

Public Transport Monthly Patronage – September 2014

Recommendations

It is recommended that the Board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 73,957,488 passenger trips for the 12 months to Sep-2014, an increase of +1.1% on the 12 months to Aug-2014 and +7.6% on the 12 months to Sep-2013. September monthly patronage was 6,612,702, an increase of 782,718 boardings or +13.4% on Sep-2013, normalised to ~ +11.0% accounting for special event patronage, one more business and one less weekend day in Sep-2014 compared to Sep-2013. Financial year to date patronage has grown by + 8.5%.

Rail patronage totalled 11,923,347 passenger trips for the 12 months to Sep-2014, an increase of +1.7% on the 12 months to Aug-2014 and +16.7% on the 12 months to Sep-2013. Patronage for Sep-2014 was 1,119,230, an increase of 194,217 boardings or +21.0% on Sep-2013, normalised to ~ +21.2%. Financial year to date rail patronage has grown by +16.8%.

The Northern Express bus service carried 2,540,018 passenger trips for the 12 months to Sep-2014, an increase of +1.6% on the 12 months to Aug-2014 and + 11.1% on the 12 months to Sep-2013. Northern Express bus service patronage for Sep-2014 was 234,282, an increase of 40,686 boardings or +21.0% on Sep-2013, normalised to ~ +20.8%. Financial year to date Northern Express patronage has grown by +18.6%.

Bus services excluding Northern Express carried 54,387,408 passenger trips for the 12 months to Sep-2014, an increase of +1.0% on the 12 months to Aug-2014 and +6.2% on the 12 months to Sep-2013. Bus services excluding Northern Express patronage for Sep-2014 was 4,887,764, an increase of 516,418 boardings or +11.8% on Sep-2013, normalised to ~ +8.8%. Financial year to date bus services excluding Northern Express patronage has grown by +7.1%.

Ferry services carried 5,106,715 passenger trips for the 12 months to Sep-2014, an increase of +0.6% on the 12 months to Aug-2014 and an increase +2.0% on the 12 months to Sep-2013. Ferry services patronage for Sep-2014 was 371,426, an increase of 31,397 boardings or +9.2% on Sep-2013, normalised to ~ +8.1%. Financial year to date ferry patronage has decreased by - 0.3%.

Summary performance against SOI targets is provided in Table 1.

September 2014							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
Rail	↑ 21.0%	↑ 21.2%	↑ 16.7%	↑ 16.8%	5.1%	16.8%	11.8%
NEX	↑ 21.0%	↑ 20.8%	↑ 11.1%	↑ 18.6%	6.1%	18.6%	12.5%
Bus	↑ 11.8%	↑ 8.8%	↑ 6.2%	↑ 7.1%	1.3%	7.1%	5.7%
Ferry	↑ 9.2%	↑ 8.1%	↑ 2.0%	↓ -0.3%	4.3%	-0.3%	-4.6%
Total	↑ 13.4%	↑ 11.0%	↑ 7.6%	↑ 8.5%	2.3%	8.5%	6.3%

