

# Public Transport Monthly Patronage – January 2015

## Recommendations

It is recommended that the Board:

- i. Notes this paper.

## Executive summary

Auckland public transport patronage totalled 76,480,955 passenger trips for the 12 months to Jan-2015, an increase of +0.9% on the 12 months to Dec-2014 and +9.4% on the 12 months to Jan-2014. January monthly patronage was 5,328,782, an increase of 681,860 boardings or +14.7% on Jan-2014, normalised to ~ +14.1% accounting for only special event patronage, as there were the same number of business and weekend days in Jan-2015 compared to Jan-2014. Financial year to date patronage has grown by +10.3%.

Rail patronage totalled 12,790,306 passenger trips for the 12 months to Jan-2015, an increase of +2.2% on the 12 months to Dec-2014 and +20.0% on the 12 months to Jan-2014. Patronage for Jan-2015 was 863,550, an increase of 274,977 boardings or +46.7% on Jan-2014, normalised to ~ +41.7%. Financial year to date rail patronage has grown by +22.4%.

The Northern Express bus service carried 2,702,105 passenger trips for the 12 months to Jan-2015, an increase of +1.4% on the 12 months to Dec-2014 and +16.8% on the 12 months to Jan-2014. Northern Express bus service patronage for Jan-2015 was 184,131, an increase of 37,392 boardings or +25.5% on Jan-2014, normalised to ~ +26.2%. Financial year to date Northern Express patronage has grown by +21.3%.

Bus services excluding Northern Express carried 55,728,777 passenger trips for the 12 months to Jan-2015, an increase of +0.5% on the 12 months to Dec-2014 and +7.6% on the 12 months to Jan-2014. Bus services excluding Northern Express patronage for Jan-2015 was 3,687,994, an increase of 277,833 boardings or +8.1% on Jan-2014, normalised to ~ +8.3%. Financial year to date bus services excluding Northern Express patronage has grown by +7.8%.

Ferry services carried 5,259,767 passenger trips for the 12 months to Jan-2015, an increase of +1.8% on the 12 months to Dec-2014 and +1.7% movement on the 12 months to Jan-2014. Ferry services patronage for Jan-2015 was 593,107, an increase of 91,658 boardings or +18.3% on Jan-2014, normalised to ~ +18.3%. Financial year to date ferry patronage has increased by 5.0%.

Summary performance against SOI targets is provided in Table 1.

January 2015							
	Current vs Last year				YTD Actual vs YTD SOI		
	Month	Month (normalised)	12 Months	YTD	End of Year SOI Target	Actual	Variance
Rail	↑ 46.7%	↑ 41.7%	↑ 20.0%	↑ 22.4%	4.9%	22.4%	17.5%
NEX	↑ 25.5%	↑ 26.2%	↑ 16.8%	↑ 21.3%	5.3%	21.3%	16.0%
Bus	↑ 8.1%	↑ 8.3%	↑ 7.6%	↑ 7.8%	0.5%	7.8%	7.4%
Ferry	↑ 18.3%	↑ 18.3%	↑ 1.7%	↑ 5.0%	3.0%	5.0%	2.0%
<b>Total</b>	<b>↑ 14.7%</b>	<b>↑ 14.1%</b>	<b>↑ 9.4%</b>	<b>↑ 10.3%</b>	<b>1.5%</b>	<b>10.3%</b>	<b>8.8%</b>

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.

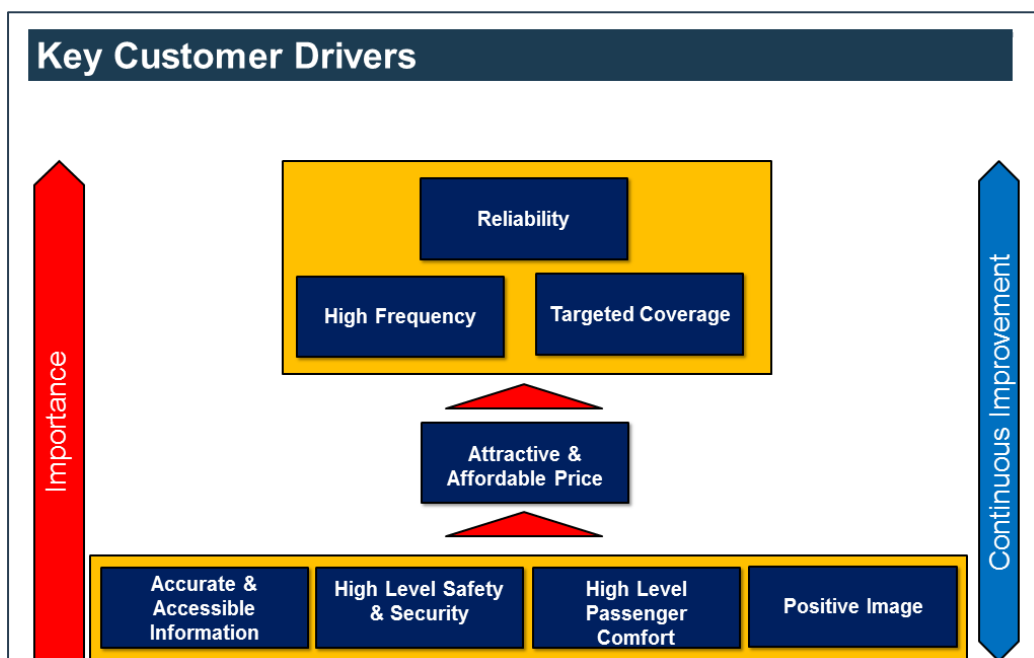


Fig 2. Key Customer Growth Drivers

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 that supports the quality and relevance of decision making.

