

Public Transport Monthly Patronage – April 2014

Recommendations

It is recommended that the board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 71,238,398 passengers for the 12 months to Apr-2014, an increase of +0.3% on the 12 months to Mar-2014 and +3.5% on the 12 months to Apr-2013. April monthly patronage was 6,063,413, an increase of 237,810 boardings or +4.1% on Apr-2013, normalised to ~ +8.2% accounting for additional special event patronage and one less business day and one more weekend day in Apr-2014 compared to Apr-2013. Year to date patronage has grown by +4.8%.

An over reporting of ferry patronage between November 2011 and February 2014 has been corrected in this report. The reported 71,238,398 passenger trips for the 12 months to Apr-2014 is the highest rolling 12-month result exceeding the previous reported highest results in July and August 2012 with corrected ferry patronage.

Rail patronage totalled 11,100,409 passengers for the 12 months to Apr-2014, an increase of 0.4% on the 12 months to Mar-2014 and +11.7% on the 12 months to Apr-2013. Patronage for Apr-2014 was 978,839 an increase of 49,429 boardings or +5.3% on Apr-2013, normalised to ~ +13.2%. Year to date rail patronage has grown by +13.0%.

The Northern Express bus service carried 2,382,822 passenger trips for the 12 months to Apr-2014, an increase of +0.5% on the 12 months to Mar-2014 and +5.5% on the 12 months to Apr-2013. Northern Express bus service patronage for Apr-2014 was 214,185, an increase of 11,547 boardings or +5.7% on Apr-2013, normalised to ~ +10.2%. Year to date Northern Express patronage has grown by +5.6%.

Other bus services carried 52,627,112 passenger trips for the 12 months to Apr-2014, an increase of +0.4% on the 12 months to Mar-2014 and +1.7% on the 12 months to Apr-2013. Other bus services patronage for Apr-2014 was 4,454,848, an increase of 197,444 boardings or +4.6% on Apr-2013, normalised to ~ +8.0%. Year to date other bus patronage has grown by +3.3%.

Ferry services carried 5,128,055 passenger trips for the 12 months to Apr-2014, a decrease of -0.4% on the 12 months to Mar-2014 and +4.3% on the 12 months to Apr-2013. Ferry services patronage for Apr-2014 was 415,541, a decrease of -20,610 boardings or -4.7% on Apr-2013, normalised to ~ -1.2%. Year to date ferry patronage has increased by +4.1%.

Summary performance against SOI targets is provided in Table 1.

Apr 2014								
	Current vs Last year				YTD Actual vs YTD SOI			
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Profile Target	Actual	Variance
Rail	↑ 5.3%	↑ 13.2%	↑ 11.7%	↑ 13.0%	14.0%	12.6%	13.0%	0.5%
NEX	↑ 5.7%	↑ 10.2%	↑ 5.5%	↑ 5.6%	7.8%	7.7%	5.6%	-2.1%
Bus	↑ 4.6%	↑ 8.0%	↑ 1.7%	↑ 3.3%	6.9%	6.8%	3.3%	-3.5%
Ferry	↓ -4.7%	↓ -1.2%	↑ 4.3%	↑ 4.1%	15.4% *	16.4% *	4.1%	-12.4% *
Total	↑ 4.1%	↑ 8.2%	↑ 3.5%	↑ 4.8%	8.5% *	8.4% *	4.8%	-3.6% *

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

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 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).

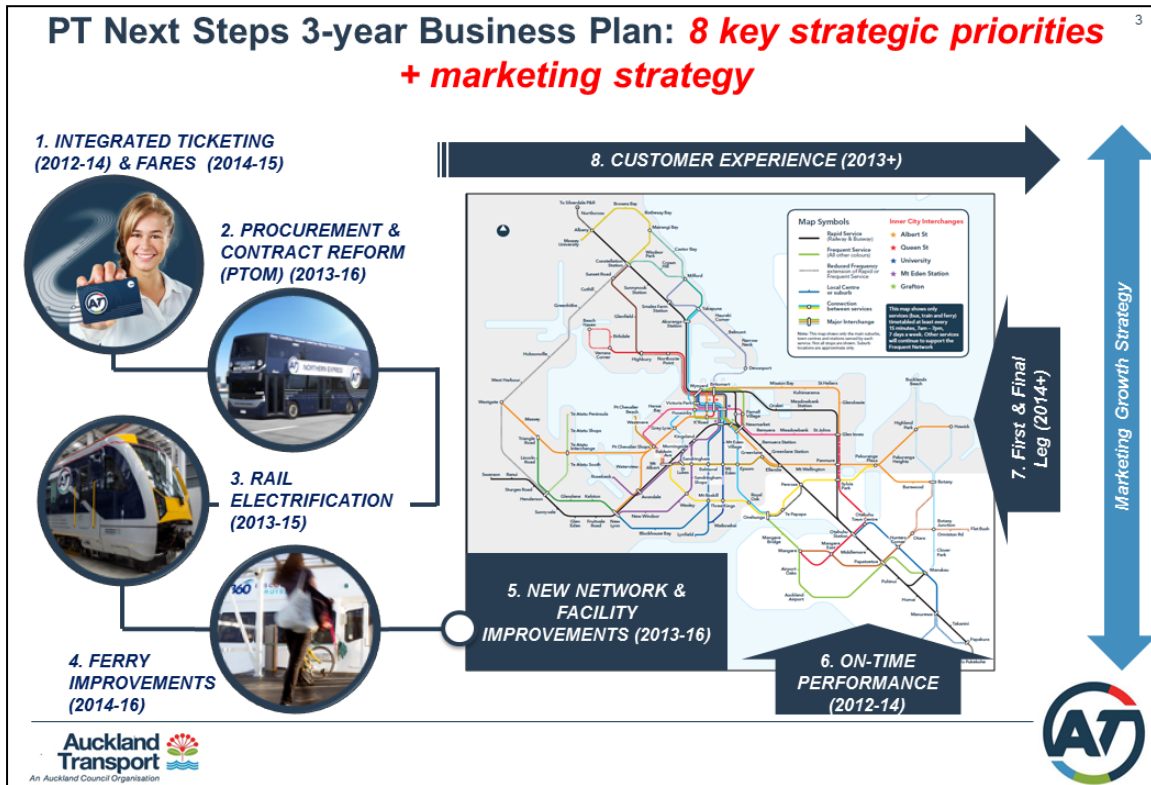


Fig 1. PT "Next Steps" 3 Year Programme Key Strategic Projects

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.

