

Public Transport Monthly Patronage – October 2014

Recommendations

It is recommended that the Board:

- i. Notes this paper.

Executive summary

Auckland public transport patronage totalled 74,506,244 passenger trips for the 12 months to Oct-2014, an increase of +0.7% on the 12 months to Sep-2014 and +7.7% on the 12 months to Oct-2013. October monthly patronage was 6,824,204, an increase of 548,755 boardings or +8.7% on Oct-2013, normalised to ~ +8.8% accounting for special event patronage. There are the same number of business and weekend days in Oct-2014 compared to Oct-2013. Financial year to date patronage has grown by +8.6%.

Rail patronage totalled 12,124,025 passenger trips for the 12 months to Oct-2014, an increase of +1.7% on the 12 months to Sep-2014 and +17.6% on the 12 months to Oct-2013. Patronage for Oct-2014 was 1,165,057, an increase of 200,678 boardings or +20.8% on Oct-2013, normalised to ~ +20.7%. Financial year to date rail patronage has grown by +17.8%.

The Northern Express bus service carried 2,580,225 passenger trips for the 12 months to Oct-2014, an increase of +1.6% on the 12 months to Sep-2014 and +12.4% on the 12 months to Oct-2013. Northern Express bus service patronage for Oct-2014 was 246,472, an increase of 40,207 boardings or +19.5% on Oct-2013, normalised to ~ +19.9%. Financial year to date Northern Express patronage has grown by +18.8%.

Bus services excluding Northern Express carried 54,713,200 passenger trips for the 12 months to Oct-2014, an increase of +0.6% on the 12 months to Sep-2014 and +6.2% on the 12 months to Oct-2013. Bus services excluding Northern Express patronage for Oct-2014 was 4,980,532, an increase of 325,791 boardings or +7.0% on Oct-2013, normalised to ~ +7.1%. Financial year to date bus services excluding Northern Express patronage has grown by +7.0%.

Ferry services carried 5,088,794 passenger trips for the 12 months to Oct-2014, an decrease of -0.4% on the 12 months to Sep-2014 and an increase +0.5% on the 12 months to Oct-2013. Ferry services patronage for Oct-2014 was 432,143, an decrease of -17,921 boardings or -4.0% on Oct-2013, normalised to ~ -3.9%. Financial year to date ferry patronage has decreased by -1.3%. This fall is attributed to the poor weather conditions throughout October, decreasing the number of non-commuter/tourism related passenger trips.

Summary performance against SOI targets is provided in Table 1.

October 2014							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
Rail	↑ 20.8%	↑ 20.7%	↑ 17.6%	↑ 17.8%	5.6%	17.8%	12.2%
NEX	↑ 19.5%	↑ 19.9%	↑ 12.4%	↑ 18.8%	5.7%	18.8%	13.2%
Bus	↑ 7.0%	↑ 7.1%	↑ 6.2%	↑ 7.0%	0.5%	7.0%	6.6%
Ferry	↓ -4.0%	↓ -3.9%	↑ 0.5%	↓ -1.3%	3.1%	-1.3%	-4.5%
Total	↑ 8.7%	↑ 8.8%	↑ 7.7%	↑ 8.6%	1.6%	8.6%	7.0%

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.

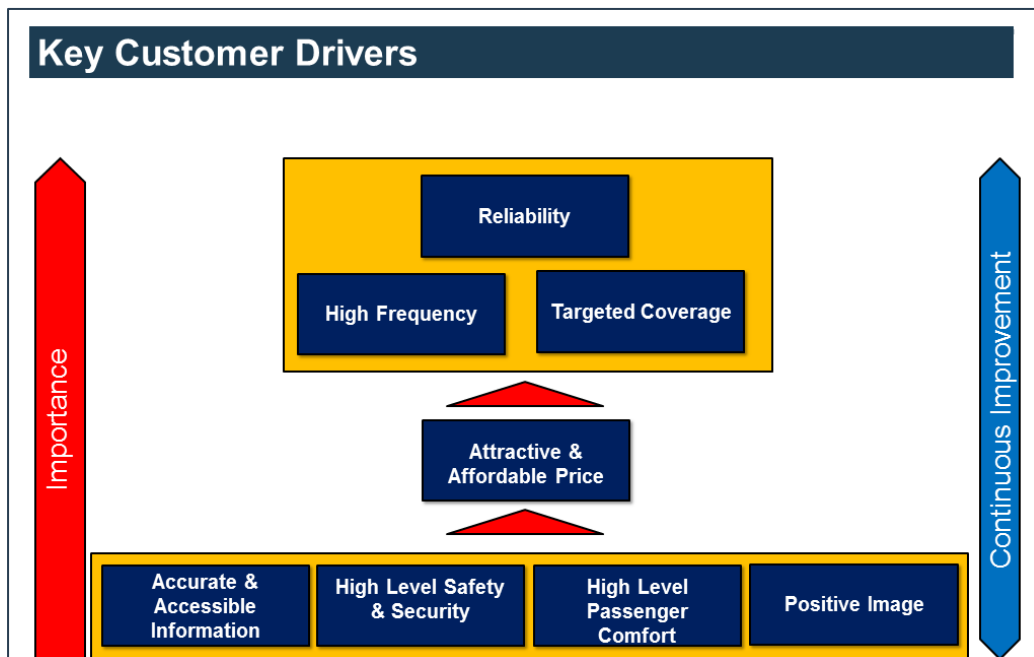


Fig 2. Key Customer Growth Drivers

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.

