

# PT Growth Programme – Detailed workplan

Priority	Initiative	Desired outcome	Definition of Done	Status
1	Introduce weekly fare cap	To reward customers that take public transport more often, simplify fares for new customers and incentivise more frequent use.	1. Recommendation to AT Board. 2. Commenced project to implement approved changes.	In progress - Unfunded
1	Implement early EMV/open loop payments	To make fare payment more accessible.	1. Open loop payment is live across the whole PT network.	In progress - Funded
1	Introduce 'bus booster' to prioritise late-running buses through intersections	To improve timetable adherence through signal pre-emption at 50 intersections.	1. Bus booster operating at all agreed intersections.	In progress - Funded
1	Customer acquisition through Employer HOP Subsidy	To allow businesses to report on and reduce their carbon footprint and will incentivise PT use for their employees.	1. Successful launch of the product. 2. Assign a dedicated Business Development Manager. 3. Onboard 30-40 new companies/organisations and their staff.	In progress - Funded
1	Arrange contingency to boost capacity during March Madness	To avoid overloaded services which may dissuade customers from using PT.	1. Appropriate mitigation planned for all routes with capacity concerns.	In progress - Partially funded
1	Scope extension of free <13 to free <15	To increase usage by children, establishing PT habits for when they move into tertiary and work.	1. Recommendation to AT Board. 2. Commenced project to implement approved changes.	In progress - Unfunded
1	Complete targeted community and Local Board engagement in Highbrook, Orewa/Millwater and Mangere	To encourage use of the existing PT network, building awareness of what is available and how to use the network.	1. Community engagement completed in Highbrook. 2. Community engagement completed in Orewa/Millwater. 3. Community engagement completed in Mangere. 4. Resulting patronage change assessment completed for all areas.	Scheduled - Funded

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1	Promote new and improved journeys on Eastern and NorthWest busways	To encourage Aucklanders to choose PT over other modes.	<ol style="list-style-type: none"> <li>1. Future vision campaign delivered for Eastern busway in February 2024 to build future demand.</li> <li>3. Resulting patronage change assessment completed for all areas.</li> <li>4. Future vision for NW campaign delivered up to November 2023; patronage build for NW Busway February 2024 to capture use in March.</li> </ol>	Scheduled - Funded
1	Explain to customers what we are doing with major infrastructure and service improvements, and why	So that Aucklanders recognise the long-term benefits and are more likely to return to PT.	<ol style="list-style-type: none"> <li>1. Interim NW explained.</li> <li>2. Ferry network reset and accelerated training programme.</li> <li>3. Outer Link changes explained.</li> </ol>	Not started - Funded
1	Create guided on-boarding experience in AT Mobile and on website	To make it easier to try PT for the first time.	<ol style="list-style-type: none"> <li>1. AT Mobile has a guided onboarding journey that supports customers with using Public Transport and the app.</li> <li>2. Assessment completed of retention rate for customers who use the app vs those that don't (CX&amp;D target &gt;20% difference in rate).</li> </ol>	In progress - Partially funded
1	Establish bus driver forum to gain actionable insight about journeys	To capture opportunities and problems from those at the frontline.	<ol style="list-style-type: none"> <li>1. Established a channel where all bus drivers can continuously submit opportunities and problems.</li> <li>2. Promoted use of the forum.</li> <li>3. Established system to raise actionable insight with the relevant teams.</li> </ol>	In progress - Funded
1	Digital Promotion - Deliver targeted digital customer acquisition campaigns	To sell the benefits of PT to Aucklanders through digital advertising aimed at new PT users.	<ol style="list-style-type: none"> <li>1. Attracting and retaining 3,000 new PT users through direct online promotions.</li> </ol>	In progress - Partially funded