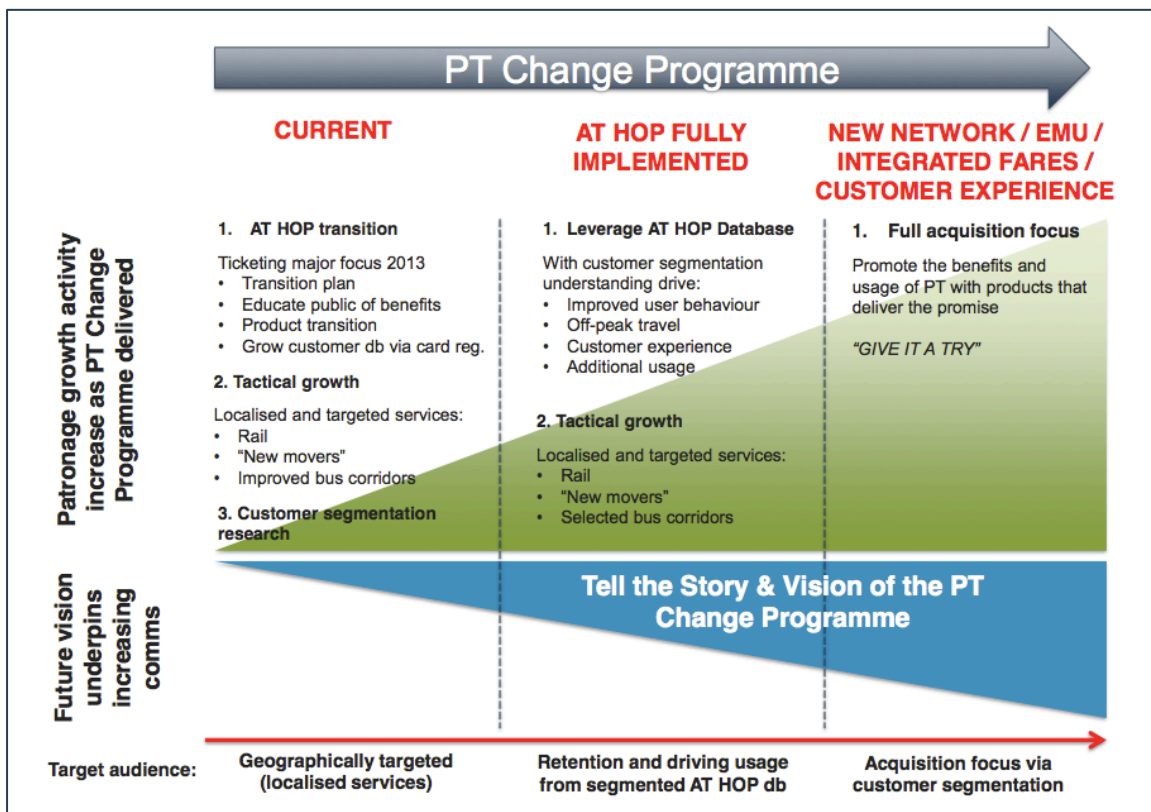


Fig 2. Graduated Marketing Approach to the PT "Next Steps" Programme

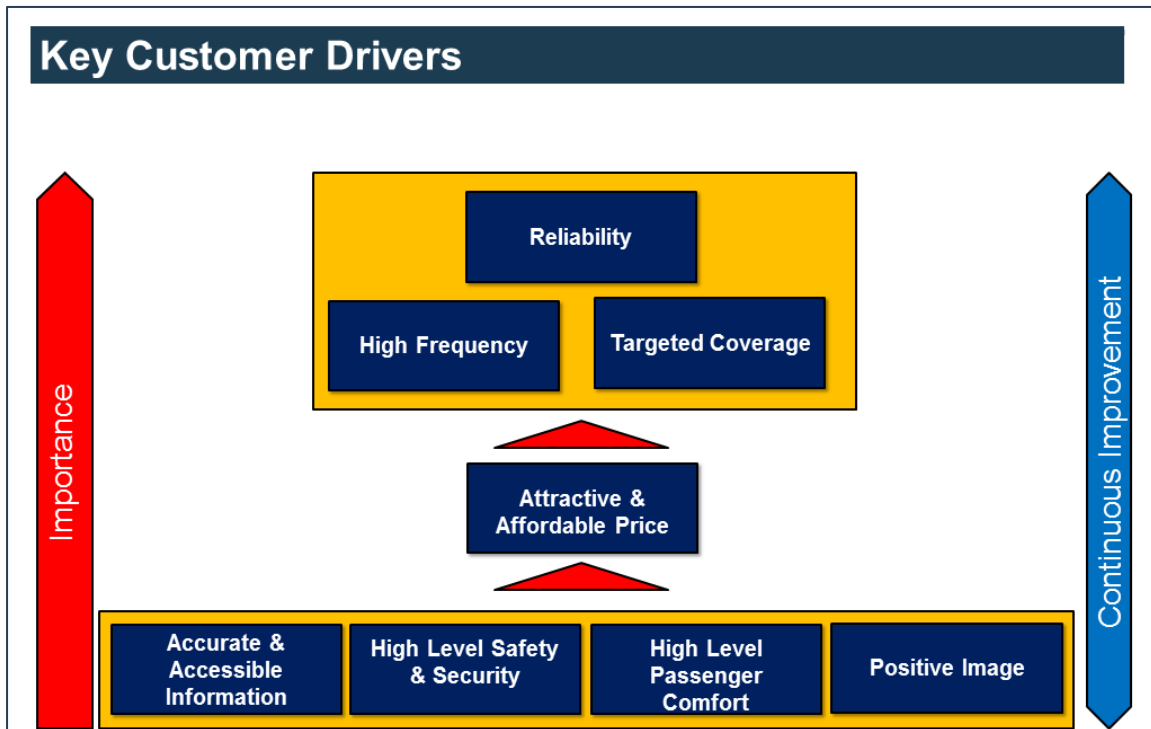
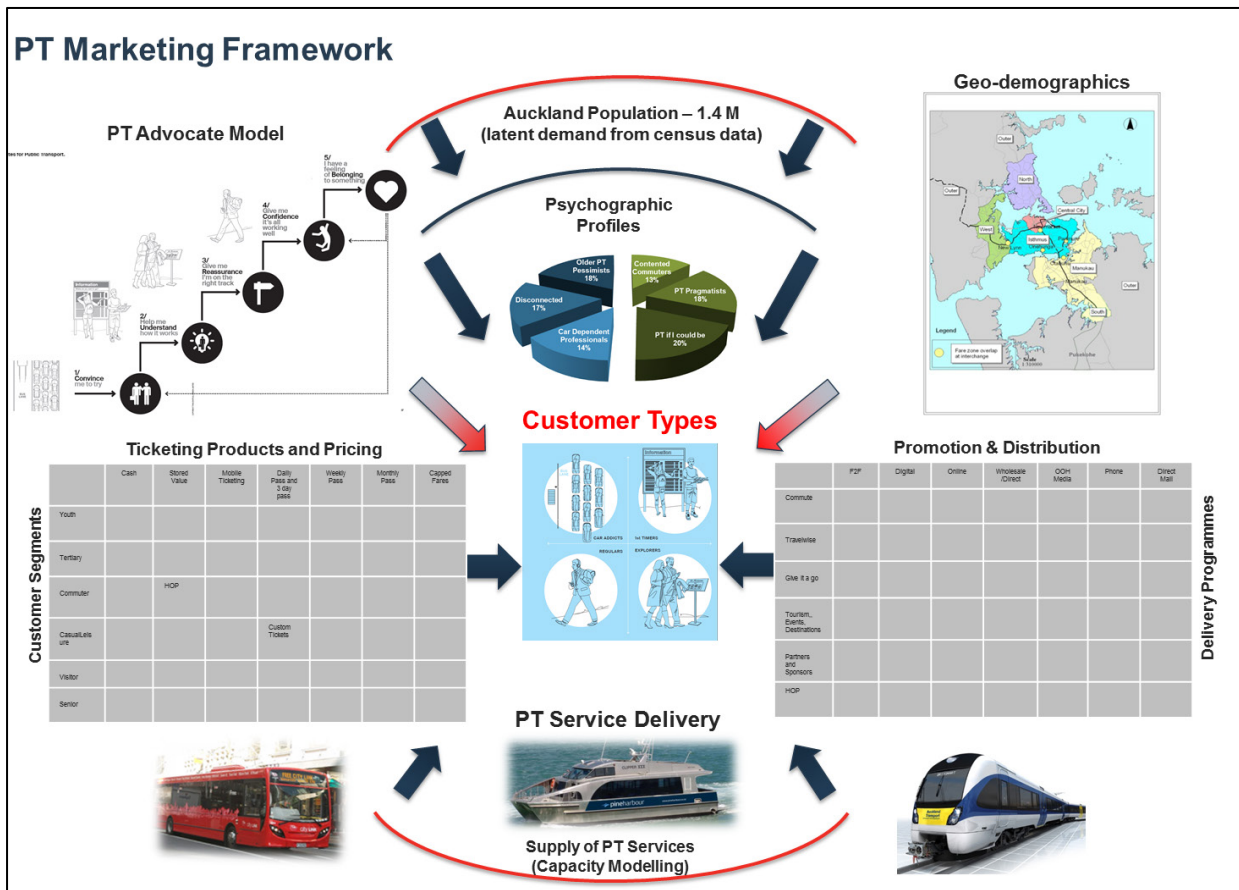


Fig 3. Key Customer Growth Drivers

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 – April 2014

Document Ownership

Prepared by	Ian Robertshaw Public Transport Business Development Manager	
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Glossary

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

ATTACHMENT 1:

MONTHLY PT PATRONAGE REPORT – Apr 2014

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

- Equivalent special event patronage in Apr-2014 compared to Apr-2013 (~+0.0% impact network wide and ~+0.1% rail), including the Warriors and Super Rugby at Eden Park, and a number of other concerts at Vector Arena.
- Easter 2013 fell between 29 March - 1 April while it fell in April 2014, resulting in one less workday but one more Sunday/Public Holiday in April 2014 compared to April 2013. (~ - 3.8% impact network wide).
- Early evening ramp-downs placed on the Eastern and Western Lines during Apr-2014, overall there was one less operational workday and one less full operational weekend (~- 7.0% rail patronage).