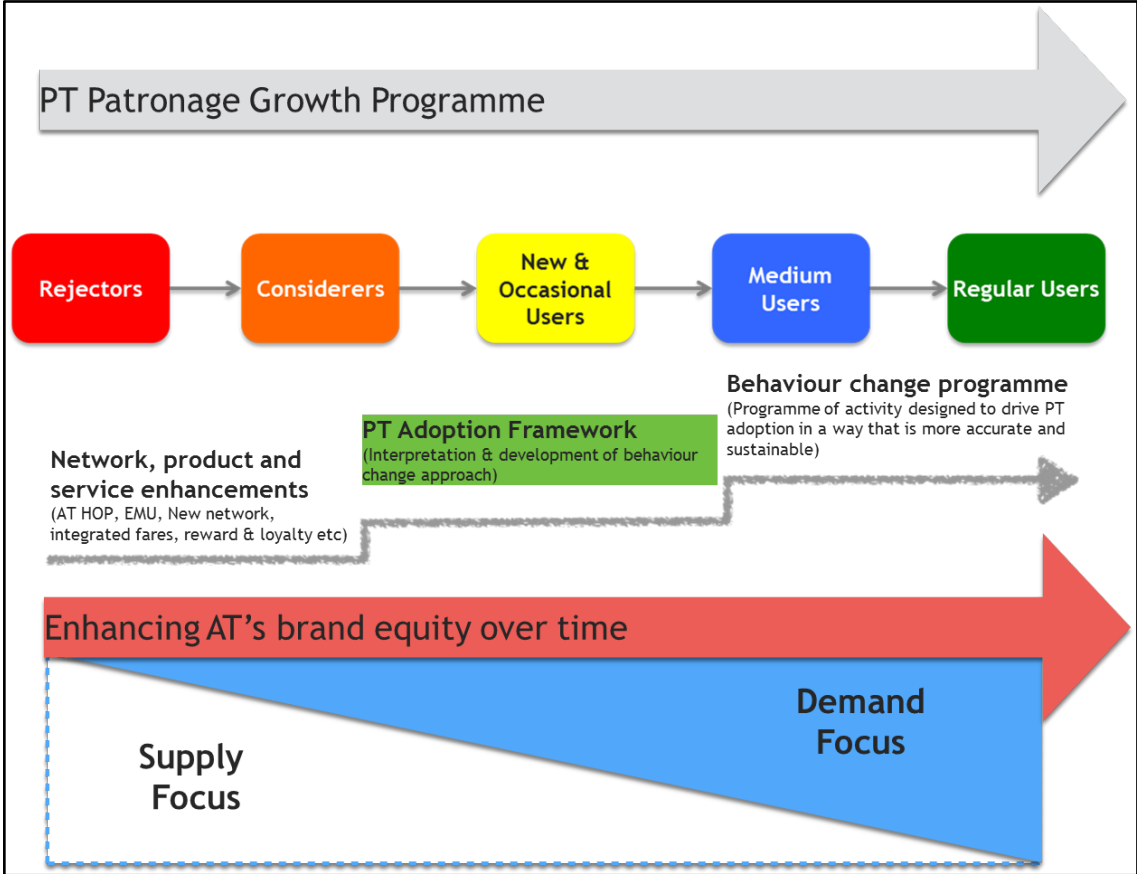


Fig 3. Public Transport patronage growth program

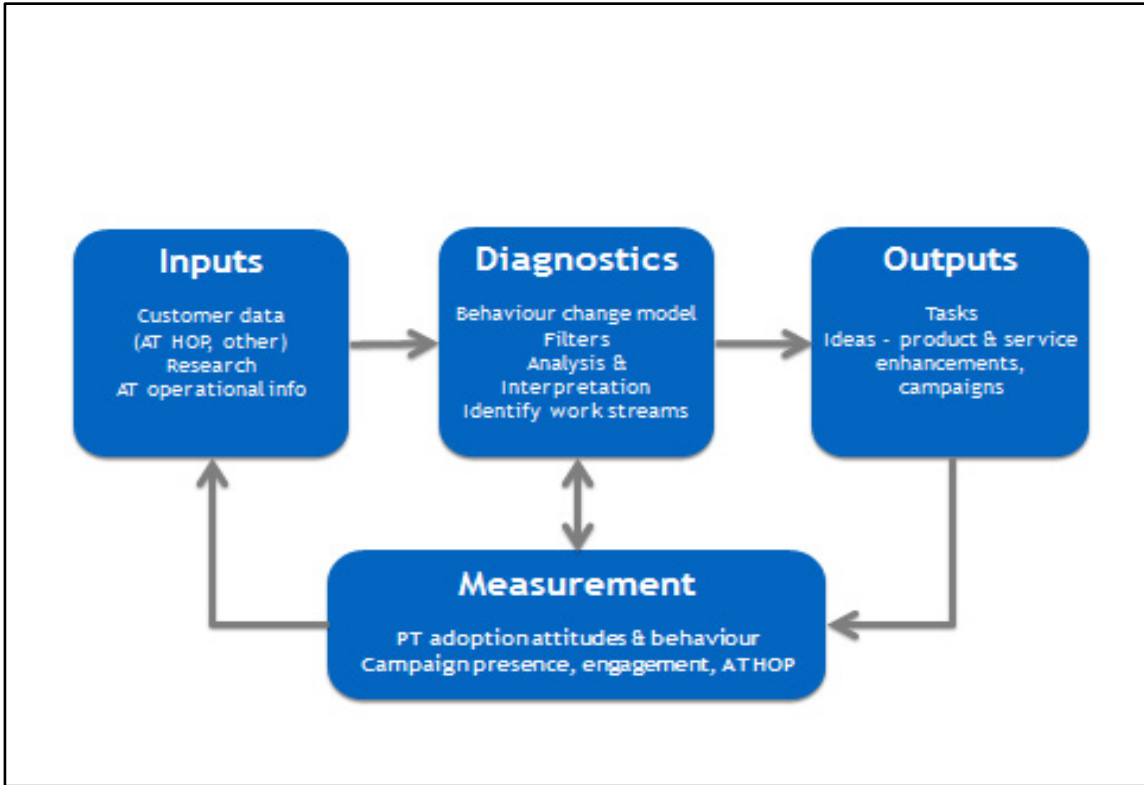


Fig.4. Public Transport adoption framework

Attachments

Number	Description
1	Monthly PT Patronage Report – October 2014

Document Ownership

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Glossary

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

ATTACHMENT 1:

MONTHLY PT PATRONAGE REPORT – October 2014

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

- Additional patronage for special events across bus and rail.

