

# Public Transport Monthly Patronage – August 2014

## Recommendations

It is recommended that the Board:

- i. Notes this paper.

## Executive summary

Auckland public transport patronage totalled 73,174,770 passengers for the 12 months to Aug-2014, an increase of +0.6% on the 12 months to Jul-2014 and +6.6% on the 12 months to Aug-2013. August monthly patronage was 6,934,914, an increase of 434,383 boardings or +6.7% on Aug-2013, normalised to ~ +9.3% accounting for additional special event patronage, one less business day and one more weekend day in Aug-2014 compared to Aug-2013. Year to date patronage has grown by +6.3%.

Rail patronage totalled 11,729,130 passengers for the 12 months to Aug-2014, an increase of +1.5% on the 12 months to Jul-2014 and +16.0% on the 12 months to Aug-2013. Patronage for Aug-2014 was 1,181,117, an increase of 176,487 boardings or +17.6% on Aug-2013, normalised to ~ +19.0%. Year to date rail patronage has grown by +14.9%.

The Northern Express bus service carried 2,499,332 passenger trips for the 12 months to Aug-2014, an increase of +1.6% on the 12 months to Jul-2014 and +9.7% on the 12 months to Aug-2013. Northern Express bus service patronage for Aug-2014 was 253,328, an increase of 39,155 boardings or +18.3% on Aug-2013, normalised to ~ +19.9%. Year to date Northern Express patronage has grown by +17.5%.

Bus services excluding Northern Express carried 53,870,990 passenger trips for the 12 months to Aug-2014, an increase of +0.4% on the 12 months to Jul-2014 and +5.2% on the 12 months to Aug-2013. Bus services excluding Northern Express patronage for Aug-2014 was 5,119,656, an increase of 217,396 boardings or +4.4% on Aug-2013, normalised to ~ +7.4%. Year to date bus services excluding Northern Express patronage has grown by +4.8%.

Ferry services carried 5,075,318 passenger trips for the 12 months to Aug-2014, no change on the 12 months to Jul-2014 and an increase +1.4% on the 12 months to Aug-2013. Ferry services patronage for Aug-2014 was 380,813, an increase of 1,345 boardings or +0.4% on Aug-2013, normalised to ~ +2.0%. Year to date ferry patronage has decreased by -4.4%.

Summary performance against SOI targets is provided in Table 1.

Table 1. Summary performance against SOI Targets

August 2014							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
Rail	↑ 17.6%	↑ 19.0%	↑ 16.0%	↑ 14.9%	4.5%	14.9%	10.4%
NEX	↑ 18.3%	↑ 19.9%	↑ 9.7%	↑ 17.5%	6.9%	17.5%	10.6%
Bus	↑ 4.4%	↑ 7.4%	↑ 5.2%	↑ 4.8%	1.4%	4.8%	3.4%
Ferry	↑ 0.4%	↑ 2.0%	↑ 1.4%	↓ -4.4%	3.6%	-4.4%	-8.0%
Total	↑ 6.7%	↑ 9.3%	↑ 6.6%	↑ 6.3%	2.2%	6.3%	4.0%

## 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

A graduated promotional approach (Figure 3) is to be applied as the component projects are rolled out. In parallel, promotional 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 promotional approach are designed around the key customer growth attributes summarised at Figure 2.

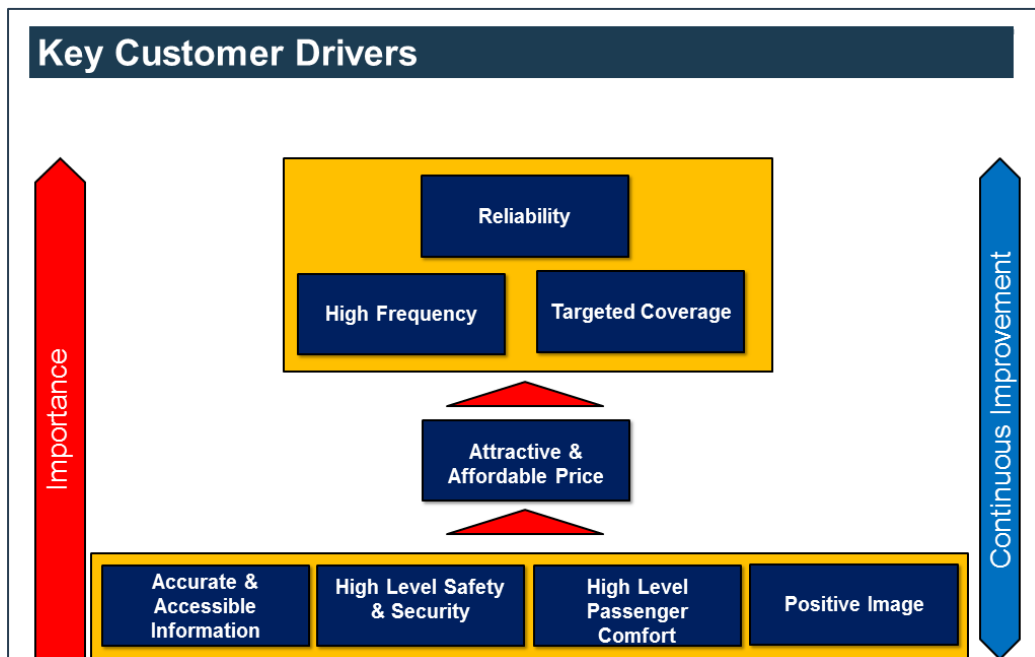


Fig 2. Key Customer Growth Drivers

A broader piece of work to promote consideration, create trial, build frequency, drive adoption and maintain regular use is also underway to develop a public transport adoption framework to drive future decision making in accordance with the PT Growth Program framework (Figure 4).