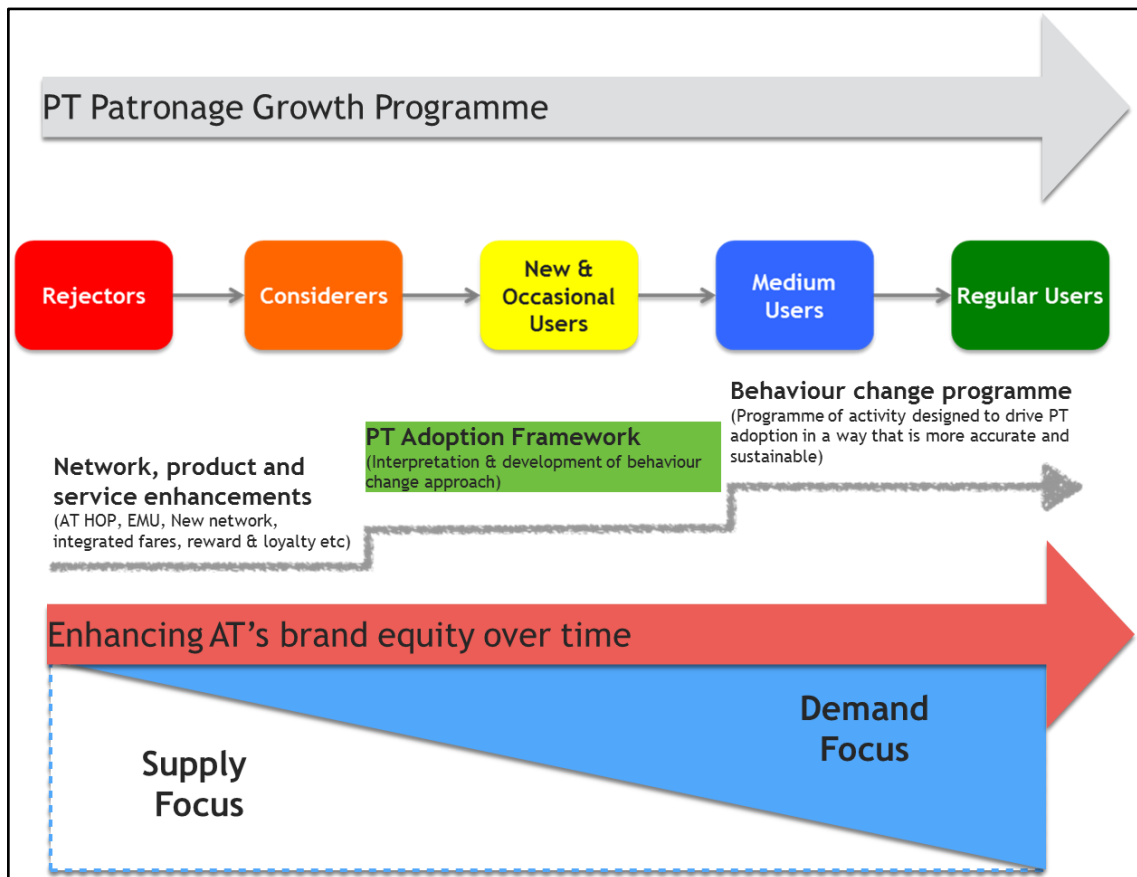


Fig 3. Public Transport patronage growth program

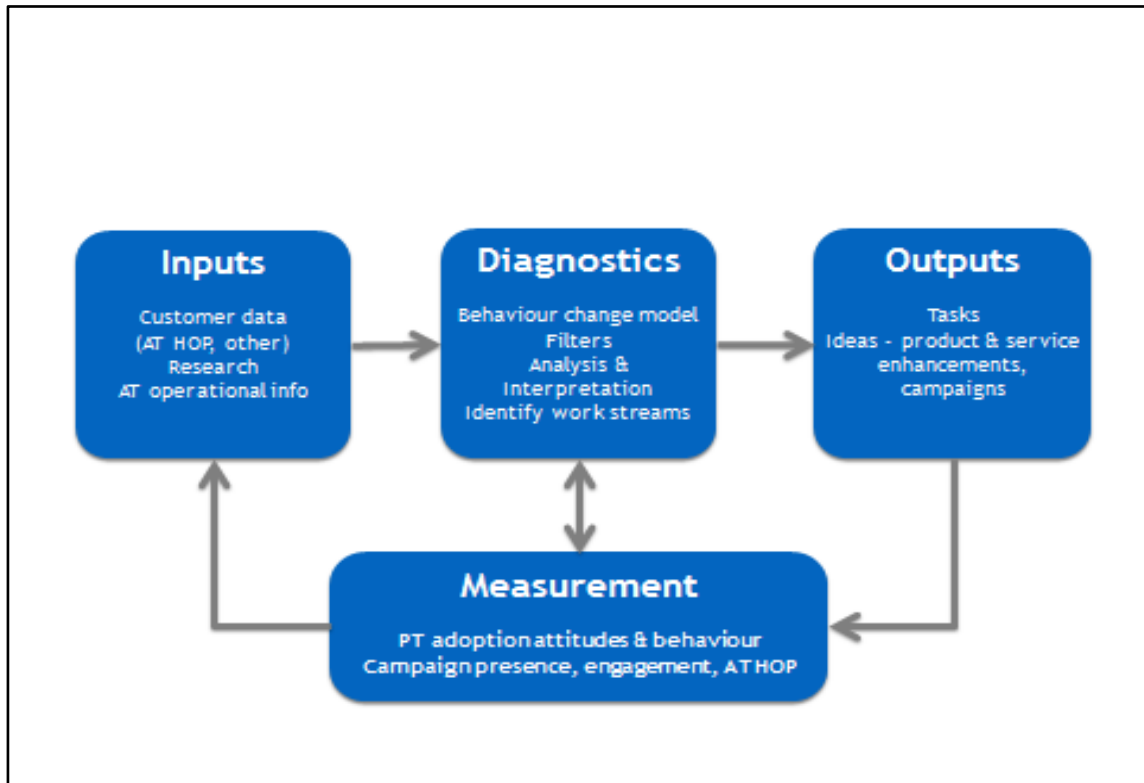


Fig.4. Public Transport adoption framework

Attachments

Number	Description
1	Monthly PT Patronage Report – January 2015

## 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 – January 2015

Normalising factors used on actual patronage counts in this report for Jan-2015 include:

- Additional patronage for special events across bus and rail.
- Same business day and less weekend day.

Auckland public transport patronage totalled 76,480,955 passengers for the 12 months to Jan-2015, an increase of +0.9% on the 12 months to Jan-2014 and +9.4% on the 12 months to Jan-2014 as illustrated in Figure 4. January monthly patronage was 5,328,782, an increase of 681,860 boardings or +14.7% on Jan-2014, normalised to ~ +14.1%.

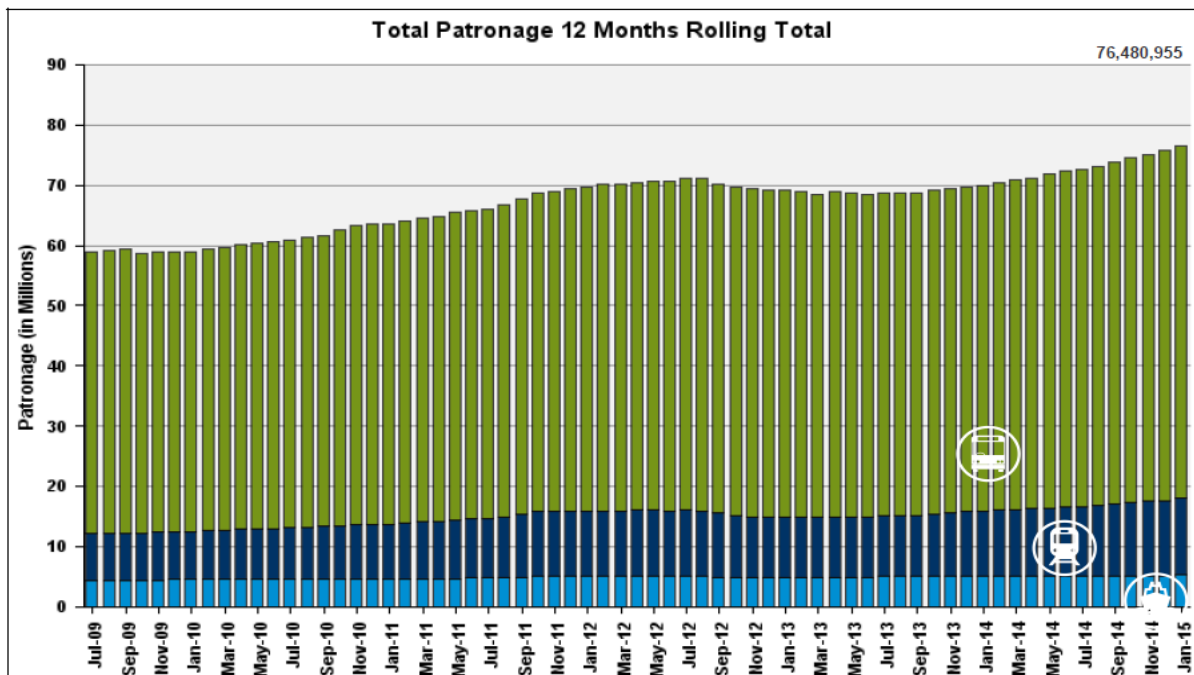


Fig 4. Total Patronage – 12 Months Rolling Total

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.