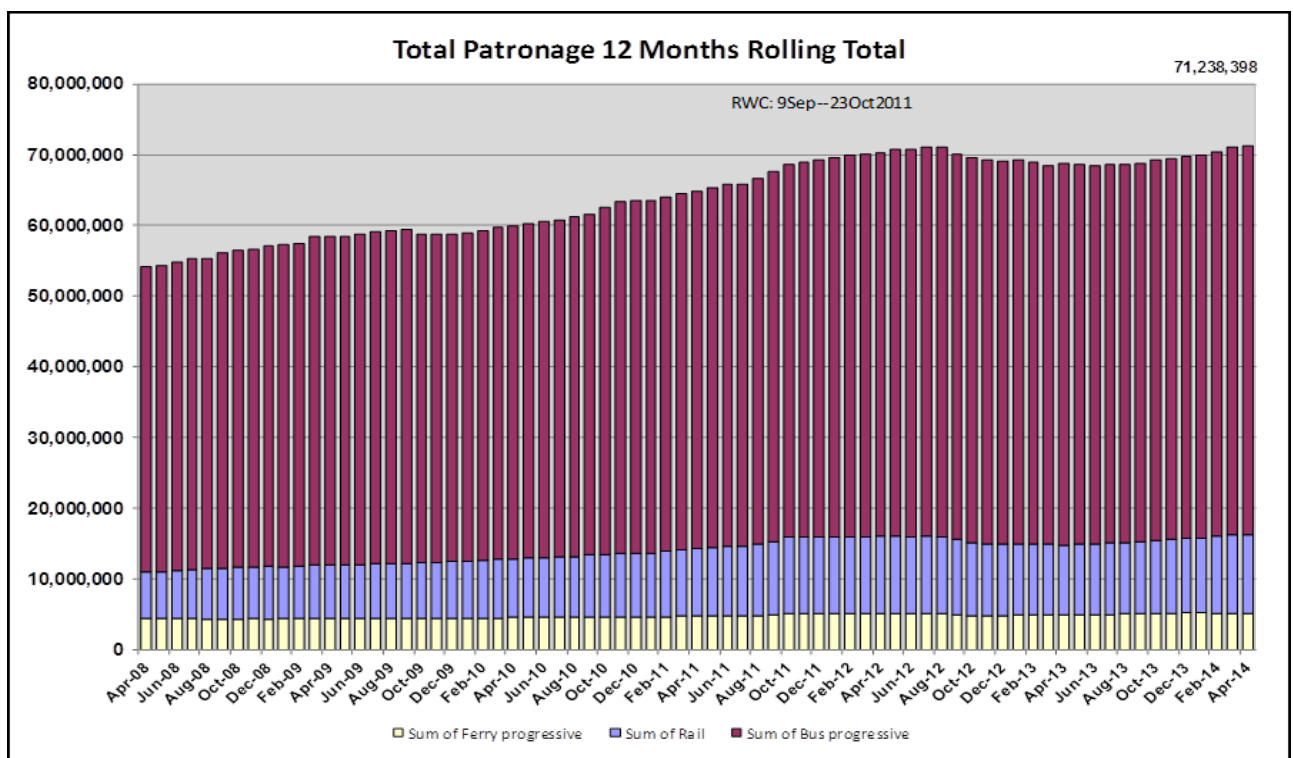


Fig 4. Total Patronage – 12 Months Rolling Total

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

For the financial year-to-date, ten months from Jul-2013, patronage has increased by +4.8% or 2,712,644 boardings compared to the same period in the previous financial year.

	FY 2013/14 Year-to-date April 2014			12 Months			
	Previous Year 2012/13	SOI 2013/14	Actual 2013/14	Previous Year 2012/13 to Jun 13	Actual rolling total to Apr 14	SOI 2013/14 to Jun 14	Q3 Forecast 2013/14 to Jun 14
1. Rail	8,141,966	9,166,763	9,203,569	10,038,806	11,100,409	11,440,000	11,200,000
2. Northern Express Bus	1,862,551	2,006,744	1,966,788	2,278,585	2,382,822	2,456,000	2,385,000
3. Quality Transit and Local Bus (Including School Bus)	42,277,091	45,139,689	43,652,872	51,251,331	52,627,112	54,763,000	52,300,000
4. Ferry	4,199,640	4,890,014	4,370,663	4,957,032	5,128,055	5,719,000	5,300,000
Total Patronage	56,481,248	61,203,211	59,193,892	68,525,754	71,238,398	74,378,000	71,185,000

Fig 5. Summary of Patronage by mode

1. Rail

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

- Patronage totalled 11,100,409 passengers for the 12-months to Apr-2014 a change of + 11.7% compared with the 12-months to Apr-2013 (Figure 6).
- Patronage for Apr-2014 was 978,839 boardings, a change of +5.3% (49,429 boardings) on Apr-2013.