Auckland public transport patronage totalled 74,506,244 passengers for the 12 months to Oct-2014, an increase of +0.7% on the 12 months to Sep-2014 and +7.7% on the 12 months to Oct-2013 as illustrated in Figure 4. October monthly patronage was 6,824,204, an increase of 548,755 boardings or +8.7% on Oct-2013, normalised to ~ +8.8%.

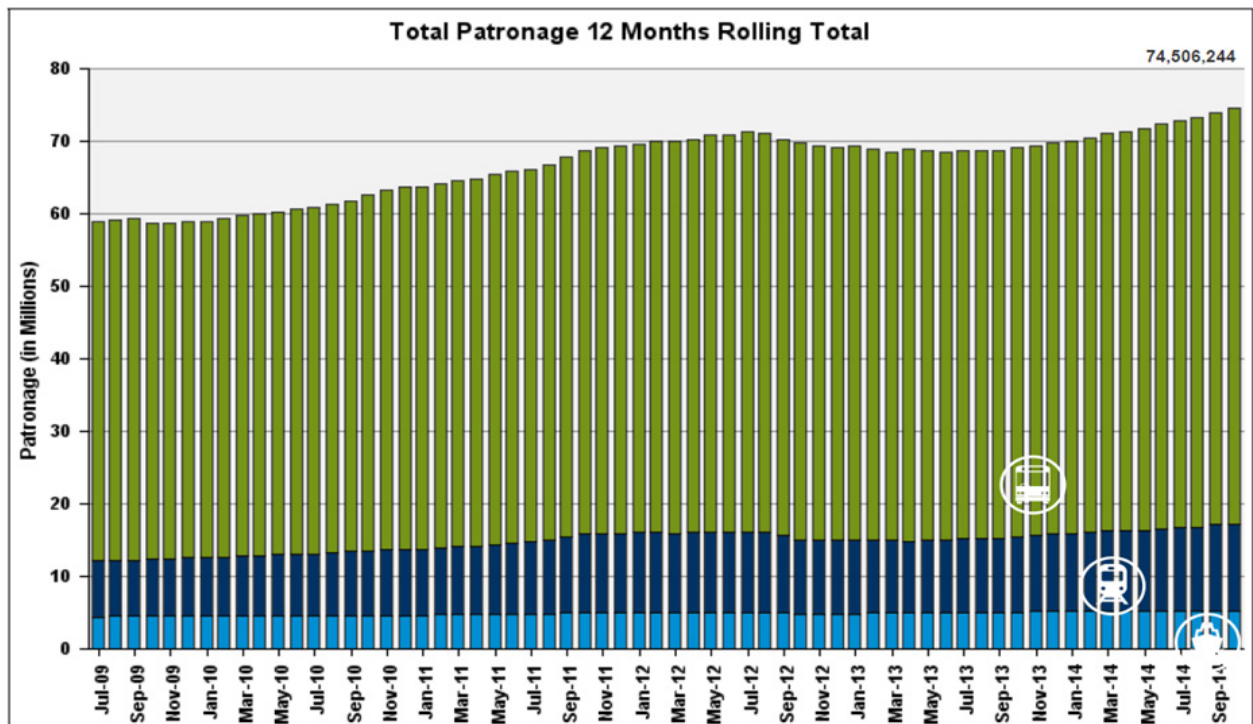


Fig 4. Total Patronage – 12 Months Rolling Total

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

	FY 2014/15 Year-to-date October 2014			12 Months			
	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	Previous Year 2013/14 to Jun 14	Actual rolling total to October 2014	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	3,866,302	4,083,057	4,555,243	11,435,085	12,124,025	12,100,000	12,933,152
2. Northern Express Bus	814,414	860,719	967,896	2,426,745	2,580,225	2,511,000	2,550,468
3. Frequent, Connector and Local Bus (Including School Bus)	18,278,516	18,364,515	19,566,757	53,424,378	54,713,200	53,695,000	55,257,808
4. Ferry	1,571,832	1,620,945	1,550,677	5,109,947	5,088,794	5,380,000	5,380,000
Total Patronage	24,531,064	24,929,236	26,640,573	72,396,155	74,506,244	73,686,000	76,121,427

Fig 5. Summary of Patronage by mode

1. Rail

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

- Rail patronage improved in Oct-2014 and totalled 12,124,025 passengers for the 12 months to Oct-2014, an increase of +1.7% on the 12 months to Sep-2014 and +17.6% on the 12 months to Oct-2013. (Figure 6).
- Patronage for Oct-2014 was 1,165,057 boardings, an increase of +20.8% (+200,678 boardings) on Oct-2013.

