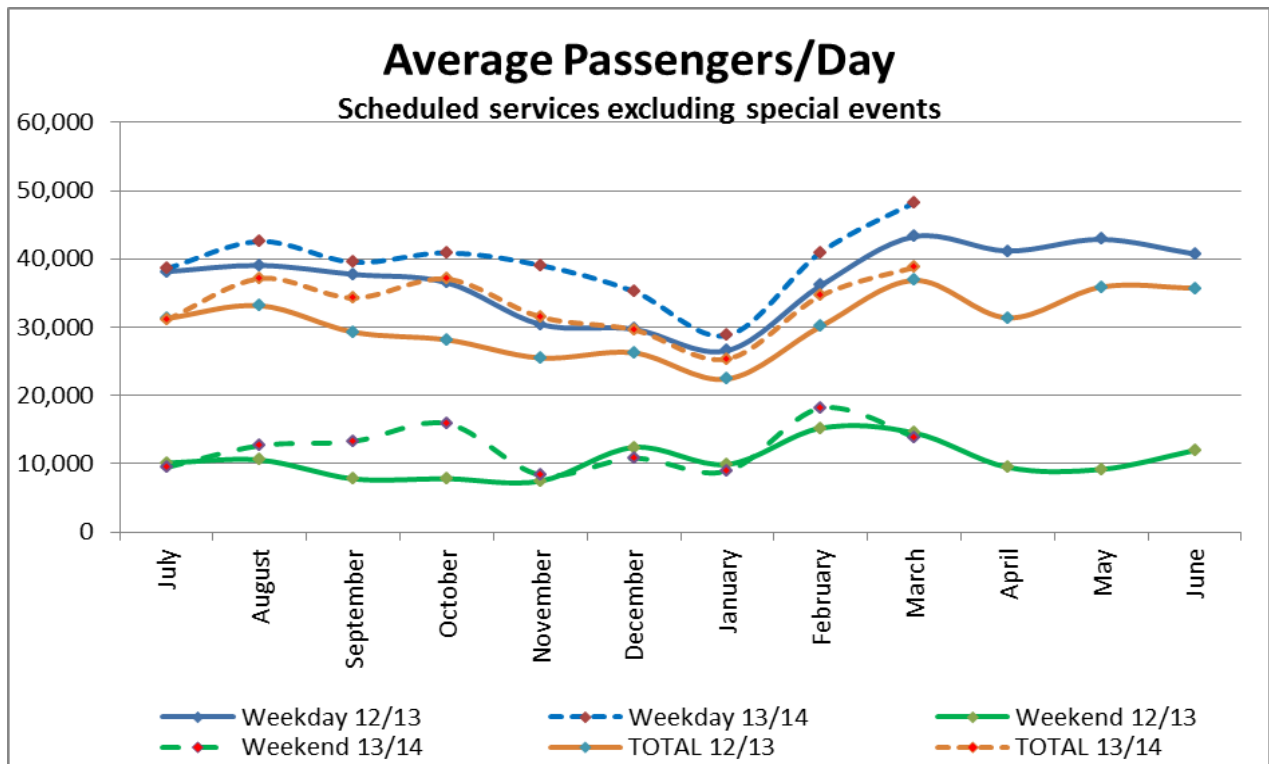


Fig 7. Rail – Average passengers per weekday

### March Activity Summary

Patronage impacts include:

- The start of the tertiary year heralded ‘March Madness’ and an upsurge in patronage.
- A high number of large events made a significant contribution to patronage.
- Additional line closures – including early ramp down of services on the Western Line midweek - requested by KiwiRail to facilitate the completion of electrification works.
- Electric train safety campaign continued and the electric train launch campaign started with billboards, station signage and a 15 second teaser advert on TV.
- Transdev continued their focus on revenue protection and the “Ugly” revenue protection campaign started.
- “New Movers” programme continued, with 769 homes receiving the pack in March.

### Key Activities for April

- Electric train campaign ramps up with 30 second TV advert supported by radio, newsletters and an information brochure for current commuters.
- Electric train launch event on the 27<sup>th</sup> April.
- The first electric trains will start scheduled service on 28<sup>th</sup> April from Onehunga.
- The AT HOP Top Tips campaign will be rolled-out on-board trains to encourage AT HOP card uptake and assist in reducing fare evasion.

- The Easter weekend will be used to continue electrification work on other lines, with no train running Good Friday (as normal) and bus replacements for the remainder of the Easter weekend.
- The “New Movers” programme continues.

## 2. Northern Express (RTN Bus)

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

- Patronage totalled 2,371,275 passengers for the 12-months to Mar-2014 (Figure 8), an increase of +1.3% on the 12-months to Feb-2013.
- Patronage for Mar-2014 was 262,431 boardings, an increase of +13.6% (31,323 boardings) on Mar-2013.