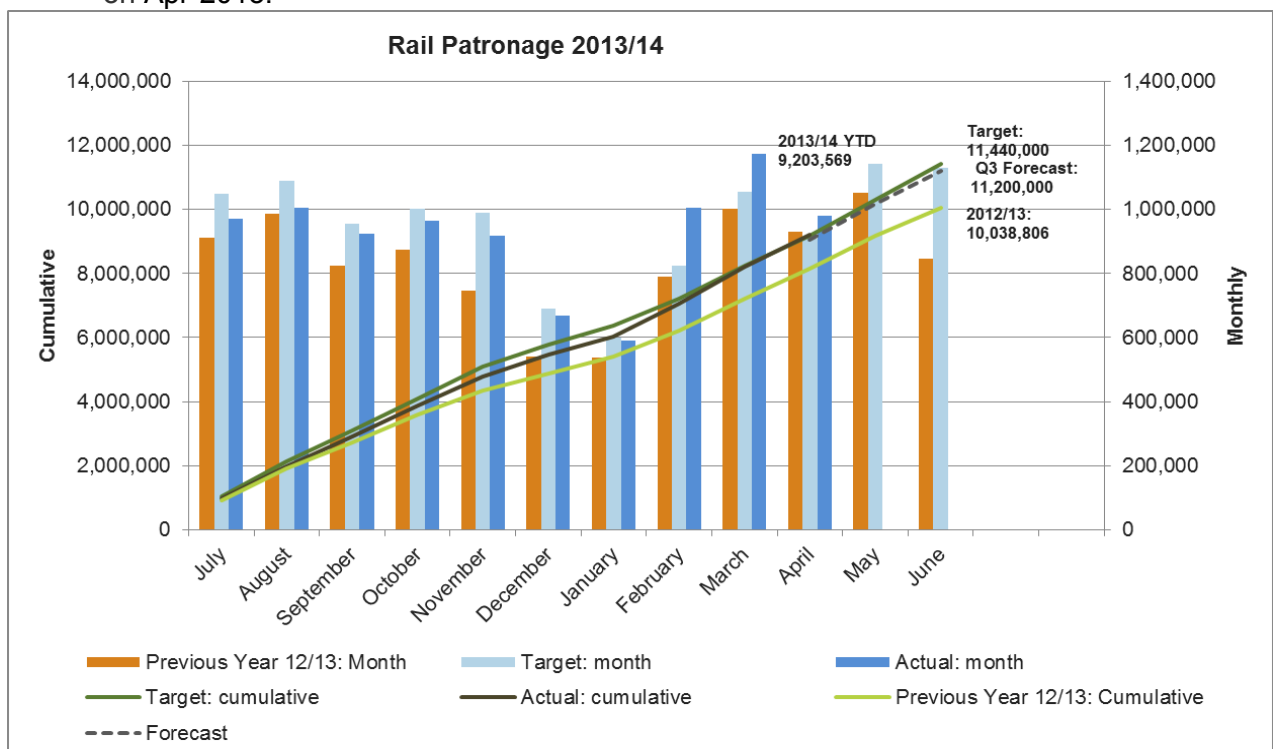


Fig 6. Rail – Patronage results vs target and previous year

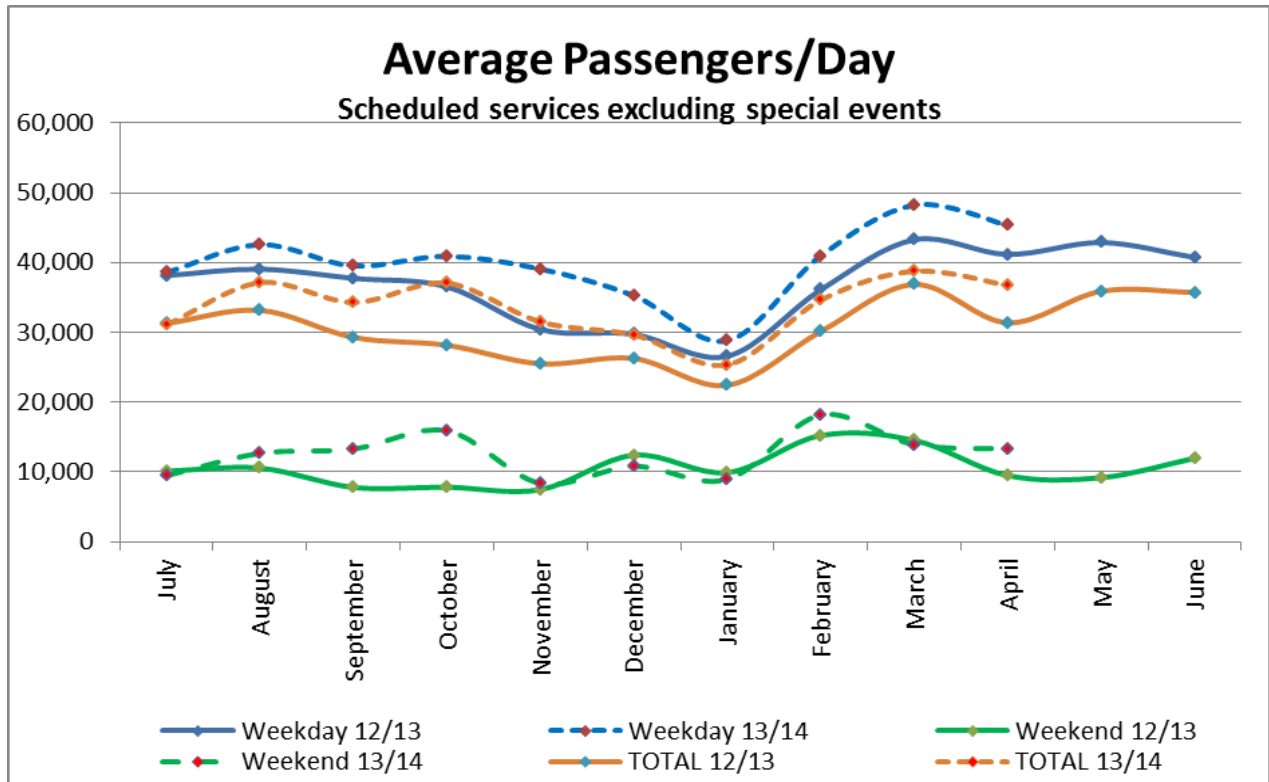


Fig 7. Rail – Average passengers per weekday

April Activity Summary

Patronage impacts include:

- Electric train launch campaign built up during the month using a combination of tv, press, radio, billboards, eDMs and PR. Considerable media coverage generated by the launch event and first day of service.
- The launch event, Sunday 27th, booked out quickly with 5,000 people taking up the offer to be the 'first to ride' the new trains.
- The first electric trains started in revenue service on the Onehunga Line on Monday 28th. Onehunga boardings were 150% higher on the first day and averaged an 80% uplift for the remainder of the business week. The first weekend was 3 times busier than normal. The second week saw on average +20% week day uplift and twice the weekend patronage.
- Earlier in the month, bus replacements operated during Easter (with no services Easter Friday) for the continued electrification work on other lines.
- Bus replacements also ran after 9pm on the Western Line and Southern line Sunday to Thursday midweek for electrification work.
- "New Movers" programme continued, with 701 homes receiving the pack in April.

Key Activities for May

- Finalising details of June campaign in the Onehunga area to maintain awareness and promote use of new electric trains on the Onehunga line.

- 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 “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 2,382,822 passengers for the 12-months to Apr-2014 (Figure 8), an increase of + 5.5% on the 12-months to Apr-2013.
- Patronage for Apr-2014 was 214,185 boardings, an increase of +5.7% (11,547 boardings) on Apr-2013.

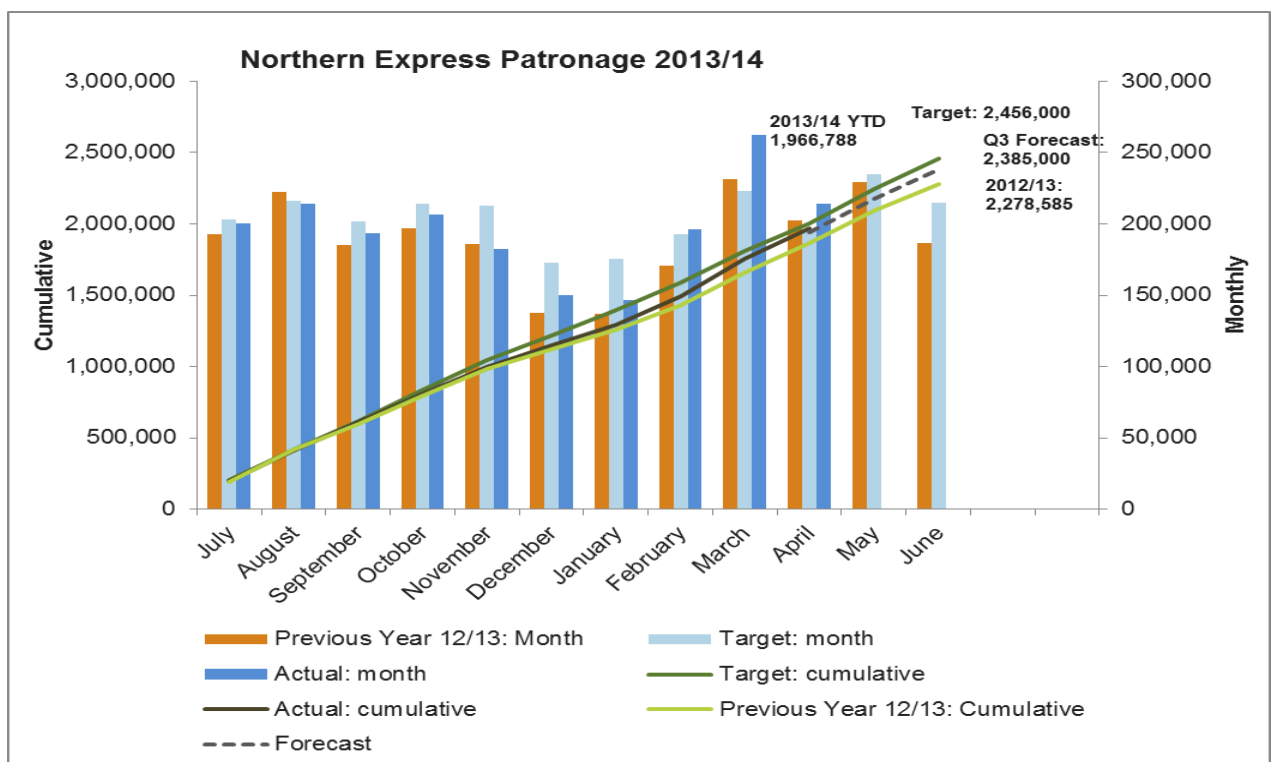


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for April

Patronage impacts include:

- Northern Express free weekends continued on 5th - 6th of April, and 12th and 13th April with a supporting promotional campaign. The weekends saw approximately 16,000 passengers travel. This was approximately double typical patronage for a similar period.
- “New Movers” programme continues. 701 homes received the pack in April.