Table 1. Summary performance against SOI Targets

Alignment with strategy

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

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

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

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

Background

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

Strategic Context

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



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

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

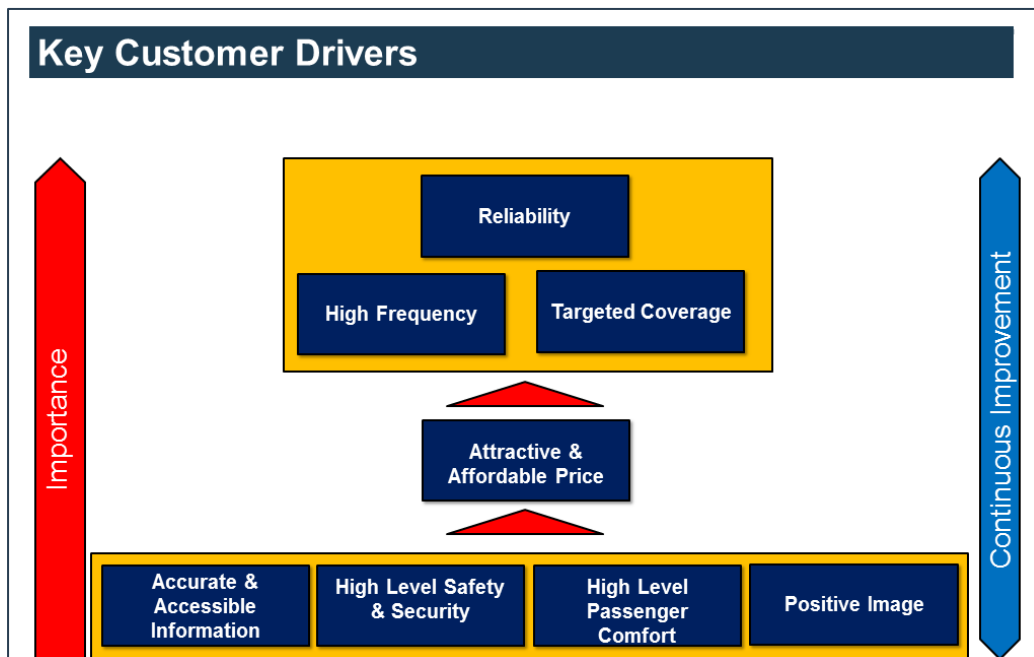


Fig 2. Key Customer Growth Drivers

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

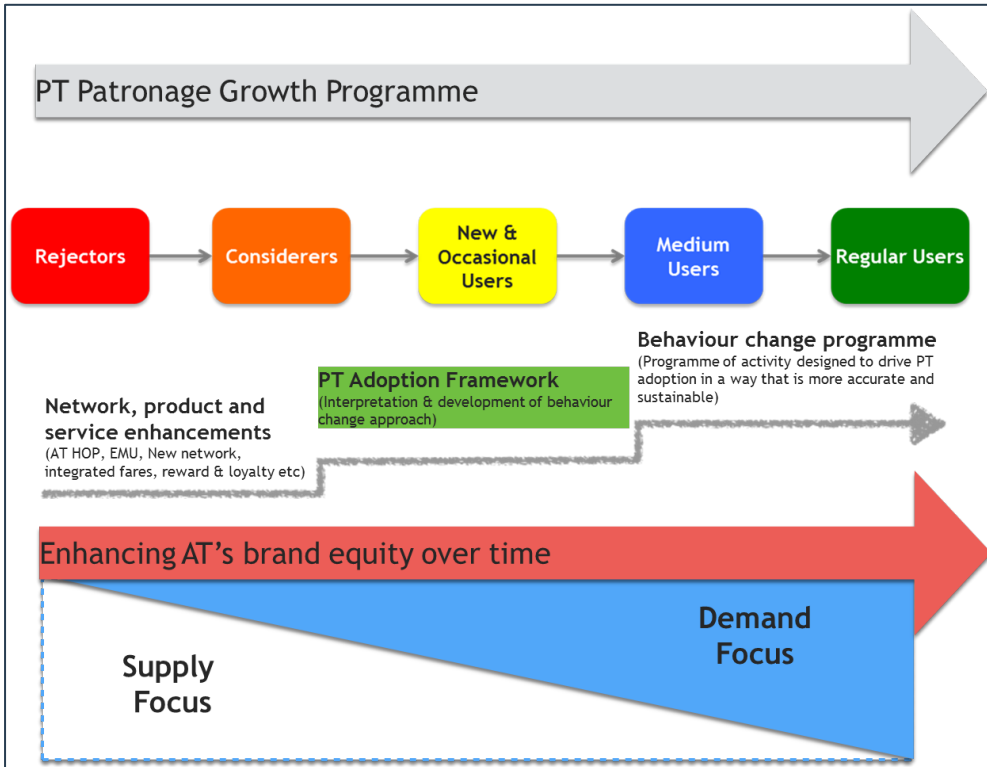


Fig 3. Public Transport patronage growth program

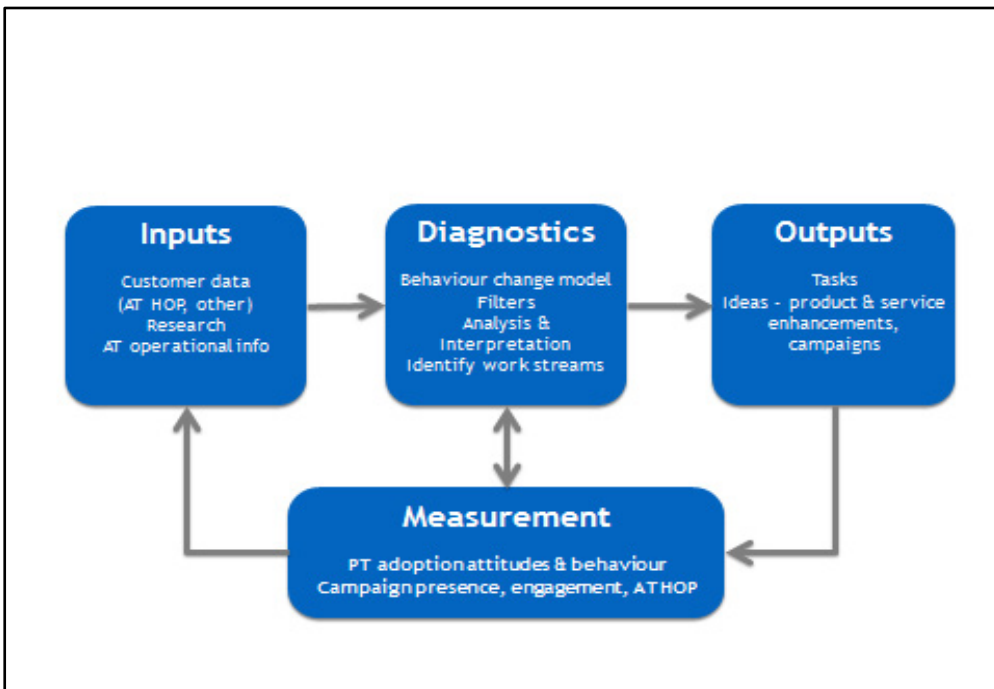


Fig.4. Public Transport adoption framework

Attachments

Number	Description
1	Monthly PT Patronage Report – September 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 – September 2014

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

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

Auckland public transport patronage totalled 73,957,488 passengers for the 12 months to Sep-2014, an increase of +1.1% on the 12 months to Aug-2014 and + 7.6% on the 12 months to Sep-2013 as illustrated in Figure 1. September monthly patronage was 6,612,702, an increase of 782,718 boardings or +13.4% on Sep-2013, normalised to ~ +11.0%.