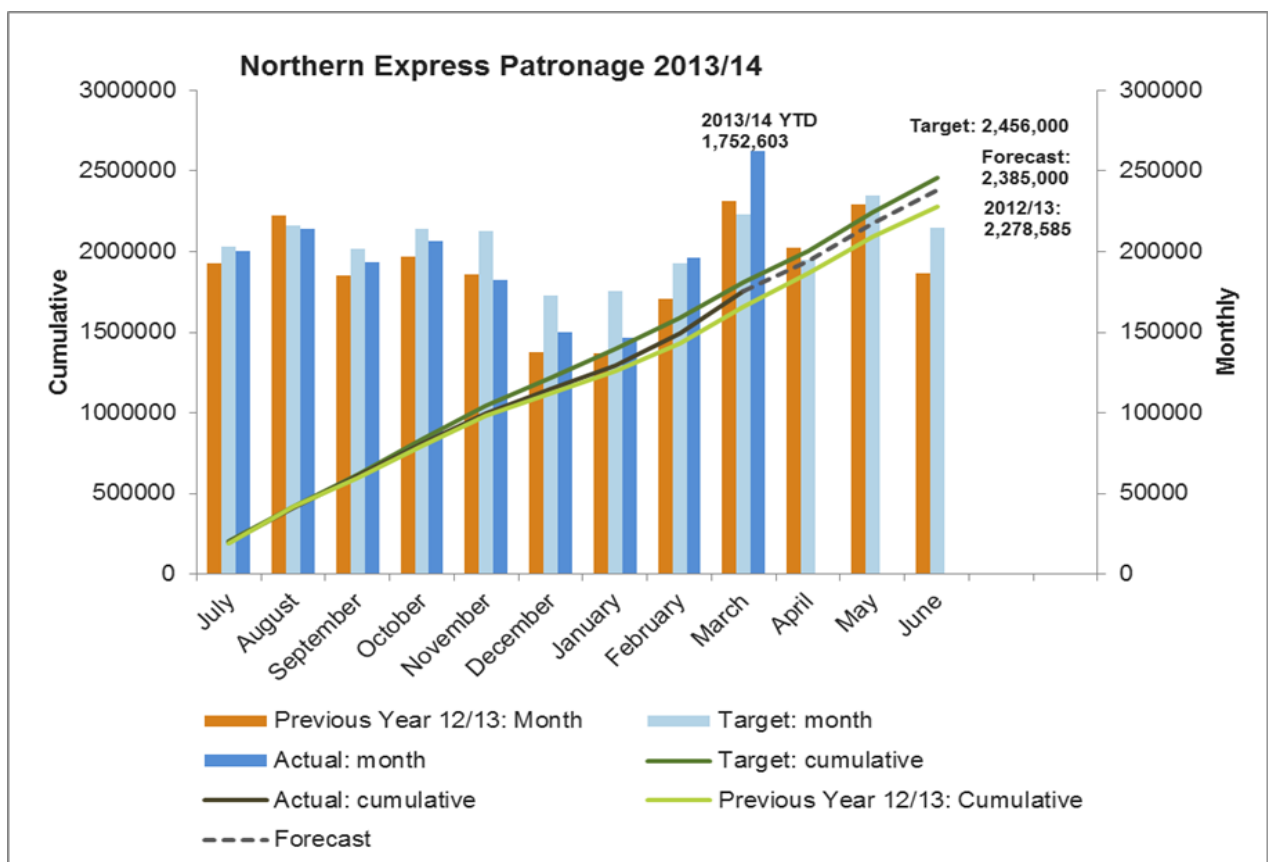


Fig 8. Northern Express – Patronage results vs target and previous year

### Activity Summary for March

Patronage impacts include:

- The start of the tertiary year heralded ‘March Madness’ and an upsurge in patronage.
- Northern Express free weekends continued on – 1<sup>st</sup> & 2<sup>nd</sup> March with a supporting promotional campaign. The weekend saw 9,120 passengers travel. This was, approximately 100% growth on a typical weekend patronage. Current consideration for repeating the promotion at specific weekends up to the end of June, subject to underlying growth trends following the campaigns in December, January, February and March.
- “New Movers” programme continues. 769 homes received the pack in March.

**Key Activities for Northern Express in April:**

- Northern Express free weekends.
- “New Movers” programme continues.

**3. Bus (Other)**

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

- Patronage totalled 52,429,668 passengers for the 12-months to Mar-2014 a change of +0.7% compared with the 12-months to Mar-2013 (Figure 9).
- Patronage for Mar-2014 was 5,374,783 boardings, a change of +7.4% (368,902 boardings) on Feb-2013.