January 2015	FY 2014/15 Year-to-date January 2015				12 Months				
	Previous Year 2013/14	SOI 2014/15	Actual 2014/15	% Change Prev Year	Previous Year 2013/14 to Jun 14	Actual rolling total to January 2015	% Change Prev Year	SOI 2014/15 to Jun 15	Projected Forecast 2014/15 to Jun 15
1. Rail	6,042,754	6,339,428	7,397,973	↑ 22.4%	11,435,085	12,790,306	↑ 20.0%	12,100,000	13,000,000
2. Northern Express Bus	1,293,633	1,362,570	1,568,993	↑ 21.3%	2,426,745	2,702,105	↑ 16.8%	2,511,000	2,700,000
3. Frequent, Connector and Local Bus (Including School Bus)	29,414,505	29,549,560	31,718,328	↑ 7.8%	53,424,378	55,728,777	↑ 7.6%	53,695,000	55,800,000
4. Ferry	2,996,794	3,086,230	3,146,613	↑ 5.0%	5,109,947	5,259,767	↑ 1.7%	5,380,000	5,210,000
<b>Total Patronage</b>	<b>39,747,686</b>	<b>40,337,788</b>	<b>43,831,907</b>	<b>↑ 10.3%</b>	<b>72,396,155</b>	<b>76,480,955</b>	<b>↑ 9.4%</b>	<b>73,686,000</b>	<b>76,710,000</b>

Fig 5. Summary of Patronage by mode

## 1. Rail

Figure 6 provides a summary of rail patronage for January 2015 and the 2014/15 targets and performance:

- totalled 12,790,306 passengers for the 12 months to Jan-2015, an increase of +2.2% on the 12 months to Dec-2014 and +20.0% on the 12 months to Jan-2014. (Figure 6).
- Patronage for Dec-2014 was 863,550 boardings, an increase of +46.7% (+ 274,977 boardings) on Jan-2014.

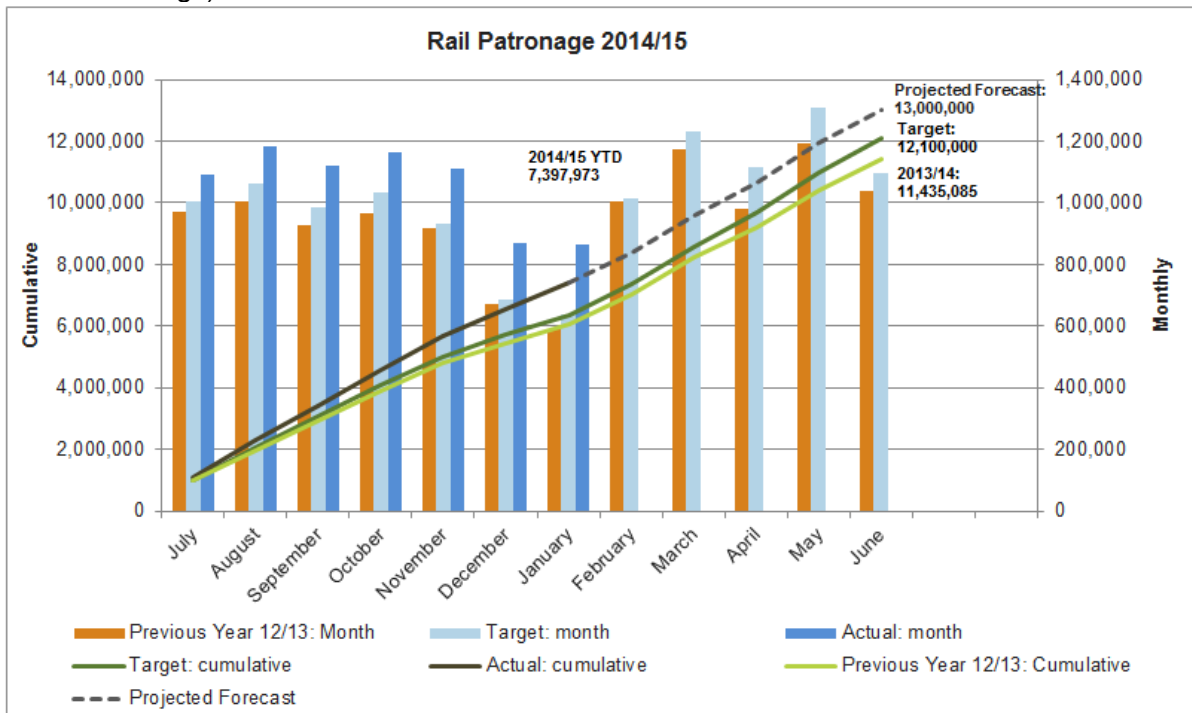


Fig 6. Rail – Patronage results vs target and previous year

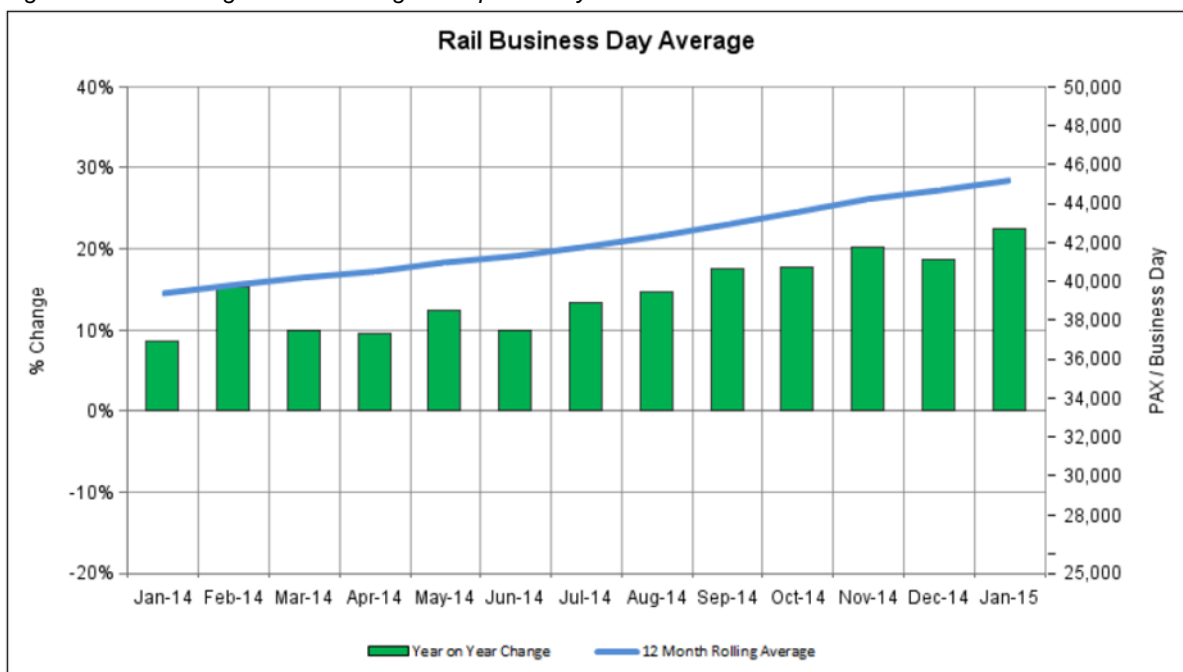


Fig 7. Rail – Average passengers per business day



### Activity Summary for January

- Buses replaced trains until 4th Jan on all Lines and until 11th Jan on Western Line for engineering work. This was a shorter closure than previous years contributing to the higher performance.
- Punctuality and reliability performance for January was impacted primarily by track and diesel train faults punctuality and below acceptable thresholds. Work continues to be delivered with Transdev, CAF and KiwiRail to improve train performance and the delivery of the new timetable.
- NRL Nines generated 30,000 trips. This contributed to the growth over 2014, as the event was in February last year.
- Electric trains were introduced on a limited number of Southern Line off-peak services from Papakura.
- AT HOP “Good to Go” school campaign to parents outlining how to get their kids sorted for school travel.