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1	Promote service reliability and any journey time improvements	To encourage Aucklanders to choose PT over other modes and rebuild customer confidence that they can depend on PT.	<ol style="list-style-type: none"> <li>1. Good News campaign for overall improvements delivered.</li> <li>2. Good News campaign on routes that have had significant improvement delivered.</li> <li>3. Bus is Back campaign delivered.</li> <li>4. Measure customer perceptions of bus network performance.</li> </ol>	In progress - Funded
1	Targeted promotion of reliability improvements to disrupted customers	To win-back disrupted customers as we complete major works, by building confidence that they can depend on PT.	<ol style="list-style-type: none"> <li>1. Campaign to win-back customers when Eastern Line reopens.</li> <li>2. Campaign to win-back customers when ferry service is restored.</li> <li>3. Campaign to win-back customers when Western Line reopens.</li> </ol>	Not started - Unfunded
1	Investigate priority lanes at new locations	To build a future programme of work that can improve journey times at key locations.	<ol style="list-style-type: none"> <li>1. Investigations complete for at least four locations in priority order.</li> </ol>	In progress - Unfunded
1	Promote Waiheke service enhancements over Summer	Gain from tourists.	<ol style="list-style-type: none"> <li>1. Campaign delivered for Waiheke services.</li> </ol>	Not started - Funded
1	Ensure we capture uncounted patronage	To more accurately count actual people carried.	<ol style="list-style-type: none"> <li>1. All uncounted patronage identified and appropriate method in place to capture boarding counts for each one.</li> </ol>	Not started - Partially funded
1	Ensure we capture special patronage	To more accurately count customers transported on special services.	<ol style="list-style-type: none"> <li>1. All uncounted patronage identified and appropriate method in place to capture boarding counts for each one.</li> </ol>	Not started - Partially funded
1	Promote adoption of AT Mobile as a tool to use during disruption	To help customers navigate disruptions.	<ol style="list-style-type: none"> <li>1. Campaign delivered for AT Mobile use in disruptions.</li> <li>2. Always On campaign delivered.</li> </ol>	In progress - Funded

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1	Implement alternate transport wayfinding at all ferry wharfs	To help customers navigate disruptions.	1. Local alternate travel options prominently displayed in all ferry wharfs. 2. Agree updated policy to prioritise existing PT before using taxi replacements.	In progress - Funded
1	Implement alternate transport wayfinding across train network	To help customers navigate disruptions.	1. Local alternate travel options prominently displayed in all train stations.	Not started - Unfunded
1	Audit timetable info on website	To make sure all information is complete and accurate, building customer confidence that they can rely on information from AT.	1. All timetable information on the website is complete and accurate. 2. Established regular review and update process. 3. Timetable information format is updated to be optimal usability.	In progress - Funded
1	Add train line status info to website	To help customers navigate disruptions.	1. Customers can access live information about the status of train lines on the AT website (CX&D target of 'was this page helpful' of 60%+).	In progress - Funded
1	Create accessibility maps for all train stations and major interchanges	To help customers with accessibility needs navigate the network with confidence, encouraging them to use PT more.	1. Accessibility maps for all train stations are easily available to customers. 2. Accessibility maps for all major interchanges are easily available to customers.	Not started - Unfunded
1	Implement attrition reporting	To proactively understand and work with the industry on any workforce shifts.	1. Regular attrition and absenteeism reporting in place from all PT operators, and to key stakeholders.	In progress - Funded
1	Facilitating a regular chairs and leaders meeting	To achieve alignment between the Council's Transport and Infrastructure Committee, Auckland Transport Board and relevant senior officials.	1. Meeting rhythm agreed and in place.	In progress - Funded