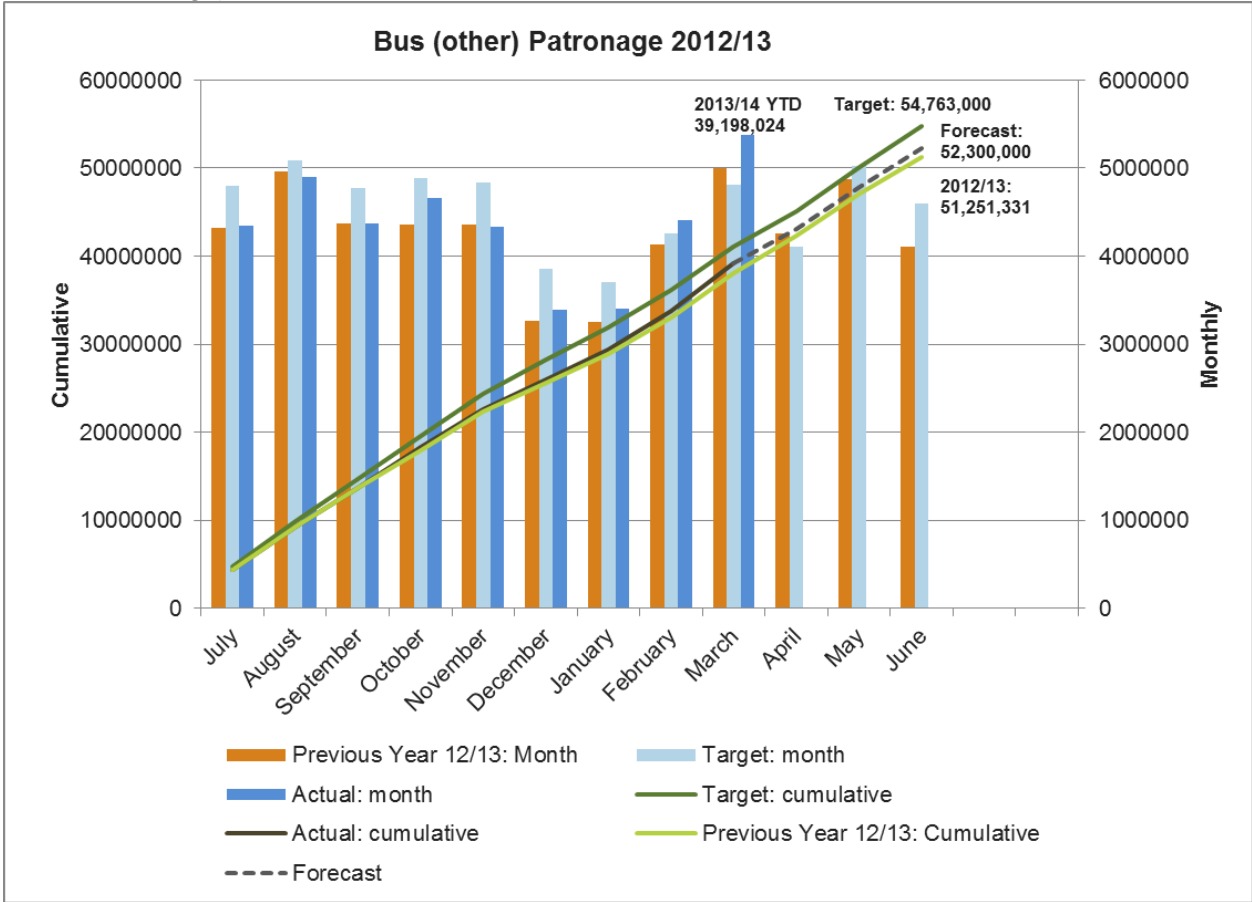


Fig 9. Bus (other) – Patronage results vs target and previous year

## **Activity Summary for March**

Patronage impacts include:

- The start of the tertiary year heralded 'March Madness' and an upsurge in patronage.
- "New Movers" programme continues. 769 homes received the pack in March.
- A major campaign promoting City LINK service improvements to Wynyard Quarter launched March 31<sup>st</sup> to coincide with the doubling of frequency between Britomart and Wynyard Quarter. The campaign will raise awareness of the City LINK and aims to firmly establish the service as 'the way to travel around central Auckland.'
- AT HOP rollout of Waiheke Bus, Tranzit, Party Bus and Airbus bus services in March, completing the rollout across all modes.
- 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.
- Retention campaign continues to thank existing customers for their choice to use the bus, reminding them of the reasons why they choose to use the bus in the first place.
- Te Atatu Peninsula billboard campaign promoting express services.
- School Bus campaign promoting school timetables to parents. Campaign features print media across Auckland including NZ Herald and local papers.

## **Key activities for April**

- 'Central Corridors' Travel Myths campaign continues.
- Travel Myths campaign launched to North Shore Corridors.
- City LINK campaign continues.
- Te Atatu Peninsula billboard promoting the new Express services continues.
- "New Movers" programme continues.

## 4. Ferry

Due to a reporting anomaly on the Waiheke Island to Devonport ferry service the previous year's 2011/12 (July 2011 to June 2012) & 2012/13 (July 2012 to June 2013) annual reported patronage for public transport and ferry totals have been overstated. Similar anomalies in the reporting for this financial year 2013/14 (July 2013 to June 2014) have been corrected. Adjusted figures using corrected data for all years are provided in brackets where relevant throughout this report.

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,256,588 (adjusted to 5,148,665) passengers for the 12-months to Mar-2014 a decrease of -1.1% (adjusted to +0.04%) on the 12 months to Feb-2013.
- Financial year to date patronage was 3,955,122 a decrease of -5.9% (adjusted to +5.3%).
- Patronage for Mar-2014 was 494,123 boardings, a decrease of -11.0% (adjusted to +0.4%) or -61,020 (adjusted to +2,148) boardings on Mar-2013 (Figure 10).