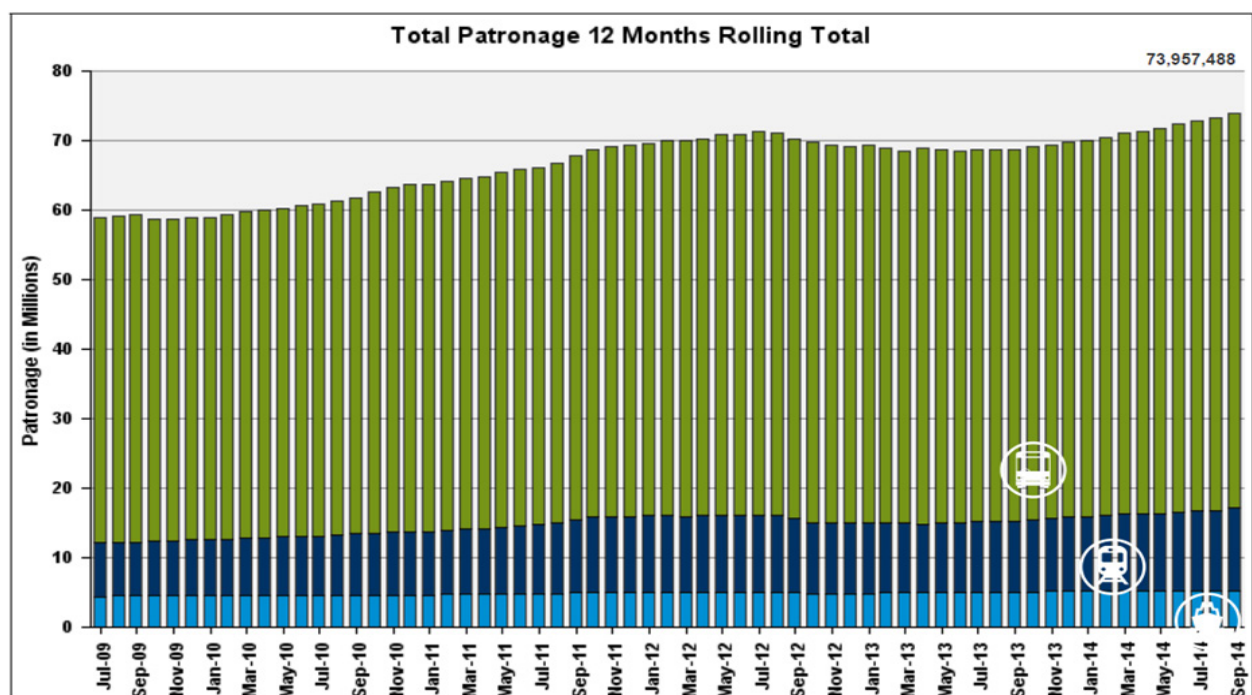


Fig 4. Total Patronage – 12 Months Rolling Total

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

	FY 2014/15 Year-to-date September 2014			12 Months			
	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	Previous Year 2013/14 to Jun 14	Actual rolling total to September	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	2,901,922	3,049,150	3,390,186	11,435,085	11,923,347	12,100,000	12,933,152
2. Northern Express Bus	608,149	645,335	721,424	2,426,745	2,540,018	2,511,000	2,550,468
3. Frequent, Connector and Local Bus (Including School Bus)	13,623,777	13,805,792	14,586,224	53,424,378	54,387,408	53,695,000	55,257,808
4. Ferry	1,121,769	1,170,397	1,118,534	5,109,947	5,106,715	5,380,000	5,380,000
Total Patronage	18,255,617	18,670,674	19,816,368	72,396,155	73,957,488	73,686,000	76,121,427

Fig 5. Summary of Patronage by mode

1. Rail

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

- Rail patronage improved in Sep-2014 and totalled 11,923,347 passengers for the 12 months to Sep-2014 (Figure 5), an increase of +1.7% on the 12 months to Aug-2014 and +16.7% on the 12 months to Sep-2013. (Figure 6).
- Patronage for Sep-2014 was 1,119,230 boardings, an increase of +21.0% (+194,217 boardings) on Sep-2013.