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1	Agreeing on a reporting framework	To transparently report progress.	1. Regular progress reporting that meets the needs of key stakeholders is in place.	Not started - Funded
1	Develop a regular benchmarking report	To ensure that Auckland customers are receiving value for money for our public transport services, and that we are increasing patronage in line with similar cities that Auckland measures itself against.	1. Regular benchmarking assessment against comparable cities is available to key stakeholders.	Not Started - Unfunded
1	Review fare structure to identify opportunities to make simpler & more equitable	To be able to make recommendations for future fare structure.	1. Recommendation to AT Board. 2. Commenced project to implement approved changes.	In progress - Unfunded
1	PT live target tracking - Road to 100m trips plus rolling carbon savings	To make Aucklanders an important part of increasing public transport patronage.	1. Develop Dynamic Reporting System. 2. Secure high traffic display locations. 3. Build creative. 4. Initiative launch and monitoring.	In Progress - Unfunded
1	Trial AT-managed pre-pay network in hotels	Innovative, low cost to serve, reach unserved potential customers where they are, reach visitors to Auckland who may not know how to access PT	1. Complete trial in one location. 2. Determine sustainable future operating model. 3. Define list of hotels to target.	In progress - Unfunded
1	Investigate Park & Ride opportunities along the Eastern Busway	To make the first and last leg easier for busway users in East Auckland.	1. Identify potential locations by population demographics 2. Feasibility study of priority locations 3. Present options and costings	Not started - Unfunded
2	Complete bus driver recruitment	To be able to deliver bus services that Aucklanders can depend on - the foundation of growing patronage.	1. Reach and maintain full requirement of active bus drivers across all operators.	Done - Funded

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2	Develop Commuter Calculator to enable mode choices for commuters, as well as carbon emissions reporting and reduction for corporates.	To allow people to compare their options and understand the impacts of those choices.	1. Commuter calculator is live. 2. Promotion of commuter calculator is completed. 3. Carbon emission reporting available to corporate partners.	Not started - Unfunded
2	Commence rollout of bus driver protection shields	To help retain the bus driver workforce by helping them feel safe, which supports having reliable bus services.	1. Identified most effective protection. 2. Gained stakeholder agreement to protection shield. 3. Rollout plan for current and future fleet developed and implementation started.	In progress - Unfunded
2	Continue supporting customers through Rail Network Rebuild programme	To encourage customers to keep using PT by giving them a good alternative experience, so that they return to train faster when KiwiRail's Rail Network Rebuild (RNR) Programme is completed.	1. Useful information and effective alternative transport options available to the end of each stage of RNR.	In progress - Partially funded
2	Support maritime industry to train new skippers and deckhands through the accelerated training programme	To be able to deliver ferry services that Aucklanders can depend on - the foundation of growing patronage.	1. Reach and maintain full requirement of qualified skippers and deckhands across all operators. 2. Ferry services reinstated as planned.	In progress - Funded
2	Roll out priority lanes to support new NorthWest network	To improve journey times to/from city.	1. Priority lanes operational.	In progress - Funded
2	Implement SH16 motorway shoulder at peak	To improve journey times to/from city.	1. Motorway shoulder lanes operational as scoped.	In progress - Funded
2	Introduce a staged bus priority plan to reduce the impacts of disruption	To improve the performance and routing of rail replacement services, so that they more closely match the performance of the replaced train service.	1. Plan developed for ideal rail replacement operation and priority measures to support operations plan, for all rail lines.	Not started - Unfunded

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2	Implement an active customer acquisition programme	To get more corporate, youth, supergold, and visitors to the city on board.	<ol style="list-style-type: none"> <li>1. Identify opportunities</li> <li>2. Develop customer acquisition strategy.</li> <li>3. PT product development.</li> <li>4. Delivery of strategy to meet sales targets.</li> </ol>	Not started - Unfunded
2	Develop and promote PT options to specific leisure destinations and events	So that we build on increased leisure travel, increasing frequency of use.	<ol style="list-style-type: none"> <li>1. Identify leisure/event ticketing opportunities.</li> <li>2. Scope &amp; negotiate with destinations &amp; promoters.</li> <li>3. Market leisure products to PT customers.</li> </ol>	In progress - Unfunded
2	Add alternate transport options maps to website	To help customers navigate disruptions.	1. Local alternate travel options prominently displayed on website during disruptions.	Not started - Unfunded
2	Directly market new and recent route improvements to customers living within 400m of bus stops	To encourage more Aucklanders to try the existing network.	1. Campaigns delivered for areas that have had significant improvements.	Not started - Partially funded
2	Streamline tools and processes to improve end to end disruption management and communication workflow	To help customers navigate disruptions by giving them information as early as possible so that they can prepare.	<ol style="list-style-type: none"> <li>1. Ensure tools and systems align with agreed disruptions strategy.</li> <li>2. Identified opportunities to align tools and systems so that we are more consistent across the business and enable better sharing of info and functionality.</li> <li>3. Incident capture is simplified and into a shared location, automated where possible.</li> </ol>	In progress - Partially funded
2	Increase notice period for ferry cancellations	To help customers navigate disruptions by giving them information as early as possible so that they can prepare.	1. Process for Fullers to give minimum two hours' notice of delays and cancellations.	Done - Funded