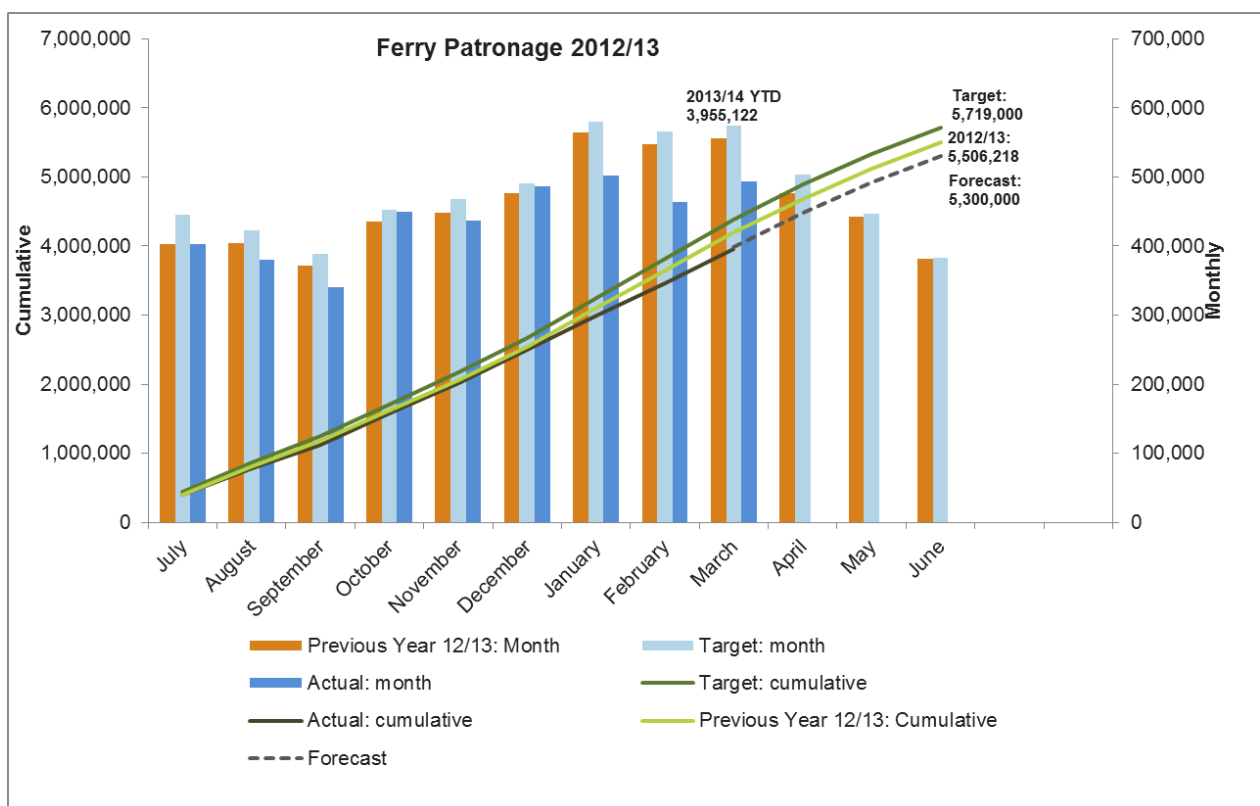


Fig 10. Ferry – Patronage results vs target and previous year (unadjusted for Waiheke Ferry reporting anomaly)

### Activity Summary for ferry in March

- 10 trip tickets will no longer be accepted on contracted ferry services from 31 March 2014. AT HOP usage over March has increased significantly for ferry, mainly due to tertiary students no longer buying 10 trip tickets.
- New timetable introduced for Pine Harbour ferries from 4 February, providing 50 more seats per trip across the morning peak. Demand for the service has continued to increase and has already outstripped this new capacity. We are working with the operator to reassess the timetable.

- Working on options for additional capacity on West Harbour and Gulf Harbour services. A new 90 seat vessel, Spirit, was introduced into service for the West Harbour service on 4 March. This new vessel will operate on the service along with 49 seat vessels Clipper and Serenity. The new service was immediately popular; on the first sailing of Spirit on Monday 3 March there were 64 passengers. The West Harbour service has seen a 56% jump in patronage since capacity was last expanded in October 2011. There are 14 return trips between West Harbour and Downtown each weekday.



- Work started on upgrading the shelter at Stanley Bay Wharf and is progressing well. Expected completion time is end of April
- Work continues on the upgrade of Devonport wharf. This will be on-going until April/May 2014.
- Work continues on the upgrade of Pier 2 passenger waiting area so that customers are protected from the weather. This work will be completed by end-April.
- An additional vessel was added into the Half Moon Bay service to accommodate the seasonal peak activity, known as 'March Madness'.

#### **Key activities for April**

- Review of bus feeders to ferry services to be undertaken during next quarter.
- Finalising a service improvement plan for Gulf Harbour ferry service.
- Pine Harbour service enhancement review.

## Appendix 2. Rail Patronage

Rail FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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	590,590	1,005,372	1,174,588			
Variance: month to target	-76,212	-85,162	-31,102	-38,400	-71,457	-19,602	-9,641	179,745	119,626			
Variance: month to previous year	59,740	17,104	102,143	91,309	173,228	128,631	52,103	216,295	171,621			
Actual: cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,044,770	7,050,142	8,224,730			
Variance: cumulative to target	-76,212	-161,374	-192,476	-230,876	-302,333	-321,934	-331,575	-151,831	-32,205			
Variance: cumulative to previous year	59,740	76,844	178,987	270,296	443,524	572,155	624,258	840,553	1,012,174			
Actual: cumulative FY growth to previous year	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.52%	13.54%	14.03%			
% cumulative change to target	-7.27%	-7.55%	-6.22%	-5.63%	-5.94%	-5.57%	-5.20%	-2.11%	-0.39%			
Reforecast: month	972,278	1,004,630	925,014	964,380	918,708	669,170	590,590	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	6,044,770	7,050,142	8,224,730	9,061,259	10,176,136	11,200,000
Reforecast: cumulative FY growth to previous year %	6.55%	4.04%	6.57%	7.52%	10.22%	11.72%	11.52%	13.54%	14.03%	11.29%	10.69%	11.57%

### Appendix 3. Northern Express Patronage

Northern Express FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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			
Variance: month to target	-2,719	-1,828	-8,252	-8,137	-30,117	-23,208	-28,556	4,013	39,521			
Variance: month to previous year	7,580	-8,185	8,566	9,041	-3,153	11,897	9,636	25,985	31,323			
Actual: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603			
Variance: cumulative to target	-2,719	-4,547	-12,799	-20,936	-51,053	-74,261	-102,817	-98,804	-59,283			
Variance: cumulative to previous year	7,580	-605	7,961	17,002	13,849	25,746	35,382	61,367	92,690			
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%			
% cumulative change to target	-1.34%	-1.08%	-2.06%	-2.51%	-4.87%	-6.08%	-7.36%	-6.22%	-3.27%			
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