Key Activities for Northern Express in May:

- 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 52,627,112 passengers for the 12-months to Apr-2014 a change of + 1.7% compared with the 12-months to Apr-2013 (Figure 9).
- Patronage for Apr-2014 was 4,454,848 boardings, a change of +4.6% (197,444 boardings) on Apr-2013.

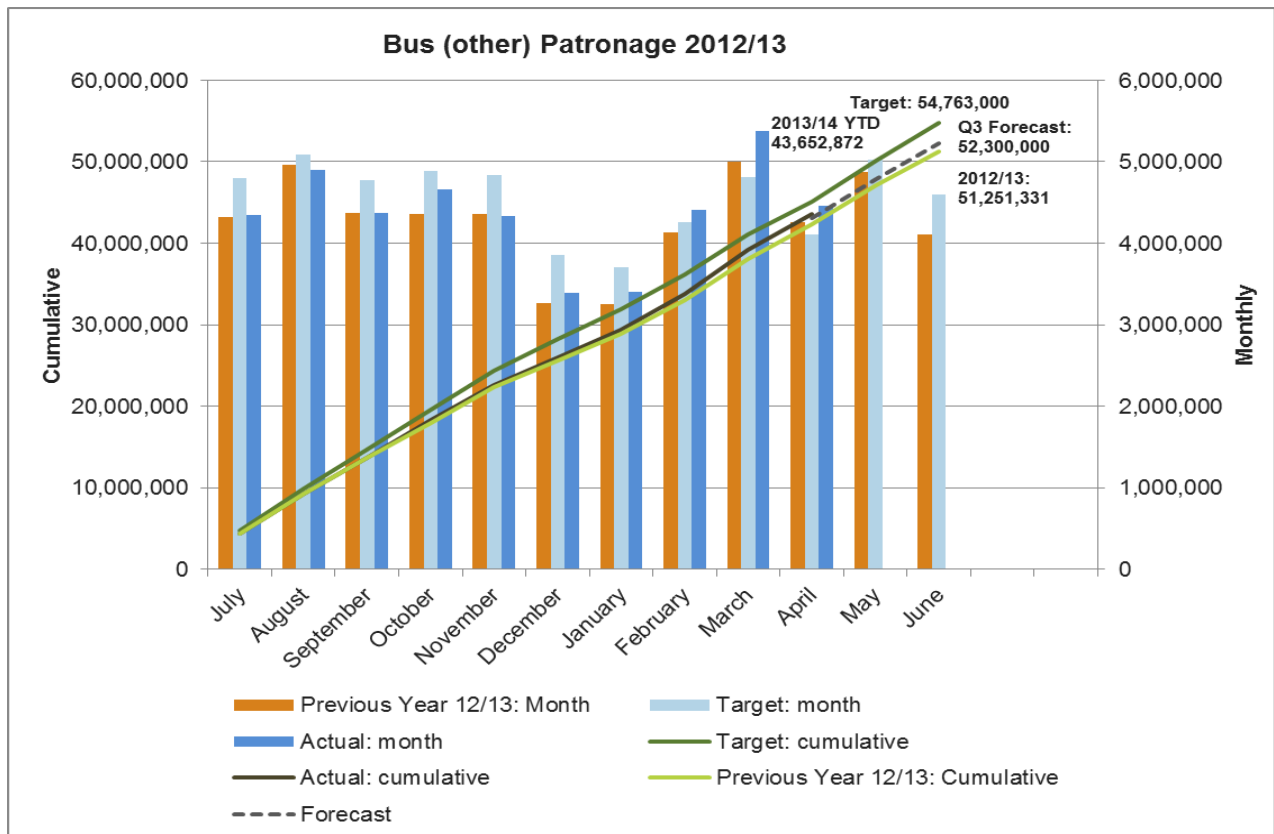


Fig 9. Bus (other) – Patronage results vs target and previous year

Activity Summary for April

Patronage impacts include:

- A major campaign promoting City LINK service improvements to Wynyard Quarter launched March 31st. The campaign will raise awareness of the City LINK and aims to firmly establish the service as ‘the way to travel around central Auckland’.
- “New Movers” programme continues. 701 homes received the pack in April.
- 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.
- Te Atatu Peninsula billboard campaign promoting express services.

Key activities for May

- ‘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

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,128,055 passengers for the 12-months to Apr-2014 an increase of +4.3% on the 12 months to Apr-2013.
- Patronage for Apr-2014 was 415,541 boardings, a decrease of -4.7% (-20,610 boardings) on Apr-2013 (Figure 10).

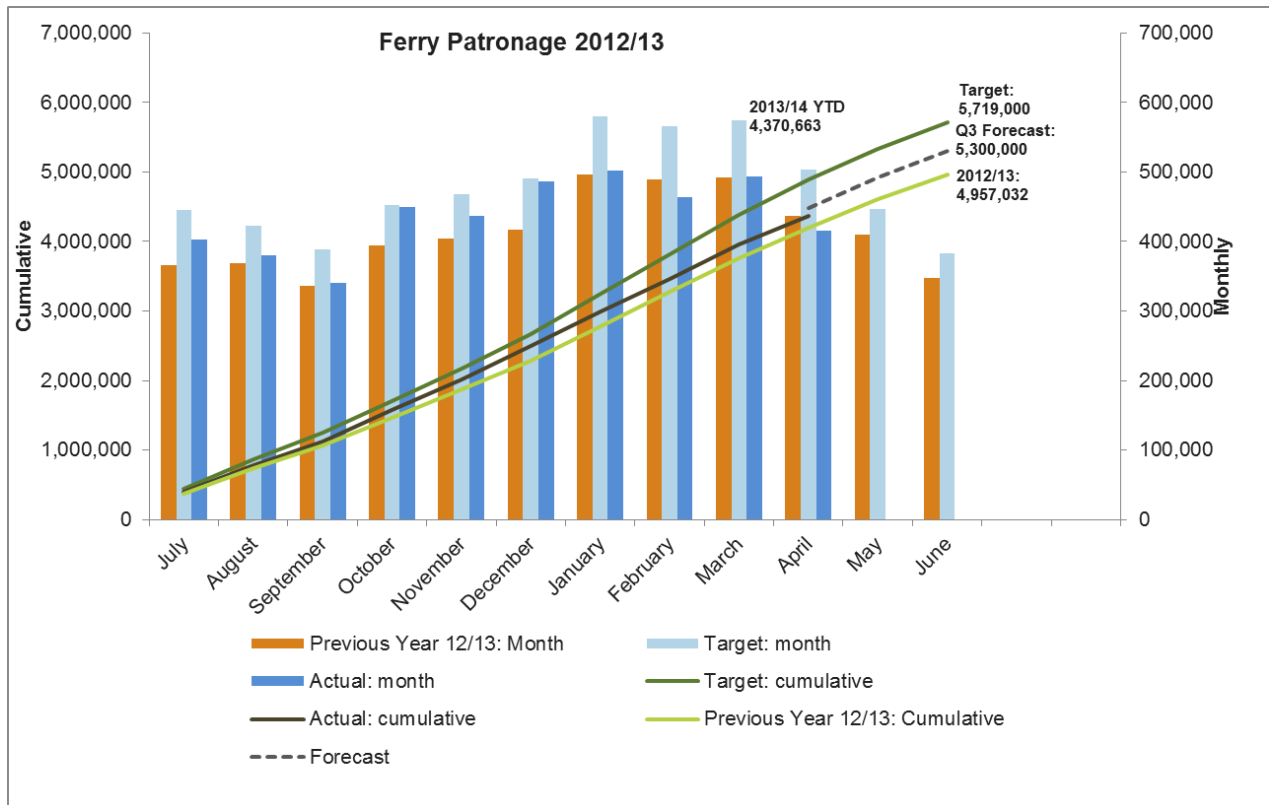


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in April

- AT is working on finalising options for additional capacity on Gulf Harbour services.
- The upgrade of the shelter at Stanley Bay Wharf is in its final stages. Handover to Facilities is expected end of May
- Work continues on the upgrade of Pier 2 passenger waiting area so that customers are protected from the weather. To be completed May 2014.