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2	Add real time re-routing for delays and disruptions to the AT Mobile app.	Help customers navigate delays and disruptions and improve the transfer experience by proactively giving them information on alternative journeys when public transport is running significantly early or late.	1. Customers are notified via AT Mobile when a delay or disruption impacts their ability to transfer to another service. 2. Customers can easily swap to a different journey when a delay or disruption impacts their ability to transfer to another service.	Not started - Unfunded
2	Support customers through Ferry Accelerated Training Programme	To encourage customers to keep using PT by giving them a good alternative experience, so that they return to ferry faster when the Accelerated Training Programme is completed.	1. Useful information and effective alternative transport options available to the end of the Accelerated Training Programme.	Not started - Partially funded
2	Implement pop-up park & rides to enable easy access to PT during RNR	To make it easier for customers to keep using PT during KiwiRail's Rail Network Rebuild Programme, encouraging them to keep using PT so that they return to train sooner when RNR is completed.	1. Identified where park & rides will be effective in continuing travel by PT during RNR line restrictions. 2. Temporary park & ride sites are live in these locations.	Not started - Unfunded
2	Develop and market youth offering that includes <13 and <25	To have product(s) that add value to using PT for <25s, increasing usage and establishing PT habits.	1. Conduct GenZ market research. 2. Identify & negotiate value add opportunities/partnerships. 3. Package and launch Youth Product.	Not started - Unfunded
2	Identify corporate partnership opportunities that add customer value	To have product(s)/services that add value to PT use and incentivise Aucklanders to use PT more.	1. Identify value add opportunities/partnerships. 2. Scope & negotiate with product/service vendors. 3. Market value added product/service to PT customers.	In progress - Unfunded
2	Trial headway timetabling and management	To give customers more certainty of wait times and measure impact on patronage.	1. Headway management trial operational on at least one route that may benefit from headway.	Not started - Unfunded

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2	Deliver revised disruption communication strategy	To make it easier for customers to navigate disruptions. Customers get consistent, timely, useful and personalised communication in the right channels at the right time in a disruption	1. Agreed strategy ready for operations teams across AT to implement.	In progress - Partially funded
2	Hire more Transport Officers to increase presence on the network	To help customers feel safe and confident on the PT network.	1. Launch trial of Auckland One Rail Transport Officers.	Not started - Unfunded
2	Seek or reallocate funding to increase the minor works programme.	So that we can make the small improvements sought by Local Boards and communities. For example, bus shelter enhancements, bus stop marking improvements, lighting upgrades.	1. Funding secured. 2. Full complement of work delivered in each financial year.	Not started - Partially funded
2	Improve stop prediction accuracy	To set more accurate expectations of bus arrival and departure times	1. PID predictions are more closely aligned with actual arrival/departure times	Not started - Funded
2	Trial 'Hold My Bus' process at key connection points	To give customers more confidence that their complete journey will be easy.	1. Hold My Bus trial operational, at least one location.	Not started - Unfunded
2	Deliver priority lanes on East Coast Road and Raleigh Road	To improve journey times in these areas.	1. Priority lanes operational.	In progress - Funded
2	Audit first and last leg connections to public transport facilities on the Rapid Transit Network	To understand what is lacking that may prevent Aucklanders using PT.	1. Audit first and last leg provision across RTN. 2. Identify discrepancies. 3. Build implementation plan.	In progress - Unfunded
2	Implement CATR changes	To introduce new services, co-funded by central government, that will encourage new users to public transport.	1. Agreed implementation list 2. Implementation of service changes.	In progress - Funded