### Key Activities for February

- Safety campaigns along the Southern Line (Homai to Papakura) as electric trains are progressively introduced into services.
- Promotion of the consistent 30 minute weekend timetable across the network.
- Joint bus, train, ferry campaign in Eastern suburbs promoting service improvements for this area.
- Tertiary student campaign starts in February.

## 2. Northern Express (RTN Bus)

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

- Patronage totalled 2,702,105 passengers for the 12 months to Jan-2015, an increase of +1.4% on the 12 months to Dec-2014 and +16.8% on the 12 months to Jan-2014. (Figure 8).
- Patronage for Dec-2014 was 184,131 boardings, an increase of +25.5% (+37,392 boardings) on Jan-2014.

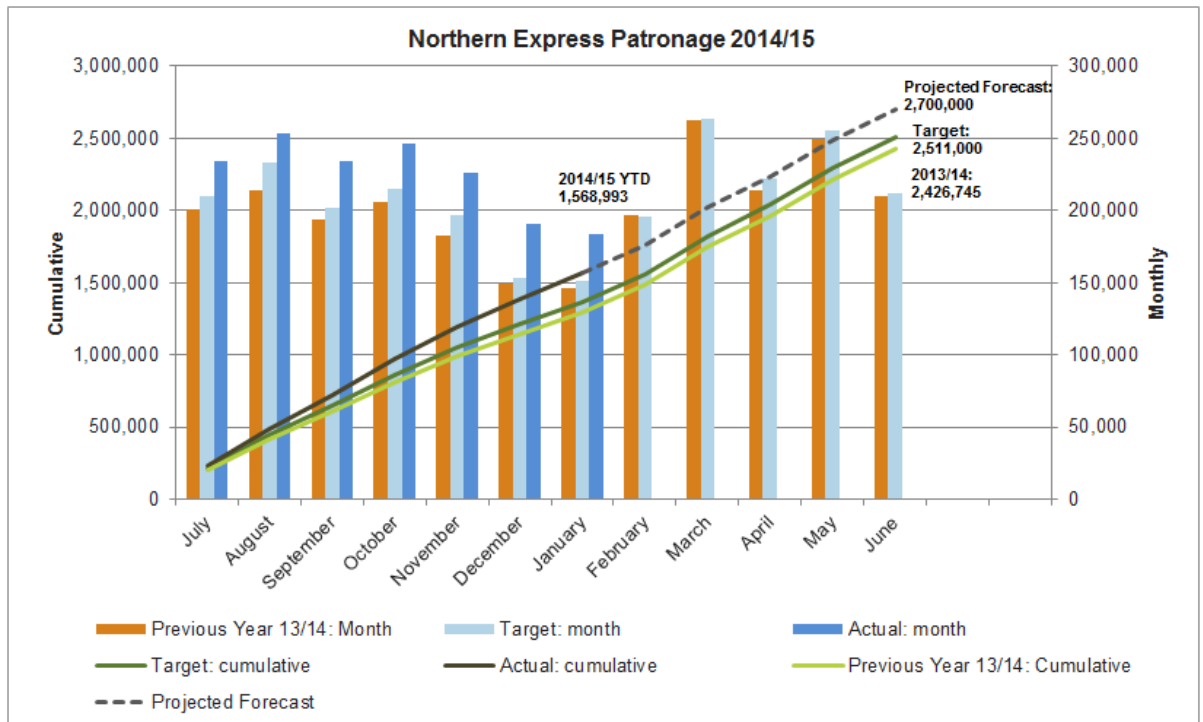


Fig 8. Northern Express – Patronage results vs target and previous year

**Activity Summary for January**

- On time performance for Northern Express continued to operate at a high level for the month, sitting at 98%.

**Patronage impacts from marketing and promotions:**

- The “Travel Myths” campaign on North Shore corridors has finished but some activity is still in market (Glenfield / Onewa Rd’s, Northern Busway, East Coast Rd.)

**Key Activities for February**

- None programmed for February.

**3. Bus (excluding Northern Express)**

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

- Patronage totalled 55,728,777 passengers for the 12 months to Jan-2015, an increase of +0.5% on the 12 months to Jan-2014 and +7.6% on the 12 months to Jan-2014 (Figure 9).
- Patronage for Jan-2015 was 3,687,994 boardings, an increase of +8.1% (+277,833 boardings) on Jan-2014.

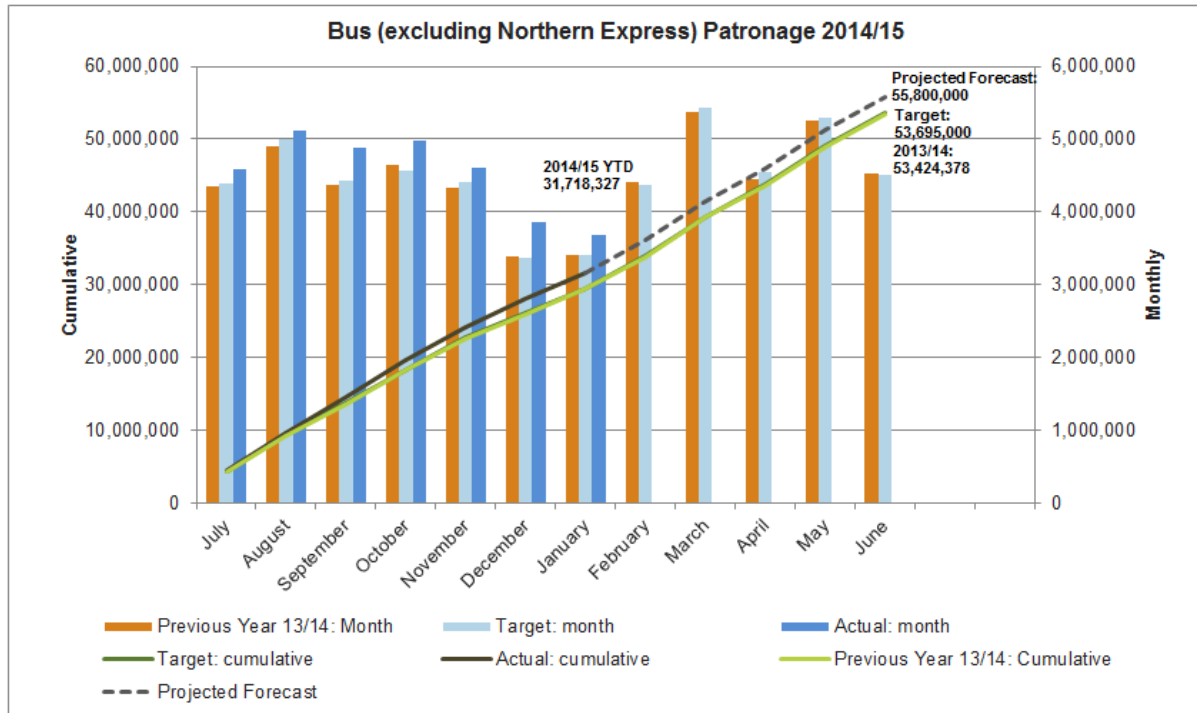


Fig 9. Bus (excluding Northern Express) – Patronage results vs target and previous year

### Activity Summary for January

The overall bus network peaked at 93.7% punctuality (at first stop) and 97.4% reliability in January 2015, increases of around 7% and 5% respectively compared to January 2014.

- Ritchies Transport western and northern sector timetable changes to better reflect actual running times were effective from Sunday 25 January
- Minor timetable changes to Urban Express service, including extra weekday trips to provide additional capacity, were effective from Sunday 25 January. Positive customer feedback has been received in advance of ‘go live’
- Additional evening services added for Waiheke on Monday 5 January.
- NZ Bus has continued to reduce red light running incidents within the city through monitoring of key intersections and driver education.