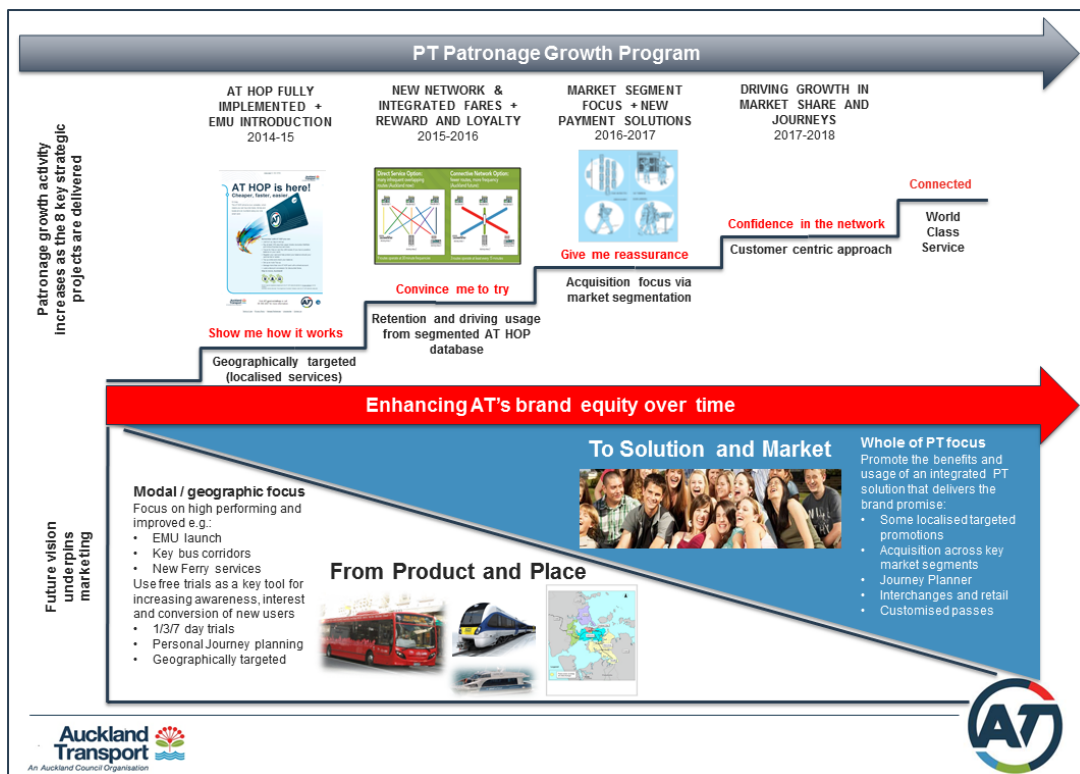


Fig 3. Public Transport patronage growth program

Attachments

Number	Description
1	Monthly PT Patronage Report – August 2014

## Document Ownership

<b>Prepared by</b>	Ian Robertshaw <b>Public Transport Business Development Manager</b>	
	John Service <b>Public Transport Reporting Lead</b>	
<b>Recommended by</b>	Mark Lambert <b>Group Manager Public Transport</b>	
	Greg Edmonds <b>Chief Operations Officer</b>	
<b>Approved for Submission</b>	David Warburton <b>Chief Executive</b>	

## 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 – August 2014

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

- Additional patronage for special events across bus and rail.
- Adjustment required for one less business and one more weekend day in Aug-2014 compared to Aug-2013.

Auckland public transport patronage totalled 73,174,770 passengers for the 12 months to Aug-2014, an increase of +0.6% on the 12 months to Jul-2014 and +6.6% on the 12 months to Aug-2013 as illustrated in Figure 1. August monthly patronage was 6,934,914, an increase of 434,383 boardings or +6.7% on Aug-2013, normalised to ~ +9.3%.

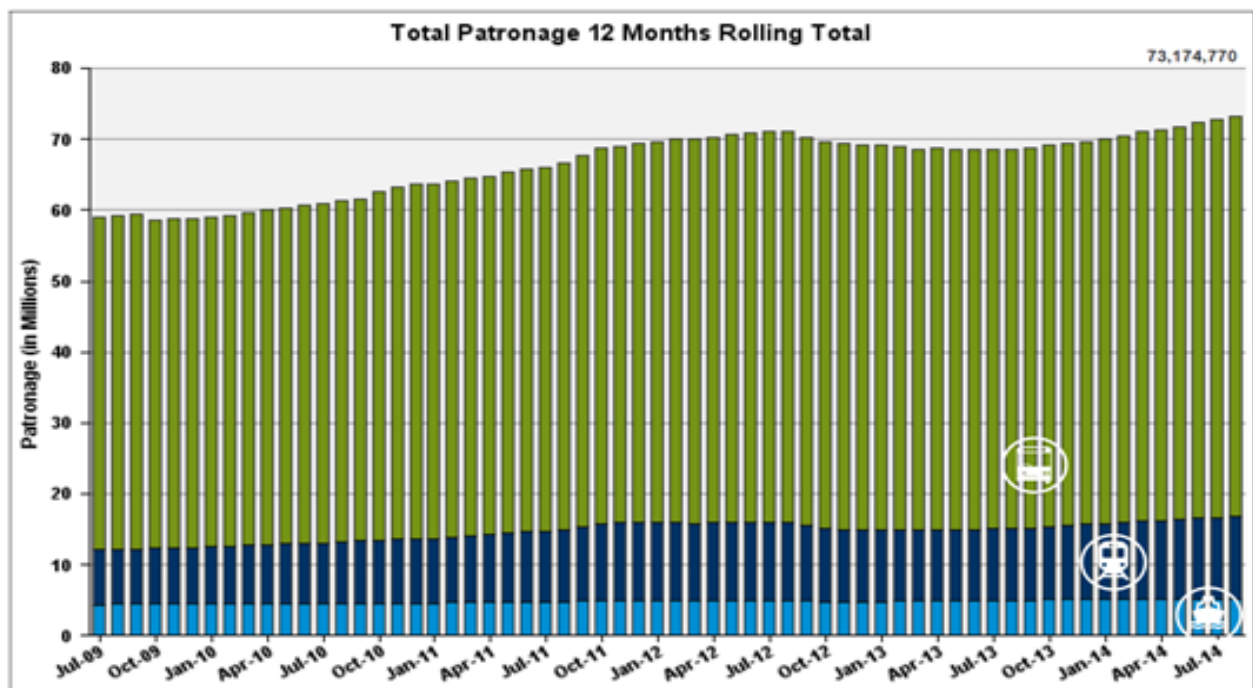


Fig 4. Total Patronage – 12 Months Rolling Total

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

	FY 2014/15 Year-to-date August 2014			12 Months			
	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	Previous Year 2013/14 to Jun 14	Actual rolling total to August 2014	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	1,976,908	2,066,200	2,270,956	11,435,085	11,729,130	12,100,000	12,349,892
2. Northern Express Bus	414,553	443,225	487,142	2,426,745	2,499,332	2,511,000	2,560,216
3. Frequent, Connector and Local Bus (Including School Bus)	9,252,431	9,382,168	9,698,460	53,424,378	53,870,990	53,695,000	54,759,987
4. Ferry	781,740	809,628	747,108	5,109,947	5,075,318	5,380,000	5,380,000
Total Patronage	12,425,632	12,701,222	13,203,666	72,396,155	73,174,770	73,686,000	75,050,095