Key activities for May

- Handover of Stanley Bay upgrade and Pier 2 waiting area upgrade is expected in May.
- Work continues on the upgrade of Devonport wharf.
- Finalising a service improvement plan for Gulf Harbour ferry service which will include working with third parties to develop a joint marketing programme.

- Fullers has purchased a new vessel, "Takahe" and this will be checked against AT's Vessel Standards for Ferries 2011. She is expected into service late May/early June.



Appendix 2. Rail Patronage

Rail FY 2013-2014	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	912,538	987,526	822,871	873,071	745,480	540,539	538,487	789,077	1,002,967	929,410	1,051,501	845,339
Previous Year 12/13: Cumulative	912,538	1,900,064	2,722,935	3,596,006	4,341,486	4,882,025	5,420,512	6,209,589	7,212,556	8,141,966	9,193,467	10,038,806
Target: month	1,048,490	1,089,792	956,116	1,002,780	990,165	688,772	600,231	825,627	1,054,962	909,828	1,142,228	1,131,009
Target: cumulative	1,048,490	2,138,282	3,094,398	4,097,178	5,087,343	5,776,115	6,376,346	7,201,973	8,256,935	9,166,763	10,308,991	11,440,000
Target: cumulative FY growth to previous year %	14.90%	12.54%	13.64%	13.94%	17.18%	18.31%	17.63%	15.98%	14.48%	12.59%	12.13%	13.96%
Original Target: month	933,221	1,011,935	923,819	970,618	957,907	655,688	571,415	802,943	991,168	806,154	1,032,146	947,887
Original Target: cumulative	933,221	1,945,156	2,868,975	3,839,593	4,797,500	5,453,188	6,024,603	6,827,546	7,818,714	8,624,868	9,657,014	10,604,901
Actual: month	972,278	1,004,630	925,014	964,380	918,708	669,170	590,590	1,005,372	1,174,588	978,839		
Variance: month to target	-76,212	-85,162	-31,102	-38,400	-71,457	-19,602	-9,641	179,745	119,626	69,011		
Variance: month to previous year	59,740	17,104	102,143	91,309	173,228	128,631	52,103	216,295	171,621	49,429		
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	9,203,569		
Variance: cumulative to target	-76,212	-161,374	-192,476	-230,876	-302,333	-321,934	-331,575	-151,831	-32,205	36,806		
Variance: cumulative to previous year	59,740	76,844	178,987	270,296	443,524	572,155	624,258	840,553	1,012,174	1,061,603		
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%	13.04%		
% cumulative change to target	-7.27%	-7.55%	-6.22%	-5.63%	-5.94%	-5.57%	-5.20%	-2.11%	-0.39%	0.40%		
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
Patronage												
Previous Year 12/13: Month	192,801	222,357	185,030	197,224	185,928	137,807	137,104	170,554	231,108	202,638	229,166	186,868
Previous Year 12/13: Cumulative	192,801	415,158	600,188	797,412	983,340	1,121,147	1,258,251	1,428,805	1,659,913	1,862,551	2,091,717	2,278,585
Target: month	203,100	216,000	201,848	214,402	212,892	172,912	175,296	192,526	222,910	194,858	234,662	214,595
Target: cumulative	203,100	419,100	620,948	835,350	1,048,242	1,221,154	1,396,450	1,588,976	1,811,886	2,006,744	2,241,406	2,456,000
Target: cumulative FY growth to previous year %	5.34%	0.95%	3.46%	4.76%	6.60%	8.92%	10.98%	11.21%	9.16%	7.74%	7.16%	7.79%
Original Target: month	215,033	205,684	196,885	211,402	209,892	169,912	172,296	189,526	218,910	189,095	229,662	209,141
Original Target: cumulative	215,033	420,717	617,602	829,004	1,038,896	1,208,808	1,381,104	1,570,630	1,789,540	1,978,635	2,208,297	2,417,438
Actual: month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185		
Variance: month to target	-2,719	-1,828	-8,252	-8,137	-30,117	-23,208	-28,556	4,013	39,521	19,327		
Variance: month to previous year	7,580	-8,185	8,566	9,041	-3,153	11,897	9,636	25,985	31,323	11,547		
Actual: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,966,788		
Variance: cumulative to target	-2,719	-4,547	-12,799	-20,936	-51,053	-74,261	-102,817	-98,804	-59,283	-39,956		
Variance: cumulative to previous year	7,580	-605	7,961	17,002	13,849	25,746	35,382	61,367	92,690	104,237		
Actual: cumulative FY growth to previous year	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	2.81%	4.29%	5.58%	5.60%		
% cumulative change to target	-1.34%	-1.08%	-2.06%	-2.51%	-4.87%	-6.08%	-7.36%	-6.22%	-3.27%	-1.99%		
Reforecast: month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	190,450	231,308	210,640
Reforecast: cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,943,053	2,174,360	2,385,000
Reforecast: cumulative FY growth to previous year %	3.93%	-0.15%	1.33%	2.13%	1.41%	2.30%	2.81%	4.29%	5.58%	4.32%	3.95%	4.67%

Appendix 4. Bus (other) Patronage

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

Appendix 5. Ferry Patronage

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

Appendix 6:

Public Transport Promotional Activities – April 2014

A personalised “New Movers” pack was sent to 701 homes across Auckland in April (including timetables specific to the area of the home Central/North/East/South/West). This information is designed to increase awareness of public transport for people at a time of change when they may be more receptive to trying new ways of getting from A to B



Thomas B Sample
12 Sample Street
Sample Area
Auckland

DATE

Dear Thomas

Welcome to <Name of suburb>

We understand you've moved home recently – we hope you've settled in to your new place and are enjoying <Name of suburb>.

As you may be new to the area, we thought you might like to know your local Public Transport options. Public Transport is good for us all. Whether you're a regular commuter, or you just want to leave the car at home once or twice a week.

<With this letter, we've included a handy guide to Public Transport in your area. At a glance, you'll see your local bus and ferry routes. Thousands of people use the Northern Busway from the Shore every day and during peak hour it's normally twice as fast by bus as driving a car into the city. Give Public Transport a go and if you enter our competition, you could be in to win a month's free travel.>

We're entering a new era for Public Transport in Auckland and we all need to consider the benefits:

- You can avoid peak hour traffic congestion.
- You can check your email, read, or listen to music as you ride.
- You could save money on fuel and parking.
- You can get some exercise walking to your bus, train or ferry.
- Fewer cars on the road mean less pollution.

That's a lot of good reasons to get to know your nearest bus stop, train station or ferry wharf and start using Public Transport.

If you go to AT.co.nz, the Journey Planner will show you the best ways to get around Auckland using Public Transport. You'll also find all of the AT regional guides and timetables. Why not check them out and give it a go? If you have any questions, just call us on 09 366 6400.

Once again, all the best with your new home, we hope to see you on Public Transport soon.

Yours sincerely,



Be in to WIN a month's free travel.

To go in the draw to be in to win a month of travel by train, bus or ferry in Auckland, simply go to AT.co.nz/new-movers and enter your details.*

*Travel to the value of \$255. The prize draw takes place on 26 July 2013. Full terms and conditions at AT.co.nz

Give our Journey Planner a go on AT.co.nz, it's a great way to get your bearings. If you need any help, just call us on 09 366 6400.

www.aucklandtransport.govt.nz



Hi Anne-Marie,

This is a final reminder that the Tertiary Concession on your AT HOP card expires on 31 March 2014. To renew the Tertiary Concession and save money when using your AT HOP card, follow these 3 easy steps:

Step 1: Ensure you have proof of eligibility.

Remember to bring along your current Tertiary Student ID card (with AT Tertiary ID sticker) to prove eligibility when you visit to renew your concession.

Visit your tertiary institute to get an AT Tertiary ID sticker on your Tertiary Student ID card. To check if you are eligible and to view the complete terms and conditions [click here](#).