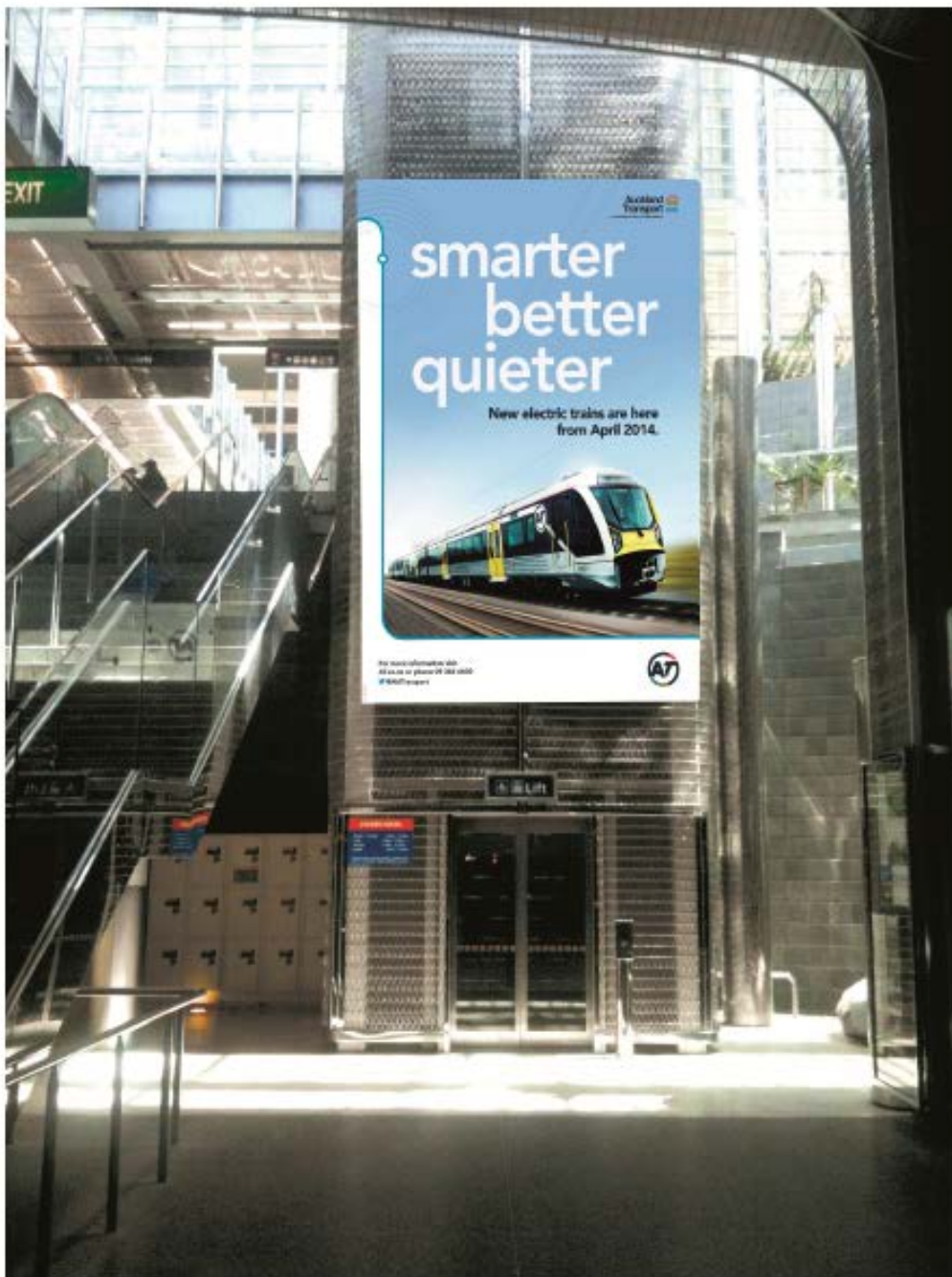
Bus - other FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
Previous Year 12/13: Month	4,322,303	4,956,982	4,366,584	4,356,148	4,361,607	3,261,645	3,255,772	4,132,765	5,005,881	4,257,404	4,869,405	4,104,835
Previous Year 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			
Variance: month to target	-443,716	-189,703	-406,689	-236,350	-504,030	-468,960	-295,066	144,099	563,652			
Variance: month to previous year	27,864	-54,718	4,762	298,591	-25,710	128,290	154,385	275,971	368,902			
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			
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			
Variance: cumulative to previous year	27,864	-26,854	-22,092	276,499	250,789	379,079	533,464	809,435	1,178,337			
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%			
% cumulative change to target	-9.26%	-6.41%	-7.09%	-6.53%	-7.30%	-7.96%	-7.96%	-6.63%	-4.48%			
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 2012-2013	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
Previous Year 12/13: Month	402,696	403,567	371,388	434,697	448,768	476,592	564,337	547,564	555,143	477,163	443,112	381,191
Previous Year 12/13: Cumulative	402,696	806,263	1,177,651	1,612,348	2,061,116	2,537,708	3,102,045	3,649,609	4,204,752	4,681,915	5,125,027	5,506,218
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 %	9.50%	7.55%	6.62%	5.98%	5.59%	5.08%	4.64%	4.45%	4.31%	4.44%	4.13%	3.86%
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			
Variance: month to target	-42,689	-42,720	-48,484	-2,984	-30,667	-3,788	-77,942	-101,757	-79,887			
Variance: month to previous year	-421	-24,102	-31,359	15,366	-11,893	10,045	-62,887	-83,359	-61,020			
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			
Variance: cumulative to target	-42,689	-85,409	-133,893	-136,877	-167,545	-171,333	-249,276	-351,033	-430,920			
Variance: cumulative to previous year	-421	-24,523	-55,882	-40,516	-52,409	-42,364	-105,251	-188,610	-249,630			
Actual: cumulative FY growth to previous year	-0.10%	-3.04%	-4.75%	-2.51%	-2.54%	-1.67%	-3.39%	-5.17%	-5.94%			
% cumulative change to target	-9.59%	-9.85%	-10.66%	-8.01%	-7.70%	-6.42%	-7.68%	-9.21%	-9.82%			
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 %	8.62%	1.32%	-1.76%	-0.33%	-0.84%	-0.28%	-2.26%	-4.21%	-5.10%	-4.24%	-3.95%	-3.75%

# Appendix 6: Public Transport Promotional Activities – February 2014

Hanging banner at Britomart Station platform level



### Story board for 30 second television commercial – new electric trains

Auckland Transport  
Electric Trains  
Post Launch  
30 secs



quieter than ever before.

They're smarter.

They mark a defining moment for the future of our city.  
See more at [AT.co.nz](http://AT.co.nz)

better and

AT. Now's your time to get on board.