Fig 5. Summary of Patronage by mode

## 1. Rail

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

- Rail patronage improved in Aug-2014 and totalled 11,729,130 passengers for the 12 months to Aug-2014, an increase of +1.5% on the 12 months to Jul-2014 and +16.0% on the 12 months to Aug-2013. (Figure 6).
- Patronage for Aug-2014 was 1,181,117 boardings, an increase of +17.6% (+176,487 boardings) on Aug-2013

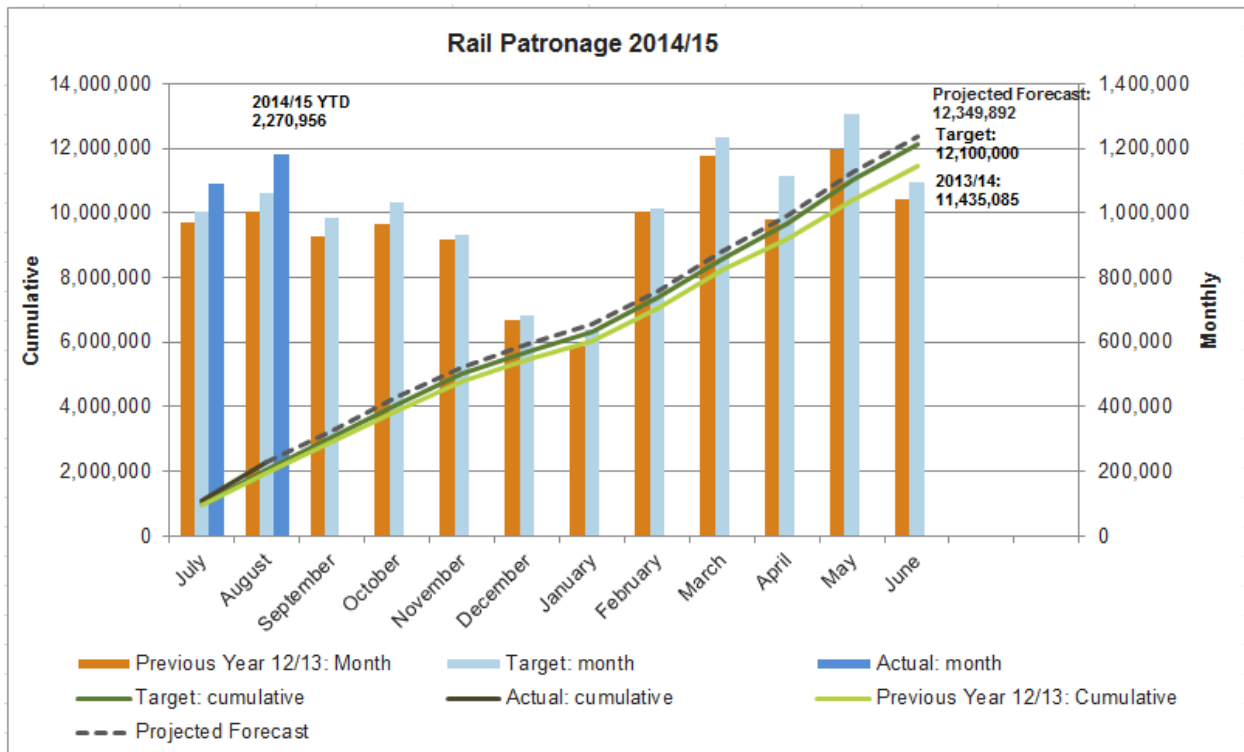


Fig 6. Rail – Patronage results vs target and previous year

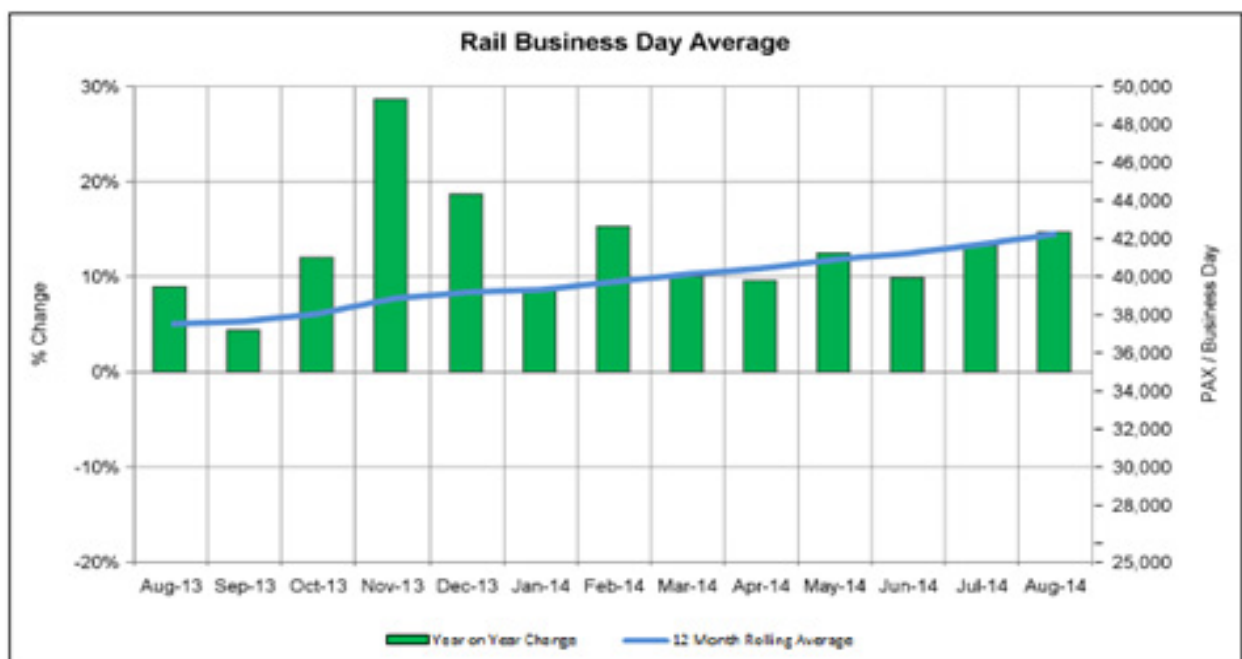


Fig 7. Rail – Average passengers per business day

## **Activity Summary for August**

Patronage impacts include:

- Electric trains started on the Manukau/Eastern Line at off-peak times from 18th August, building up to full implementation including peak services on 15th September.
- Ambassadors travelled on the electric trains to advise customers about pushing the button to open the doors and outline the other features of the new trains. Posters and email advised regular customers of progressive introduction of new electric train services.
- Punctuality exceeded the 90% barrier for the first time under normal operating conditions, due to a continued focus on improving performance. The 12-month rolling average has increased to 87.8%.
- Increased focus on fare evasion and extra security at key stations
- 'New Movers' welcome to the neighbourhood packs

## **Key Activities for September**

- "Is your child getting the best fare?" campaign to encourage HOP usage and online top ups to reduce fare evasion. Educates parents about the need to register their child's HOP card so that child fares apply.
- Billboard advertising along the Eastern Line promoting electric trains
- Travelwise visits to secondary schools along train routes and planning activities at stations in term 4
- Planning communications for upcoming timetable change.