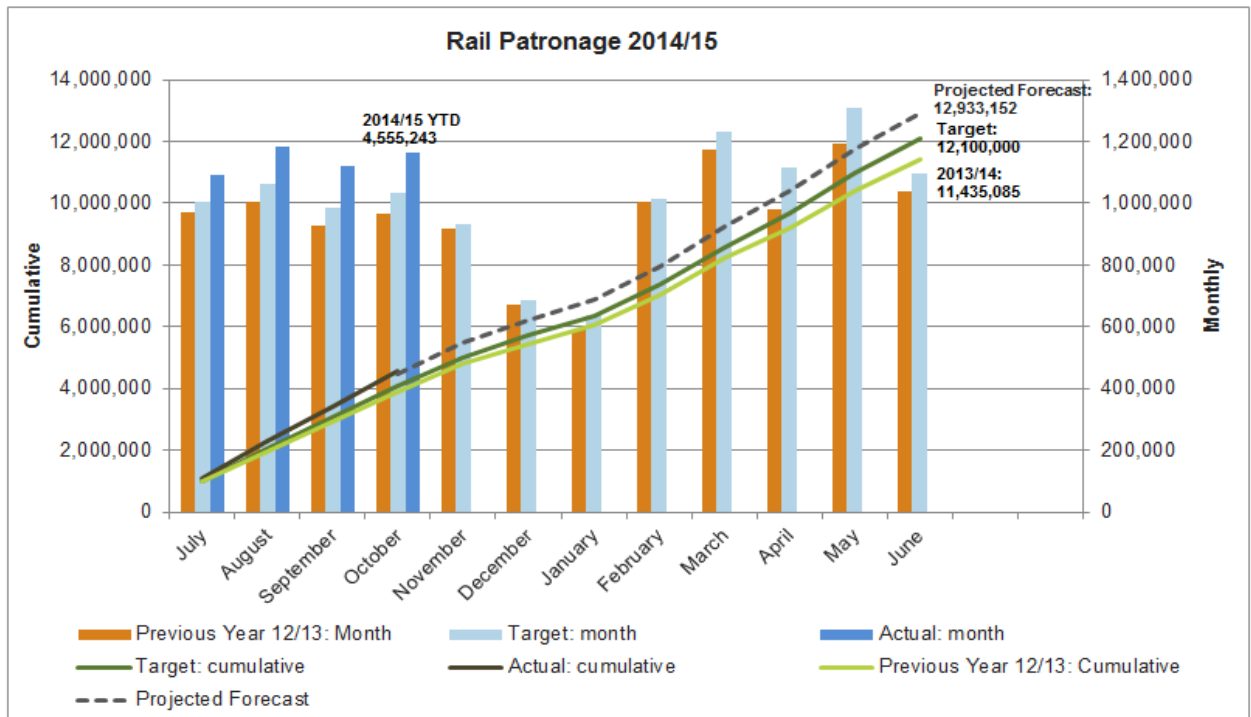


Fig 6. Rail – Patronage results vs target and previous year

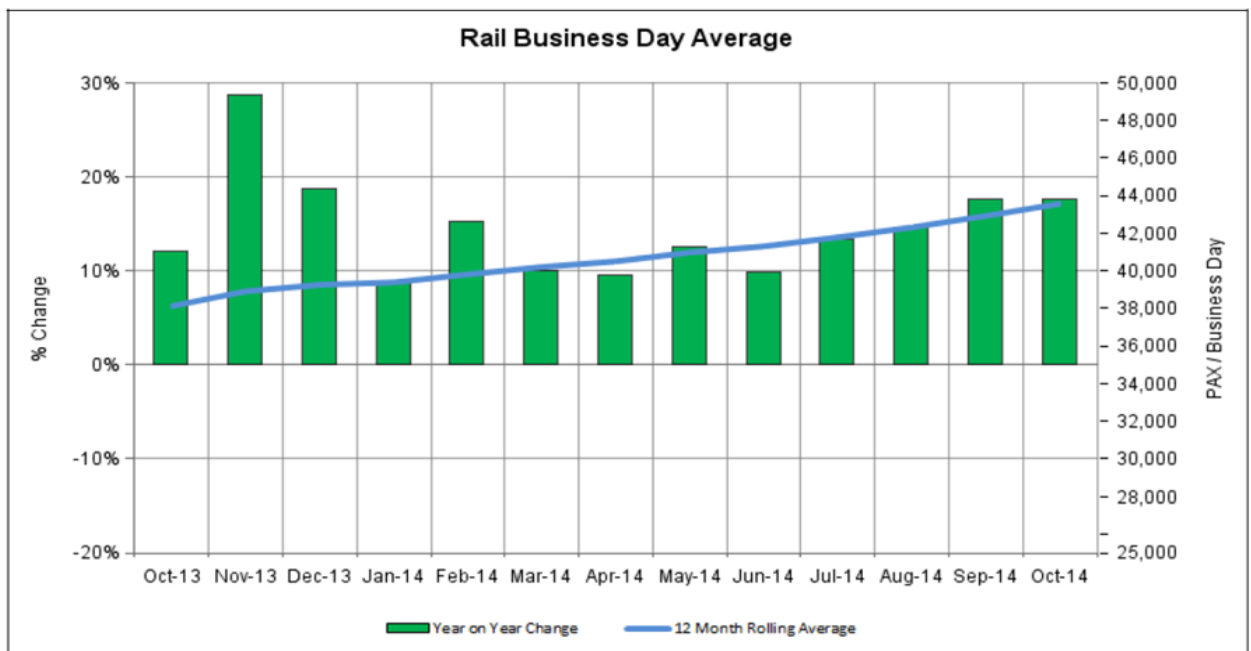


Fig 7. Rail – Average passengers per business day

Activity Summary for October

Patronage impacts include:

- The 12 month patronage to the end of October exceeded 12 million and passed Wellington rail patronage for the first time. The continued strong growth is a result of the investment made in recent years: in particular the positive public reception of the new electric trains and improved service delivery performance over recent months.
- October rail punctuality was 90.4% - the third time that the 90% mark has been broken in the last 10 months. Reliability was 98.0%, and this is the first time on record that both the 90% punctuality and the 98% reliability marks have been attained in the same month. This was despite the major power outage which affected parts of Auckland during the month.
- The “Get On Board with Jerome” campaign, featuring All Black and Blues player Jerome Kaino, demonstrated how easy it is to use public transport and the AT HOP card.
- Increased focus on fare evasion and extra security at key stations continued. Blockades were set up at stations with high school usage for the first few weeks of term 4 until students started study leave.
- Billboard’s promoted the full rollout of electric trains on the Eastern Line
- ‘New Movers’ welcome to the neighbourhood packs

Key Activities for November

- The introduction of 6 car units on Eastern Line at peak times
- A Christmas shopping campaign highlighting how many of Auckland’s shopping areas are best accessed by train
- Information about the start of work at Otahuhu station for the future Bus/Train interchange, including closure of 1 track on certain weekends.
- Advertising the December timetable changes
- Advertising the Christmas holiday period timetable

2. Northern Express (RTN Bus)

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

- Patronage totalled 2,580,225 passengers for the 12 months to Oct-2014, an increase of +1.6% on the 12 months to Sep-2014 and +12.4% on the 12 months to Oct-2013. (Figure 8).
- Patronage for Oct-2014 was 246,472 boardings, an increase of +19.5% (+40,207 boardings) on Oct-2013.

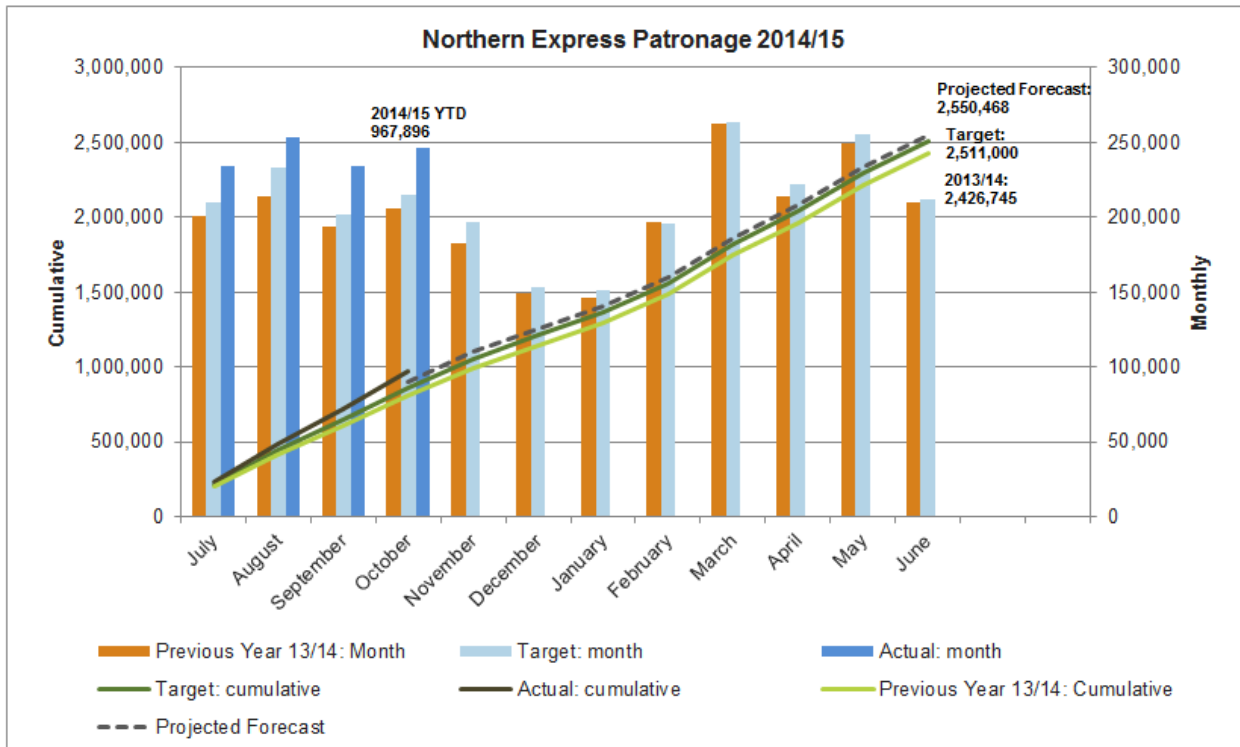


Fig 8. Northern Express – Patronage results vs target and previous year

Activity Summary for October

Patronage impacts include:

- On time performance for the Northern Express Service continued to operate at a very high level during the whole month of October at 99.2%

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 54,713,200 passengers for the 12 months to Oct-2014, an increase of +0.6% on the 12 months to Sep-2014 and +6.2% on the 12 months to Oct-2013 (Figure 9).
- Patronage for Oct-2014 was 4,980,532 boardings, an increase of +7.0% (+325,791 boardings) on Oct-2013.