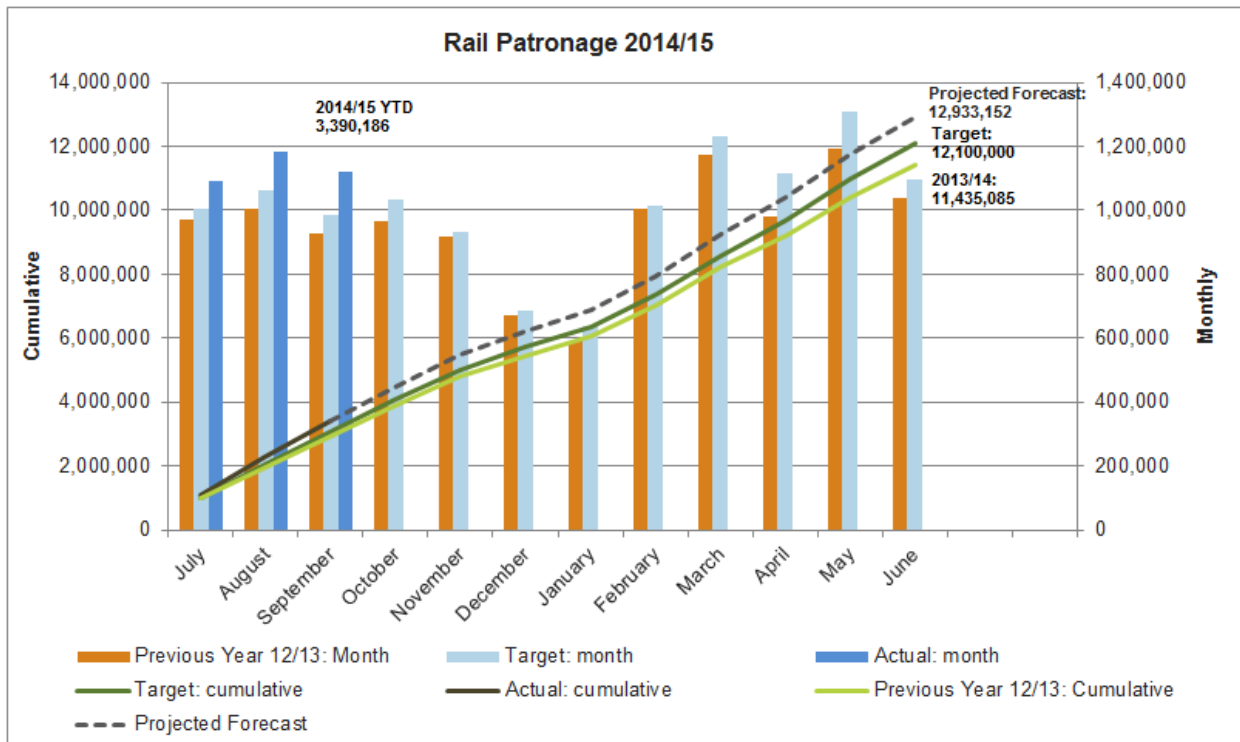


Fig 6. Rail – Patronage results vs target and previous year

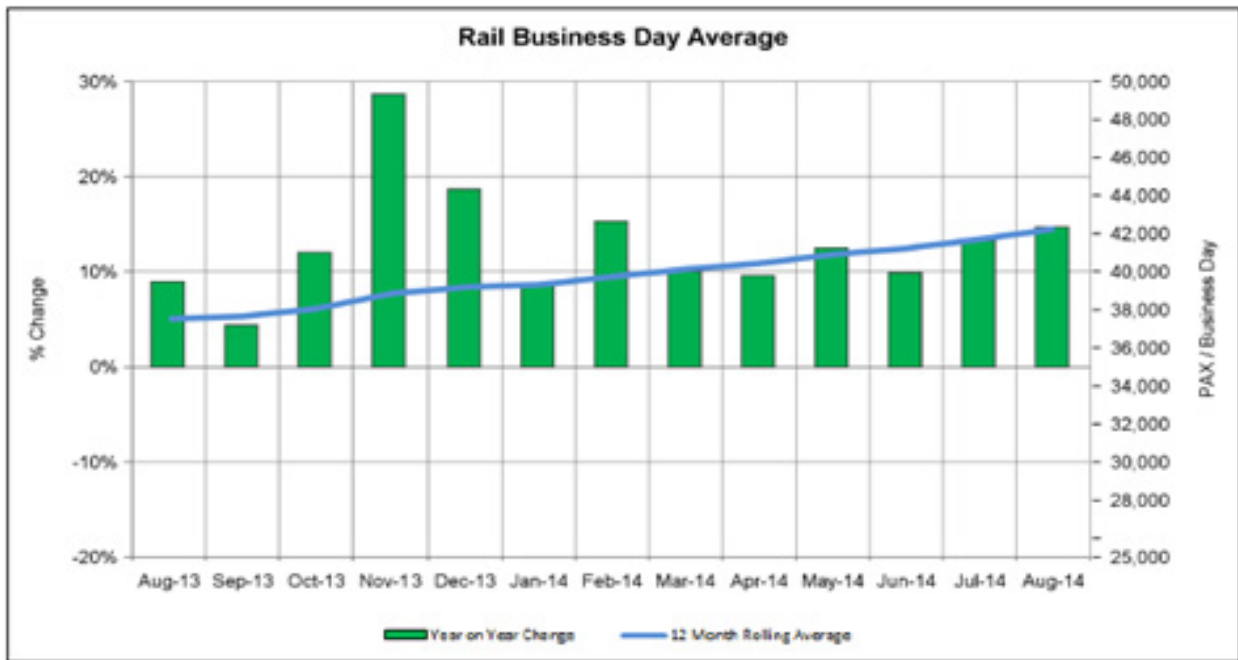


Fig 7. Rail – Average passengers per business day

Activity Summary for September

Patronage impacts include:

- Electric trains went into full service on the Eastern Line on 15th September.
- Ambassadors were deployed to help customers get familiar with pushing the buttons to open doors.
- Growth on Onehunga and Eastern Line continues to be strong since electric trains went into service, but double digit growth is being seen across all Lines.
- Increased focus on fare evasion and extra security at key stations continued. Travel Demand Management team engaged with key schools.
- “Is your child getting the best fare?” education campaign in market to ensure parents are aware that HOP cards need to be registered to a child for child fares to apply, and encourage HOP take-up by children (over 50% of child trips are paid by cash).
- ‘New Movers’ welcome to the neighbourhood packs

Key Activities for October

- Billboard advertising along the Eastern Line promoting electric trains
- Travelwise visits to secondary schools along train routes and activities at stations in term 4
- Anti-fare evasion campaign
- Planning communications for the December timetable change and Christmas timetable.

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,540,018 passengers for the 12 months to Sep-2014, an increase of +1.6% on the 12 months to Aug-2014 and +11.1% on the 12 months to Sep-2013. (Figure 8).
- Patronage for Sep-2014 was 234,282 boardings, an increase of +21.0% (+40,686 boardings) on Sep-2013.

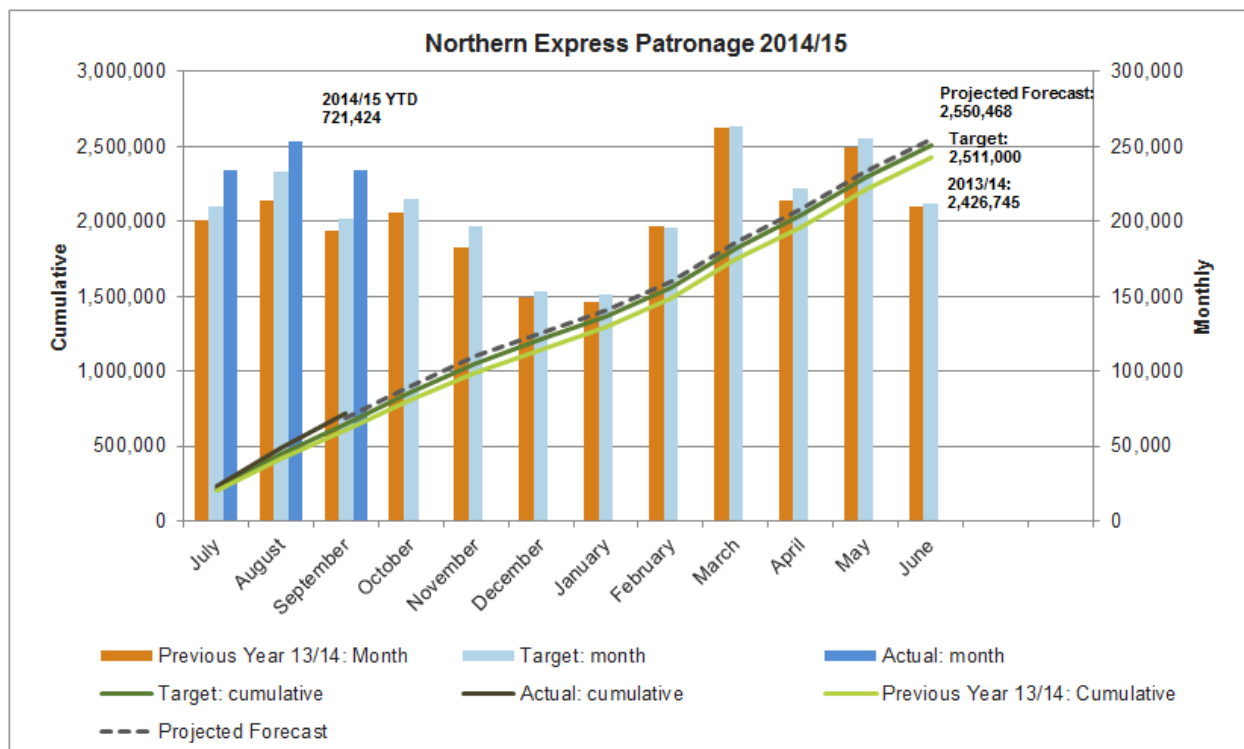


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for September

Patronage impacts include:

- On time performance for the Northern Express Service continued to operate at a very high level during the whole month of September at 99.3%

Key Activities for Northern Express in October:

- “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 54,387,408 passengers for the 12 months to Sep-2014, an increase of +1.0% on the 12 months to Aug-2014 and +6.2% on the 12 months to Sep-2013 (Figure 9).
- Patronage for Sep-2014 was 4,887,764 boardings, an increase of +11.8% (+516,418 boardings) on Sep-2013.