## 2. Northern Express (RTN Bus)

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

- Patronage totalled 2,499,332 passengers for the 12 months to Aug-2014, an increase of +1.6% on the 12 months to Jul-2014 and +9.7% on the 12 months to Aug-2013. (Figure 8).
- Patronage for Aug-2014 was 253,328 boardings, an increase of +18.3% (+39,155 boardings) on Aug-2013.

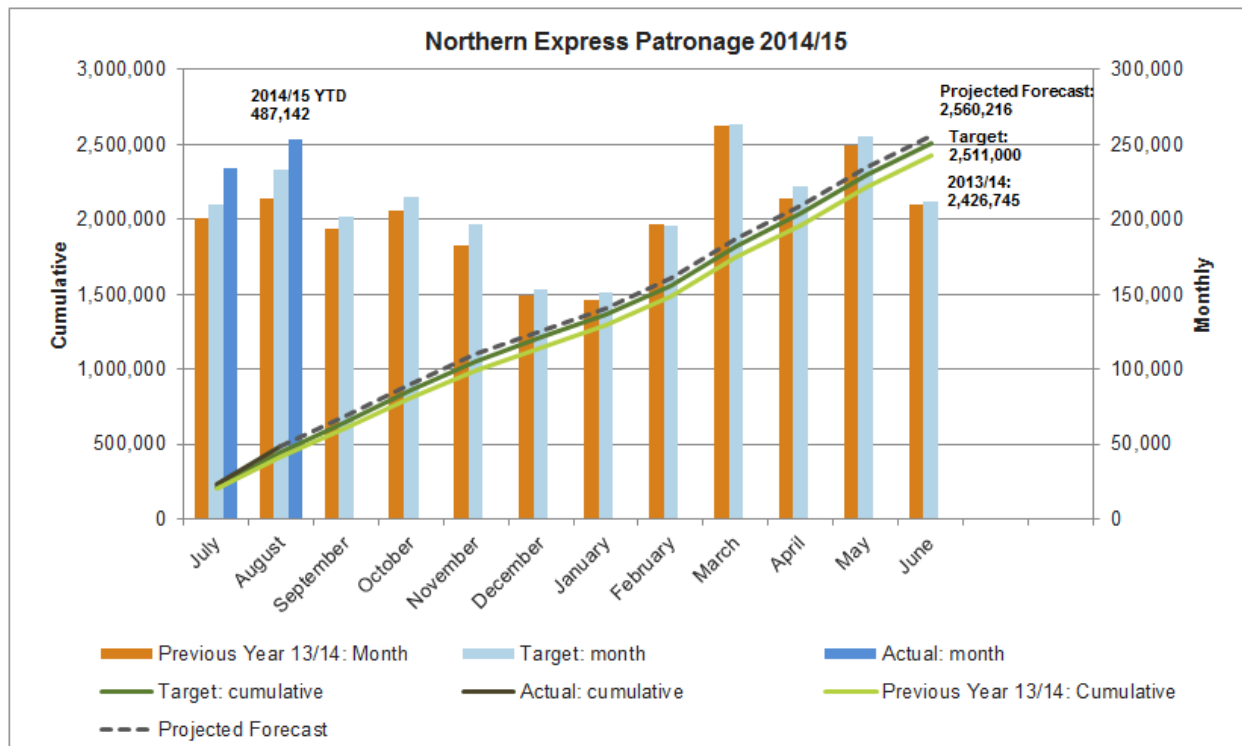


Fig 8. Northern Express – Patronage results vs target and previous year

### Activity Summary for August

Patronage impacts include:

- On time performance for the Northern Express Service continued to operate at a very high level during the whole month of August at 98.7%

### Key Activities for Northern Express in September:

- “Travel Myths” campaign continues on North Shore corridors (Glenfield / Onewa Rd’s, Northern Busway, East Coast Rd.)
- “New Movers” programme continues

## 3. Bus (excluding Northern Express)

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

- Patronage totalled 53,870,990 passengers for the 12 months to Aug-2014, an increase of +0.4% on the 12 months to Jul-2014 and +5.2% on the 12 months to Aug-2013 (Figure 9).
- Patronage for Aug-2014 was 5,119,656 boardings, a change of +4.4% (+217,396 boardings) on Aug-2013.