Step 2: Register your AT HOP card online

Ensure you have created an AT HOP account and registered your card. Even if you are returning as a student and already have an account, you will still need to update your details.

[Click here](#) to do it now.

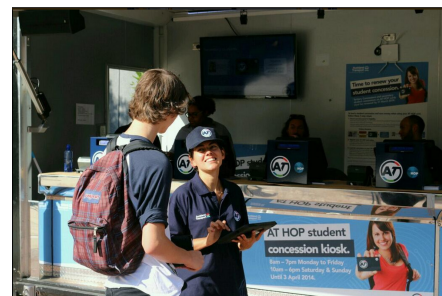
This step is mandatory and needs to be completed before applying for or renewing a concession.

Step 3: Load the concession onto your AT HOP card

Visit the special, temporary kiosk for student concession renewals and applications at Aotea Square in the CBD or your nearest AT Customer Service Centres at AUT City Campus (WA Building), Britomart, Newmarket, New Lynn and Papakura Train stations, Smales Farm, Albany and Constellation bus stations, Manukau (Auckland Council Service Centre Building), and Botany Town Centre. [View complete address details here](#).

Thanks,
 AT HOP Team

You can read the full terms of use of the AT HOP cards, the registered prospectus relating to the AT HOP cards and other information regarding the AT HOP cards on our website or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured. ATHOP.co.nz ATHOP0897



A combination of electronic direct mail, digital screens on LINK buses, advertising at universities and Polytechnics and the mobile concessions booth have been deployed to encourage HOP uptake by tertiary students, as well as the registering of HOP cards and concessions.



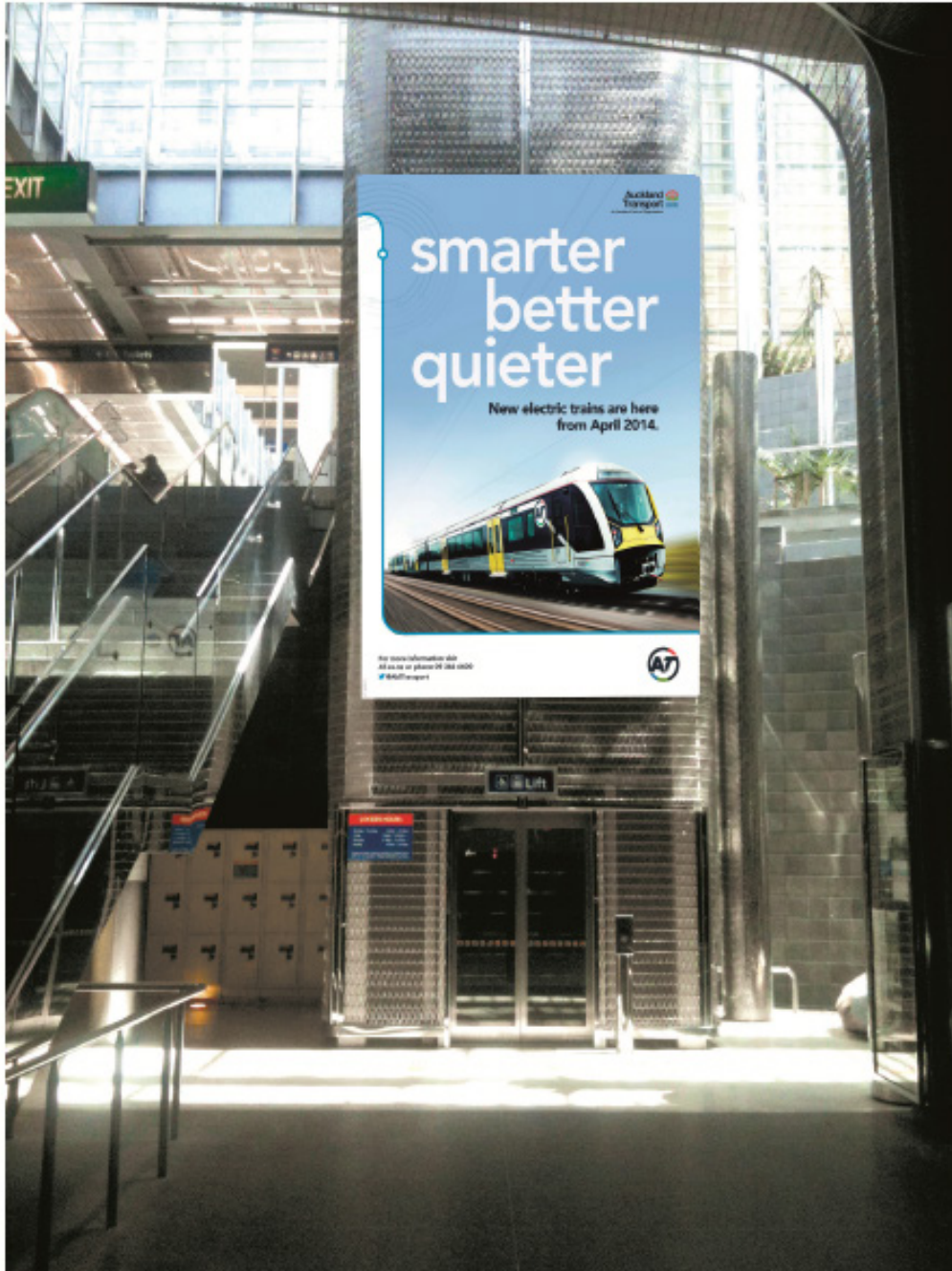
Visit AT.govt.nz/athop or call 09 366 4467 for more information.



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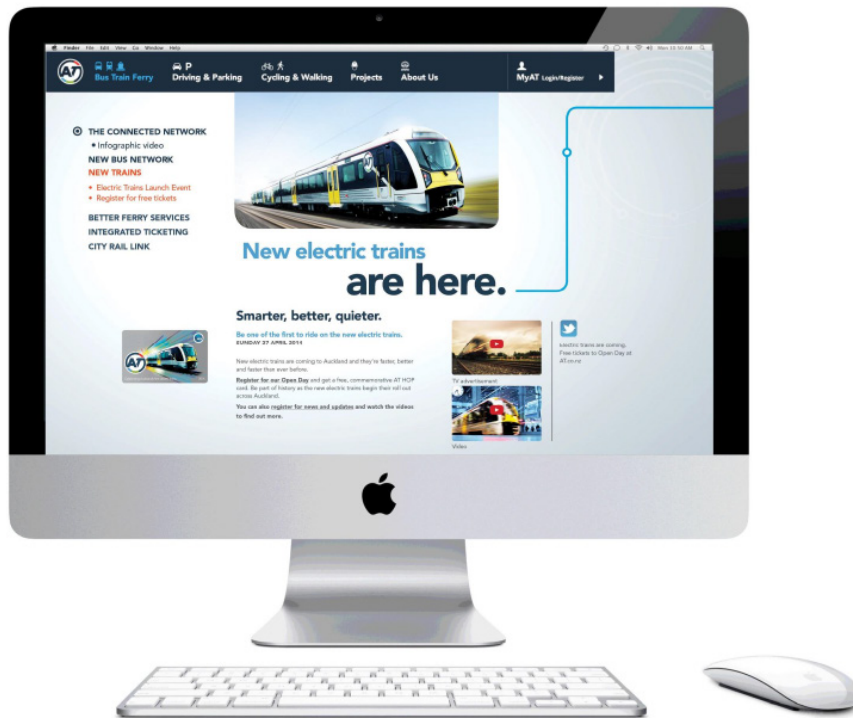
Hanging banner at Britomart Station platform level





New, large format flags have been erected at Ellerslie and Onehunga rail platforms to increase the visibility and profile of the facilities. Platform decals have also been applied at the way points where the new electric trains stop and the doors open. These media formats fulfil both functional and promotional requirements.

**Electric train video now accessible via the new AT website –
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 or phone 09 366 6400
@AkiTransport



Billboard for new electric trains



**smarter
better
quieter**



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

For more information visit AT.co.nz/electrictrains
or phone 09 366 6400 @AkiTransport



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 Panmure and Glen Innes.
- **Early 2015.**
Papekura – 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.