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2	Trial HOP vending machines	Availability of HOP vending outside of CSC hours so that it is easier for Aucklanders to access PT at any time.	1. Test and learn at Britomart, DTFT, Devonport. 2. Plan roll-out to other high security locations e.g. Northern Busway. 3. Assess roll-out to non-PT locations e.g. libraries	Not started - Unfunded
3	Introduce customer messaging to move along bus when over seated capacity	To enable higher utilisation and avoid leaving customers behind	1. Messaging live on all vehicles.	In progress - Unfunded
3	Scope opportunities to install more peak time tidal lanes to respond to traffic flow	To increase capacity for public transport and other road users in peak direction of travel.	1. Feasibility study completed on potential corridors. 2. Indicative designs completed.	Not started - Partially funded
3	Trial pop-up bus priority to support special events	To improve journey time and reliability for eventgoers.	1. Trial completed and assessed.	In progress - Partially funded
3	Promote Transport Officer presence to address real and perceived safety issues	To help customers feel safe and confident on the PT network.	1. Review current status. 2. Develop intervention/campaign. 3. Campaign delivery.	Not started - Unfunded
3	Implement 'not tracked' predictions and status in AT Mobile	To give customers more confidence that their complete journey will be easy and help customers to navigate disruption by giving them relevant information sooner.	1. Functionality is live in AT Mobile.	Done - Funded
3	Micro-mobility dedicated share drop off zones, parking / secure storage at key stations during line closures to enable easy access to PT and avoid a car trip	To encourage use of PT by making it easy to connect using other modes.	1. Identify key stations and feasibility of dedicated parking spaces. 2. Installed at agreed locations, determined by feasibility study.	Not started - Unfunded

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3	Simplify concessions - U13, U16 & Tertiary	To make out concessions easy to understand and ensure they support the right groups of customers.	1. Commercial modelling. 2. Governance sign off. 3. EOD deployment & Comms.	In progress - Unfunded
3	Review special events operating model to determine base offering vs paid for	To have Special Events revenue more closely match costs, giving us opportunity to provide better service for eventgoers.	1. Recommendation to AT Board. 2. Implementation of new operating model.	In progress - Funded
3	Targeted promotion of PT journeys where they are faster	To encourage Aucklanders to choose PT over other modes.	1. Identify opportunities and target audiences. 2. Develop and launch campaign. 3. Campaign delivered.	Not started - Unfunded
4	Add shelters at bus stops near closed rail stations for Eastern and Western Line closures	To encourage customers to keep using PT by giving them a good alternative experience, so that they return to train faster when KiwiRail's Rail Network Rebuild Programme is completed.	1. Identified where stops will be effective in continuing travel by PT during RNR line restrictions. 2. Shelters are installed at these locations.	Not started - Unfunded
4	Add disruption information to on-bus audio	To help customers navigate disruptions by giving them information as early as possible so that they can prepare.	1. Messaging live on all vehicles.	Not started - Funded
4	Add interactive maps of key stations and interchanges to the AT Mobile app or AT Website.	Help customers navigate the public transport network more easily by being able to use a digital map to find their way around stations and facilities. Enhance the accessibility of our stations for those with accessibility needs.	1. Interactive maps of at least 10 key stations/interchanges are available on the AT Mobile app or AT website.	Not started - Unfunded
4	Use flood response review to update AT crisis communication plan	To ensure we are taking the right actions.	1. Any learnings from Flood Response plan are applied to crisis communication plan.	In progress - Funded

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4	Upgrade wayfinding at 15 major train stations to standard of Britomart and CRL	To help build awareness of the public transport network.	1. Major locations with low visibility identified. 2. Wayfinding installed at agreed locations.	Not started - Unfunded
4	Install highly visible signage near major PT facilities	To help build awareness of the public transport network.	1. Major locations with low visibility identified. 2. Wayfinding installed at agreed locations.	Not started - Unfunded
4	Agree minimum terms and conditions with partners and stakeholders	To proactively understand and work with the industry on any workforce shifts.	1. Minimum employee T&Cs included in Unit 110 tender. 2. Implemented recommendations from the Sustainable Public Transport Framework (SPTF),	Not started - Funded