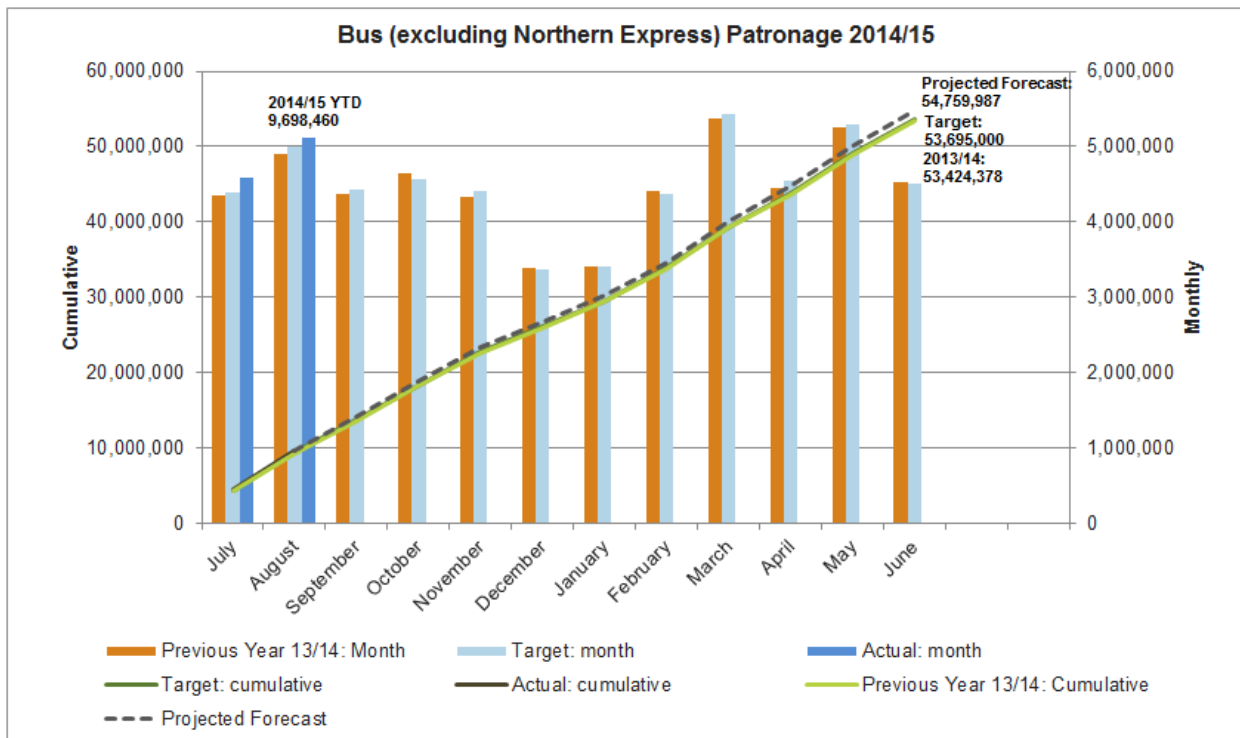


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

### Activity Summary for August

Patronage impacts include:

- On-time performance across the entire bus network rose to 90.5% for August.
  - NZ Bus punctuality is up 7% to 91.7% in August, which is the best result NZ has recently achieved. Reliability is consistent with previous year at 97%.

In the marketing and promotions space;

- A major customer information campaign is in market to draw awareness to west Auckland bus service changes launched August 3rd.
- “Travel Myths” was voted “Best Public Sector” campaign at the TVNZ Marketing Awards and was also a finalist in the “Supreme Award” and “Best use of Insight.”
- “Travel Myths” in the ‘Central Corridors’, Mt Eden / Sandringham / Dominion Road / Great North / New North Road is on-going with at least +3.7% patronage growth attributable to this marketing campaign.
- The City LINK campaign is on-going, delivering at least +9% patronage growth directly attributable to marketing campaign.

### Key activities for September

- A supporting acquisition campaign for the Western service changes will be in market from September 1<sup>st</sup>.
- Continuation of a major campaign to increase use of bus services in the ‘Central Corridors’, Mt Eden / Sandringham / Dominion Road / Great North / New North Road. The campaign challenges the “myths” of bus travel, using a ‘pop-art’ art direction.
- City LINK campaign continues.
- “New Movers” programme continues.
- A service change campaign will commence for 12<sup>th</sup> October, North Star changes in late September.

- The infrastructure team is working on a series of bus priority measures, which involve both quick wins as well as longer term programmes. Preliminary analysis has identified 16 'quick win' and 10 corridors for investigation.

#### 4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,075,318 passenger trips for the 12 months to Aug-2014, no change on the 12 months to Jul-2014 and an increase +1.4% on the 12 months to Aug-2013 (Figure 10).
- Patronage for Aug-2014 was 380,813, an increase of 1,345 boardings or +0.4%.

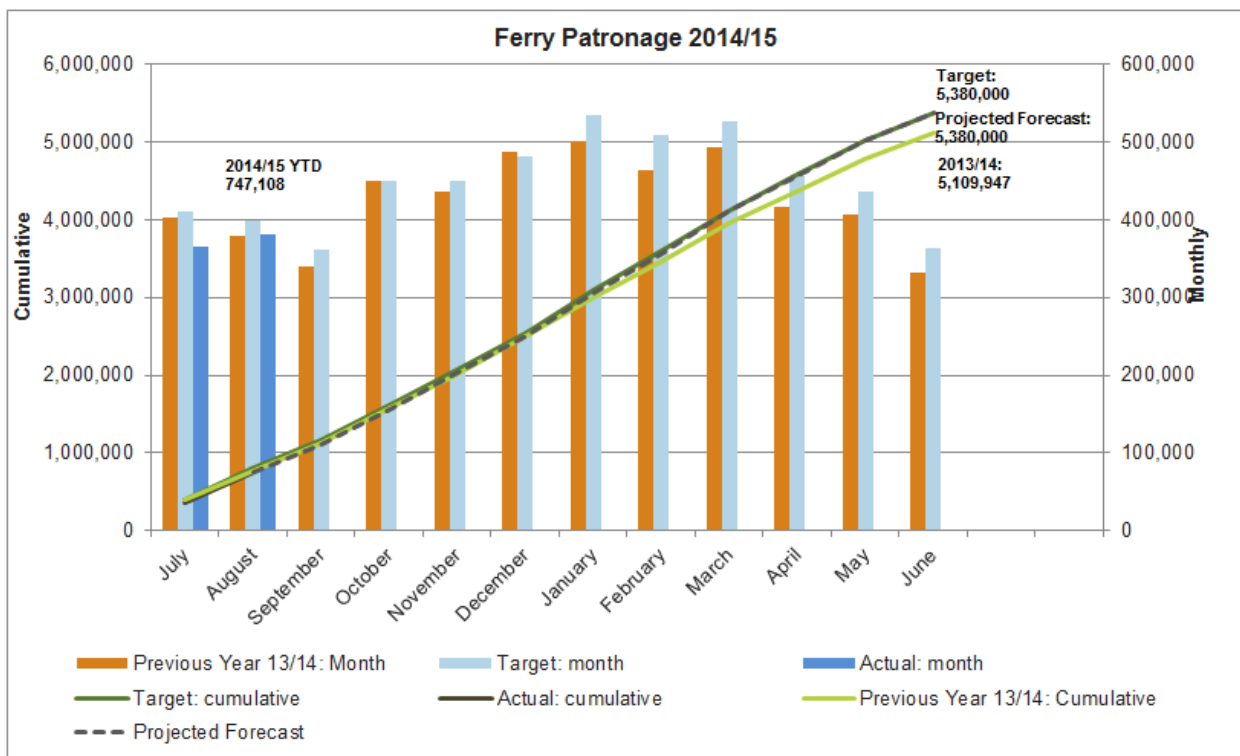


Fig 10. Ferry – Patronage results vs target and previous year

#### Activity Summary for ferry in August

- Preparation for adjusted timetable from 1/9/2014 for West Harbour service, changing the 8.50am departure to 9.00am to minimise Super Gold Card tag on/off issues with AT HOP.
- Ferry patronage for Gulf Harbour up 53% for month of August after service improvements introduced 28 July 2014. Marketing material issued over the month with a timetable drop mid month.