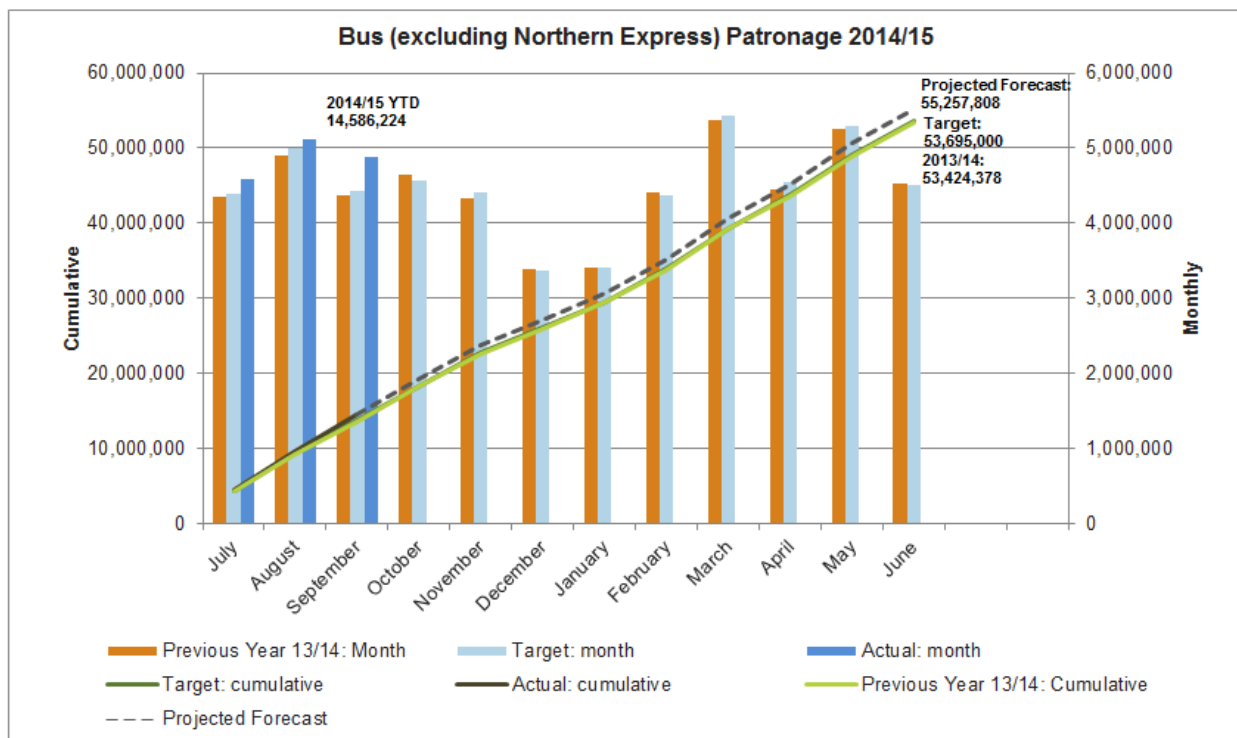


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

Activity Summary for September

Patronage impacts include:

- On-time performance across the entire bus network rose to 91.9% for September.

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 October

- A supporting acquisition campaign for the Western service changes will be in market from September 1st.

- 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 12th October, North Star changes in late September.

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,106,715 passenger trips for the 12 months to Sep-2014, an increase of +0.6% on the 12 months to Aug-2014 and an increase +2.0% on the 12 months to Sep-2013 (Figure 10).
- Patronage for Sep-2014 was 371,426, an increase of 31,397 boardings or +9.2% on Sep-2013.