### Patronage impacts from marketing and promotions:

- The re-branding of all 39 LINK buses to AT Metro is complete.
- 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 February

- Launched a campaign promoting improvements in PT in East Auckland. The campaign is multi-modal and highlights faster travel to the City via Panmure Interchange, more reliable bus services, better bus and ferry connections and the ability to use an AT HOP card on all services. Promotion is via Adshels, bus backs, billboards, newspaper ads and a mail drop to households in the area.
- A campaign targeting students who are returning to study kicks off in February

- Birkenhead Transport run time and capacity review project on track for go live Saturday 22 February - timetables have been agreed and commercials in final stages of sign off
- Metro Inner/Outer timetable changes are scheduled to go live on Sunday 22 February.
- NZ Bus has been working through a plan to add additional services to meet increased demand between February and July. This will be implemented in late February.
- On Monday 23 February we're introducing a new 632 Stonefields Loop bus service that will connect the Stonefields suburb with Glen Innes Train Station. Services will run every 20 minutes between 6am and 7pm Monday through Friday.
- Tranzit's Airporter (route 380) timetables to be reviewed due to upcoming major road works that will have significant impact on performance
- Administration of tertiary and child concessions being loaded onto HOP Cards
- Planning the implementation of changes to the bus network caused through the construction of CRL

#### 4. Ferry

Figure 10 provides a summary of ferry patronage performance:

- Ferry patronage totalled 5,259,767 passenger trips for the 12 months to Jan-2015, an increase of 1.8% on the 12 months to Dec-2014 and +1.7% movement on the 12 months to Jan-2014 (Figure 10).
- Patronage for Jan-2015 was 593,107, an increase of 91,658 boardings or 18.3% on Jan-2014.

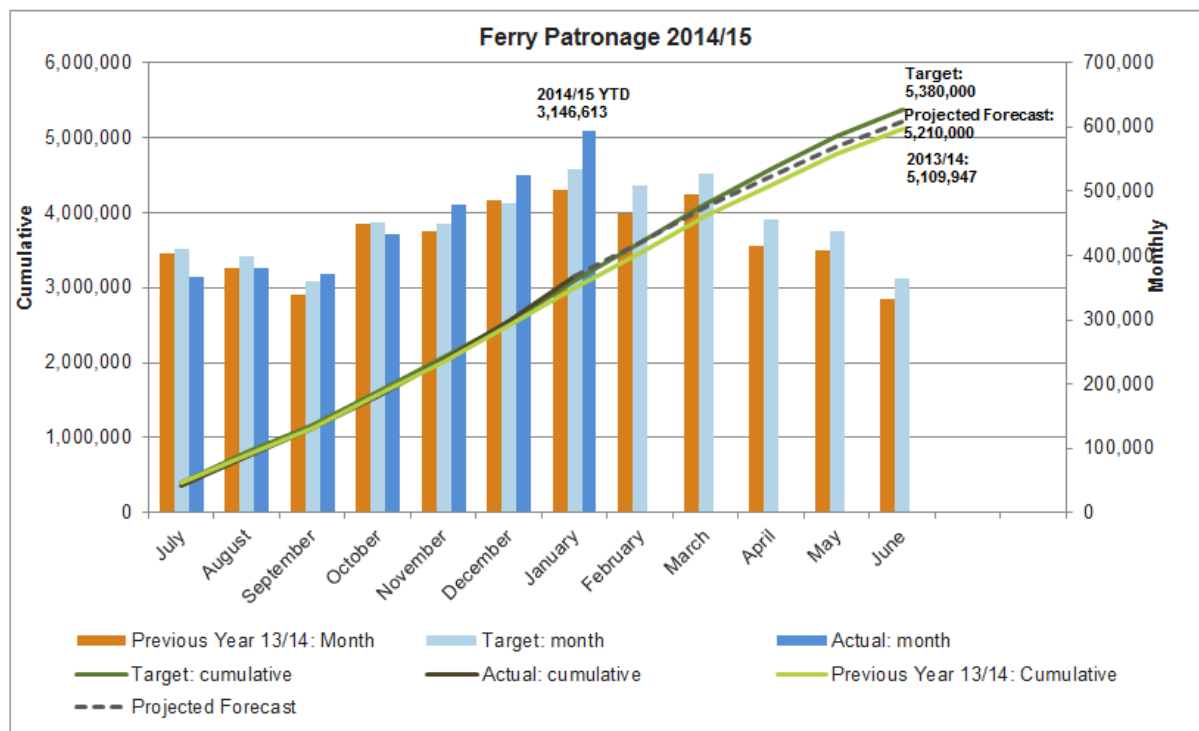


Fig 10. Ferry – Patronage results vs target and previous year

### **Activity Summary for ferry in January**

- Gulf Harbour ferry patronage up 138% year on year.
- Rakino Island services over January were increased this year and were up 4% on previous year.
- Ferry Destination Campaign launched on 11 Jan with website and print media and bill boards. A video “Discover the Hidden Treasures of the harbour” was posted on 29 January.
- West sector promo covering Hobsonville and West Harbour concluded on 31 January.

### **Key activities for February**

- Devonport Marine Square landscaping and passenger amenity improvement works continue.
- Proposals are being considered for additional services for Pine Harbour and West Harbour weekend services.
- Additional ferry services to accommodate March Madness are being worked through for Half Moon Bay ferry service.

## 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	1,119,230	1,165,057	1,111,899	867,281	863,550					
Variance: month to target	86,118	118,637	136,281	131,149	178,807	183,577	223,975					
Variance: month to previous year	117,561	176,487	194,216	200,677	193,191	198,111	274,976					
Actual: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,397,973					
Variance: cumulative to target	86,118	204,756	341,036	472,186	650,993	834,569	1,058,545					
Variance: cumulative to previous year	117,561	294,048	488,264	688,941	882,132	1,080,243	1,355,219					
Actual: cumulative FY growth to previous year	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%					
% cumulative change to target	8.58%	9.91%	11.18%	11.56%	12.98%	14.64%	16.70%					
Reforecast: month	1,089,839	1,181,117	1,119,230	1,165,057	1,111,899	867,281	863,550	985,358	1,198,996	1,082,692	1,270,766	1,064,215
Reforecast: cumulative	1,089,839	2,270,956	3,390,186	4,555,243	5,667,142	6,534,423	7,397,973	8,383,331	9,582,327	10,665,020	11,935,785	13,000,000
Reforecast: cumulative FY growth to previous year %	12.09%	14.87%	16.83%	17.82%	18.44%	19.81%	22.43%	18.94%	16.53%	15.90%	14.82%	13.69%

### 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	234,282	246,472	226,217	190,749	184,131					
Variance: month to target	23,912	20,005	32,172	31,088	29,210	37,367	32,669					
Variance: month to previous year	33,433	39,156	40,686	40,207	43,442	41,045	37,391					
Actual: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993					
Variance: cumulative to target	23,912	43,917	76,089	107,177	136,387	173,754	206,423					
Variance: cumulative to previous year	33,433	72,589	113,275	153,482	196,924	237,969	275,360					
Actual: cumulative FY growth to previous year	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%					
% cumulative change to target	11.39%	9.91%	11.79%	12.45%	12.89%	14.35%	15.15%					
Reforecast: month	233,814	253,328	234,282	246,472	226,217	190,749	184,131	192,688	259,120	219,089	251,675	208,435
Reforecast: cumulative	233,814	487,142	721,424	967,896	1,194,113	1,384,862	1,568,993	1,761,681	2,020,801	2,239,890	2,491,565	2,700,000
Reforecast: cumulative FY growth to previous year %	16.68%	17.51%	18.63%	18.85%	19.75%	20.75%	21.29%	18.22%	15.30%	13.89%	12.40%	11.26%