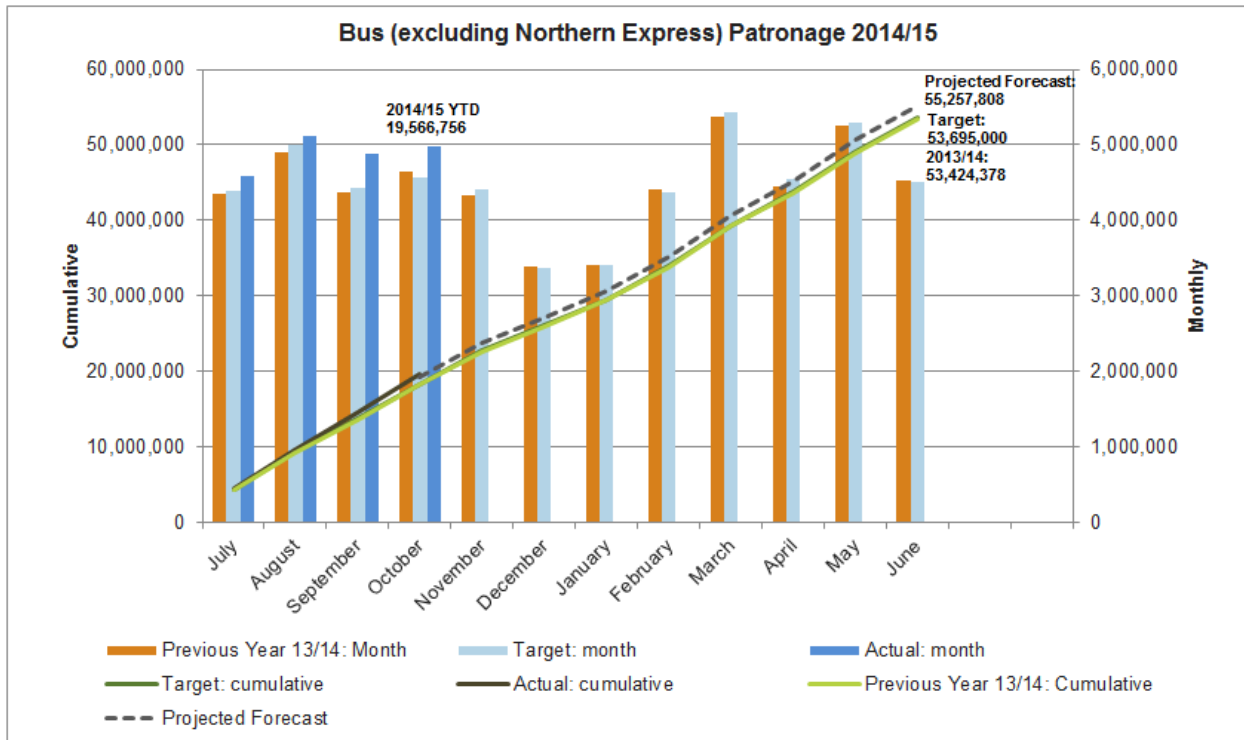


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

Activity Summary for October

Patronage impacts include:

- On-time performance across the entire bus network rose to 92.1% for October.

In the marketing and promotions space;

- 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, followed by an acquisition campaign focused on Titirangi / Green Bay / Laingholm / New Lynn.
- “Travel Myths” to increase use of bus services in the ‘Central Corridors’ of Mt Eden / Sandringham/Dominion Road/Great North /New North Road as well as North Shore corridors has restarted with a new burst of activity.
- City LINK campaign continues delivering at least +8.92% (~+15,000 PAX per month) growth directly attributable to marketing campaign.
- The “Get On Board with Jerome” campaign, featuring All Black Jerome Kaino is in the market driving bus patronage growth and awareness of the AT HOP card.

Key activities for November

- City LINK campaign has also now been extended to the Inner and Outer Links. The Inner Link campaign is promoting the use of the Inner Link as an alternative to taxi’s, while the Outer Link is targeting commuters from Westmere
- 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.
- The “Get On Board with Jerome” campaign, featuring All Black Jerome Kaino will be in the market until January

4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,088,794 passenger trips for the 12 months to Oct-2014, a decrease of -0.4% on the 12 months to Sep-2014 and an increase +0.5% on the 12 months to Oct-2013 (Figure 10).
- Patronage for Sep-2014 was 432,143, a decrease of -17,921 boardings or -4.0% on Oct-2013.