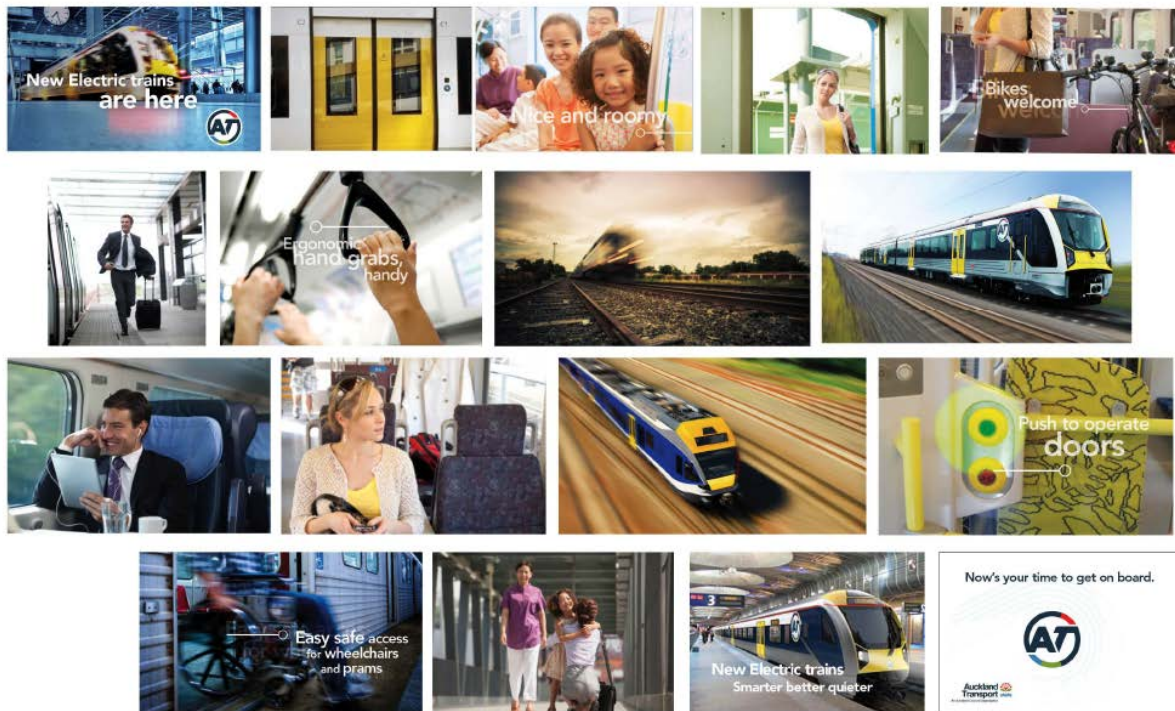
### Britomart Rail Platform posters for electric trains



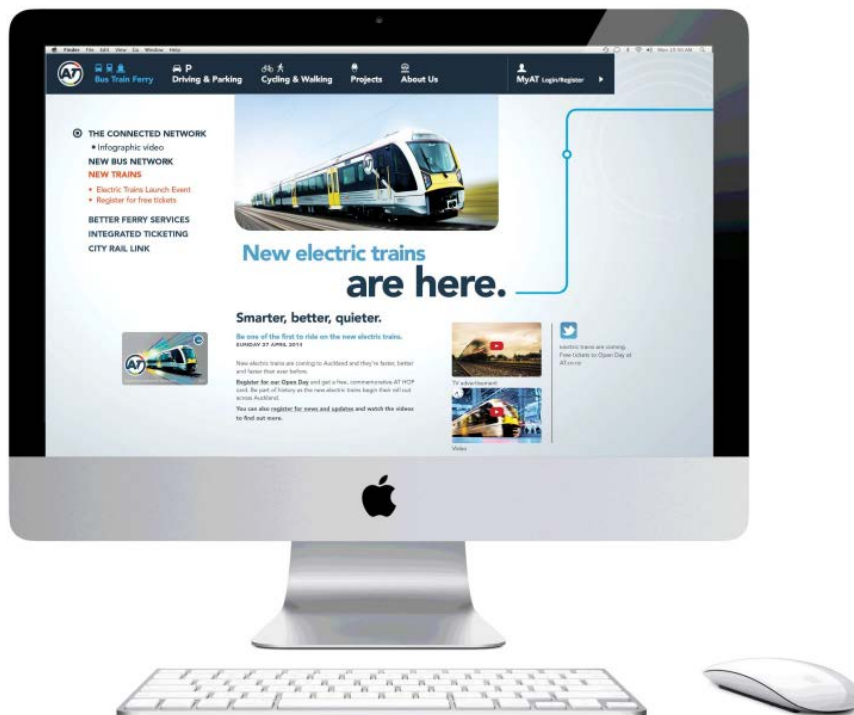
### Newmarket Station large format wall decal for new electric trains



## New electric trains video story board



Video now accessible via the new AT website – [www.at.govt.nz/electrictrains](http://www.at.govt.nz/electrictrains)



Press advert for new electric trains



**smarter  
better  
quieter**

**New electric trains are here.**

57 brand new electric trains are being progressively introduced from April 2014. This means increased comfort, safety and reliability.

Combined with planned timetable improvements, the new trains will be more frequent and will provide the capacity to carry 40% more passengers.

They mark a defining moment for the future of our city.



For more information visit  
[AT.co.nz](http://AT.co.nz) or phone 09 366 6400  
@AucklandTransport



Billboard for new electric trains



**smarter  
better  
quieter**



**New electric trains,  
coming from April 2014.**

For more information visit [AT.co.nz/electrictrains](http://AT.co.nz/electrictrains)  
or phone 09 366 6400 @AucklandTransport



Brochure/hand out for new electric trains

### More quiet.

Electric trains are far quieter than diesel locomotives, a major benefit for those living or working near the rail network.

### More energy efficient.

The trains are powered by overhead 25kV supply; they also have regenerative braking that will produce energy to feed back into the 25kV supply when the trains are braking, allowing a recovery of up to 20% of the energy used.

### How to operate the doors.



When the doors are ready to be opened, the green light on the panel by the door will flash, press the button and the doors will open.

Press the red button to close the doors.