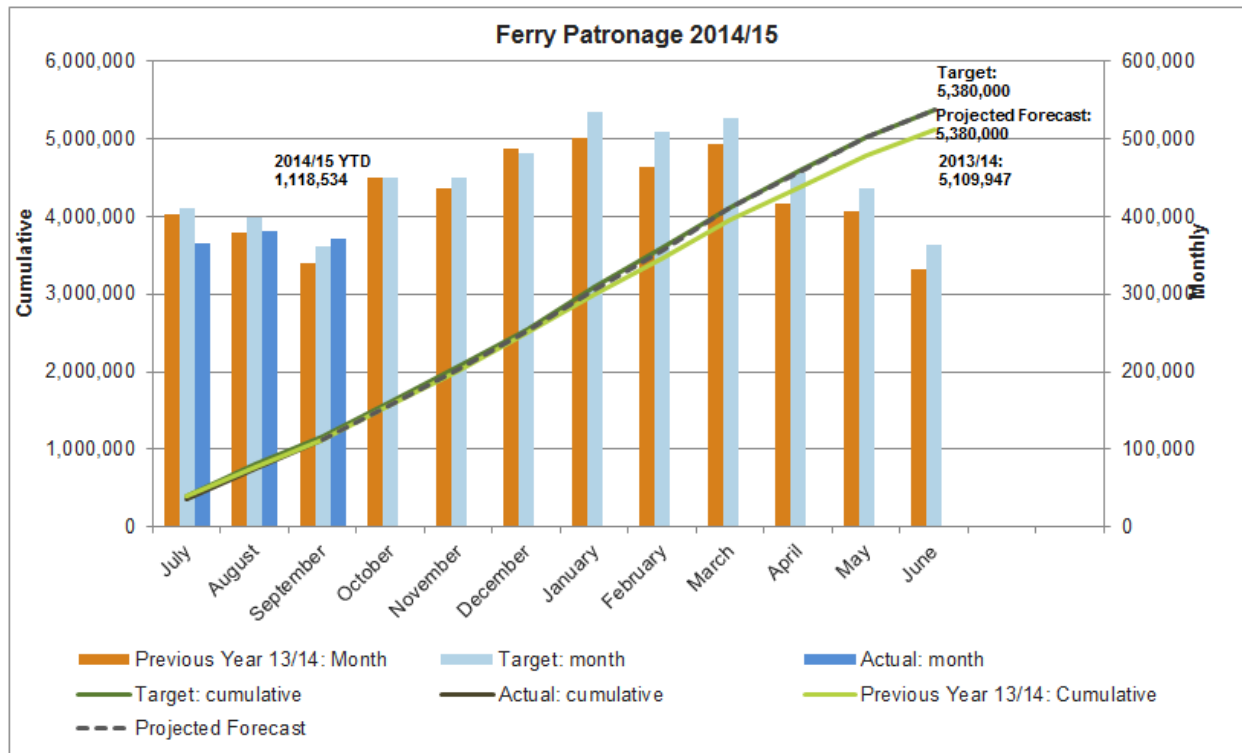


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in September

- 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 87% for month of Sept (4569 passenger journeys) after service improvements introduced 28 July 2014.
- Rakino ferry services consultation concluded on 26 Sept and results are being looked to determine what option to proceed with.

Key activities for October

- Engaged with operators for weekend services and summer timetables.
- Development of a summer holiday destination based promotion campaign.
- Preparation for implementation of a new Rakino Island ferry service timetable, for early November.
- New commercial ferry services to Waiheke being implemented by two operators – Explore NZ and SeaLink.

Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	978,839	1,193,702	1,039,830
Previous Year 12/13: Cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754	7,048,126	8,222,714	9,201,553	10,395,255	11,435,085
Target: month	1,003,721	1,062,480	982,949	1,033,908	933,092	683,704	639,575	1,013,245	1,232,930	1,113,334	1,306,730	1,094,333
Target: cumulative	1,003,721	2,066,200	3,049,150	4,083,057	5,016,149	5,699,854	6,339,428	7,352,673	8,585,603	9,698,937	11,005,667	12,100,000
Target: cumulative FY growth to previous year %	3.23%	4.52%	5.07%	5.61%	4.83%	4.50%	4.91%	4.32%	4.41%	5.41%	5.87%	5.81%
Actual: month	1,089,839	1,181,117	1,119,230									
Variance: month to target	86,118	118,637	136,281									
Variance: month to previous year	117,561	176,487	194,216									
Actual: cumulative	1,089,839	2,270,956	3,390,186									
Variance: cumulative to target	86,118	204,756	341,036									
Variance: cumulative to previous year	117,561	294,048	488,264									
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%									
% cumulative change to target	8.58%	9.91%	11.18%									
Reforecast: month	1,089,839	1,181,117	1,119,230	1,090,124	983,826	720,879	674,350	1,068,337	1,299,967	1,173,868	1,377,780	1,153,835
Reforecast: cumulative	1,089,839	2,270,956	3,390,186	4,480,310	5,464,136	6,185,015	6,859,365	7,927,702	9,227,669	10,401,537	11,779,317	12,933,152
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	16.83%	15.88%	14.19%	13.40%	13.51%	12.48%	12.22%	13.04%	13.31%	13.10%

Appendix 3. Northern Express Patronage

Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	200,381	214,172	193,596	206,265	182,775	149,704	146,740	196,539	262,431	214,185	249,888	210,069
Previous Year 13/14: Cumulative	200,381	414,553	608,149	814,414	997,189	1,146,893	1,293,633	1,490,172	1,752,603	1,966,788	2,216,676	2,426,745
Target: month	209,902	233,323	202,110	215,384	197,007	153,382	151,462	195,657	263,112	222,464	255,552	211,645
Target: cumulative	209,902	443,225	645,335	860,719	1,057,726	1,211,108	1,362,570	1,558,226	1,821,338	2,043,802	2,299,355	2,511,000
Target: cumulative FY growth to previous year %	4.75%	6.92%	6.11%	5.69%	6.07%	5.60%	5.33%	4.57%	3.92%	3.92%	3.73%	3.47%
Actual: month	233,814	253,328	234,282									
Variance: month to target	23,912	20,005	32,172									
Variance: month to previous year	33,433	39,156	40,686									
Actual: cumulative	233,814	487,142	721,424									
Variance: cumulative to target	23,912	43,917	76,089									
Variance: cumulative to previous year	33,433	72,589	113,275									
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%									
% cumulative change to target	11.39%	9.91%	11.79%									
Reforecast: month	233,814	253,328	202,628	214,810	196,482	152,974	151,058	195,136	262,411	221,872	254,872	211,082
Reforecast: cumulative	233,814	487,142	689,770	904,580	1,101,063	1,254,037	1,405,095	1,600,231	1,862,642	2,084,514	2,339,386	2,550,468
Reforecast: cumulative FY growth to previous year %	16.68%	17.51%	13.42%	11.07%	10.42%	9.34%	8.62%	7.39%	6.28%	5.99%	5.54%	5.10%

Appendix 4. Bus (excluding Northern Express) Patronage

Bus - excluding Northern Express FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	4,350,167	4,902,264	4,371,346	4,654,739	4,335,897	3,389,935	3,410,157	4,408,736	5,374,783	4,454,848	5,245,850	4,525,656
Previous Year 13/14: Cumulative	4,350,167	9,252,431	13,623,777	18,278,516	22,614,413	26,004,348	29,414,505	33,823,241	39,198,024	43,652,872	48,898,722	53,424,378
Target: month	4,390,241	4,991,927	4,423,624	4,558,723	4,403,478	3,366,088	3,415,480	4,375,651	5,423,703	4,553,207	5,284,848	4,508,032
Target: cumulative	4,390,241	9,382,168	13,805,792	18,364,515	22,767,993	26,134,081	29,549,560	33,925,211	39,348,914	43,902,121	49,186,968	53,695,000
Target: cumulative FY growth to previous year %	0.92%	1.40%	1.34%	0.47%	0.68%	0.50%	0.46%	0.30%	0.38%	0.57%	0.59%	0.51%
Actual: month	4,578,804	5,119,656	4,887,764									
Variance: month to target	188,563	127,729	464,140									
Variance: month to previous year	228,637	217,392	516,418									
Actual: cumulative	4,578,804	9,698,460	14,586,224									
Variance: cumulative to target	188,563	316,292	780,432									
Variance: cumulative to previous year	228,637	446,029	962,447									
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%									
% cumulative change to target	4.30%	3.37%	5.65%									
Reforecast: month	4,578,804	5,119,656	4,887,764	4,648,137	4,489,846	3,432,109	3,482,470	4,461,474	5,530,082	4,642,512	5,388,503	4,596,451
Reforecast: cumulative	4,578,804	9,698,460	14,586,224	19,234,361	23,724,207	27,156,316	30,638,786	35,100,260	40,630,342	45,272,854	50,661,357	55,257,808
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	7.06%	5.23%	4.91%	4.43%	4.16%	3.78%	3.65%	3.71%	3.60%	3.43%