#### Key activities for September

- Engaged with operators for weekend services and summer timetables.
- Development of a summer holiday destination based promotion campaign.
- Rakino ferry services consultation underway from 17 Sept to 26 Sept.

## Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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										
Variance: month to target	86,118	118,637										
Variance: month to previous year	117,561	176,487										
Actual: cumulative	1,089,839	2,270,956										
Variance: cumulative to target	86,118	204,756										
Variance: cumulative to previous year	117,561	294,048										
Actual: cumulative FY growth to previous year	12.09%	14.87%										
% cumulative change to target	8.58%	9.91%										
Reforecast: month	1,089,839	1,181,117	987,371	1,038,559	937,290	686,780	642,452	1,017,803	1,238,476	1,118,342	1,312,608	1,099,256
Reforecast: cumulative	1,089,839	2,270,956	3,258,327	4,296,886	5,234,175	5,920,955	6,563,406	7,581,209	8,819,685	9,938,027	11,250,636	12,349,892
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	12.28%	11.14%	9.39%	8.56%	8.62%	7.56%	7.26%	8.00%	8.23%	8.00%

### Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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										
Variance: month to target	23,912	20,005										
Variance: month to previous year	33,433	39,156										
Actual: cumulative	233,814	487,142										
Variance: cumulative to target	23,912	43,917										
Variance: cumulative to previous year	33,433	72,589										
Actual: cumulative FY growth to previous year	16.68%	17.51%										
% cumulative change to target	11.39%	9.91%										
Reforecast: month	233,814	253,328	202,628	215,936	197,512	153,776	151,850	196,158	263,786	223,034	256,207	212,188
Reforecast: cumulative	233,814	487,142	689,770	905,706	1,103,217	1,256,993	1,408,843	1,605,001	1,868,787	2,091,821	2,348,028	2,560,216
Reforecast: cumulative FY growth to previous year %	16.68%	17.51%	13.42%	11.21%	10.63%	9.60%	8.91%	7.71%	6.63%	6.36%	5.93%	5.50%

#### 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
<b>Patronage</b>												
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										
Variance: month to target	188,563	127,729										
Variance: month to previous year	228,637	217,392										
Actual: cumulative	4,578,804	9,698,460										
Variance: cumulative to target	188,563	316,292										
Variance: cumulative to previous year	228,637	446,029										
Actual: cumulative FY growth to previous year	5.26%	4.82%										
% cumulative change to target	4.30%	3.37%										
Reforecast: month	4,578,804	5,119,656	4,498,364	4,635,746	4,477,878	3,422,960	3,473,186	4,449,581	5,515,340	4,630,136	5,374,139	4,584,198
Reforecast: cumulative	4,578,804	9,698,460	14,196,824	18,832,570	23,310,447	26,733,407	30,206,594	34,656,174	40,171,515	44,801,651	50,175,789	54,759,987
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	4.21%	3.03%	3.08%	2.80%	2.69%	2.46%	2.48%	2.63%	2.61%	2.50%

## Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
<b>Patronage</b>												
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%
Original Target: month												
Original Target: cumulative	0	0	0	0	0	0	0	0	0	0	0	0
Actual: month	366,295	380,813										
Variance: month to target	-43,614	-18,906										
Variance: month to previous year	-35,980	1,348										
Actual: cumulative	366,295	747,108										
Variance: cumulative to target	-43,614	-62,520										
Variance: cumulative to previous year	-35,980	-34,632										
Actual: cumulative FY growth to previous year	-8.94%	-4.43%										
% cumulative change to target	-10.64%	-7.72%										
Reforecast: month	366,295	380,813	365,704	456,711	455,189	488,805	541,335	516,832	534,665	461,974	442,805	368,872
Reforecast: cumulative	366,295	747,108	1,112,812	1,569,523	2,024,712	2,513,517	3,054,852	3,571,684	4,106,349	4,568,323	5,011,128	5,380,000
Reforecast: cumulative FY growth to previous year %	-8.94%	-4.43%	-0.80%	-0.15%	0.80%	0.73%	1.94%	3.20%	3.82%	4.52%	4.89%	5.28%

# Appendix 6: Public Transport Promotional Activities – July 2014

## Western Bus Changes 3 August 2014

Communication of bus changes for area covering Green Bay, Titirangi and Laingholm. Customer information provided at just under 400 bus stops, leaflets dropped to a greater area of 70k households and AT Ambassadors present at key bus stops to engage, advise and help customers.



## Titirangi/Green Bay & Laingholm Acquisition promotion 1 September – 5 October 2014.

Following the implementation of the above timetable changes we are promoting the service to the following areas to non-users highlighting the benefits and changes to those who do not currently use the bus. We will be using press, household drop to 20k houses, mobile billboard and presence in local cafes and libraries.

To improve the reliability and service to bus customers in Auckland, a number of changes are taking place:

- Major timetable changes, with added frequency on selected routes in Titirangi, Green Bay and Laingholm areas
- Minor changes to timetables in most other West Auckland suburbs
- Some route and bus stop changes
- Some route number changes

For full details on the changes and new timetables visit [AT.govt.nz/westchanges](http://AT.govt.nz/westchanges)



**Your new bus service**

**South Lynn Loop**  
↕  
**New Lynn**

At least **Every 30mins**  
7 am - 7 pm 7 days

Go to [AT.govt.nz](http://AT.govt.nz) for services before 7am and after 7pm.