### Safety First.

The new trains are fast and quiet, so you need to watch out. Overhead wires are now live as well, so stay clear.

Overhead rail wires carry 25,000 volts – that's 100 times more powerful than your home power supply.

Children and young people need to know to never muck around near train tracks or overhead wires, as you won't get a second chance.

**Make sure your family gets home safe every time.**

### Proposed introduction timeline.

- **28 April 2014.**  
First electric trains enter service on the Onehunga Line.
- **August/September 2014.**  
Eastern Line, Manukau – Britomart, via Penmure and Glen Innes.
- **Early 2015.**  
Papakura – Britomart.
- **Autumn 2015.**  
Western Line, Henderson/Swanston – Britomart.



AT.co.nz or phone 09 366 6400  
@AkiTransport



## New electric trains are here.

Now's your time to get on board.




# 57

## new electric trains are rolling out across Auckland from April 2014.

### They'll be smarter, better & quieter than ever before.

The new trains feature the latest in train technology and are designed specifically for Auckland. You'll enjoy more comfort, safety and reliability. Combined with timetable improvements, the new trains will be more frequent and able to carry 40% more passengers.



### More comfort.

- New seat layout means better passenger flow and dedicated priority seating.
- Air conditioned to ensure comfortable temperatures in Auckland's variable weather conditions.
- Double glazed windows for peace and quiet.
- No doors between the gangways, so passengers can see and move through the entire three car train.
- Ergonomically designed hand grabs.



### More safety features.

- An on board CCTV system comprising 16 cameras ensures the driver can see all around and inside the train.
- Doors have obstacle detection.
- Emergency call points throughout enable passengers to communicate directly with train crew in the event of an emergency.
- Fire and smoke detection system.
- Fire retardant materials also future-proof the trains for the City Rail Link and any future harbour crossing.

### More accessible.

- Colour contrasted interior and exterior to assist visually impaired.
- Audio and video announcements.
- Generous wide doors for easy entry and exit.
- Priority seating for seniors, prams, wheelchairs and bikes.
- The middle car has platform level boarding access with an automatic ramp to help mobility impaired passengers on and off the train.



### More acceleration.

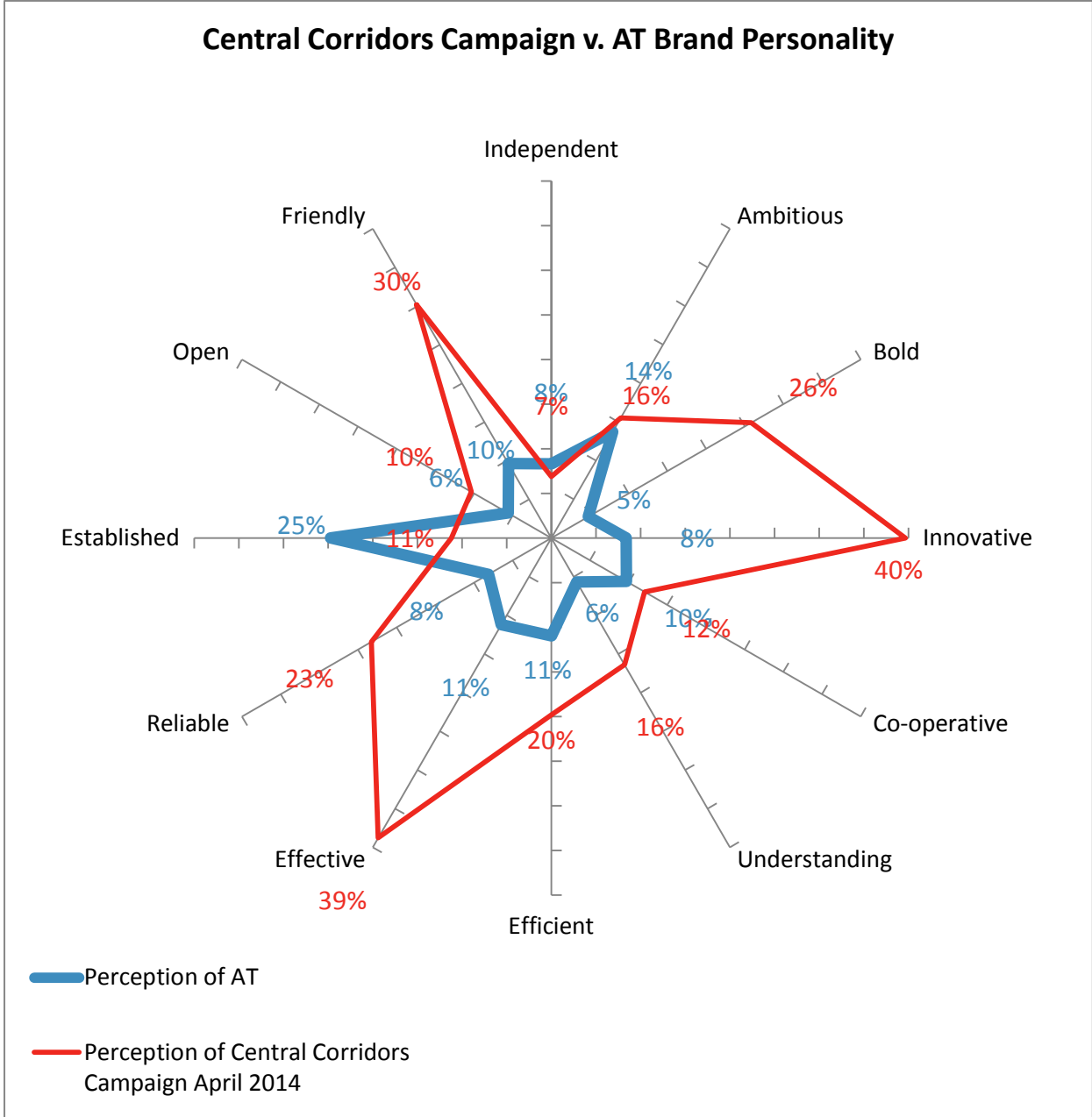
Because of the new lighter, yet stronger construction and powerfully efficient electric motors, these new trains can accelerate twice as fast as the existing trains. Make sure you're seated or holding a hand grab firmly before the train starts to move.