Appendix 5. Ferry Patronage

Ferry FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 13/14: Month	402,275	379,465	340,029	450,063	436,875	486,637	501,450	464,205	494,123	415,541	406,874	332,410
Previous Year 13/14: Cumulative	402,275	781,740	1,121,769	1,571,832	2,008,707	2,495,344	2,996,794	3,460,999	3,955,122	4,370,663	4,777,537	5,109,947
Target: month	409,909	399,719	360,769	450,548	449,046	482,209	534,030	509,857	527,449	455,740	436,830	363,894
Target: cumulative	409,909	809,628	1,170,397	1,620,945	2,069,991	2,552,200	3,086,230	3,596,087	4,123,536	4,579,276	5,016,106	5,380,000
Target: cumulative FY growth to previous year %	1.86%	3.57%	4.33%	3.12%	3.05%	2.28%	2.98%	3.90%	4.26%	4.77%	4.99%	5.28%
Original Target: month												
Original Target: cumulative	0	0	0	0	0	0	0	0	0	0	0	0
Actual: month	366,295	380,813	371,426									
Variance: month to target	-43,614	-18,906	10,657									
Variance: month to previous year	-35,980	1,348	31,397									
Actual: cumulative	366,295	747,108	1,118,534									
Variance: cumulative to target	-43,614	-62,520	-51,863									
Variance: cumulative to previous year	-35,980	-34,632	-3,235									
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%									
% cumulative change to target	-10.64%	-7.72%	-4.43%									
Reforecast: month	366,295	380,813	371,426	456,099	454,579	488,150	540,609	516,139	533,948	461,355	442,212	368,377
Reforecast: cumulative	366,295	747,108	1,118,534	1,574,633	2,029,211	2,517,361	3,057,970	3,574,109	4,108,056	4,569,411	5,011,623	5,380,000
Reforecast: cumulative FY growth to previous year %	-8.94%	-4.43%	-0.29%	0.18%	1.02%	0.88%	2.04%	3.27%	3.87%	4.55%	4.90%	5.28%

Appendix 6: Public Transport Promotional Activities – September 2014


Best Fare

High School children feature heavily amongst those found fare evading. Even when children pay for their travel, over 50% of children still use cash and those that use an AT HOP card, don't have a concession loaded on their card.

The Best Fare campaign was launched to encourage greater use of AT HOP and online top-ups:

- by encouraging parents to take a more active role than giving their kid's cash
- educate parents on the savings they can make by registering the AT HOP card under their child's name and loading a child concessions

The campaign has been in the market since mid-September and the message has been communicated via newspaper ads, posters on board trains and buses, at AT HOP retailers and customer service centres. Information has also been sent to schools via community transport to add to their newsletter and website.



Auckland Transport
 An Auckland Council Organisation

Make sure your child isn't paying grown up fares.

If your child is using an AT HOP card without a child concession, they'll be paying more than they need to.

	1 Stage
AT HOP fare without a concession loaded	\$1.60
AT HOP fare with a child concession loaded	\$0.90
Savings over a 10 week term*	\$70.00

Make sure your child is getting the discount that they are entitled to. Buy an AT HOP card and register it online in your child's name to start saving! For school children over 16, you can apply for a secondary student concession at a customer service centre.

* Based on two trips a day, every school day.
 Terms of use and registered prospectuses for the AT HOP cards are available at AT.govt.nz/athop or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured.

For more information visit
AT.govt.nz/bestfare
 or phone 09 366 4467 @AkiTransport

Auckland Transport
 An Auckland Council Organisation



Waiheke Customer Service Centre will be opening the last Tuesday of each month for processing of AT HOP concessions.

Address: Matiatia ferry terminal, Ocean View Road, Waiheke Island

Operating hours: Tuesday 2:00pm – 6:00pm

October	November	December
28	25	30

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

For more information visit AT.govt.nz/bestfare or phone 09 366 4467 @AkiTransport

Auckland Transport
 An Auckland Council Organisation

Extended hours for Waiheke Customer Service Centre

In order to placate Waiheke Island customers we are providing dedicated Customer Services facilities for processing of concessions on the island. The Customer Service Centre will be open the last Tuesday of each month, starting from the 28th October.

Discovery Day Pass

The AT HOP Discovery Day Pass is a product aimed for the visitor market. Development has been based on key customer requirements identified in the visitor market segment research. These include more targeted and specific information on routes, pricing, concessions, easy to view summaries of transport options and easy to use network/route information maps.

This pilot marketing project has a key objective to introduce and promote a recognisable electronic 'One Day Pass', promoting the Inner/Outer LINK and Ferry Services as a starter destination visitor guide/pass that provides interconnected public transport routes to key destinations. The pass will be launched via two key sites, iSITE at the International Airport and the Britomart Transport Centre for early November.

Discover
 Auckland's Top Spots in a Day!
 With unlimited travel on public transport*
 AT HOP Discovery Day Pass

Simply buy a \$5 AT HOP card* and add one of these options onto your card.

\$16 Zones A & B	\$22 Zones A, B and C (outer/rural Auckland)	\$32 Zones A & B + Airport Transfer (One way transfer to the city centre with Airbus Express)
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The AT HOP Discovery Day Pass is available from the iSITE Visitor Information Centre at the International Airport in the arrivals area and Britomart Transport Centre in the city centre.
 Visit AT.govt.nz/discoverypass to find out more.

*Excludes NiteRider, Airbus Express and ferries to Waheke Island, Half Moon Bay, Gulf Harbour, Pine Harbour, West Harbour, Rakino Island, Hobsonville and Beach Haven.
 *The \$5 card offer. Terms and conditions apply. Auckland Transport reserves the right to extend the duration of the \$5 card offer. The purchase price is non-refundable. The \$5 card offer is available until at least 31 January 2015.
 Terms of use and registered prospectus for the AT HOP cards are available at AT.govt.nz/athop or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured.