#### 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	4,887,764	4,980,532	4,611,398	3,852,179	3,687,994					
Variance: month to target	188,563	127,729	464,140	421,809	207,920	486,091	272,514					
Variance: month to previous year	228,637	217,392	516,418	325,793	275,501	462,244	277,837					
Actual: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,718,327					
Variance: cumulative to target	188,563	316,292	780,432	1,202,241	1,410,161	1,896,252	2,168,767					
Variance: cumulative to previous year	228,637	446,029	962,447	1,288,240	1,563,741	2,025,985	2,303,822					
Actual: cumulative FY growth to previous year	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%					
% cumulative change to target	4.30%	3.37%	5.65%	6.55%	6.19%	7.26%	7.34%					
Reforecast: month	4,578,804	5,119,656	4,887,764	4,980,532	4,611,398	3,852,179	3,687,994	4,364,095	5,409,379	4,541,182	5,270,891	4,496,126
Reforecast: cumulative	4,578,804	9,698,460	14,586,224	19,566,756	24,178,154	28,030,333	31,718,327	36,082,422	41,491,801	46,032,983	51,303,874	55,800,000
Reforecast: cumulative FY growth to previous year %	5.26%	4.82%	7.06%	7.05%	6.91%	7.79%	7.83%	6.68%	5.85%	5.45%	4.92%	4.45%



## 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	371,426	432,143	477,984	524,846	593,107					
Variance: month to target	-43,614	-18,906	10,657	-18,405	28,938	42,637	59,077					
Variance: month to previous year	-35,980	1,348	31,397	-17,920	41,109	38,209	91,657					
Actual: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613					
Variance: cumulative to target	-43,614	-62,520	-51,863	-70,268	-41,330	1,307	60,384					
Variance: cumulative to previous year	-35,980	-34,632	-3,235	-21,155	19,954	58,163	149,819					
Actual: cumulative FY growth to previous year	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%					
% cumulative change to target	-10.64%	-7.72%	-4.43%	-4.33%	-2.00%	0.05%	1.96%					
Reforecast: month	366,295	380,813	371,426	432,143	477,984	524,846	593,107	458,648	474,473	409,966	392,955	327,345
Reforecast: cumulative	366,295	747,108	1,118,534	1,550,677	2,028,661	2,553,507	3,146,613	3,605,261	4,079,734	4,489,700	4,882,655	5,210,000
Reforecast: cumulative FY growth to previous year %	-8.94%	-4.43%	-0.29%	-1.35%	0.99%	2.33%	5.00%	4.17%	3.15%	2.72%	2.20%	1.96%

# Appendix 6: Public Transport Promotional Activities – January 2015

## Back to School AT HOP campaign

AT encounters seasonal issues that occur when kids are going back to school such as:

- Lost AT HOP card
- Credit card expired
- Parents unaware of concessions and paying too much

These issues translate into a spike of calls to the AT HOP helpdesk, resulting in an increase from the usual 500 calls to 900 calls over the February/ March period.

There is also an opportunity to sell AT HOP cards at this time to kids starting Intermediate or Secondary school.



This campaign is targeted towards parents whose kids are starting a new school travel this year.

The campaign has an additional emphasis on setting up 'Auto Top Up' on AT HOP cards so they never have to worry about their child being stranded without credit on their card.

We are delivering an integrated media campaign combining various media channels, together with an information pack that will be delivered to schools via AT's Community Transport Coordinators. The pack will contain a letter addressed to the principal, printed promotional material and a USB stick with all promotional material and images which can be printed or used to insert into their printed or digital newsletter.

## AT HOP Concessions and Renewals

All existing tertiary and secondary student concessions on AT HOP cards are due to expire on 31 March 2015 after which time cards will revert to an adult profile and students will be charged adult fares.

In March 2015 there will be approximately 60,000 students returning to renew the concession on their card. Currently, the loading of any concession onto an AT HOP card is a "card present transaction", undertaken at a Customer Service Centre. As no online solution is available for applying or renewing the concession on AT HOP card, students will be asked to visit a CSC to apply or renew their concessions before 31 March 2015.



**Get on-board  
and be part  
of Auckland's  
non-stop summer!**

## Black Caps vs Sri Lanka

2pm, Saturday 17 Jan, Eden Park

Travel on trains and the Northern Express  
is included with your match ticket.



Train

Travel on trains is included with your match ticket. You can travel up to 3 hours before the match starts and until end of service post-match.



Bus

Travel on the Northern Express is included with your match ticket. You can travel up to 3 hours before the match starts; buses will be departing for 1 hour post-match (last bus departs approx. 11pm).  
The Northern Express drops-off just across the road from Britomart where you can board a train to Kingsland Station (which is situated just across the road from Eden Park).

For more information on public transport services running to/from events this summer visit: [AT.govt.nz/summerevents](http://AT.govt.nz/summerevents)



We are delivering an integrated media campaign combining various channels but the focus will be on direct marketing to students mainly via email.



**TIME TO RENEW  
YOUR STUDENT  
CONCESSION.**

Tertiary and secondary student concessions on AT HOP cards must be renewed by 31 March 2015.

**APPLY NOW!**



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

Terms of use and registered prospectus for the AT HOP cards are available at [AT.govt.nz/athop](http://AT.govt.nz/athop) or at the Transport Information Centre, Britomart. The obligations of Auckland Transport under the AT HOP cards are unsecured.



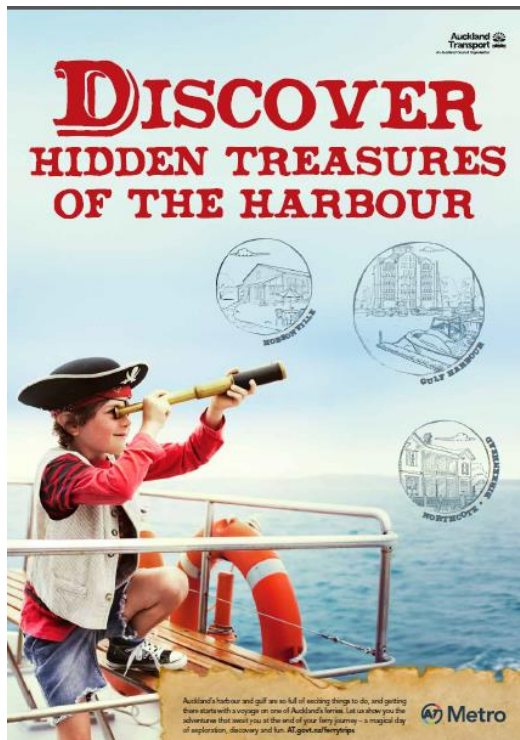
### Special Events – Black Caps 17 Jan 2015

The Black Caps played Sri Lanka on the 17<sup>th</sup> Jan at Eden Park. Travel on trains and special event buses were included with match tickets. Marketing materials were in the market as of 10<sup>th</sup> Jan.

This advertising material was produced using the **'non-stop summer' format**. This format has been developed to be used across all of the events that are being held in Auckland this summer. This advertising is being used in combination with the website [www.at.govt.nz/summerevents](http://www.at.govt.nz/summerevents) where readers can find information on a wide range of event information.

Other major events coming up include; the NRL Nines, ITU Triathlon, start of the Super Rugby season, Round the Bays, Pacific, the Volvo Ocean Race and of course the ICC Cricket World Cup.

## Hidden Treasures of the Harbour – Ferry Leisure Campaign



Ferry services within Auckland have been steadily growing in recent years, both in destinations served (12 plus Waiheke) from the City Centre and in the frequency of services and patronage. Marketing activity has predominantly focussed on the initial launch of the service or expanded timetable with a particular emphasis on the commuter market.