**Bus “Travel Myths” Central Corridors (27 Jan – 24 Mar)**

The Central Corridors campaign strongly promotes values not previously associated with AT. Respondents who had seen the Central Corridors campaign consider that it portrays AT as being Innovative, Effective, Friendly, Bold, and Reliable.



(Perception of AT from Market Perceptions Survey, Nov. 2012, All aware of AT)

The Central Corridors campaign continued through March on bus back, street posters, at bus stops and postcards in cafes. The campaign is now being extended to key corridors on the North Shore to build patronage and the positive perceptions of AT achieved in the first tranche.



**ride free this weekend on the Northern Express!**

18 to 19 January 2014

Why pay for a cab or drive around and around looking for a park? Think outside the car and take a free ride to Auckland City and back.

Northern Express buses run from Albany Park 'n Ride to Britomart and back every 15-30 minutes from 6:30am Saturday to 3:00am Sunday, and from 7am to 10pm on Sunday.

See AT.co.nz for full timetable.

*Back by popular demand!*

Albany Park 'n Ride 15 minutes  
 Cornwallis Park & Ride 2 minutes  
 Empress Station 2 minutes  
 Teatero Park & Ride 2 minutes  
 Auckland Ferry Station 2 minutes  
 Britomart 15 minutes

For more information visit [AT.co.nz/events](http://AT.co.nz/events) or phone 09 366 6400  
 @AucklandTransport

Courtesy of Auckland Transport.

**Northern Express Free Weekend 1 & 2 March 2014**

The fourth free weekend on the Northern Express resulted in 9,120 passengers - an increase of 100% year-on-year.

### Tamaki Drive and Albany Central bus promotions

Direct mail to Tamaki Drive (5,220 households) and Albany Central (2,176) represent the ninth and tenth areas within Auckland that have been given the free ticket trial offer. In total, 61,000 people in Auckland have been offered this free ticket to travel.



### Make it Home Safely

A 'Make it Home' give away card given to drivers as part of a Community Transport Road Safety initiative.



### Connecting Aucklanders roll out

Connecting Aucklanders is an on-going umbrella customer and public awareness campaign to tell the developing Auckland public transport story – focused on the eight key strategic priorities. Billboards as illustrated below will be launched in March. Other initiatives will include posters, web-site collateral, customer brochures and media advertising.



### School Bus promotion 23 Feb – 9 March

With the start of the new school year; a small campaign to promote the buses Auckland Transport manage on behalf schools was run from 23 February through to the 2 March in local media and NZ Herald.



### West Harbour increase in capacity

A larger ferry holding 90 (previously 49) passengers has been introduced at West Harbour. A small campaign in local press and a household drop was undertaken to promote the possibility of commuting by ferry from West Harbour as an alternative to driving on SH16.



## Te Atatu Peninsula



In addition to the localised promotions we have taken the opportunity of using 'building-boards' next to our key bus stop in Te-Atatu Peninsula for the promotion of services into the city.

**NZ TRANSPORT AGENCY**  
16 **Causeway Upgrade Project**  
COMPLETING THE WESTERN RING ROUTE | PROJECT DELIVERED BY THE CAUSEWAY ALLIANCE



**Bus route access to the motorway next weekend**

Work is in progress on the Causeway Upgrade Project to raise and widen State Highway 16 between Great North Road and Te Atatu.

Next weekend the Great North Road westbound on-ramp to State Highway 16 (northwestern) will be closed from **9pm on Friday 28 to 5am on Monday 31 March** while we upgrade the on-ramp. Bus services will access the motorway at St Lukes or Patis Rd on-ramps instead. This may add a couple of minutes to your journey so please allow extra time to get to your destination safely. The Causeway Upgrade Project is one in a series of projects to complete the Western Ring Route, giving Auckland a better transport network. There will be a lot of construction in progress until 2017 while we get the job done as safely and quickly as possible.

For more information please visit:  
[www.nzta.govt.nz/sh16causeway](http://www.nzta.govt.nz/sh16causeway) or call 0800 444 449

We appreciate your support and patience. **CAUSEWAY ALLIANCE** working for our State 16

### State Highway 16 – off ramp closure 28 – 31 March 2014

Communication to bus passengers prior to disruption of services due to work on State Highway 16.

## Rail Safety Campaign

In preparation for the launch of the new electric trains, communication has continued to draw attention to safety around the trains and overhead wires. Cinema advertising ran prior to blockbuster movies throughout the summer holiday period. A letter and pack has been sent to Principals of all primary and secondary schools in Auckland asking for their assistance in spreading the message around safety around trains. The pack contained;

- a letter signed by Auckland Transport, KiwiRail and Transdev,
- USB with copies of the rail safety video, overhead wires video
- copies of advertising material for use in school newsletters,
- copies of posters and flyers.

AT's Community Transport division and Transdev have also offered to provide workshops and presentations to schools in the region. Safety messages have also started to appear on Railway Stations on the Onehunga Line. A programme of communications is being developed to raise awareness of safety issues in the areas around where the trains will be introduced – starting with residents along the Onehunga line.



### Fare Evasion 'Ugly' campaign - 5 March 2014

The implementation of AT HOP on rail services in late 2012 resulted in a change in ticketing which required customers to buy a ticket or to tag-on before they board a train. Whilst this change in behaviour resulted in an increase in recorded fare evasion, measures have been undertaken by AT and Transdev to limit this through communications and the use of Transdev ticket inspectors.

This campaign is to position fare evasion as being 'Ugly' and undesirable and has been rolled out to compliment a blockade approach that is currently being coordinated with Transdev.