Retailer Promotion

A large number of public transport users are still paying cash fares even at locations within close proximity to Customer Service Centres and retail outlets. Several stops across Auckland have been identified and will be targeted with this campaign to increase awareness of the retailer close by. 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.

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

For more information visit AT.govt.nz/athop or phone 09 366 4467 @AucklandTransport

HOP inside the Plaza and save 20% on your fare.*

Just nip inside Pakuranga Lotto, buy and top up an AT HOP card 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

For more information visit AT.govt.nz/athop or phone 09 366 4467 @AucklandTransport

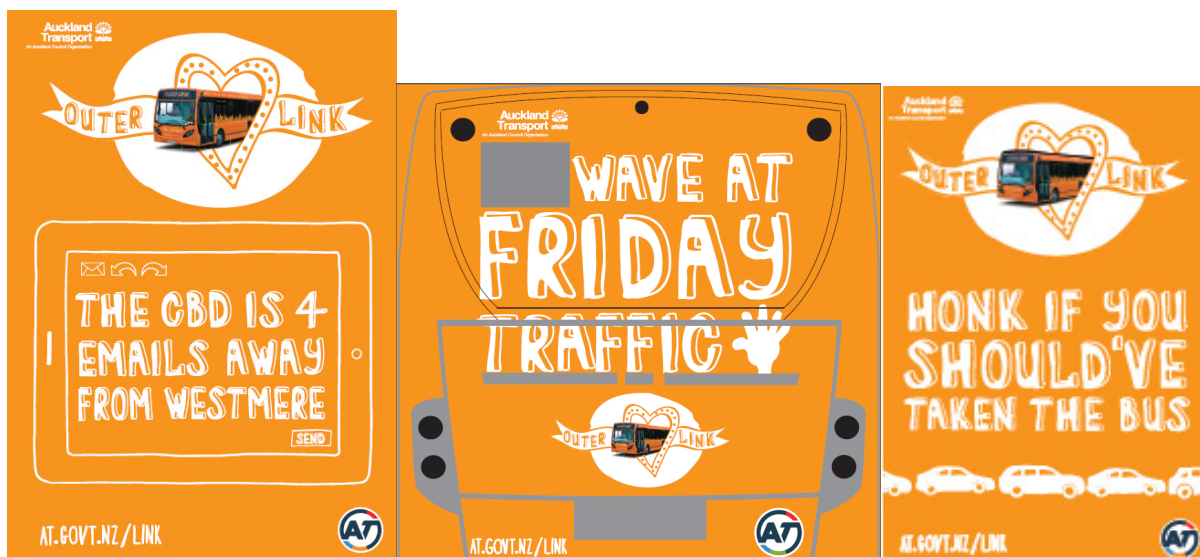
Inner Link

Following recent service improvements this campaign focusses on residents of Ponsonby who either commute or regularly travel to the CBD by car. Using a creative style that was so successful in launching the increased frequency of service for the City Link, the advertising repeats points of strength for Inner Link. Current patronage is 180,000 per month. We aim to increase that by 10% as an outcome of this campaign



Outer Link

Similarly for residents in Westmere we have focussed on the benefits of the Outer Link service while highlighting the frustrations of driving. Current patronage is 177,000 per month. We aim to increase that by 10% as an outcome of this campaign also.



Titirangi/Green Bay & Laingholm Acquisition

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.

Your new bus service

South Lynn Loop
 ↑ ↓
New Lynn
 Route 186
 At least **Every 30 mins**
 7 am - 7 pm 7 days

Titirangi
 ↑ ↓
New Lynn
 Routes 170, 172
 At least **Every 30 mins**
 7 am - 7 pm 7 days

Laingholm
 ↑ ↓
New Lynn
 Routes 171, 171x
 • Better connections with train and bus services at New Lynn.
 • New Saturday services.
 • New express buses to and from Britomart at peak times.
 Visit AT.govt.nz for full timetable details.

Green Bay
 ↑ ↓
New Lynn
 Routes 196, 200 (Titirangi ↔ Britomart)
 • Better connections with train and bus services at New Lynn.
 • A bus every 30 minutes at peak times.
 • Simplified routes and route numbers to make them easier to understand.
 • Regular buses to and from Britomart at peak times.
 Visit AT.govt.nz for full timetable details.

Visit AT.govt.nz for full timetable details.

Your new bus service

South Lynn Loop
 ↑ ↓
New Lynn
 At least **Every 30 mins**
 7 am - 7 pm 7 days
 Go to AT.govt.nz for services before 7am and after 7pm.

For more information visit
AT.govt.nz or phone 09 366 4467

AT Connecting Aucklanders.

AT HOP 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
 or phone 09 366 4467 @ATTransport

Way to move, Auckland. **AT**

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
 or phone 09 366 4467 @ATTransport

Way to move, Auckland. **AT**

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



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

For more information visit
at.govt.nz/events or phone 09 366 6400  @AAATransport 



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

 Bus

Travel on event buses is included with your 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

For more information visit
at.govt.nz/events or phone 09 366 6400  @AAATransport 

Get on board with Jerome' Public Transport Campaign

Jerome Kaino will be acting as an Ambassador for Auckland Transport, with a particular focus on public transport. He has been chosen because of his wide appeal. The campaign focusses on a number of 'how to' videos hosted by Jerome Kaino. The videos are:

- How to use the HOP card
- How to buy and top up your HOP card
- Using the Journey Planner to get around Auckland
- Update on PT developments
-

These videos are on a special 'Get on Board with Jerome' web page AT.govt.nz/onboard. Radio is the main promotional media for the campaign and we will primarily use MaiFM and Flava, due to their high audience ratings in South and West Auckland.

We will encourage comments on the campaign via Twitter on #jeromesonboard. The objective of the campaign is to show how easy it is to use public transport and the HOP card, to encourage AT HOP purchases and to grow PT patronage. The campaign will run during October and November and will be refreshed early in 2015.



Bus Back advertising:



Web landing page AT.govt.nz/onboard (with links to four videos):



Bus side



Customer Service Centre Screens