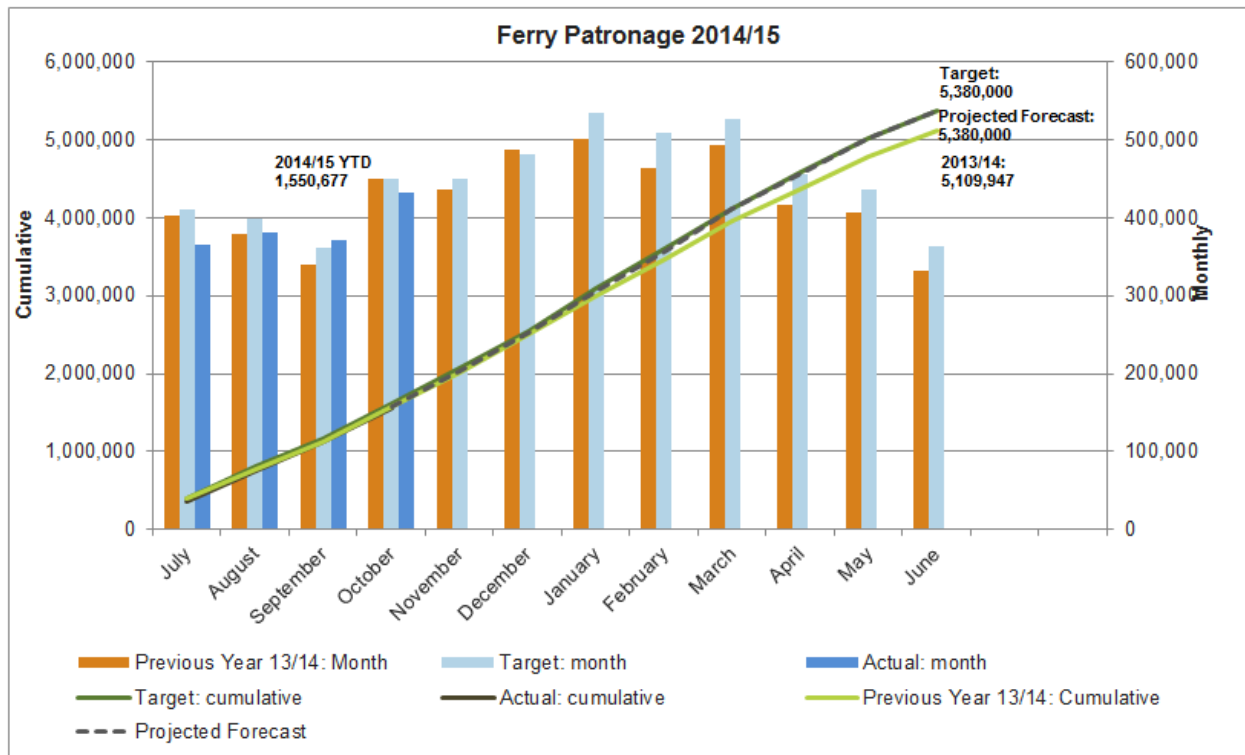


Fig 10. Ferry – Patronage results vs target and previous year

Activity Summary for ferry in October

- Gulf Harbour ferry service up average of 70% over last three months. The 14:45 sailing ex GH is being well patronised.
- New commercial ferry services to Waiheke started Labour weekend – Explore NZ with a 7 day week service and Sealink Pine Harbour Ltd with a weekend only service.
- Weekend services for Pine Harbour started Labour weekend– 0800 ex Pine Harbour and 1900 ex Auckland
- Rakino Island consultation results reviewed and new service offering finalised. New services will be introduced from 7 November 2014.
- New Fullers vessel MV Te Kotuku was formally commissioned on 31 October 2014 and is due into service in the next few weeks on Devonport, Half Moon Bay and Waiheke services.
- Analysis on Hobsonville timetable completed, including bus connections

Key activities for November

- Working through options with operators for weekend services and summer timetables, especially to provide more Pine Harbour services
- Fullers completed the repairs on the storm damaged pontoon at Bayswater and it reopened 10 November.
- Christmas timetables finalised

- Finalising of a summer holiday destination based promotion campaign and West sector ferry promotion
- Introduction of improved Rakino services from 7 November.
- Finalise Hobsonville timetable with view of implementing before Christmas, bus connections to be changed 25 January 2014.

Appendix 2. Rail Patronage

Rail FY 2014-2015	July	August	September	October	November	December	January	February	March	April	May	June
Patronage												
Previous Year 12/13: Month	972,278	1,004,630	925,014	964,380	918,708	669,170	588,574	1,005,372	1,174,588	978,839	1,193,702	1,039,830
Previous Year 12/13: Cumulative	972,278	1,976,908	2,901,922	3,866,302	4,785,010	5,454,180	6,042,754	7,048,126	8,222,714	9,201,553	10,395,255	11,435,085
Target: month	1,003,721	1,062,480	982,949	1,033,908	933,092	683,704	639,575	1,013,245	1,232,930	1,113,334	1,306,730	1,094,333
Target: cumulative	1,003,721	2,066,200	3,049,150	4,083,057	5,016,149	5,699,854	6,339,428	7,352,673	8,585,603	9,698,937	11,005,667	12,100,000
Target: cumulative FY growth to previous year %	3.23%	4.52%	5.07%	5.61%	4.83%	4.50%	4.91%	4.32%	4.41%	5.41%	5.87%	5.81%
Actual: month	1,089,839	1,181,117	1,119,230	1,165,057								
Variance: month to target	86,118	118,637	136,281	131,149								
Variance: month to previous year	117,561	176,487	194,216	200,677								
Actual: cumulative	1,089,839	2,270,956	3,390,186	4,555,243								
Variance: cumulative to target	86,118	204,756	341,036	472,186								
Variance: cumulative to previous year	117,561	294,048	488,264	688,941								
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%	17.82%								
% cumulative change to target	8.58%	9.91%	11.18%	11.56%								
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	246,472								
Variance: month to target	23,912	20,005	32,172	31,088								
Variance: month to previous year	33,433	39,156	40,686	40,207								
Actual: cumulative	233,814	487,142	721,424	967,896								
Variance: cumulative to target	23,912	43,917	76,089	107,177								
Variance: cumulative to previous year	33,433	72,589	113,275	153,482								
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%	18.85%								
% cumulative change to target	11.39%	9.91%	11.79%	12.45%								
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	4,980,532								
Variance: month to target	188,563	127,729	464,140	421,809								
Variance: month to previous year	228,637	217,392	516,418	325,793								
Actual: cumulative	4,578,804	9,698,460	14,586,224	19,566,756								
Variance: cumulative to target	188,563	316,292	780,432	1,202,241								
Variance: cumulative to previous year	228,637	446,029	962,447	1,288,240								
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%	7.05%								
% cumulative change to target	4.30%	3.37%	5.65%	6.55%								
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	432,143								
Variance: month to target	-43,614	-18,906	10,657	-18,405								
Variance: month to previous year	-35,980	1,348	31,397	-17,920								
Actual: cumulative	366,295	747,108	1,118,534	1,550,677								
Variance: cumulative to target	-43,614	-62,520	-51,863	-70,268								
Variance: cumulative to previous year	-35,980	-34,632	-3,235	-21,155								
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%	-1.35%								
% cumulative change to target	-10.64%	-7.72%	-4.43%	-4.33%								
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 – October 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 prospectus for the AT HOP cards are available at AT.govt.nz/athop or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured.

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




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

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



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

A generic AT HOP Day Pass was launched in July this year.

In order to grow visitor and tourism patronage a new enhanced pass named the “AT HOP Discovery Day Pass” has been developed to appeal to tourists and provide an interim product solution as a base to grow visitor patronage.