This new campaign is the first to focus on a leisure market articulating the reasons why using a ferry is a great way to see some of the beautiful and fascinating places of the city. Targets for this campaign during 2015 are to increase leisure patronage by 15,900.

The campaign pivots off a video shown on TrueView (ads that precede videos on YouTube) where we anticipate 60k+ views. There will also be press

coverage in the NZ Herald, Tourist publications and outdoor media.

To see the video go to [www.at.govt.nz/ferrytrips](http://www.at.govt.nz/ferrytrips)

## 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 at the Airport iSITE and Britomart.

**Welcome** to your adventure visiting Auckland's Top Spots with AT HOP Discovery Day Pass. You're about to explore the best of what Auckland has to offer with unlimited travel on bus, train and ferry services for a day.\*

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

**AT HOP Discovery Day Pass**

- Buy an AT HOP card and add on the type of **Discovery Day Pass** that best suits your plan.
- Your **Discovery Day Pass** is valid for 24 hours from when you first tag on.
- IMPORTANT** You need to tag on and tag off each bus, train and ferry you travel on. Your **Discovery Day Pass** will stop working if you fail to do so.

**About your AT HOP card.**  
 Your AT HOP card is a reusable prepaid smart card that gives you one card to pay for public transport in Auckland.

**Where do I top up?**

- Customer Service Centres.
- Train and ferry ticket offices.
- Top-Up machines at all train stations and Northern Busway stations (except Day Pass from the machine).
- Selected retailers.
- Online at [AT.govt.nz/topup](http://AT.govt.nz/topup)

Visit [AT.govt.nz/topup](http://AT.govt.nz/topup) for more information or phone 09 366 4467

**Where can you use your Discovery Day Pass?**  
 The Discovery Day Pass can be used on:

- Bus:** Bus services operated by Birkbeck Transport, GO WEST, Hauraki & Eastern, LINK, MetroLink, North Star, Mitchell Transport, Urban Express, Waiheke Bus Company, Waka Pacific and 380 Airport / Transit.
- Train:** All Auckland trains within zones A, B & C, with the exception of Fokalsika for zones A & B.
- Ferry:** Ferry services operated by Fellers, Bayliner, Birkhead, Dawsonport, Northcote Point and Stanley Bay.

**Tagging on and tagging off.**  
 Tag on and tag off by holding your card flat and still against the reader until you hear a beep and you see a green light.

**Hot Spots Key:**

- RETAIL
- FOOD & WINE
- ENTERTAINMENT
- OUTDOOR ACTIVITIES
- ADVENTURE ACTIVITIES

**Plan your above journey at AT.govt.nz/journeyplanner**  
 You can plan your journey by referring to the map and then typing your destination into the Journey Planner on our website. It will give you options or what service to catch and when.

**Getting the best from your AT HOP card.**

- Register your AT HOP card at [AT.govt.nz/register](http://AT.govt.nz/register). Please note your card number. You need to register your AT HOP card online.
- Top up online.
- Tag on and tag off. Hold your card flat and still against the reader, until you hear a beep and see a green light.

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

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

**AT HOP Discovery Day Pass**

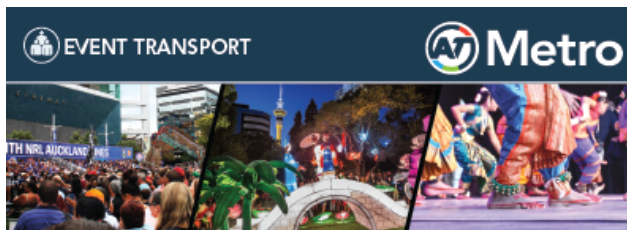
**Hot Spots Key:**

- RETAIL
- FOOD & WINE
- ENTERTAINMENT
- OUTDOOR ACTIVITIES
- ADVENTURE ACTIVITIES

**Plan your above journey at AT.govt.nz/journeyplanner**  
 You can plan your journey by referring to the map and then typing your destination into the Journey Planner on our website. It will give you options or what service to catch and when.

**Getting the best from your AT HOP card.**

- Register your AT HOP card at [AT.govt.nz/register](http://AT.govt.nz/register). Please note your card number. You need to register your AT HOP card online.
- Top up online.
- Tag on and tag off. Hold your card flat and still against the reader, until you hear a beep and see a green light.



## Dick Smith NRL Auckland Nines

Saturday 30 January and Sunday 1 February, Eden Park  
 Travel on trains and special event buses is included with your match ticket.

The NRL Nines are being held at Eden Park in the suburb of Kingland (located approx. 5km from Auckland's CBD). The best transport option for the Nines is either train and/or special event bus, and the use of these services is included with your ticket (simply present your ticket to the Nines when boarding). Return services from Eden Park will be operating throughout the day as well as post-match, so getting home again is covered too.

**Train**  
 Travel on trains is included with your match ticket. Additional services will be operating on all lines and you can travel up to 2 hours before kick-off and until end of service post-match. Kingland 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 match ticket. Event buses depart:

- North Shore – Albany Bus Station** approx. every 15 mins between 10:30am – 2:30pm on Saturday and 9:30am – 1:30pm on Sunday, stopping at all Northern Busway stations.
- Takapuna – 142-146 Hurstmore Rd** approx. every 15 mins between 10:30am – 2:30pm on Saturday and 9:30am – 1:30pm on Sunday.
- City Centre – Civic Theatre, Queen St** approx. every 15 mins between 10:30am – 3:00pm on Saturday and 9:30am – 2:00pm on Sunday.
- Newmarket/Mt Eden – 19 Remuera Rd** approx. every 15 mins between 10:30am – 2:30pm on Saturday and 9:30am – 1:30pm on Sunday, running via Mt Eden Train Station and Mt Eden Village.
- South/East – Manukau City Centre (Layton Way – stop #620)** approx. every 15 mins between 10:30am – 2:30pm on Saturday and 9:30am – 1:30pm on Sunday, running via Botany Town Centre (Town Centre Drive – stop #231) and Pakuranga Plaza (outside Farmers).

Event buses depart for one hour after final whistle.

**Walking**  
 If you prefer to walk to the game, it's a comfortable 50 min walk from Auckland's city centre.



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

## Special Events – Dick Smith NRL Auckland Nines 31 Jan and 1 Feb 2015

The Dick Smith NRL Nines was again a huge event for Auckland and for AT. Last year we successfully moved just over 40% of patrons on trains and special event bus services – this year we exceeded this **moving over 50% of patrons on both days of the event.**

Promotional advertising included; press, radio, online and street talkers (ambassadors with small billboards strapped to their backs) AT, in association with ATEED, Duco and the NRL, produced an NRL Nines themed AT HOP card and packaging, all of which was marketed at the Dick Smith NRL Auckland Nines. The special AT HOP card came pre-loaded with a PT Day Pass and the packaging includes discount offers for various tourist attractions across Auckland. Sales



were initially targeted at overseas visitors who purchased their Nines tickets via Ticketek. Cards were also sold at the Britomart Customer Service Centre and at the Aotea Square Fan Zone on Friday 30<sup>th</sup> Jan. The NRL Nines themed AT HOP card was also available for purchase as a 'souvenir card' i.e. treated as a normal AT HOP card. This was a good test for transport ticketing deals we need to arrange for future events, like the 2017 World Masters Games.



## 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.

**AT HOP cards are now available in Henderson from Convenience@357, on Great North Road.**

AT HOP is your one reusable smart card for travel on buses, trains and ferries around Auckland. Just turn up and go!

To get your new card, just visit Convenience@357, Shop 16, 357 Great North Road, Henderson. Open Mon/Tues 8am - 5pm, Wed 8am - 6.30pm, Thu/Fri 8am - 5pm, Sat 9am-7pm, closed on Sundays.