For more information visit [AT.govt.nz](http://AT.govt.nz) or phone 09 366 4467

**AT** Connecting Aucklanders.

**Your new bus service**

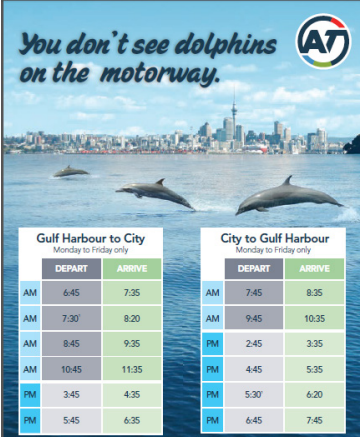
<p><b>South Lynn Loop</b> ↕ <b>New Lynn</b> Route 186</p> <p>At least <b>Every 30 mins</b> 7 am - 7 pm 7 days</p> <ul style="list-style-type: none"> <li>• Increased frequency all day, every day.</li> <li>• Simplified routes and route numbers to make them easier to understand.</li> <li>• Better connections with other buses and trains at New Lynn.</li> <li>• Regular services outside these hours.</li> </ul> <p>Visit <a href="http://AT.govt.nz">AT.govt.nz</a> for full timetable details.</p>	<p><b>Titirangi</b> ↕ <b>New Lynn</b> Routes 170, 172</p> <p>At least <b>Every 30 mins</b> 7 am - 7 pm 7 days</p> <ul style="list-style-type: none"> <li>• More peak time buses.</li> <li>• Increased frequency all day, every day.</li> <li>• Better connections with other buses and trains at New Lynn.</li> <li>• Simplified routes and route numbers to make them easier to understand.</li> <li>• Regular services outside these hours.</li> </ul> <p>Visit <a href="http://AT.govt.nz">AT.govt.nz</a> for full timetable details.</p>	<p><b>Laingholm</b> ↕ <b>New Lynn</b> Routes 171, 171x</p> <ul style="list-style-type: none"> <li>• Better connections with train and bus services at New Lynn.</li> <li>• New Saturday services.</li> <li>• New express buses to and from Britomart at peak times.</li> </ul> <p>Visit <a href="http://AT.govt.nz">AT.govt.nz</a> for full timetable details.</p>
<p><b>Green Bay</b> ↕ <b>New Lynn</b> Routes 195, 209 (Titirangi ↔ Britomart)</p> <ul style="list-style-type: none"> <li>• Better connections with train and bus services at New Lynn.</li> <li>• A bus every 30 minutes at peak times.</li> <li>• Simplified routes and route numbers to make them easier to understand.</li> <li>• Regular buses to and from Britomart at peak times.</li> </ul> <p>Visit <a href="http://AT.govt.nz">AT.govt.nz</a> for full timetable details.</p>		



## Gulf Harbour Launch of new services

Following customer demand and consultation the ferry sailings have tripled. The first burst of advertising will start on 11 August 2014 and will be followed through-out the year at key times to ensure the patronage remains high.

*You don't see dolphins on the motorway.*





Gulf Harbour to City <small>Monday to Friday only</small>		City to Gulf Harbour <small>Monday to Friday only</small>	
DEPART	ARRIVE	DEPART	ARRIVE
AM 6:45	7:35	AM 7:45	8:35
AM 7:30	8:20	AM 9:45	10:35
AM 8:45	9:35	PM 2:45	3:35
AM 10:45	11:35	PM 4:45	5:35
PM 3:45	4:35	PM 5:30	6:20
PM 5:45	6:35	PM 6:45	7:45

See [AT.govt.nz](http://AT.govt.nz) for details.


Sailings are subject to change or cancellation due to weather or sea conditions. The operator reserves the right to change prices and departure times without notice. (No ferries on public holidays and some services may not operate over Christmas and New Year period. Please always check with Auckland Transport before travelling over this time).  
 \*Connecting feeder bus operates between Orewa and Gulf Harbour

**TEXT ALERT SERVICE.**  
 Sign up to 360 Discovery's Text Alert System and get FREE text messages about delays, cancellations, timetable changes, extra sailings, etc for the Gulf Harbour ferry service sent straight to your phone. To join, simply email your full name and mobile phone number to [info@360discovery.co.nz](mailto:info@360discovery.co.nz)

There is no cost to receive text messages. Replies to the text message service, including UNSUBSCRIBE requests cost 20c ea.

# Cruise to work on the ferry.



One of the great benefits of living where you do is that you're far away from the hustle and bustle of the city, yet just a ferry ride away!


Why sit in traffic all the way to town when you can relax on the water, especially now there are six ferries every weekday from Gulf Harbour.

By catching the ferry, you can read, listen to music and catch up with friends on the way to and from work. You'll also be one less car on the motorway, which is good for the environment and good for Auckland.

Now, with triple the daily sailings, there are six trips each day into the city and back. See the new timetable enclosed or visit [AT.govt.nz/gulpharbourferry](http://AT.govt.nz/gulpharbourferry) for more information.

**TEXT ALERT SERVICE.**  
 Sign up to 360 Discovery's Text Alert System and get FREE text messages about delays, cancellations, timetable changes, extra sailings, etc for the Gulf Harbour ferry service sent straight to your phone. To join, simply email your full name and mobile phone number to [info@360discovery.co.nz](mailto:info@360discovery.co.nz)

There is no cost to receive text messages. Replies to the text message service, including UNSUBSCRIBE requests cost 20c ea.



## Special Events –

### ITM Cup Season 31 August to 11 October (excluding finals)

Marketing materials for the ITM Cup season are now in market promoting travel on trains to/from Eden Park.

> EVENT TRANSPORT Auckland Transport



## Ride to the ITM Cup with your game ticket.

**ITM Cup, Eden Park, 2014**

 **Train**

Travel on trains is included with your game ticket. Travel up to 3 hours before kick-off and until end of service post match.

Terms and conditions apply. For full details on special event public transport services go to [AT.govt.nz/events](http://AT.govt.nz/events)

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

> EVENT TRANSPORT Auckland Transport



## Ride to the All Blacks with your game ticket.

**All Blacks vs Australia**  
 7:35pm, Saturday 23 August, Eden Park

 **Train**

Travel on trains is included with your game ticket. Event trains operate from 4:30pm. Services from the city terminate at Kingfield Station and services from the West terminate at Morningside Station. Kingfield 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 game ticket. Event buses operate from 4:30pm to Eden Park from Auckland City Centre, Northern Busway stations, Takapuna, Manukau, Pakuranga, Botany, Newmarket and Mt Eden.

Terms and conditions apply. For full details on special event public transport services go to [AT.govt.nz/events](http://AT.govt.nz/events)

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

## EMU Rollout – Manukau & Eastern Line

Phase 1 of the campaign is now complete ('Watch Out' safety messaging). Phase 2 (billboards promoting use of the new electric trains) is scheduled to commence beginning of October.