The new electronic “AT HOP Discovery Day Pass” promotes tourism destinations that can be reached using the Inner/Outer LINK and ferry services.

Enhancements to the AT HOP Discovery Day Pass have been made based on key requirements identified in visitor market research. These include:

- more targeted and specific information on routes;
- easy to view summaries of transport options;
- easy to use network/route information maps; and
- younger international backpackers/budget travellers, travelling solo or as a couple/friend require a cheap airport transfer.

Research and insights from ATEED indicate that the Airport i-site and Britomart Transport Centre in the city centre should be promoted as key sales points for the AT HOP Discovery Day Pass as many independent travellers arrive at their accommodation base first before seeking out travel options.

Therefore, the AT HOP Discovery Day Pass will initially be sold as a pilot product at the Airport iSITE, Britomart CSC and Britomart Ticket Office.



Above: Card Packaging which folds down to AT HOP card size.

AT HOP NRL Nines Visitor Transport Pass

The design of the AT HOP card for the 2015 NRL Nines has been approved and is now in production. Packaging and visitor information, attraction discounts and redemption details are now being finalized. The product is a trial format for the next phase development of the Discovery Day pass, which is proposed to incorporate attraction discounts and added value offers as well.



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.

Auckland Transport

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

*A valid 20% fare discount will only be available if you use your AT HOP card to pay for your fare. The discount will not be available if you use cash or a paper ticket. The discount will not be available if you use your AT HOP card to pay for your fare at a retailer that is not a participating retailer. The discount will not be available if you use your AT HOP card to pay for your fare at a retailer that is not a participating retailer.

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

Auckland Transport

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

*A valid 20% fare discount will only be available if you use your AT HOP card to pay for your fare. The discount will not be available if you use cash or a paper ticket. The discount will not be available if you use your AT HOP card to pay for your fare at a retailer that is not a participating retailer. The discount will not be available if you use your AT HOP card to pay for your fare at a retailer that is not a participating retailer.

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



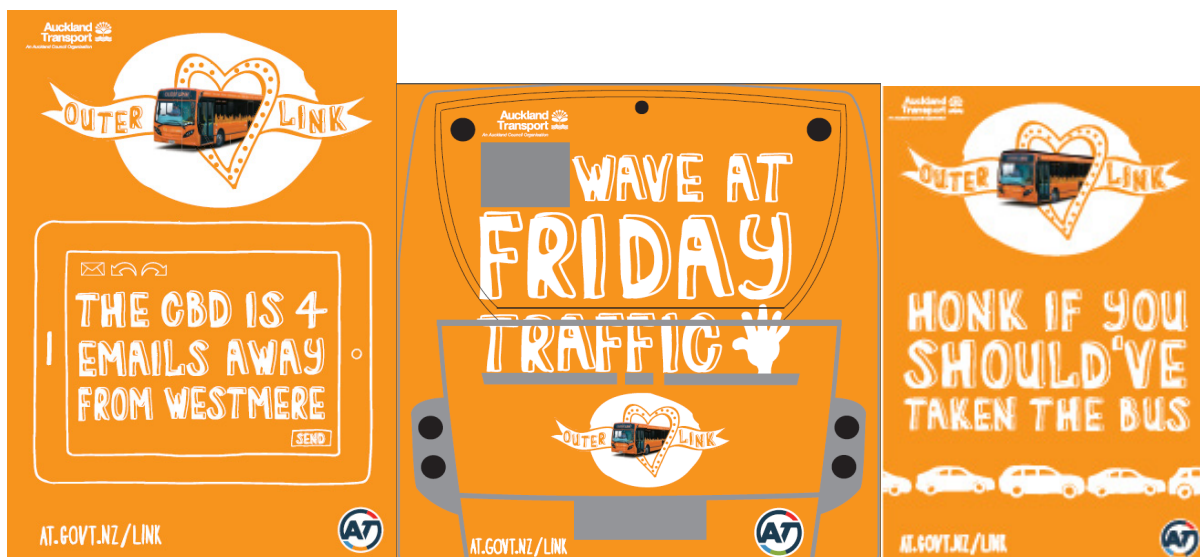
Inner Link

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

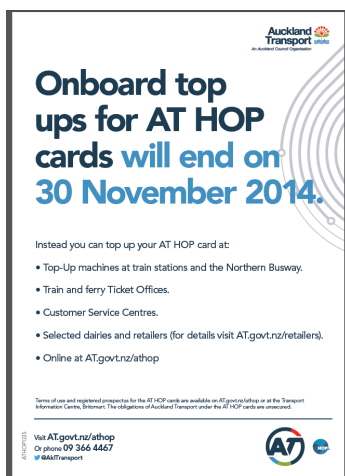
Following the implementation of the above timetable changes we are promoting the service to the following areas to non-users highlighting the benefits and changes to those who do not currently use the bus. We will be using press, household drop to 20k houses, mobile billboard and presence in local cafes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



Removal of on-board top ups for AT HOP cards

Since the launch of AT HOP, on-board top up has been offered as a top up channel on a select number of bus services. This allows customers to get bus drivers to load money onto their AT HOP cards.

This is not a preferred top up channel for AT as it causes delays to the bus trip, however it was permitted as a transitional step for customers of operators who had previously offered on-board card top ups. On-board top up will be withdrawn as a top up channel from 30 November. From 1 December, customers will have to top up their AT HOP card before they board the bus. An information campaign is live in the market now letting customer know the date when on-board top ups will be withdrawn and their options to top up their card.



Above: Poster on board buses (Ritches, Northern Express, Party Bus and Howick & Eastern)



Above: Brochure which will be handed out by bus drivers.

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.