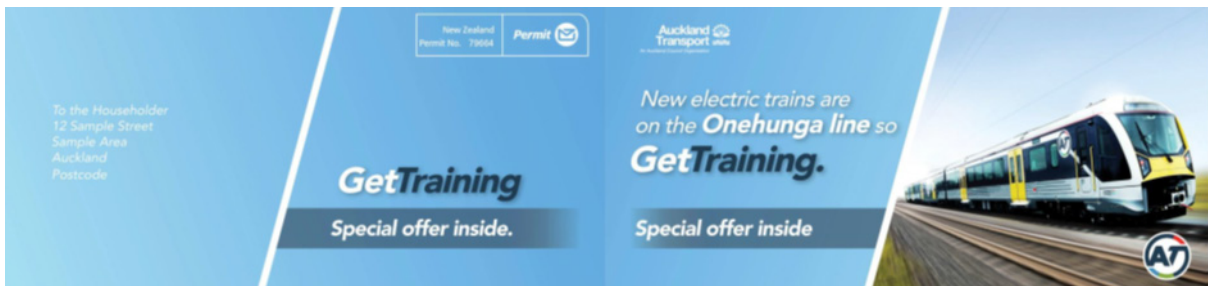


More acceleration.

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.



Electric train patronage growth campaigns (post launch targeted for Onehunga Line in June) – in development

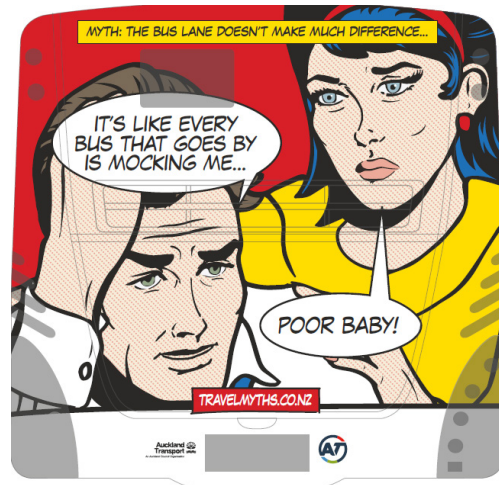


Shore Buses, Sure Thing!

The successful Travel Myths bus campaign has recently been launched on the North Shore, and for the very first time we're advertising on the back of our Northern Express buses. We're giving all those people sitting in traffic on the Northern Motorway a cheeky reminder of the fastest way into town.

Using the template of Central Corridors of 'an area with a good service but sceptical target market' we have deployed the Pop Art campaign in the following geographic areas, with particular emphasis where there is a bus lane.

- Glenfield/Onewa Road corridor
- East Coast Road (Torbay, Takapuna, Milford)
- Albany (Northern Busway)
- Birkenhead



Northern Express Free Weekend 5/6 April & 12/13 April

The fifth free weekend on 5/6 April on the Northern Express generated 7,822 an increase of 73%; and the sixth Free weekend on 12/13 April generated 8,052 customers an increase by 79% of what would normally be expected of 4,500.

ANZAC Day 25 April

Materials in market 14 April promoting free PT travel for Veterans on any Metrolink, Waka Pacific, North Star, GO WEST or LINK bus.

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 to Britomart and back every 15-30 minutes from 6.30am Saturday to 3.00 am Sunday, and from 7am to 10pm on Sunday.

See AT.co.nz for full timetable.

Back by popular demand!

For more information visit AT.co.nz/events or phone 09 366 6400 @ATTransport

Courtesy of Auckland Transport.

> EVENT TRANSPORT

Free bus travel for Veterans on Anzac Day

Dawn parade, Anzac Day. Auckland Domain, 25 April 2014

Veterans who show their Veteran's SuperGold card, SuperGold card or RSA membership can travel free all day on any Metrolink, Waka Pacific, North Star, GO WEST or any LINK bus.

Inner LINK buses will run approximately every 20 minutes (clockwise and anti-clockwise) from 5am - 7am. These services operate to Auckland Museum in the Domain.

From 7am the services will run to the usual timetable.

For more information visit AT.co.nz/events or phone 09 366 6400 @ATTransport



ITM 500 Auckland V8 Supercars 24 to 27 April

Materials in market 14 April promoting free travel on trains and the Northern Express for those holding event tickets.

> EVENT TRANSPORT

Travel to the ITM 500 Auckland V8 Supercars with your event ticket.
 Thursday 24 - Sunday 27 April 2014, Pukekohe Park Raceway

Bus
 Travel on the Northern Express bus service is included with your event ticket. Additional services will be operating throughout the day. Northern Express bus services terminate across the road from Britomart where you can catch a train to Pukekohe. A mobility shuttle will be operating between the Pukekohe Train Station and a temporary bus stop outside Gate 2 at Pukekohe Park Raceway.

Train
 Travel on trains up to 3 hours before the event begins and until end of service post event. The Pukekohe Train Station is a short walk along the event's Fan Trail to and from Pukekohe Park Raceway. For those unable to walk the distance a mobility shuttle will be operating.

Auckland's roads and public transport network will be busy over the weekend, so plan your travel in advance and allow extra time.

For more information visit AT.co.nz/events or phone 09 366 6400 @ATTransport. Terms and conditions apply. For full details on special event ticket transport services go to AT.govt.nz



BBQ at Wynyard Quarter to support launch of the enhanced City LINK service

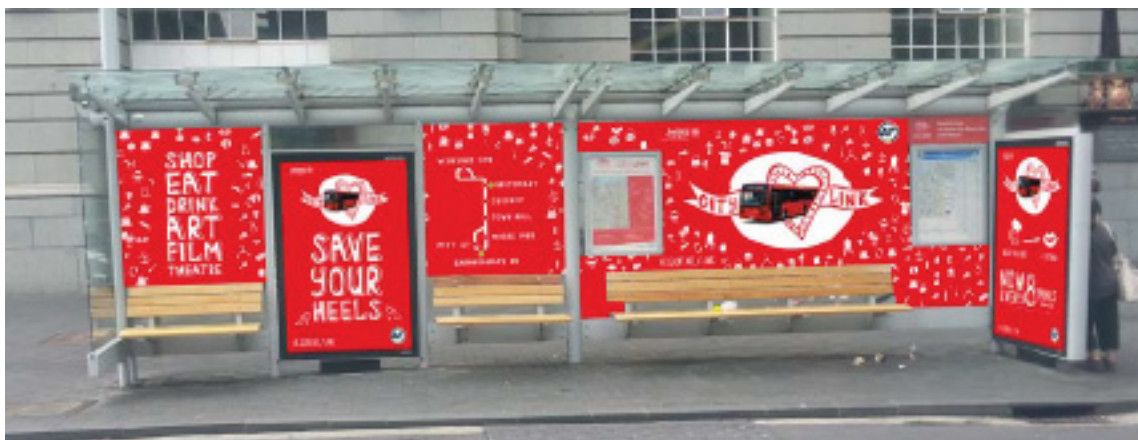
City Link

The City Link campaign continued in the CBD and Wynyard Quarter emphasising the increased frequency, route and where to join.

Messaging specifically focuses on

- Frequency: every 8 mins Monday to Saturday
- Route: Wynyard Quarter to Karangahape Road via Queen St/Pitt St
- Availability: All buses go to Wynyard Quarter

AT had Ambassadors promoting the service to local business including ASB, Vodafone and Air NZ and at lunch time we gave away sausages, drew attention to the location of the new and improved Wynyard bus stop, promoted the City LINK, AT HOP card, with a LINK promotion giving a free trip to Hawaii for a passenger this week who sits in the “lucky seat.” We had a fantastic response with around 400-500 local employees coming through for a sausage, drink and an AT HOP card. It also seemed that we drew considerable awareness to the City LINK service, with standard responses being “really?” “wow!” and “And it’s free?”.



Pop Art Central Corridors w/c 4 May – w/c 25 May

Following the recent success of this campaign in Oct/Nov 2013 and Feb/Mar 2014, where attitudes towards Auckland Transport were demonstrably increased in some instances by as much as 100% of their base measure; NZ Bus (our primary operator in the area) contributed towards a third tranche of the campaign running through to May 2014.

Travel Myths campaign activation for Auckland Comedy Festival