**\$10 buys you a \$5 card and \$5 HOP Money.**

Buy an AT HOP card and enjoy these benefits:

- AT HOP card provides at least 20% discount off adult single trip cash fares.\*
- Makes boarding buses easier and quicker.
- No queuing for paper tickets.
- Avoid the need to carry cash.
- One card for travel on Auckland's buses, trains and ferries.

**Key Tips:**

- You must tap on and off for every journey – this will ensure the correct fare is calculated and no penalties are incurred.
- Register your card to help protect the balance on your AT HOP card should it be lost or stolen.
- Load a discount concession for discounted fares if eligible.
- Don't forget you can also top-up your card online.

For more information visit [AT.govt.nz/athop](http://AT.govt.nz/athop) or phone 09 366 4447 or @ATTransport

Way to move, Auckland.

**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, tap 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](http://AT.govt.nz/athop) or phone 09 366 4447 or @ATTransport

**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, tap 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](http://AT.govt.nz/athop) or phone 09 366 4447 or @ATTransport

## Leave your car on the bench!

The next phase of the 'Get on board' campaign starts in two weeks with a small bus back and radio campaign with the theme 'leave your car on the bench! This campaign is designed to encourage car users to give PT a trial for their regular commute.



### Radio 45 secs:

*Hi Jerome Kaino here, Blues Captain*

*Want to up your game this year – **why not leave your car on the bench!** - use the AT Metro network of trains, buses and ferries instead.*

*AT Metro's a great way to go, and every time you complete a trip using your registered AT HOP card during Feb, you'll automatically go in the draw to win a **Gold 'True Blues' season membership**. So you could watch me and the boys at all our regular season home games this year - Sweet!*

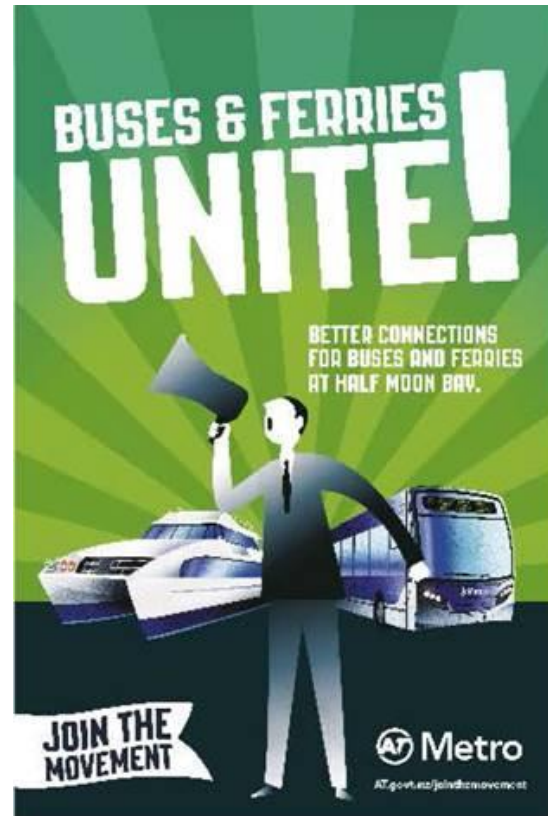
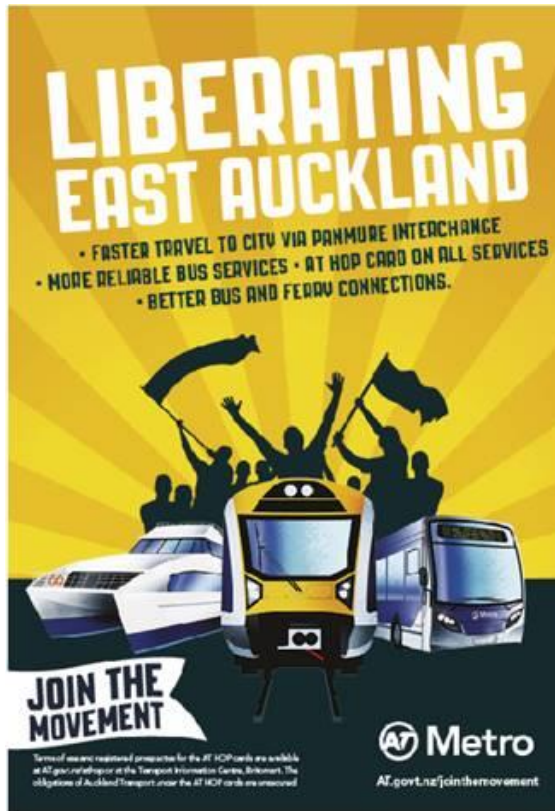
*There are three double 'True Blues' memberships to be won. For tips and promotion t's and c's visit [AT.govt.nz/onboard](http://AT.govt.nz/onboard).*

### **AT Metro, I'm on board are you?**

*For terms of use and a registered prospectus visit [AT.govt.nz/athop](http://AT.govt.nz/athop). AT's obligations under the AT HOP cards are unsecured.*

## East Auckland Campaign

We have launched a campaign promoting improvements in PT in East Auckland. The campaign runs across February & March and will be promoted via adshels, bus backs, billboards, newspaper ads and a mail drop to households in the area.





## Holiday 'Have you seen this?' Twitter Promotion

Over four days 27th-30th Jan AT trialled the 'Have you seen this?' Twitter competition. Each day we tweeted an image of well-known transport hub. Every person replying with the correct answer went in the draw to win \$100 of public transport. In total we received 94 entries. On top of this were a number of people responding and starting discussion over the images without necessarily entering into the competition. These discussions held both positive and negative opinions. The location images included AT Metro branding along with the #ATmetro hashtag. Although the total number of entries was relatively low, our Twitter followers are an increasingly influential group. We're likely to use Twitter in this way in the future to promote campaigns and events.

### Britomart Transport Centre

Tuesday 27/01/2015

Number of responses: 26



**avisjoyce**

Jan 27, 10:43am via Twitter for iPhone

@AkiTransport Britomart??

Show Conversation



**Shaneomac82**

Jan 27, 10:42am via Twitter for iPhone

@AkiTransport Britomart?

Show Conversation



**badbacchus**

Jan 27, 10:42am via TweetDeck

@AkiTransport the Britomart train station

Show Conversation



**tincandrum**

Jan 27, 10:42am via TweetDeck

@AkiTransport It's a light catcher above the Britomart platform. Kids love looking through it from above!

### Manukau Train Station

Wednesday 28/01/2015

Number of response: 20



**DLCarmichaeINZ**

Jan 28, 9:59am via Twitter for Android

@AkiTransport Manukau train station

Show Conversation



**LenOfClubs**

Jan 28, 9:50am via Twitter Web Client

@AkiTransport Manukau Train Station!

Show Conversation



**arrenness**

Jan 28, 9:43am via Twitter for iPad

@AkiTransport manukau train station

Show Conversation



**tsariqa**

Jan 28, 9:39am via Twitter Web Client

@AkiTransport Outside Manukau Train Station/MIT

Show Conversation

## Rail Safety Reminder – South Auckland Transport

With regular EMU services progressively being rolled out on the Southern Line between (Papakura and Homai) a small campaign has been implemented to remind local residents of the dangers presented by the new electric trains and overhead wires. A mail drop has gone out to residences within 1km of railway lines and press ads have appeared in local papers. A letter and pack is also going out to local schools via our AT Travel wise coordinators. A similar strategy will be employed prior to roll-out of EMUs on the Western Line.



**WATCH OUT**  
Be safe around new electric trains.

**Faster  
Quieter  
Running on a  
line near you**

KiwiRail   