## Connecting Aucklanders Info-graphic Video

A video has been published on our website promoting our major public transport projects. This ties into the 'Connecting Aucklanders' theme. A special web 'landing page' has also been released to make it easier for customers to find information on our major projects. See them both at [www.at.govt.nz/connectingaucklanders](http://www.at.govt.nz/connectingaucklanders)

The landing page for the "Connecting Aucklanders" video. It features a central graphic titled "The connected network" with a map of Auckland and icons for a train, a bus, a ferry, and a person with a ticket. Below this is a list of services: "New bus network", "New electric trains", "More ferry services", "New integrated ticketing", "More busways", and "City Rail Link". To the right, the video title "Connecting Aucklanders" is displayed in large blue letters, followed by a short paragraph: "Between now and the end of 2016 Auckland Transport will be taking steps to improve public transport and make the network more connected. A connected network will bring communities together - connect family, friends and loved ones, connect people with places and events, and connect home with the workplace." Below the text is a video player showing a new electric train with the text "New electric trains." and a play button. The video player interface shows a duration of 0:00 / 3:01.

## Retailer Promotion

The aim of this campaign is to target frequent public transport users who may not be aware of where to get a card and highlight the convenience of getting a card and the 20% savings they receive on their travel by using an AT HOP card. Phase 1 of this campaign is now live. This is an on-going campaign and will run until the end of the year.



# HOP along the road, and save 20% on your fare.\*

Get an AT HOP card from One Stop Convenience at 135 Karangahape Road, and enjoy all these benefits.

- Save at least 20%\*
- Just turn up, tag on and go!
- No queuing for paper tickets
- Register online to help protect your balance
- Avoid the need to carry cash
- Minimum top up just \$5



\*At least 20% off fare applies to each fare between Auckland's Outer Limits and Auckland's Centre. There is no additional discount for AT HOP card users who are registered on the AT HOP card. The AT HOP card is not valid for travel on the AT HOP card. The AT HOP card is not valid for travel on the AT HOP card. The AT HOP card is not valid for travel on the AT HOP card.

For more information visit [AT.govt.nz/athop](http://AT.govt.nz/athop) or phone 09 366 4467 @AucklandTransport




# Mr & Mrs Patel at Glen Innes Lotto & Dairy have a 20% fare discount waiting for you.\*

Pop around to 41 Mayfair Place, and get yourself an AT HOP card loaded with all these great benefits:

- Save at least 20%\*
- Just turn up, tag on and go!
- No queuing for paper tickets
- Register online to help protect your balance
- Avoid the need to carry cash
- Minimum top up just \$5



\*At least 20% off fare applies to each fare between Auckland's Outer Limits and Auckland's Centre. There is no additional discount for AT HOP card users who are registered on the AT HOP card. The AT HOP card is not valid for travel on the AT HOP card. The AT HOP card is not valid for travel on the AT HOP card. The AT HOP card is not valid for travel on the AT HOP card.

For more information visit [AT.govt.nz/athop](http://AT.govt.nz/athop) or phone 09 366 4467 @AucklandTransport



## New Network Consultation – Hibiscus Coast 14 July to 14 August 2014

Consultation of the Hibiscus Coast is now complete/closed.




# Buses are changing on the Hibiscus Coast

Have your say – consultation for the Hibiscus Coast opens 14 July and closes 14 August 2014

We are moving to a simpler and more integrated public transport network for Auckland that will change the way people travel. Due to the scale of change the New Network will happen in stages, and we are now consulting on the Hibiscus Coast. We want to know if the new public transport network works for you, so if you live, work, study or play on the Hibiscus Coast now is the time to have your say.

**How to find out more and provide feedback:**

- Online:** Visit [www.AT.govt.nz/NewNetwork](http://www.AT.govt.nz/NewNetwork)
- In person:** Come along to an event (see details below)
- In writing:** Fill out the feedback form in the Hibiscus Coast consultation brochure (available at our events or from libraries, service centres and local board offices)
- By phone:** Call 09 366 4400 or 0800 10 30 80

Date	Location	Time
Monday 14 July	Claremont Market, Claremont	8:30am - 12:00pm
Wednesday 23 July	Claremont Public Information Workshop, Claremont Community Centre, 288 Hibiscus Coast Highway, Claremont	10:30am - 12:00pm
Monday 28 July	Whangape Public Information Day, 10/11a Whangape Rd, Whangape	10:30am - 12:00pm
Monday 28 July	Whangape Library Open Day, 10/11a Whangape Rd, Whangape	10:30am - 12:00pm
Monday 27 July	Hiale, What Whales, The Exchange, Off Princes St, Cliffton	10:30am - 12:00pm
Monday 14 August	Claremont Library Open Day, 10/11a Whangape Rd, Claremont	10:30am - 12:00pm



## Albany and Smales Farm Customer Service Centres will now be open on alternate Saturdays from the 23rd August.



Open at Albany 8am - 4.30pm			Open at Smales Farm 8am - 4.30pm		
August 23	September 6	September 20	August 30	September 13	September 27
October 4	October 18	November 1	October 11	October 25	November 8
November 15	November 29	December 13	November 22	December 6	December 20

For more information visit  
[AT.govt.nz/contactus](http://AT.govt.nz/contactus) or phone 09 366 4467  
 @AkiTransport



## Extended hours for Albany and Smales Farm CSC's

Press Ad and Poster to inform customers of the extended CSC hours at Albany and Smales Farm.

## Tertiary Concession Renewal

Approximately 11,000 first semester tertiary concessions expired 31 August. This campaign was to remind students to renew the concession on their card before 31 August or their cards would revert to an adult profile and they would be charged adult fares. The message was communicated to students via posters on-board and emails.

**Time to renew your student concession.**  
 First semester Tertiary Concessions on AT HOP cards must be renewed by 31 August 2014.

**Apply now!** TERTIARY ID STICKER \$59.97 (incl. GST)

For more information visit [AT.govt.nz/concessions](http://AT.govt.nz/concessions) or phone 09 366 4467.  
 @AkiTransport

## Registration Campaign

**Your card's always good to go with the auto top-up feature.**

Auto top-up is just one of the extra features of a registered AT HOP card. Register yours today!

- Top up online • Set up an Auto top up • Use free AT HOP WiFi
- Help protect your balance • Load concession for discounted fares
- Manage more than one AT HOP card with a linked account
- Check your balance and transaction history

For more information visit [AT.govt.nz/athop](http://AT.govt.nz/athop) or phone 09 366 4467 @AkiTransport

Way to move, Auckland.

**You may lose your card, but never the balance.**

Automatic balance protection is just one of the extra features of a registered AT HOP card. Register yours today!

- Top up online • Set up an Auto top up • Use free AT HOP WiFi
- Help protect your balance • Load concession for discounted fares
- Manage more than one AT HOP card with a linked account
- Check your balance and transaction history

For more information visit [AT.govt.nz/athop](http://AT.govt.nz/athop) or phone 09 366 4467 @AkiTransport

Way to move, Auckland.

